

REPROGRAM YOUR SUBCONSCIOUS MIND

...and step into your true potential



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meet your author

hi, i'm cina



I am a licensed psychotherapist, mindfulness & meditation teacher, and reiki master here to help you achieve personal transformation.

In addition to my formal training, I have also been on my own path of personal growth and development for close to 15 years.

I am obsessed with finding what works and sharing it with other people. In this eBook, as well as my other digital products, that is what you will find. Real solutions and strategies that *work*.

Thanks for trusting me to be a part of your journey!

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w e l c o m e t o h e a l i n g . . .

welcome

Hello and thank you so much for your interest in this eBook! I hope that you will find it easy to read and apply.

Within the pages of this book you will be given the roadmap to deep personal transformation through updating your subconscious programming.

This work is powerful and life-changing, and I encourage you to move forward with compassion for yourself as well as an open mind and heart.

IMPORTANT NOTE

This information is powerful and can be challenging to uncover. Please consume this information responsibly and access your support system when necessary (friends, loved ones, a therapist or coach, a support group, etc.).



disclaimer

The information provided in this material is for informational purposes only and is not intended to substitute professional medical advice, diagnoses, or treatment. Always seek advice from your physician or other qualified healthcare provider before undertaking a new health regimen. Please don't ignore medical advice or delay seeking one because of information you read in this material. Do not start or stop any medications without speaking to your medical or mental health provider first.

Although I am a Licensed Clinical Social Worker, I am not YOUR Licensed Clinical Social Worker. All information in this material is for informational purposes only, does not constitute medical advice, and does not establish any patient-client relationship.

part 1
u n c o v e r i n g



introduction

Take a moment to consider the following truths ...

- Your subconscious mind is at the root of everything you think, feel, and do
- Your subconscious mind is responsible for your automatic reactions, preferences, judgments, worries, anxieties, insecurities, likes, and dislikes
- It is estimated that your subconscious mind drives 95% of your thoughts and actions
- That means you're actually in control or conscious of your own thoughts and behaviors approximately 5% of the time

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- The subconscious cannot tell the difference between real and imagined experiences and is conditioned mostly by emotions rather than reasoning and truth

If you find that as intriguing as I do... this book is for you.

The subconscious mind functions much like a computer, continuously downloading and storing information over time. It retains memories from every experience, forming perceptions and beliefs based on how you felt during those moments. These beliefs are held as truths, shaping your reality - even when new experiences contradict them. For example, if your sibling repeatedly called you "ugly" when you were young, you may have internalized that belief and carried it throughout your life, despite being told by others that you are attractive. Once the subconscious mind stores a belief, it can be stubborn and resist change.

Because of the persistence of these conditioned belief patterns, the subconscious is our target if we want to make changes to the ways we have been programmed to think and act. If we download information (thoughts and beliefs) about ourselves based on our experiences, but those beliefs are ultimately unhelpful and sometimes even damaging, we are going to have a hard time healing and improving our lives.

One of the main reason the subconscious mind often needs updating is that most of our limiting beliefs reflect our state of mind, emotional maturity, and current self and world understanding at the time they were created. We are especially receptive to subconscious conditioning when we are young, particularly before the age of 7. For example, if you were bullied by a classmate in 3rd grade you may have internalized the belief that no one likes you or you don't belong. In reality, this bully likely had their own emotional pain and projected that onto you to take the attention off of themselves.

As adults we can hold a higher, more comprehensive viewpoint of the situation, understand what was really happening, and alleviate ourselves from the emotional burdens we began to carry when we were too young to think more critically. While childhood is where many of your beliefs have taken shape, it is important to note that defining experiences can also occur in adolescence and adulthood. Any deeply emotional or repetitive experience, whether positive or negative, has the power to condition the subconscious.

Let's explore how impactful this can be using the example of a child that was bullied in 3rd grade. If this child already believes no one likes them, they will not try to make friends, may push away friends that do come into their lives, and avoid trying out for sports teams or joining clubs because they believe no one wants them there.

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Now this belief is reinforced because they truly are in social isolation and their thoughts are being reflected in their reality. They push people away, yet insist that others are pushing them away. Enter young adulthood, college, and dating; they have low self-worth and end up dating partners that do not treat them well, reinforcing fears of inadequacy, judgment and rejection. Perhaps they have found a few friends they feel like they can be themselves with, but still feel anxious around most people. They may put themselves down, feel depressed at times, and continue to live with this feeling that something is “wrong” with them... All because there was some little jerk in their elementary school!

This is only one small example to demonstrate that...



You create a belief based on an experience,
that belief influences your perceptions in new experiences,
your perceptions give rise to your emotions,
your emotions influence your actions and choices,
and those choices reinforce the belief ...
And you are a victim of this process until you become conscious of it.

The good news is that the subconscious mind is easily accessible to you and you do not need years of Freudian psychoanalysis to find your deepest conditioning. This book teaches you both how to find your subconscious programming and how to update that programming into more helpful, rational, and truthful thoughts. What's so empowering about this work is that you get to *choose* what you want to believe about yourself and the world.

If, for example, you have a core belief that you are stupid, every time you're in a situation in which your knowledge (or lack thereof) may be exposed or challenged, you will have intense anxiety to contend with. I can give you 100 tools to manage your anxiety, but wouldn't you rather get to the bottom of what keeps activating that part of you? Wouldn't it make more sense for you to release that anxiety at the root rather than continue to apply band-aids to its symptoms for the rest of your life?

I am not saying that anxiety management tools are useless, quite the opposite. You will need them as you move through this work and face some of your less desirable memories, thoughts, and feelings, but we hope that in doing the deeper work you will not need the tools quite as frequently and form a more connected, compassionate relationship with yourself.

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Our painful experiences may have left a mark, but I see them as opportunities for healing. As the Buddhist saying goes, "no mud, no lotus." Lotus flowers grow out of the muck and filth, yet they are incredibly beautiful—and they need that mud to thrive. In the same way, your difficult past experiences are the "mud" from which spiritual transformation, awakening, and self-realization can emerge.

While I *do* want to facilitate your transformation with this work, here's what I *don't* want to do:



I don't want to shame you for having negative thoughts or indicate that this means there is something wrong with you. The alleviation of suffering is not in having all positive thoughts but in not identifying with the negative ones too strongly. Regardless of how much therapy and healing you do, you will always be human, and it is okay and normal to not always have all positive thoughts.



I do not want to imply that changing thoughts will be all that's required to heal trauma. Trauma is a complex and layered experience that requires extreme sensitivity, patience, and sometimes the support of a skilled professional to fully recover from.



I do not want to bypass the deep emotional pain that comes with some of the thoughts that you are uncovering. While I will offer incredibly powerful tools for healing in this book, if you continue to repress your emotions and slap a positive affirmation over them, you may not be fully processing what you are feeling. This is known as spiritual bypassing. You can't bypass your pain to get to a healed state, you must be willing to open to it and feel it.

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While relating to your emotions is not the topic of this book, I will offer one technique to help you regulate the feelings that will inevitably come up as you go along. If you recognize the need for more emotion regulation skills, please go to my YouTube channel, where I have an entirely free online course on stress, which includes many holistic and effective emotion regulation methods.

For now, **let's practice a mindfulness exercise I call AAC.**

When emotions arise, your first step is to become aware of what you're feeling physically and emotionally. **Tune into and label both your body sensations and the emotions you're having.** Inside your mind it might sound something like this: "Noticing a tension in the stomach, anxiety, fear, and my heart is beating a little fast."

Next, accept your feelings exactly as they are. Do not push them away, do not fight them, do not judge them. Let them be, they are already here and trying to control your emotions is like holding a beach ball underwater - a waste of energy and it will come up eventually. **Simply say to yourself "I accept these feelings."**

To bring it all together, offer yourself compassion, which means to **speak to yourself the same way you would speak to a friend** or someone you really cared about and respected. This may sound like "I'm here for you, it's okay to feel this way, this is really tough."

Use this process - awareness, acceptance, compassion - whenever you feel a wave of emotion and do your best not to resist or ignore that wave. Please be gentle with yourself as you are touching on some of your deepest wounds, core memories, emotional pain, and potentially difficult feelings. I encourage you to pause at the end of each chapter, practice compassionate awareness, and move forward at a pace that is respectful to yourself.

If you are ready to step into a more self-assured, present, conscious, and powerful version of yourself, let's move onto the next chapter, where we will start identifying the contents of the subconscious.

You are about to read about five starting places for you to uncover your subconscious programming and core beliefs. We use the word "trailhead" since it is an opening to an entire path, and that path leads to the place we want to go - the root of your thought and belief system to identify whether or not this belief is serving you.

Let's begin!

trailhead #1

a triggering event

Our emotions are phenomenal messengers and a strong emotional response to something is a powerful opportunity to know ourselves more deeply. When you are “triggered” by something or someone, know you have something meaningful to work with. Instead of ruminating, behaving self destructively, or shaming yourself for your reaction, choose to see these moments as “golden tickets” into your subconscious. These are moments to lean in with curiosity rather than judgment.

Although your emotions probably feel overwhelming at times, if you can take a moment to observe your reactivity rather than react, you have already taken a powerful step towards self regulation and awareness.

If you can tolerate the distress, it can teach you something.

Start to think in terms of trying to understand rather than attempting to fix the scenario. Why would this be so activating to me? Who or what does this remind me of? Is this something I have felt before? If so, when?

When we react strongly to a situation the response is usually not *just* about the present moment. This is your trailhead - you’ve likely uncovered an old wound, along with the beliefs, patterns, and stories that come with it. This tender spot in your heart and mind may be from something that happened 2 days ago or 2 decades ago, and it is likely the latter.

Before we proceed, I am mentioning again the importance of compassion as you navigate these chapters. Your subconscious will likely be revealing to you some of the events and memories that were unpleasant or painful and perhaps you haven't thought about or attempted to process in years. Take breaks as you need, lean on your appropriate supports, and be very gentle with yourself.

Here is an example of how to follow this “trailhead” of a triggering event so that you can identify your own limiting beliefs:

A friend cancels plans that you were really looking forward to. You are more than disappointed, you are triggered. You start to notice strong and uncomfortable feelings and see this as an opportunity for self-understanding. You're able to identify the feelings of disappointment, anger, and fear. Your thoughts are “of course she canceled, everyone cancels on me, now I have to spend Saturday night by myself, why isn't anyone reliable anymore?” When you try to recall the earliest time you had similar thoughts and feelings, you remember your parents working a lot and older siblings being too busy to spend time with you. When you think about why this feels so bad or what this means about you, you realize your core belief here is “I am alone.”

Finding the belief at the bottom of a scenario requires a willingness to take a deeper look. You are capable of this - we all are - and it takes courage to look within and see the pain that's there. It is also usually the case that more than one belief will be created from a painful experience. In the above example, this person may also have beliefs that they are not important, they are a burden, or they are unworthy. Is this true? Probably not. That's why we do this work, to challenge what we've previously accepted as truth in the past that causes us pain and disruption in the present.

Within this chapter is your reference chart of the most common limiting core beliefs about ourselves in no particular order. The purpose of this chart is to help you find the belief that most closely resembles your own programming. A core belief is part of your subconscious programming so you may hear those words interchangeably. Using the chart is not mandatory, but a helpful supplement as you move through this book to give you an idea of the kind of thoughts you're looking for. You'll also see that these are limiting core beliefs about self, but we want to be clear that you can have limiting core beliefs about anything - money, time, health, love, and more.

most common limiting core beliefs

I am not enough
I am weak
I am stupid
I am unseen
I am unheard
I don't belong
I am disconnected
I am trapped/stuck

I am incompetent
I am undesirable
I am different
I am abandoned
I am alone
I am bad
I am unworthy
I am unimportant

I am excluded
I am rejected
I am powerless
I am inadequate
I am a failure
I am worthless
I am unloved
I am unlovable

I am unsafe
I am helpless
Something is wrong with me
I am disrespected
I am disliked
I am needy
I am defective
I have no control

Just reading about the subconscious mind and how to reprogram it is not enough to actually create change, so throughout this book you will have many opportunities to actually *do* the work. Let's take it step by step so you can start uncovering your own programming.

Step #1: Pick a trigger you would like to work with to learn more about yourself. Ask yourself "what is triggering me now or has triggered me recently?"

Step #2: Recognize and accept your feelings around this. Do not resist! Allow your feelings and thoughts to be exactly as they are. You are now getting curious and willing to be with yourself in this moment without judgment or trying to escape.

Step #3: Notice the thoughts going through your mind - judgments, criticisms, complaints, fears worries, etc.

Step #4: Who/what/when does this remind you of? When was a moment in time you remember having similar thoughts and feelings? Try to recall the earliest memory you can, but any memory that comes to mind can give you some insight into the development of these beliefs.

Step #5: Now, ask yourself why this is so bad or what am I making this mean about me? Continue to ask yourself that until you can't answer it anymore. So in the example above the first time you might ask yourself why this is so bad you might say, "because people are unreliable!" While that might be a core belief about others, try to dig deeper until you find one about *you*. Why is it so bad if people are unreliable Then no one is there for me. Why is that so bad or what does that mean about me? That I am not worthy of being cared for. Why is that so bad? Then I am alone. We can sometimes feel a resonance or a "click" internally when we've landed on the belief. You may feel some emotion. Take your time, be curious, and try to answer your own questions as best you can. For additional support, refer to the list below of common limiting core beliefs.

If this is the first time that you've tried to access your subconscious, I hope you find it simple even if it feels imperfect. The most important thing is to be curious and willing to look within, rather than find the exact right belief every time. In doing this repeatedly you will become more connected to yourself, your thoughts, and the stories going through your mind.

Let's move onto the next chapter where you will find another opportunity to know yourself more fully and take a powerful step towards healing.

trailhead #2

your least satisfying life area

Your reality is always reflecting back to you the contents of your subconscious mind. If you remember from the introduction, our limiting beliefs influence our thoughts, emotions, and actions, which often reinforce the existing belief. Considering this process, you can see how a life area that feels unsatisfying most likely means that you have some unhelpful thoughts about it.

Someone that struggles with money surely has negative beliefs about it, but they will blame it on external factors - a failing economy, an unfair boss, a greedy spouse - rather than take accountability for the way they've contributed to this pattern. That kind of thinking makes you a victim, whereas taking responsibility for the contents of your mind empowers you. The mistake here is believing that the outside world or circumstances are why you have negative beliefs about it and not acknowledging that the limiting beliefs create your reality. This can feel like a chicken-or-the-egg scenario because circumstances *do* create beliefs (how the subconscious mind gets set up in the first place) and beliefs reinforce those same circumstances. Thoughts can become self-fulfilling prophecies, which means that we have a belief then we make it true with our actions.

I'm not suggesting that if you have a disabled child that it is your fault - you created that with your subconscious mind. I am not saying that if you lost your job it is your fault - you should have thought better thoughts. I am in no position to tell you that if you're experiencing a health issue that you're to blame.

I have no interest in shaming you, giving you false information, or suggesting that you are in control of every single thing that happens in your life. What I want to do is return your power back to you so that you can enjoy your life, stop feeling out of control, and stop reacting in ways that perpetuate your own suffering.

trailhead # 2

My ultimate motivation comes out of our love for you and the clients I serve because we all deserve to feel peace within. The fascinating power of the subconscious mind is that when you update your belief system, not only do you feel better, but circumstances around you end up reflecting that change because new thoughts create new emotions, which influence new actions and new outcomes.

We must be willing to take a curious, non-judgmental look at the least satisfying area of our life, examine the beliefs we hold around it, and explore how those beliefs may have influenced our choices and shaped our current circumstances. As always, curiosity is our ally - judgment is not.

So if you can muster up the courage, use the following exercise to help you take this inquiry a bit deeper and rate your level of satisfaction, or how happy/content you are with this part of your life, from 1-10 in each of the following life areas. 1 is completely unsatisfied, 10 is completely satisfied. You may want to write these answers down in a journal to reflect on later.

| life area | satisfaction 1-10 |
|-----------------------|-------------------|
| health | |
| finances | |
| work/career | |
| friends/social life | |
| romance/love | |
| spirituality/religion | |
| hobbies/leisure | |
| family | |
| home/environment | |

Now, take a look at your level of satisfaction for each life area. A quick note here is that if your numbers are low for most of the categories, that's okay, but please do not attempt to heal every belief you have at once. Start with one or two areas that feel most impactful or you've given the lowest rating.

The categories with the lowest score indicate that you have some negative programming in that area. If, for example, you have rated your finances to be the lowest satisfaction, you might take a moment to sit and list some of the things you feel and think about money. Subconscious programming is often hiding in plain sight within our everyday thoughts.

Here are some examples of clients' beliefs about money that have required updating in order to feel more at peace and in harmony with money: *Money is the root of all evil, money is hard to make, I'll never have enough money, I didn't come from money so I'll never have it, money is not worth the trouble, I'm not smart enough to be wealthy, all wealthy people are bad people that exploit others.*

For whichever life area(s) you choose to work with, use the following questions to guide you deeper into this inquiry:

- What did my parents teach me about this part of life?
- What experiences have shaped the way that I think about this?
- What feelings do I have when I think about this life area?
- What, specifically, do I find so challenging about this area?
- Are these beliefs helping or hurting me?
- How have my beliefs influenced the decisions I've made?
- If I truly believed something more positive about this life area, how would that change my actions?
- What would I do without this belief?
- What would I do if I believed the opposite more positive thought?
- Which beliefs am I ready to change or let go of?

trailhead # 2

Now that you're willing to take a deeper look, be easy on yourself if you realize that your thoughts in this life area are negative. Something you might hear in our work over and over again is that **the present moment is your point of power**. Uncovering this information gives you your power back because making the unconscious conscious is how we create massive change in our lives. You get to decide how you want to think, you get to decide whether or not this programming serves you, and ultimately, you get to decide what you experience next, but we'll discuss that more on that in part 2. Don't get discouraged and hold onto the intention of being compassionate with what you uncover.

trailhead #3

your inner critic

The inner critic is that voice inside your head that can be relentless. You know, the one that critiques you and lets you know all of the ways you are imperfect, flawed, and not good enough? Yes, that's the inner critic. And it can be louder sometimes than others, which is exactly what we're looking for in order to use it as a trailhead to your subconscious.

In my many explorations of my clients' inner critics, here is what I have come to know about them: they always feel like they are being helpful. You don't criticize yourself because you would love more anxiety; you criticize yourself because you think it might help you improve, be more conscious and aware of your flaws before others notice them, or prevent you from making mistakes and embarrassing yourself.

The issue with this is that being critical of ourselves has the opposite effect. We don't improve when we're under the influence of our own inner critic, we self-destruct. We don't prevent others from noticing our flaws, we just stay hyper fixated on them at all times. We don't have less anxiety, we have more.

How can we believe we are worthless and make the money we want?
How can we believe we're unloveable and attract the partner we want?
How can we believe we're stupid and get into the recognition we want?
How can we have a negative mind and a positive life?

Even if what we are criticizing ourselves about is true (maybe we do suck at sports, maybe our face is asymmetrical, maybe we don't have a high IQ), self-criticism will only increase our stress and anxiety levels, allow others to treat us poorly, limit our potential, and interfere with our ability to live authentically and true to ourselves. And sucking at sports does not justify a limiting belief of "I'm not good enough" or "I'm defective." Those beliefs would be untrue and very unhelpful.

Another common example is being very critical of your appearance. When did you learn to do that? When did you start feeling inadequate physically? Was it because you had a very attractive parent or sibling that you found yourself being compared to? Was it when you had acne as a teenager? Did you gain weight around puberty? Did anyone make fun of you? What was the initial event? And what did you start to believe about yourself? "I am not pretty enough. My face is ugly and asymmetrical. My nose is too big. My body is too big. No one will love me."

We courageously continue to inspect the contents of the subconscious with these types of questions. That inquiry gives way to us understanding our core beliefs about ourselves. This is a good time to revisit the core belief reference chart from chapter one if you need to. Try to narrow down what your critical thoughts really mean about you.

Here are some questions to ask yourself in order to find limiting beliefs this way...

What aspects of myself am I most critical of?
When did I start being critical of myself about this?
What was happening to me at that time?
When or how did I get the impression that this was an unacceptable trait or behavior?
Was there someone else who taught me to view myself in this way? Either by speaking to me this way or by speaking about themselves/others in this way?
Did my beliefs about myself come from another person who was in emotional pain themselves?
What beliefs did I develop about myself? (see list of common core beliefs)
What do I feel in my physical body when I think these thoughts about myself?
Are these beliefs helpful to me? Why or why not?
When I believe this about myself, what do I do? How do I act? What choices do I make that are self-destructive?
What are the effects these beliefs have on my relationships?
What effects do these beliefs have on my health?
Am I self-punishing in some way?
What are the consequences of my self-destructive behaviors?

Self-critical thoughts are some of the hardest, but most necessary, to reprogram. No one gets to be the judge of your worthiness and determine whether or not you are good enough. You are worthy and lovable because you exist. Nothing you do or don't do, have or don't have, will ever make you better or worse than anybody else.

We all have strengths and weaknesses and there's a very big difference between acknowledging your vulnerabilities and attacking yourself. One is objective and can help inform your decisions, the other is subjective and creates dysfunction in your life. Remember that the subconscious mind operates through emotion, so when you feel inadequate that translates to a thought that you are, in fact, inadequate. This is why we must replace these thoughts with ones that are rational. Just because you feel afraid on an airplane doesn't mean you're unsafe. Just because you didn't make the baseball team doesn't mean you're a failure. Just because you failed your test doesn't mean you're stupid. Our feelings are often irrational.

Do your best confronting some of these long-held beliefs of unworthiness. We ALL have insecurities and weaknesses. We ALL have parts of ourselves we'd rather not show the world. We ALL have many ways that we can be better humans. We are choosing to see this as what unites us as a species rather than ways we can tear ourselves and others down. This is the basis for self-compassion - "Yes, I'm a flawed human being and I will love myself anyway." Diving into the depths of compassion is beyond the scope of this book, but if you're getting hung up on this chapter we urge you to consider our other course offerings that might help you cultivate these skills more deeply, or to find a skilled therapist or coach to work through these feelings with.

trailhead #4

a habit or pattern

Our habits and patterns are clear indicators that there is programming in our subconscious mind and some of these habits are positive and helpful. While I've been focusing on the negative side of subconscious conditioning, I want to highlight that there are also plenty of ways that the subconscious not only helps us, but keeps us alive and functioning. The brain is taking in billions of bits of data every second and not being fully conscious of every one of those pieces of information is what allows us to think critically, store information, multi-task, and to have become such a productive and evolved species.

When we get into a car without having to figure out how to drive it because we've done it thousands of times, we can thank the subconscious for that.

When we take our daily multivitamin with our breakfast every morning without thinking about it, we can thank the subconscious for that.

The fact that you have many biological processes that are taking place within your body right now that you are not directing consciously - digesting food, filtering toxins, fighting infections, circulating blood, etc. - you can thank the subconscious for that.

And also...

When we binge eat after a long and tiring day, we can thank the subconscious for that.

When we lash out at our partner because we're feeling insecure, we can thank the subconscious for that.

When we light up a cigarette after a meal, we can thank the subconscious for that.

When we experience anxiety at the thought of giving a presentation, we can thank the subconscious for that.

The subconscious is a stored database of every single experience we've ever had and how it made us feel. If we didn't like that feeling at the time, we developed a strategy to avoid feeling that way again in the future. Yesterday's medicine is today's poison. When you have a cough and you take medicine, it helps. But when the cough is gone do you continue to take the medicine? No, it's no longer necessary.

When you're a kid and you feel neglected and you overeat it helps you calm emotions that you do not yet have the ability to regulate otherwise. When you overeat as an adult it soothes you temporarily, then causes health, self-worth, and social issues that are far more painful than the initial emotion you were avoiding. Every bad habit we could possibly list or imagine are all strategies to alter or avoid feeling states.

People have such a hard time breaking bad habits not because they do not have enough self-control or will power, but because they do not have enough awareness.

While there are many therapies or modalities that target behavior change, one of the most powerful methods is the exploration of the subconscious mind because it brings you into higher awareness of yourself. Awareness is the key. When you uncover a deeper knowing of yourself - your triggers, thoughts, emotions, body sensations, what drives your actions to begin with, what keeps this pattern alive, and what you're intending to mask with this habit - you will break it.

Until then, you'll likely try to shift things in the external world rather than internal to try to avoid being triggered. An example of this is a binge eater who only buys healthy food. This will only perpetuate her belief in herself that she is an out of control beast who can't have chips in the house. **The deepest and most sustainable changes happen at the level of consciousness.**

So reflect for a moment on which habits or behaviors you might engage in that feel automatic, a little out of your control, difficult to not engage in.

Consider the following example of a client who was overspending, shopping irresponsibly, and putting her finances at risk, which caused ongoing financial problems and stress.

Her compulsive shopping and spending began when she was in college. She was missing her family at the time and didn't feel like she fit in. She was being made fun of in the dining hall for the shoes that she was wearing, and this made her feel very embarrassed, ashamed, and like she didn't belong.

Those were really challenging feelings for her to navigate, and it's understandable that her first line of defense was to simply change her appearance so this didn't happen anymore. She got herself a credit card and bought trendy clothing and accessories. This made her feel happy and more confident. The shopping served her at first because of the positive response she got from others - she finally made a few friends.

So if at first she was avoiding the feeling of rejection, now she was driven by the feeling of approval. We can all understand that approval is like a balm to the sharp sting of rejection. So the shopping continued.

Whatever makes us feel good is something we will do again. We are simple creatures as humans - we seek pleasure and avoid pain pretty much any chance we get. Shopping became a habit, but with that came bills she couldn't pay and debts that began to pile up. This influenced her relationship with her parents as they were the ones paying her bills, and the tension rose between them. She sometimes skipped meals in the dining hall to not add to her parents financial burden, which didn't feel good to her physically and created other issues with her health and energy levels.

She reported that she was afraid to not have new clothes and fit in with her peers, she didn't know how she could stop now. She had gotten herself into a rut, the shopping felt automatic, she'd find herself on websites all the time ordering things and saying to herself "it's okay I won't buy anything else this week," or "it's fine I'll get a job soon and pay it all off," or "but I have to look good at that party next weekend I can't wear something I've already worn."

When I poked around in her subconscious I found beliefs like "I'll have no friends, I won't get invited to parties, no one will like me, no one will want to date me," and more that fueled this behavior. And when I dug even deeper there was a deep feeling of insecurity and "I'm not good enough as I am."

You probably can sense this coming, but I want to be clear that if you have to have a shopping addiction in order to be liked by a certain group, those people probably suck and don't care about you very much. If you have to be anything other than your authentic self to be included, then those probably aren't your people and you will feel more and more disconnected from your authentic self every time you engage in self-abandonment.

I understood this client's pain and I did not judge her for the choices she made, nor did I encourage or co-sign the judgment she had about herself as she struggled to break the habit. I related to her with compassion and understand that when we meet our emotional edge and feel something intolerable, we ALL look for ways out of that emotional experience. I get it. I've done it.

You can see the slippery slope of what was once a coping strategy then becomes a habit. Once that habit successfully allows you to avoid pain and feel pleasure, it gets strengthened every time you do it.



The subconscious is conditioned through repetition, so anything that happens over and over again, or anything that you think or feel over and over again, gets automatically programmed to be repeated whether or not this is a helpful thought, perception, or behavior or not.

Once that quick and easy hit of dopamine is registered in the subconscious mind, it happens automatically until you wake up and change it. You reading this book is a powerful step in waking you up from your slumber of subconscious automation. You can break any habit you want, but you have to be willing to be more conscious, present, and intentional.

So let's explore by thinking of a habit or pattern that you feel is no longer serving you, but feels difficult to release and answer the following questions. And don't panic, your habits may start to shift immediately under the light of your awareness, and will really change when you get to part 2 of this book.

What is the habit I'd like to break?

When did I start doing this?

What was happening to me at the time?

What led up to this?

What was I going through emotionally?

What was the feeling this behavior first gave me?

Was this behavior protecting me from something?

How does this behavior serve me?

Are there any negative consequences to this behavior?

What am I afraid of if I let this habit go now?

What do I believe about myself now that I've been engaging in this behavior?

What are some of the underlying beliefs I believe might be contributing to this behavior?

Do I believe in my ability to change it?

trailhead #5

the conscious mind

It may still seem that the term “subconscious” points to some deep, inner realm that’s complex and hard to reach, but the subconscious mind is not hard to find. In fact, we can take a look at the thoughts that are close to the surface - the ones we’re thinking right now - and use that as our next trailhead. I hope that through this chapter, as well as all the others in part 1 of this book, you see that revealing the subconscious mind is simply about being willing to look at your thoughts, emotions, decisions, and behaviors. This is how you make the unconscious conscious - you look for it.

If you are brave enough to turn inwards, you will see your conditioning because even in the most ordinary moments of life, you reveal your deeper programming. When you are in the shower, driving your car, taking the subway, deciding what to eat for lunch, or waiting in line at the grocery store, your mind is wandering. It is estimated that we have between 50,000-70,000 thoughts per day, which is almost a thought every second. The mind is active, to say the least. In these conscious waking thoughts, you reveal your fears, preferences, worries, judgments, and your conditioning.

Considering the sheer volume of thoughts, it is understandable that in order to conserve energy our minds repeat thoughts, which is why 80% of the thoughts you have today are the same thoughts you had yesterday. This basically means the mind is recycling thoughts and the ones you think over and over again become so automatic, so available, so easy for you to think, that you are rarely directing your thoughts intentionally. If you trace back some of your thoughts, you’ve likely had them on repeat for years, maybe even decades.

My main intention is not to help you to recognize every single thought you ever think, but to start to get more conscious of the ones that perpetuate your suffering. I am going to use a common example - being invited to dinner with friends - to show how ordinary thoughts can serve as pathways to deeper awareness.

- Someone who believes they are not smart enough would be thinking about what they could say to be impressive, how stupid they are compared to these people, and how sophisticated everyone else is.
- Someone who believes they are socially awkward might be thinking about how weird they sound, and how normal everyone else is.
- Someone who believes they have a weak immune system will be thinking about getting sick from one of the other guests and how they'd have to rearrange their schedule next week if they got sick.
- Someone who believes they'll never have enough money will be thinking about the cost of what everyone is ordering, if it's rude to ask for your own separate check, and how they suggested a less expensive restaurant but their friends shot it down.
- Someone who believes that they are annoying would be thinking about how they need to act cool and relaxed, not to talk too much, and to let others drive the conversation.
- Someone who believes they are boring may be thinking about how different their travel plans are compared to the other guests, that they themselves are so lame and uninteresting.
- Someone with the subconscious programming that they don't belong will think about how they feel like an alien, they can't wait to go home, and why do I still even come to these things?
- Someone with subconscious fears of rejection will try to be a chameleon. They will say the things that they think the other dinner guests will most approve of, rather than being their authentic selves.
- Someone with a subconscious programming that they are ugly will spend hours getting ready, wonder if their outfit looks okay, worry that their partner is more attracted to the other guests, and think maybe they are ready for plastic surgery.

Do you see all the possible avenues for madness? In such a simple and normal human experience all of our neuroses have the potential to show up right there with us. Now multiply this by the hundreds of routine experiences you will have this week alone. Everything is an opening. Everything can be a trailhead.

You don't have to be a licensed psychotherapist to understand yourself, you just have to be willing to take a good look. This is why we love mindfulness so much, it helps us see our thinking mind for what it really is - a lot of nonsense and automatic programming based on painful past experiences and subjective bias - and breaking free from our conditioning is impossible without this mindful awareness. It's also something we as therapists can't do for you, although we can guide you, you must ultimately make the inner journey alone.

While these fears have created much pain and suffering for us underneath our awareness, we can bring more presence to ourselves and choose a new path. We have choice, agency, and personal power right here in the present moment by deciding to do something different. That is what part 2 is about - the change process. So if you are ready, let's move on to the next part of this book.

part 2

h e a l i n g



the healing process

can we actually change?

Why is it that we get a new iPhone every couple of years, but we keep the same conditioned beliefs for decades? Perhaps it's time for an upgrade in your inner technology - your consciousness. The exercises in part two are that upgrade.

This is actually the best part about the subconscious mind - you can update it. Your brain is capable of great change, which means that with proper intervention, you get to adopt new beliefs that set you up for success and joy rather than operate from past programming that is unhelpful. Once you input new information that is supportive, kind, and truthful, you will notice shifts in your external reality as well.

I am not promising that in changing your beliefs you will become a millionaire tomorrow, meet the love of your life, and get a promotion, but if those are your goals they will be impossible to achieve without believing in your own self-worth, value, and ability. Be patient with yourself and make a commitment to see this process through.

can we actually change?

The key to rewiring the subconscious is consistency and a continued commitment to your new belief system.

These patterns did not get set up overnight and they will not be healed overnight either, although you can feel the effects of a new belief quite quickly. You will be taught several methods to rewire the subconscious mind. Practice the different techniques and see what most resonates for you. You do not have to use every single one, but I encourage you to try every one and see which ones feel most effective. The practices that feel most effective will be enjoyable for you to do, give you a sense of calm, and not be a complete pain in the ass to build into your regular routine.

The reason why consistency is so important is because the mind gets conditioned by anything we experience repeatedly and it gets reconditioned in the same way. If your mom always used to say that men can't be trusted, then that's what you believe. If your soccer coach used to say you're the fastest on the team, then that's what you believe. If you keep telling yourself every day you are smart and capable of great things, then that's what you will believe. Repetition is our ally in the healing process. We suggest making space for these practices every day at the same time. Figure out what is most realistic for you and when you would be most likely to spend 10 minutes on yourself and commit to that being your time for healing.

Consider the following example to understand what is happening in the rewiring process: your brain is like an open field. If you drive across the field over and over again in the same spot, that becomes a very well-worn dirt road - a clear pathway. But you'd like to find a new path and so you drive over the grass in a new area and direction. If you do this once, nothing much changes. But if you do this over and over again, you will eventually create a new path and the grass will grow in over the old path that you are no longer driving down.

This is called neuroplasticity - your brain's ability to adapt to new input, learning, and experiences. I say with great joy that it is not just the field of neuroscience that gives me confidence in what I am teaching. My clients have been my greatest teachers - the brave and wise beings that have shown up in session week after week, committed to their change process and to themselves, have shown me what happens when you believe in yourself and stop letting your old, outdated, untrue programming run your life. Relationships flourish, vitality improves, new opportunities arise, and the brick walls you kept running into start to come down.

The following chapters will be short and to the point, providing an explanation of each technique for you to apply to your own belief systems.

reprogram method #1

opposing evidence

Your first reprogram method is about challenging your limiting beliefs. Byron Katie is a wonderful author and teacher who has created a framework to challenge our thoughts called *The Work*, which is four simple questions to ask ourselves to see if our thought is accurate or helpful. The questions are:

1. Is this true?
2. Is this 100% objectively true and everyone would agree (like $2+2=4$)?
3. What does it feel like when I think that thought?
4. Who would I be without this thought?

We can believe so firmly that we are stupid, unloveable, or burdensome, but *The Work* shows us that those thoughts are not objective truths, they generally make us feel awful, and without them we might feel more free, take more risks, and actually take action towards the lives we desire. That's the power of challenging the thought.

The Work is not the main technique I am teaching in this chapter, it is only a helpful tool to recognize whether or not a belief is true or helpful and can be a precursor reprogram method #1, which is finding your opposing evidence.

If your belief is "I'm unimportant" for example, you might look for evidence in your life that you *are* important. Look for at least 10 pieces of evidence - relationships, things people have said, experiences you've had - that would all disqualify this belief. This is powerful because if your belief has existed long enough, you've thought that thought thousands of times. This may be the first time in your life that you are having this new thought that you *are* important. I want to back up that thought with as much evidence as possible. I want you to read this list and say, "damn, I really *am* important."

reprogram method #1

I want you to realize the lies your mind has been telling you. If you have more evidence, please don't feel like you have to stop at 10. Here are some examples of opposing evidence for the belief in unimportance:

1. My boss gave me a compliment the other day that I contributed a lot to our project
2. I walk my neighbors dog when they're on vacation
3. I'm close with my brother and I've helped him through hard times
4. I do things at work that other team members can't do
5. I'm a part of a church community
6. My pets rely on me for their care and well-being
7. My friend complimented me the other day
8. My parents fly several hours to see me as often as they can
9. My friend is always asking me to come play golf with him
10. I am a human being just like everyone else

New Belief: I'm just as important as everyone else

If your core belief is "I'm stupid," for example, you might use evidence that you're able to figure out word puzzles, often accurately predict the ending of a movie before it happens, have a great memory, or know a lot about US history as opposing evidence. To recap, this is how to use reprogram method #1 to change and update your thoughts:

1. Take out a journal and write down the core belief you would like to change.
2. Then write down a minimum of 10 reasons why that belief is untrue or why the opposite of that thought is true.
3. Once you have disproved the original limiting belief and come up with a new, more accurate belief, repeat this to yourself every day, at least 50 times.
4. Catch yourself in the moments you are operating from your old belief system and continuously reaffirm your new beliefs about yourself.
5. Reread your opposing evidence and add to it every time you think of another reason.

reprogram method #2

micro-alignments

As I've mentioned, the key to subconscious reprogramming is consistency, which I'll reinforce with this next technique. "Micro-alignments" are the small and subtle shifts that you will make throughout the day when you notice your old thinking patterns resurfacing.

Thoughts come from your beliefs, but they are not the same. An example of a belief would be "Something is wrong with me," and the thoughts may be "my nose is too big, people are never nice to me because I'm so weird, why am I so different from everyone else? etc.

In all those tiny and seemingly insignificant moments that you're speaking negatively and reinforcing your old hurtful and (untrue) limiting beliefs, these are opportunities for you to stop driving over those same roads in the subconscious and start paving new pathways. You may choose a generic reprogramming statement such as:

"I don't speak about myself like that anymore."

"My higher self doesn't think that way."

"That's actually not true, here's a better way to say that ..."

"Another way to look at that is ..."

All of these phrases will help you interrupt old thinking patterns so you can move in a new direction.

The intention is to be aware of your unhelpful thought patterns as they arise and intentionally choose the thoughts that you most want to replace the old narratives. As often as you can, notice and redirect.

Here's an example:

Let's say that you are working to rewire the belief "I'm not enough." Whenever you notice negative thoughts towards yourself, telling yourself you're not enough, or comparing yourself to others, you can interrupt those thoughts and realign to what you want to be true. If the opposite of that belief is "I am enough," which thoughts do you need to think that support that new belief? Probably something like "I'm proud of myself for ..." or "That's not true and I am enough," or a personal favorite "I love and accept myself as I am." You can even be a bit playful and say something like "that thought really sucks and I'm over it. Of course I am enough, I'm amazing."

Talking crap about yourself is not going to support a new belief system, it will only keep you stuck in the same old thoughts, feeling the same emotions, and performing the same actions. Your neural pathways aren't going to rewire themselves - it's up to you. At first it might seem difficult or unnatural to speak to yourself in new ways, but because of the structure of the subconscious, once you repeat these thoughts often enough, now *those* are the thoughts effortlessly running on auto-pilot.

Here's another example: Let's say you're working through codependency issues and would like to update your thoughts around relationships. Your old beliefs were things like: "I need to be in a relationship to feel worthy," and "I should always put others before myself." And you want to program in new beliefs of "I am worthy with or without a partner" and "I deserve to be my first priority." Anytime you are thinking thoughts of low self-worth or anxiety about being alone, you become aware that your auto-pilot mode has taken over, and say something to interrupt or redirect yourself. "I'm not thinking that way anymore." "I am unconditionally worthy." "My needs are just as important as anybody else's." And then again and again each time you become aware, keep making these tiny shifts. When you more naturally gravitate towards healthier thoughts, you know you have rewired your subconscious - this is a deeply satisfying feeling!

Do not underestimate the power of your thoughts and do not believe anyone who tells you that you need some magical formula to rewire your subconscious mind. You don't. It's this simple - choose better thoughts more regularly, do not allow yourself to dwell in the ones you no longer want, and you will actually start to build new pathways in your brain. Mindful awareness is simple, but it's not easy because the auto-pilot is so strong it can be hard to break out of. The hardest part about being mindful of your thoughts is remembering to be mindful. But once you wake up and recognize that your mind is traveling down unhealthy pathways, change directions.

No magic, no voodoo, and nothing too complicated. Just intention, awareness, and repetition.

reprogram method #3

vision statement

The vision statement holds a VERY special place in my heart. During the years I was binge eating I felt completely hopeless that I could ever break free from the cycle. Every time I binged I promised myself that was the last time. I was going to “get my shit together” and have “will power.”

Will power is irrelevant to the subconscious mind. At the time I had so many negative programs around food, weight, eating, and exercise, that until I started healing the deeper layers of my consciousness, my behaviors were never going to shift no matter how much self control I had. I am convinced that it was the vision statement I created and read daily that finally got me to release the pattern once and for all. I have not binged in years. For anyone looking to break a bad habit, I strongly suggest you focus on this technique in combination with any others that you like. Use your tools in part one to understand what kind of beliefs and emotions drive the behavior and then create your vision in opposition to that.

So what is a vision statement? It is a short paragraph that you write as your future self who has already accomplished what you want. While I still use vision statements today and am always updating what I am consciously creating, when I wanted to stop binge eating, my vision statement went something like this:

“I am so grateful now that I feel completely and totally at peace around all foods. I can have any food in the house and eat it mindfully. I am confident in my body and feel relaxed about food and exercise. I eat intuitively and feel completely at peace with food. I love nourishing my body with supportive foods and still enjoying treats because I am in balance. I love and accept myself as I am.”

Was this true at the time I wrote it? Quite the opposite. I was binge eating multiple times per week, overexercising to “make up for it,” having anxiety attacks and emotional meltdowns and completely losing faith in myself. But my vision came true with my persistence to change at the root level. I was determined not to be driven by my fears any longer.

Here’s how to create your own vision statement: look about 6 months into the future and determine what you want to be true. Start the paragraph with “I am so happy now that ...” or “I am so grateful now that ...” and write down how your future self feels, the way they think, act, and all that you want to see in the affirmative **as if it’s already true**.

So if your goal is to reduce anxiety instead of saying “My anxiety is so much lower, I don’t get anxious while driving anymore.” If you were writing in the affirmative you’d say “I feel totally relaxed in my body, my nervous system is regulated, and driving a car has become effortless. I actually enjoy driving again.” If you’d like to reprogram beliefs about worthiness don’t say “I don’t feel unworthy anymore and I’ve stopped attracting unavailable partners,” write instead, “I love myself unconditionally and know my worth and value. I am attracting the quality available partners that I deserve.”

The subconscious is not good at negatives because whatever you focus on expands, so avoid words that speak about the problem and speak about the solutions or positive vision. Once you have your statement, read it a minimum of twice per day. Update the vision as needed.



Caution: be careful when writing this vision, because in 6 months from now it will be true!

reprogram method #4

affirmations

This book would be incomplete without discussing affirmations, but I will keep this chapter short as it is pretty self explanatory. Once you have uncovered beliefs, thoughts, or actions that you'd like to shift, find the opposing thoughts, create affirmations around that new thought pattern, and be as repetitive as possible.

Affirmations only work if you use them. The main resistance I often get from clients is that they do not yet *believe* what they are affirming. They will tell me how it feels empty or hollow to say "I accept myself" when they don't or "I am important" if that feels untrue.

The magic of affirmations is that they are one of your most powerful tools in building new neural pathways in the brain. They are shifting the blueprint so that you even have the *option* to drive down a new pathway, because at this moment that's probably close to impossible. So they pave the way for you to someday feel that the new healthy thought is true. Of course it won't feel true if you've been replaying its opposite for the last 20 years. Why would you feel like you deserve love if every thought you've had up until that moment is that no one will ever love you? Recall an earlier chapter on challenging your thoughts - why on earth would *that* be more true than "I am worthy of love?" Because a painful experience programmed you to believe you weren't lovable 25 years ago? Enough!

Let's also point out that just because you believe something, does not mean it's true. In cognitive therapy, this is the cognitive distortion of *emotional reasoning*. Just because you feel like everyone hates you doesn't mean that's true. Just because you feel anxious when traveling doesn't mean you're in actual danger. So the opposite is true as well for your new beliefs - just because you *don't* feel it yet, doesn't mean it *isn't* true.

Do you want to defend and fight for your shitty and self-destructive thought patterns that cause you to feel unwell or are you willing to make yourself uncomfortable for a bit? Something that we won't expand on too much here is the resistance to change, and it shows up a lot with affirmations. You'd rather tell me "that's stupid, I don't believe that, that can't possibly work," rather than try it out and see for yourself. Don't tell me that you said the affirmation 5 times and nothing's happening. Say it for 5 weeks or 5 months and then come talk to me. The subconscious mind gets reprogrammed through repetition, remember? Affirm it until you believe it.

The most powerful thing you will ever say is whatever follows the words "I am..."

Because that is what will become true. You will make it true whether it serves you or not. You are just as worthy as any other human being on this planet. You deserve a loving relationship, abundance, freedom, joy, and meaning just as much as anyone else. Let your new thoughts reflect that.

Here are a few ideas on how to use affirmations:

- Each morning and/or evening say your affirmations out loud for at least 10 minutes
- Repeat your affirmations internally for 10 minutes
- Write your affirmations over and over again for 10 minutes
- Listen to affirmation tracks (there are millions for free on Youtube)
- Pick one affirmation a week and let that be your focus - repeat it as often as you remember
- Leave sticky notes in places you will see them with the affirmation you are most intentionally putting into the subconscious
- Record yourself saying your affirmations and then listen to it daily
- Say your affirmations whenever you are alone in the car
- Use EFT Tapping or Mirror Work (both to be described in more detail in upcoming chapters)

If you are struggling to come up with enough affirmations, pick a general topic and do a quick internet search on "positive affirmations about ____." The internet is a wealth of information and I'm certain you'll find many. AI can even be helpful with this, but be sure to pick the affirmations that most resonate for you. This should be deeply personal and chosen according to the limiting beliefs that you have.

reprogram method #5

mirror work

While mirror work is similar to affirmations, I felt it deserved its own chapter and further explanation. When it comes to doing mirror work, you may use affirmations, your entire vision statement, or just one statement that you really want to drill into your mind.

Here's how to get the most from mirror work: decide which affirmation(s) you want to focus on and set a timer for 5 minutes. Look at yourself in the mirror and repeat your affirmation. You will feel uncomfortable at first - everyone feels that way looking themselves in the eyes. You might cry, which is absolutely okay. You might cringe and want to stop - also okay - but try not to. You will notice that it's impossible to look at both of your eyes at the same time, so you can switch back and forth on which eye you'd like to focus on. If five minutes feels like too much, start with two and work your way up. If you have multiple affirmations that you want to use with mirror work but can't remember them all, record yourself saying them slowly so that you can repeat them out loud as you listen to the recording and look in the mirror. It can also be powerful to do this with your vision statement - record it slowly so you can say it to yourself out loud in the mirror.

I love using the mirror technique for affirmations about yourself. If you're changing your beliefs about a certain life area, mirror work can still be great, but it's absolutely phenomenal for self-worth. What do you think will happen to your self-worth if for 5 minutes every day for 6 months you looked into your eyes and told yourself that you loved yourself? Or that you were worthy and loveable? Good stuff, I promise. I'm reminded of the inspiring Louise Hay and her belief in the profound effects of self-love. As she wrote in her transformative healing guide, *You Can Heal Your Life*, "When I love myself, everything in my life works."

reprogram method #6

am/pm window

Isn't it bizarre that we go completely unconscious every single night? I think it's pretty wild, but it's normal to us since we do it daily. This is one way that we shift levels of consciousness naturally - we fall asleep. One moment we're conscious, the next moment, we are unconscious, but this overlooks the moments in between.

We can probably all relate to the "twilight" type of consciousness - half awake, half asleep. Not fully conscious, not fully unconscious. In that moment we are actually in a brain wave state that connects to the subconscious mind and these are magic moments for personal transformation. The most challenging part of this technique is being conscious enough to remember to do it. But, like anything else, with repetition this can become automatic.

Train yourself to say a few positive affirmations immediately upon waking, listen to an audio recording of your vision statement, or start listing things you are grateful for. The same is true as you are going to sleep. Reciting these phrases internally at these times specifically can plant a seed in the subconscious and we urge you to take advantage of this opening - kind of like a portal to exactly where you want to go.

Choose an affirmation right now that feels most important to program in. Tonight as you are falling asleep, repeat it silently until you lose consciousness completely. Do the same as you wake up in the morning and are coming into full consciousness.

reprogram method #7

eft tapping

EFT stands for Emotional Freedom Technique and I am a big fan of this easy tool that has the power to release years of trapped emotional energy. The body can store energy in the form of stuck emotions anywhere - your stomach, your eyes, your legs - that's not to scare you but to help you understand that sometimes physical issues are not just physical. And sometimes these stuck emotions and beliefs can wreak havoc on your self-esteem, create anxiety, and damage relationships because left undetected, the auto-pilot mode gives rise to your thoughts and actions, as discussed in part 1.

I find it challenging to fully describe in detail all of the value in EFT Tapping and the infinite ways it can be applied, nor would I be able to in this short chapter. If you find this technique interesting - consider *The EFT Manual* by Dawson Church or *The Tapping Solution* by Nick Ortner - both are great resources. To keep the focus of this book, let's discuss how to use this technique for rewiring the subconscious mind.

This technique involves you tapping on your acupressure points in a particular order while talking out loud about what you want to process emotionally, release, and/or program in. This combines a few different modalities in one. First, the acupressure points are the same ones that acupuncturists may use, only you don't have to get stuck with needles, you use your fingertips to gently but firmly tap the point about 10 times before moving onto the next point. These points link to the meridians, or energy pathways in the body in which energy either moves through or gets stuck. These pathways connect organs and tissues and create a network within you that is either in balance or unbalanced. Tapping on these points opens up these pathways and sends calming signals to the brain.

As you're sending calming signals to the brain you are also talking out loud, or internally, about what it is that you are working to release. These phrases are often repetitive in nature, which is consistent with exposure therapy. The more you talk out loud about the problem, the more desensitized you become.

One last component of EFT Tapping is that you will always start with a “set-up statement,” that goes like this: “Even though I (insert problem here), I deeply and completely love and accept myself.” So built into the whole technique is self-compassion and acceptance - two deeply healing practices.

So let's break it down - you tap on your points, open up your energy pathways to free the emotional energy, send calming signals to the brain, talk out loud about your problem, and keep tapping until you desensitize yourself to it. Then you can start saying positive affirmations and phrases while you have your energy pathways open and input something new and healing.

While I will explain this in detail below, it is much easier to do this while following along with a video, which is included in the online course version of this book. If you bought this eBook without my video lessons, you can click this link to head to YouTube and allow Brad Yates to guide you. I have no affiliation with him, but he has over 1,000 tapping videos on every topic you can think of and feel he is a very helpful resource. If you don't vibe with Brad try Nick Ortner, Dawson Church, Julie Schiffman or just search EFT tapping for the issue you're working on and find what works for you.

Here are the instructions I can offer here:

1. Think about the issue you want to resolve. Rate your level of distress about this from 1-10.
2. Create your set-up statement and plug in your issue. An example is “Even though I'm afraid my partner will leave me, I deeply and completely love and accept myself.”
3. Start tapping the side of either hand in between your pinky and wrist. This is called the karate chop point because it is where you'd karate chop something. This is what you tap on while you say your set-up statement. Repeat it three times as you tap the karate chop point.

Next move onto your tapping points in the following order while you talk about your issue. We suggest watching a video so you have an idea of the cadence and flow of a tapping session. Use 2-3 fingers to tap with. These are the points:

- The thick part/beginning of your eyebrow
- The side of the eye or temple
- Underneath the eye on the upper cheek

reprogram method # 7

- Underneath the nose and above the lips
- On the chin
- On the collarbone (either side or both sides at once)
- On the side of your ribcage below the armpit (where a bra would sit)
- The top of the head
- Keep tapping these points multiple times as you talk about your stressor

Pause and reflect on your level of distress about this issue. If it is still strong, switch up some of the phrases you're saying and keep on tapping. Eventually, you'll want to input positive statements while you are freeing up space in the energy pathways. Tap them in for a few rounds. Check back in with your level of distress.

Here's an example of a quick tapping script for anxiety:

Set up statement:

- Tapping on karate chop point: "Even though I have anxiety, I deeply and completely love and accept myself." Repeat 3x.

Tapping through the rest of the points

- I have anxiety
- I feel anxious a lot of the time
- I have anxiety
- I feel anxious often
- I feel anxiety in my chest
- I feel it in my body
- I feel it in my mind
- I wish it would go away
- I have anxiety
- I have anxiety
- I wish this anxiety would go away
- I feel anxious
- I often feel afraid
- I have anxiety

Pause and breathe for a few moments. Choose to focus on aspects of your anxiety you'd like to heal - certain sensations, triggers, etc. This is most effective when you choose what most resonates for you, rather than following someone else's script.

Next, tap through the points and program in some positive information. Here are some suggested phrases:

reprogram method # 7

- I feel free
- I feel relaxed
- I am calm
- I am safe
- I am calm
- I am safe
- I am calm
- I am safe
- I feel at peace
- I release this fear
- I release this fear from my mind
- I release this fear from my body
- I let my emotions move through me
- I let myself relax
- I calm my nervous system
- I am calm
- I am safe
- I am calm
- I love myself
- I am safe
- I am calm
- I love myself
- I release this anxiety
- I release my worry
- I am free
- I am at ease
- I trust myself
- I trust myself
- I trust myself

EFT tapping can be used for so many things. I encourage you to play with tapping to see what works for you. I also want to highlight again what a limited explanation of tapping this is, but I know the power it holds to reprogram the subconscious and release and clean out old wounds and conditioning. Please use the resources available to you as you welcome this into your routine.

reprogram method #8

visualization

Some of the most famous, talented, and successful people use visualization to enhance their performance, meet goals, and facilitate positive personal changes. Arnold Schwarzenegger, for example, would imagine his arms as mountains when he was working out to improve his muscle mass. Schwarzenegger credits much of his success in all of his pursuits - bodybuilding, acting, and politics - to visualization practices. He holds 7 Mr. Olympia titles, one of the most prestigious titles in bodybuilding.

Michael Phelps, the Olympic swimming champion, famously used visualization as a key part of his mental preparation. From a young age, his coach encouraged him to mentally rehearse every aspect of his races. Phelps would visualize himself not only swimming perfectly, feeling the water, hearing the sounds, but also imagining how he would respond if something went wrong. He has won 28 Olympic medals.

Another powerhouse of a human that openly shares her appreciation for visualization is Oprah Winfrey. Oprah is one of the most famous and successful people on the planet, having built her own personal empire and brand, maintaining her fame for decades, and generally contributing wonderful things to our culture and world. She has won 18 Daytime Emmy Awards and several others for acting and humanitarian efforts.

Schwarzenegger, Phelps, and Winfrey are three truly inspiring icons with great demands on them. Do you think they would do something if it was a waste of time? I doubt it.

One reason visualization is so powerful is that it is retraining the brain for new outcomes. Remember how automatic the mind can be repeating most of yesterday's thoughts? If those thoughts do not support a beautiful life, it will be hard to have one. Too often we're worrying about what can go wrong when we could be imagining what could go right. The latter is a much more skillful use of your magnificent and complex brain.

If you are truly ready for change, you can take any of your limiting beliefs, bad habits, life areas, or character traits and imagine your way into something new - there are many applications of visualization that can be transformative.

Dr. Joe Dispenza is a revered neuroscientist famous for his work on the mind/body connection. His research shows how impactful our thoughts can be - they can help and they can harm. Dr. Dispenza was in a horrible accident and was told he would never walk again. He spent weeks in the hospital mentally restructuring his spine one vertebra at a time until he made a full recovery.

Dr. Dispenza teaches that the body gets addicted to certain emotional states in the same way it gets addicted to chemical substances like nicotine or opiates.

This is another way of understanding the auto-pilot mode - your body has memorized all of your usual thoughts, emotions, and preferences. Visualization can bring in new thoughts, which will generate new emotions. Those new emotions can start to shift your physical body and health because each emotion has its own chemical reaction. When you feel anger, there's a burning in your chest. When you feel joy, there's a lightness in your heart. When you feel sexual attraction to someone - well, you get the point. Emotions are not thoughts, they are physical and chemical reactions in the body. If you want new physical health and vitality, we must use the brain in new ways.

Imagining and visualizing happy memories and experiences will give your brain a dopamine hit as if it's happening right now, which is why visualization is a powerful tool for depression. If you struggle with depression, I suggest you set a timer for 5 minutes twice a day do your best to visualize only happy, funny, pleasant memories and experiences like walking across the stage at your college graduation, scoring the winning touchdown, your dog licking your face, the time your friend laughed so hard milk came out his nose, or whatever your own personal happy memories are. Images that bring a lightness into your mind and body will actually start to activate those joyful chemicals and YOU become the source of that joy and transformation.

Mental rehearsal is a great tool for anyone that feels anxious about an upcoming challenge. If you are scared to get on a plane, give a presentation, or go on a date, mentally rehearse the way you want it to go. Imagine yourself acting the way you want to act, speaking the way you wish you speak, feeling the way you wish to feel. If you are nervous about getting on a plane you might imagine yourself feeling calm in the airport, reading a book and feeling relaxed on the plane, and a safe and peaceful landing. You may spend a few minutes doing this or sit there for a half an hour playing out every part of the scenario. When you mentally rehearse something, it significantly increases the likelihood that something will go the way you have imagined. That *you* will show up the way you have practiced inside your mind.

The most important fact about visualization is that your mind does not know the difference about whether you are on a beach in Tahiti or you are just imagining it. The appropriate neural pathways will be activated, and your body will respond with the appropriate emotion and physical sensation. If you want new emotions, you must think new thoughts.

Thought is powerful. *Your* thoughts are powerful. That means *you* are powerful. I believe firmly that you are the source of everything you could ever want. You are what you are most seeking. If there are changes you wish to make in yourself, your health, your finances, your body, your relationships - use the power of your mind rather than letting your mind overpower you.

A few tips to visualize most effectively are to engage as many of your senses as possible. Notice what you can see, hear, smell, taste, and touch as if you are really truly in that moment. Feel it as if it's really happening, as if you're really on that beach. Smell the ocean. Feel the grains of sand in between your toes, the ocean breeze, and the sun on your skin. **Immerse yourself in that desired outcome.**

If one of the limiting beliefs that you want to shift is that you are unattractive or unlikeable, imagine yourself feeling totally confident and calm in a group of people. Feel what it would be like to have an updated belief of loving and approving of yourself. Imagine being in a room and feeling like an equal to other people. See yourself getting ready and liking what you see in the mirror.

reprogram method # 8

If you have been overeating and want to break this habit, imagine yourself feeling calm, taking care of your body, eating supportive nutritious foods, feeling in control around food, and feeling peaceful as you cook breakfast, go out for meals, or grocery shop.

If you wish to decrease your driving anxiety, imagine yourself getting into the car, feeling calm, driving with ease, enjoying music on the radio, moving through traffic skillfully, and getting to your destination safely.

If you have a health issue that feels stubborn and you haven't made much progress on healing, imagine your body healing, see yourself once this has been healed, and feel what it feels like to be free of this issue.

If you wish to quiet your inner critic, visualize what it would be like to go through life without it. Who would you be? What would you do differently? How would you act, feel, and move through life? See that version of yourself and feel as if it's already true. Another option is to imagine yourself having a conversation with your inner critic. You may choose to give your inner critic a name or a stupid outfit, see it as a big red blob, or as a cartoon character. Use your imagination. Have a chat with them and let them know that they aren't helping you improve, they're causing a lot of pain. Imagine giving them a new job to do like helping you be more confident rather than helping you imagine all the horrible things people are thinking about you.

The possibilities with visualization are endless, but I hope I've given you some solid ideas to begin with. The general idea is to give yourself a new blueprint for you to step into by creating a new path in your brain for it. If your blueprint right now is self-destructive or reflective of limiting beliefs, and you will continue to reinforce that limiting programming by thinking the same thoughts, having the same emotions, and acting in the same ways, it is time for some new stimuli!

This is one of the most fun practices I can offer (I like to visualize myself floating through outer space when my nervous system feels overwhelmed and riding the clouds like Aladdin on a magic carpet) so please be playful and enjoy yourself with this one! Remember, your brain doesn't know the difference but you can reap big rewards from this inner journey.

The most important step of all ...

The previous chapters have offered you various methods to facilitate your change process, but none of them will be complete without this last step. **The last step is taking aligned action.** I don't consider this to be a reprogramming method, I consider it to be the integration process of all of the mindfulness, intentions, and thought regulation that we've discussed up until now.

In order to fully become an updated version of yourself, you must also do what that version of yourself would do.

The reprogramming techniques up until now have set the stage for your change process, created strong foundations, started to build new neural connections, and given you a roadmap of what you most desire to do, be, and have. They have made it possible for new actions to arise, so please don't misunderstand that they can be skipped or ignored and this one step is the only one you'll have to take.

That being said, I believe the most powerful way that we communicate to the subconscious is through the decisions we make, so taking aligned action means that our behaviors are starting to actually match our new thoughts and beliefs.

Let's look at a few examples ...

- If you are rewiring thoughts about loving your body, but 3 hours later are skipping a meal and starving yourself, do you think your subconscious mind is getting the message that you really do love your body? Of course not. What would the version of you who truly loved her body do? She'd nourish herself even if she was afraid to.
- Let's say you're reprogramming yourself to release self-doubt and believe more in your independence. You know you rely too much on other people to help you make your decisions and you mentally rehearse yourself being self-reliant and confident daily. Then your friend says something that brings up self-doubt and you immediately call 3 friends to ask them whether or not you are "wrong" in the scenario - playing out your old usual pattern. The subconscious is not getting the message that you are, in fact, independent and self-reliant. What would you do if you really believed you were powerful and independent? Probably resist the urge to seek reassurance from others.

- If you are reprogramming yourself to believe that you are just as worthy as everyone else, but you are still people pleasing, saying yes when you want to say no, and putting others opinions before your own needs, you are not reprogramming anything. Aligned action here would look like you releasing these actions once and for all and doing what someone who felt valuable and worthy would do in these scenarios - whatever the hell they felt like.
- If your main intention is to believe in your own self-worth and love yourself unconditionally and you're affirming this to yourself daily, but not making choices that are loving to yourself, the change process will be slow or stalled. Examples of unloving behavior towards self is people pleasing, overworking, neglecting needs for rest, dating people who don't deserve you, and using drugs, just to name a few. What would you choose if you really loved yourself?
- If you want to be more at peace with money but you check your accounts 3 times per day, is this really what you would do if you were truly at peace with money?
- If you want to reprogram your beliefs about health and your physical body and you are affirming to yourself daily "I am healthy, I make healthy choices, and I enjoy physical movement," but then you are googling whether or not you have a brain tumor, the subconscious is getting mixed signals.

I sabotaged every romantic relationship I had in my 20's. I was an absolute nightmare to date because I had so many negative programs around love, men, and marriage that stemmed from childhood. I hurt a handful of good men and until I woke up and changed my own thoughts - and my behaviors - I was alone, wanting love, but also ruining it every chance I got. I started to program in the thoughts that love and marriage were safe, that I deserved love, and that not all men were going to betray me. I visualized myself in a healthy relationship. I wrote vision statements about how I would feel with my partner, how connected we'd be, and how I was safe in partnership. The actions I needed to take when I actually met a good man were to lean into him when I wanted to run away, to communicate when I wanted to shut down, and ultimately to change the way I reacted when I felt vulnerable and threatened by closeness and intimacy. I changed my thoughts AND my actions. I am happily married today - something my twenty-something self craved but would never have created with her thoughts and actions.

Aligned action is asking yourself the question "What would the healed version of me do in this scenario?" and then taking that action rather than the one that feels automatic. Your behaviors are just as programmed as your thoughts, and you must be conscious enough to see which ones are contributing to your old patterns you no longer want, and which ones would help implement the new you.

Integration is always the hardest step. It's so *easy* to do what you've always done, to do what feels natural, even if it doesn't serve you long term. I've walked many clients through this change process and if they can do it, if I can do it, then you can too.

you did it!



Congratulations! I hope you've learned a lot and are starting to implement some of these tools and techniques.

Remember that consistency and compassion are keys to this process being successful. Take it slow and only work on one main life area at a time for now. As that life area improves, you might want to tackle another.

Give yourself recognition for doing this work, not everyone has the courage or willingness to, and for that we honor you. Thank you for the work you do on yourself because that work influences each and every one of us - we are all connected.

I want your feedback!

I'd love to know what you thought of this book! Please email me at cinahoeywellness@gmail.com to share your thoughts, reactions, success stories! I'd LOVE to hear from you!

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thank you

Thank you for letting me be a part of your journey - it's my greatest honor. Sending love to you wherever you are. And remember ...

you are enough

cina