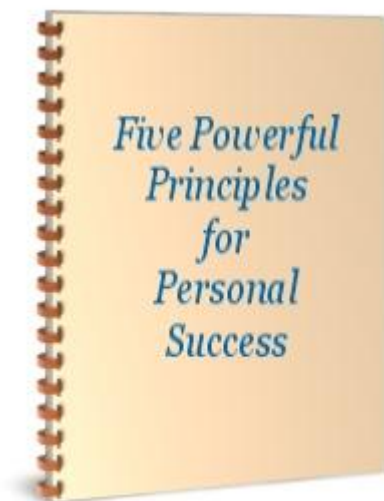


Congratulations On Choosing To Develop Your Personal Effectiveness!



**Here Are Your Bonuses.
I'm Sure You'll Find
Them Interesting And
Helpful...**

Powerful Principles For Personal Success

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Powerful Principles for Personal Success

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Special Report #1

The Power of Vision

"WHEN LIFE HANDS YOU LEMONS... MAKE LEMONADE."

This wise old saying may be true, but unfortunately life is not always that simple. When you're faced with a challenging obstacle or a stressful situation, **how exactly do you turn it into something good?**

Some people seem to be naturally blessed with the ability to succeed under any circumstances, while most struggle through a process of trial and error until they eventually find something that works.

Bob Lord was a man who faced a giant-sized lemon in his life very suddenly and dramatically while travelling on the ferry between Victoria and Vancouver BC, Canada - he fell overboard into the ocean without a life jacket. (You can hear the full amazing Bob Lord Story on the first CD of the **Shrink in a Box** program).

Now, when faced with this sour situation Bob didn't calmly say to himself, "Ok, how can I make lemonade out of this predicament?"

No, in fact he was totally overwhelmed, and he completely lost control and panicked!

What was it that saved him?

Bob lived just down the street from me. One day we talked about his experience over coffee. He described his plunge into the frigid water and being sucked under the ferry, fearful of being caught by the pounding propellers.

He surfaced. No one saw him. He was desperate with panic. The situation seemed hopeless... and he went under.

In those agonizing moments, gulping salt water, **Bob saw his family with vivid clarity in his mind - and he vowed to be with them again.**

It seems so simple, and yet so profoundly important - being clear about what you want. And so, the first lemon-aide lesson for generating positive change in your life is...

Inspire yourself with a crystal clear vision of the way you want things to be - a vision that feels exciting enough for you to say...

"I *really* want that!"

Many years ago I was contemplating a move to Victoria BC in Canada. As I was sitting in my study engaged in a mindless task I began to daydream. I pictured myself on Cordova Bay beach playing my guitar knowing that I lived nearby.

Later, I hired a relocation consultant to help me find my new residence. She inquired what I wanted and faxed me forms to fill out. I completed the forms, but since my vision had been so clear, I squeezed my vision between the lines, "I want a 2 bedroom apartment on Cordova Bay beach for under \$1000 per month."

When I arrived for our apartment-hunting weekend, the consultant proudly displayed her list of available rental units... My beach house was at the top of the list! It had become available only two days before I arrived.

This visioning process works nicely for smaller goals as well. If you have a letter to mail or something you want to pickup on the way home, just take a moment to picture it - visualize yourself remembering to do the task at exactly the right time.

In other words, instead of just imagining yourself mailing the letter, picture remembering to mail the letter as you are approaching the mailbox in your car. With a little creativity you can apply this method to a variety of different life situations.

I have used visualization techniques in my practice for over 20 years with a great deal of success, but it has to be done the correctly.

Too often visualizing is done the wrong way.

People use it as a kind exercise in wishful thinking, usually a passive experience in which good things exist but with the background knowledge all the while that it's just wishful thinking and that it's not really likely to happen.

A better approach is to imagine stepping into a real possibility for your future. This makes it tangible and exciting.

And it is absolutely essential that the vision be inspiring, appealing and captivating. No doubts. No vagueness. Keep envisioning the future until it becomes crystal clear - **until you know that you are going to achieve it somehow.**

If you want some help clarifying your heart's desire, there's a whole section in the **Shrink in a Box** program that can assist you.

Why does visioning work, anyway? And why does wishful thinking not work? They are both forms of visualizing. Let me explain something that few personal success "experts" truly understand...

Motivational speakers often talk about beliefs and how they determine our emotions and our behaviour. They say, "Change your beliefs, change your life!" But there's a lot more to it than that.

My experience with hypnosis and work with the subconscious mind has shown me that...

We live in two realities all the time...

...an inner reality and an outer reality. Most of the time, the two line up together, but sometimes it's possible to see signs of their separate existence.

For example, if a person loses an arm or a leg, they experience what is called the "phantom limb" phenomenon in which they literally continue to perceive the amputated limb still attached to their body. They will even have physical sensations in that non-existent body part. In their inner reality, the limb is still a part of their body while in outer reality it is not. It's not a matter of simple *belief*. **It's the person's actual experience.**

Our inner reality is the sum total of all our past experiences, our upbringing, our expectations of how people behave toward us, our perception of what we are capable of, our financial comfort zone, etc.

It is all of our beliefs, thoughts and feelings about the world as we know it all bundled together in a virtual reality experience inside our heads - **AND outside of our normal conscious awareness!**

The reason this is so important is the fact that, most of the time...

Inner reality precedes outer reality.

In other words, the outer reality we live in is a reflection of our inner reality. We unconsciously create our outer lives to match up with the life we have on the inside, for better or worse, clear or confused, whether we realize it or not.

We see it all the time. An upbringing in poverty often results in poverty. Wealth creates more wealth. People abused as children end up in abusive relationships as adults. People who believe in themselves attract people who also believe in them.

The job of our unconscious mind is to maintain normality and keep things predictable - and so **we are conditioned to act in familiar patterns** that keep us at the same weight, the same income level, the same type of relationships, and the same level of happiness and satisfaction with life. Lottery winners, for example, have a proven tendency to return to their previous level of income.

However, **it is possible to change your patterns and your life!** It's just that attempting to make things better on the outside first will always fail.

If you want to change your life and have results that last, you must **change your inner reality first**. When you enter your inner world and envision the way you want things to be, with enthusiasm and clarity, you have begun the process of re-programming your inner mind and...

Changing the course of your life.

It is for this reason that "future visioning" is one of the key ingredients I built into **Shrink in a Box**.

Be sure that you do not immediately kill your vision by thinking about the obstacles, or whether you deserve it, or how to do it, or whether you should even consider it. Just set all of these issues aside, and give your vision time to take root, like a seedling freshly planted.

Let yourself imagine the enjoyable and exciting possibilities if your dream came true. It doesn't take that long. It only takes a moment for an inspiration to grab hold and wake you up!

Of course, Bob Lord didn't have a lot of time on his hands. But in his mind for a few precious moments, he was actually re-united with

his family again. It was long enough for him to be captivated and inspired by his vision of the future... **He was going home!**

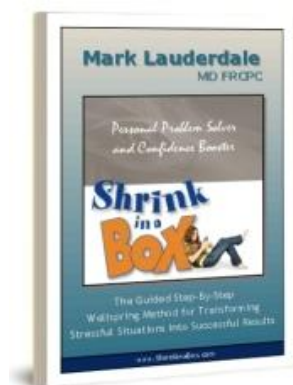
Visioning is powerful, but it's not enough to achieve success by itself. A person cannot simply rely on the image of a desired result to make it arrive on the doorstep.

Bob Lord was acutely aware of this fact as he faced the vast stretch of water between himself and Galiano Island in the distance. **How** he did it, and how **you** can succeed with your challenges, will be revealed in Part 2...



To your personal success,

Mark Lauderdale MD FRCPC
Psychiatrist and Personal Effectiveness Coach



Start Creating the
 Personal Success You Want!

Take Me to ShrinkinABox

www.shrinkinabox.com/products/shrinkinabox

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Special Report #2

The Secret of Small Successes

HOW DO YOU EAT A BICYCLE?... ONE PIECE AT A TIME.

Michel Lotito of Grenoble, France achieved notoriety in the Guinness World Book of Records by doing just that... eating a bicycle. How? He cut it up into tiny pieces that he gradually consumed over the course of a year.

Why? God only knows.

The point is that **anything can be achieved** if you break it down into smaller chunks and take it one step at a time. Hopefully though, your goal will be something of greater value... and more appetizing.

As I mentioned in Part 1, your goal, your vision for the outcome you want always comes first because it's important to know where you're going. The question that follows is "How do I get there from here?"

Your path needs form. First, decide on a target date for completion. It's not written in stone and you don't have to feel terribly guilty if you don't achieve it on time. But it's useful to have a tangible result in mind and when you would like it to be a reality.

Then, of course, **you can break it down into smaller chunks** or sub-goals. If you work backwards from the end, you can ask yourself, "What are the major pieces that I'll need to take care of and in what order?" Small successes. Consistently.

That's the secret.

Whenever you're facing a problem or a challenge that seems overwhelming, think of this principle and it won't seem so big anymore. Anything is possible, if you just break it down into small manageable chunks.

I know that a frustrating problem in your life can be like gazing dumbfounded as you stand before Half Dome Mountain in Yosemite

National Park. The rock face is absolutely sheer and flat launching 4500 ft. straight up (almost a mile!). **How does a person deal with an obstacle like that?**

Well, the interesting thing about problems is that **solutions start to appear only when you move forward.**

As you move closer towards the daunting wall, the footholds and crevices start to appear. The way to proceed becomes clearer. And, in fact, people successfully climb this vertical cliff all the time.

In 1986, **Sharon Wood** became the first female North American climber to conquer Mt. Everest. In her presentation she speaks about keeping oneself motivated. She explains that if you look at the summit, at how far you've got to go, you can easily become overwhelmed and disheartened.

So, you train yourself instead to focus on the next 100 ft. That's all. Just the next small success.

That's how you conquer a Mount Everest in your life.

But the same principle is just as true for smaller achievements. A story in Reader's Digest described a woman who was not mechanically inclined, and who was faced with a dilemma when her husband was away on business. Her dishwasher broke down and the cost of a repairman seemed unappealing.

So, **she moved a little closer into the problem.** She looked at the food catcher to see if anything was blocking it and then she removed it... No sign of anything. Her anxiety got the better of her and she decided not to go any further because she "didn't know how".

But then, she said to herself, "I can tell the water isn't draining out properly, so why not just explore a little further. I can always call a repairman if I have to."

So, she brought out a few tools and unscrewed the assembly. Nothing. However, she could then see how the next piece could be removed so she took a deep breath and ventured farther.

As she removed the little mechanism she could see a small piece of glass wedged in the apparatus. With a rush of excitement she carefully reinserted the pieces and fired up the dishwasher. It drained perfectly -

The thrill of success!

Fixing a dishwasher or climbing a mountain, building a business or repairing a relationship. It's all done through a series of small successes.

But what if you're in a situation that feels too overwhelming or stressful, or you don't know how to break it down into bite-sized chunks, or you just want **a simple method for solving problems** and making changes faster?

Whenever I help someone overcome their anxiety or fear, or help a person solve their relationship problem, or clear up a work-related stress, or help someone achieve a goal, I use a real-life scenario approach for helping them break their problem down into manageable pieces.

This is part of the secret of my success in helping people...

Overcome difficult challenges.

It's another one of the features built into **Shrink in a Box**, which leads you through a step-by-step process to identify and overcome one piece of your problem at a time.

The same way Bob Lord saved himself...

Slowly and methodically, Bob began counting his rhythmical strokes towards Galiano Island and life. After the first 300 strokes, he started counting the next 300. Within an hour and a half he was within a thousand yards from shore.

But then, the currents changed and he was faced with **yet another apparently impossible dilemma**. Despite his efforts he was being carried farther away from the island!

What did he do? Well, he momentarily gave up, of course. Isn't that what we all do? Lose our hope and our motivation? After going under and nearly drowning... again... Bob **re-envisioned his desired outcome** and managed to regain his rhythm towards his next small success... 300 strokes.

Over the 6 hours that followed he encountered numerous obstacles. He swam through two riptide currents, turbulent rapids that roared like a freight train and threatened to pull him under. ...300 strokes and...

Another small success.

Then, he unwittingly entered the quicksand of the sea, a bed of sea kelp that entwined his body restricting his ability to kick and move his arms, further defeating his ever-dwindling strength.

He continued swimming, 300 strokes towards another small success.

Bob described the tranquil night sky as "pleasant and peaceful" As he floated along on his back gazing at the twinkling stars from his waterbed. I'm not sure if he wished upon a star, or just kept counting...

The final obstacle, which must have seemed insignificant to the boater who discovered Bob still swimming in the ocean early next morning, was the fact that the boater paused to ask Bob a question before pulling him aboard. "Where's yer boat?" he joked.

To Bob, who had suffered 8 hours of mind-numbing cold and exhaustion, it was infuriating. He couldn't, he refused to even muster a reply. Fortunately though, the boater was an off-duty policeman. He knew something about rescue and revival.

How do you eat a bicycle, or survive in the ocean, or lose weight, deal with anxiety-producing situations, improve your interpersonal relationships, or create a positive change in your life?

One small piece, one small success, at a time.

But there's more...

Breaking a challenge down into manageable pieces has a twin brother - persistence.

Discover **The Power of Persistence**, and how to generate it, in Part 3...



To your personal success,

Mark Lauderdale MD FRCP
Psychiatrist and Personal Effectiveness Coach

Powerful Principles for Personal Success

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Special Report #3

The Power of Persistence

WHAT IS THE MOST POWERFUL FORCE ON EARTH?

...Gravity. Why? **Because it is always consistent and absolutely persistent.** It never gives up. Never. Never. Never.

And yet, most of the time we are completely unaware of it's awesome power. Unaware, that is, until your plane hits an air pocket or you drop a glass on the kitchen floor...

A powerful desire in your heart is like gravity. You are drawn towards it, powerfully and unconsciously. You will do whatever it takes to fulfill it.

But what if there's an obstacle - a relationship problem, financial difficulty, anxiety or fear, or a stress at work?

When an obstacle blocks a stream of water running down a hillside, the water progressively builds up until it eventually finds a way either around, or over, or through that obstacle. Reversing direction and running uphill is simply not an option!

Are you compellingly drawn towards your goal?

When your determination is like gravity, you **will** find a way.

We can see this principle in the lives of successful people. For example, Thomas Edison made the following comment regarding the numerous painstaking tests of the light bulb over a two-year period, "I have not failed. I've just found 10,000 ways that won't work!"

He further commented, "Genius is one percent inspiration and ninety-nine percent perspiration."

In Edison's time, electricity was not supplied to homes or businesses. So, in fact, the light bulb, by itself, did not light up anyone's enthusiasm.

Therefore, like gravity, Edison's determination did not stop there. He then invented something equally profound... the electric utility system - the power supply and the power lines to deliver electricity everywhere. Now, was that just a bright idea? Or...

Did his persistence light the way?

Colonel Sanders made a modest living serving his Southern Fried Chicken at his restaurant, tinkering with his special recipe for over 20 years. **At the age of 62** he sold his business and only made enough to clear off his debts.

With nothing to his name and living out of his station wagon on Social Security for \$105 per month, he decided to "sell" his chicken recipe.

But no one wanted to buy it! So, through a trial and error process, he developed the "franchise system" in which he charged 5 cents for every special recipe fried chicken dinner a restaurant could sell. Often, he even cooked the dinners himself!

By 1964, **12 years later**, after numerous rejections Colonel Sanders had accumulated 600 franchises and was able to sell his franchise system for 2 million dollars... and enjoy his well-earned retirement.

The book ***Chicken Soup for the Soul*** has become a publishing phenomenon of the century breaking records all over the place. And yet, did you know that the authors, Jack Canfield and Mark Victor Hansen, were turned away by a total of 144 publishers, none of whom thought the book would sell?

Determined to achieve success, they collected the names of 10,000 people who promised to buy their book if it was published. This had the effect of making a publisher appear foolish to turn away such a sure thing. They landed their publishing deal and the rest is history.

But persistence not only leads to success, it does something else - something very important...

It changes you.

Albert Einstein pondered the riddle of what would happen and how things would appear if a person travelled at the speed of light.

He didn't work on this problem for just a few weeks or even a few

months. He didn't say, "This is my goal for the year". No, Einstein pondered this riddle every day for **ten full years**, from 1895-1905!

Up to that time everyone in the scientific community had assumed that the speed of light, like the speed of everything else, was variable.

But Einstein, **as he worked through all of the possibilities and scenarios**, eventually realized that the riddle could be only explained if the speed of light was constant, and that **matter** and **energy** can change from one into the other! - a concept that was contrary to what everyone, including the world's leading scientists, believed.

It's a popular belief that Einstein was the perfect example of "a true genius", and yet it seems to me that the secret of his success was in his persistence - sticking with the problem **until his mind grew into it's full capacity to solve it.**

In Einstein's own words...

"The significant problems we have cannot be solved at the same level of thinking with which we created them", and,

"It's not that I'm so smart, it's just that I stay with problems longer."

Persistence causes your mind to expand. You become wiser, stronger, and more creative. In fact, we see this principle at work even in nature.

Amherst College did an experiment. They placed a band of steel around a growing squash to discover its expansion power. They estimated that it might reach a press of five hundred pounds.

It surpassed this within a month. In two months it reached fifteen hundred pounds, then two thousand. They strengthened the restraint. It finally broke through the band when it reached a pressure of five thousand pounds.

Upon opening the squash, they were amazed to find a mass of fibers that had developed in its attempt to overcome the obstacle hindering its growth. Further investigation revealed that there were eight thousand feet of roots that had grown in all directions.

If a simple squash can do this, what are we capable of?

Most people are aware that our muscles will grow with weight training exercises, but did you know that that our circulation to those areas improves and our connective tissue and bones grow stronger as well?

Persistence against resistance enhances ability and **creates strength in all aspects of ourselves** - physical strength, emotional strength, strength of mind, strength of character.

Stick-to-itness causes us to change and to grow.

My life's work is about helping people achieve things they think they cannot do. That's why I use the persistence principle demonstrated by Einstein, Edison and Colonel Sanders.

Shrink in a Box, the same process that I use in my work, sets up a series of mental scenarios for you and **supports you to think things through**, step-by-step, one time after another, persistently moving forward into your future.

Your hidden abilities and strength begin to emerge

...as you pursue and explore different ways of handling your situation.

The power of persistence works well for **fears and anxiety** (in both social or business situations). Let me give you an example. A young man, who I'll refer to as "Daniel" to protect his privacy, used **Shrink in a Box** for his stressful job. He had to provide disciplinary action to employees for a company that had a high turnover rate. It was very stressful.

First, the program helped Daniel zero in on the exact situation that triggered the most stress - having to fire someone. Then **it helped him identify his goal**- in this case, to feel more comfortable with disciplinary action.

Daniel visualized the first scenario, terminating an employee. He sweated bullets. The process moved him into one scene after another as his mind went to work. The negative stuff cleared out first.

In the next scenario he visualized "someone freaking out", his worst fear. **Again the process moved him forward** into the future and through into his strength.

His personal growth occurred within an hour...

..."I can go slower and give people time to adjust. The calmer and stronger I am, the better they cope with it."

Because **Shrink in a Box** doesn't stop until a problem is solved, it helped him persist until he succeeded with confidence and pride.

Daniel was suffering from severe stress and anxiety for 6 months prior to this session to the extent that he had considered leaving his job. He has been fine, **in fact better than fine**, ever since the session and was able to move forward in his career with strength and confidence.

Little goals, big goals. Little fears, big fears. Little changes, big changes. **Instead of struggling through on your own, wouldn't it be easier to have me guide you?**

Could you use my everyday problem solver to **create a positive change in your life?**

People tell me that they are **amazed at the insights and solutions** that are so quickly generated. They describe a feeling of expansion and confidence, **of freedom and joy**. They are impressed that a guided audio-method could so rapidly help them see a situation in new and healthier ways.

Shrink in a Box can help you move forward consistently...

...so that every day you take one step forward, and get one step closer, to the future you want.

"Automatic mode" works well to make continual forward progress (as Bob Lord did with his 300 strokes). If you spend an hour each day (or some other specified amount of time) working on your goal, it becomes routine and it takes less effort.

When you persist, like the gravitational pull of the earth, you will find a way to achieve anything your heart desires.

But how would you like to **supercharge the process?**

Persistence is certainly valuable, but creative thinking can **magnify the speed and excellence of your results** by 10 to 20 fold!

Just as we are often unaware of gravity, most people are completely unaware of another profound life force - **the incredible untapped resource** within our own minds...

The Hidden Power Within You - Next time, in Part 4.



To your personal success,

Mark Lauderdale MD FRCPC
Psychiatrist and Personal Effectiveness Coach

Learn How to Use Your Personal Power to Deal With Difficult People and Problem Situations!



- *Eliminate your frustration and stress,*
- Make it impossible for someone to "push your buttons",
- **Gain cooperation** from difficult people,
- Deal with *negative behavior* of all kinds,
- **Succeed with people** and problems in your workplace,
- Create *dramatic positive changes* in your relationships,
- Replace anxiety and uncertainty with **strength** and **confidence**,
- Be a more effective problem solver when dealing with difficult people,
- **Enhance your interpersonal skills** and your personal success!

Learn More about the Secrets of Dealing with Difficult People ..

www.shrinkinabox.com/products/difficult-people

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Special Report #4

The Hidden Power Within You

"I DON'T BELIEVE IN THE 'NO-WIN' SCENARIO."

- Captain Kirk, The Starship Enterprise

In the Star Trek movie, "The Wrath of Kahn", the legendary Captain Kirk is approached by a cadet-in-training at the Academy. Kirk was the only trainee in the history of the Academy who had ever beaten the Battle Simulator, a computerized starship battle that tested the abilities of would-be commanders.

She pressed him for an answer, "On the test, sir. Will you tell me what you did? I would really like to know."

After losing one battle after another, Kirk had realized that the computer was programmed so that there was no possible way to win. **The test was simply to see how long cadets could last.**

"How did you do it?" the ensign asked, intrigued.

Kirk, in his typical off-handed manner remarked, "I re-programmed the simulation so it was possible to rescue the ship!"

The cadet's jaw dropped open... "What?"

"I don't believe in the No-Win Scenario," Kirk confessed.

The movies are filled with stories of people who creatively overcome challenges and beat the odds, and we love it. Why?

It's because we feel inspired when we see examples of this fourth principle of success...

In rising to a challenge your mind's true ability is revealed.

When you remain focused upon the outcome you desire, not only does it cause your mind to grow, but if your usual approach isn't working, your mind can break out of its usual way of thinking and

tap into abilities you never knew you possessed.

This dramatic shift in thinking in the face of a challenge is what I call **"The Wellspring Phenomenon"** - the mind's ability to reach deep within, break out of its normal way of thinking, and tap into profound strength and brilliant creativity, in short, its higher potential.

Bob Lord commented that the "Wellspring Phenomenon" certainly seemed to ring true for him regarding his near death experience.

After tumbling overboard and flailing about in the water, panic-stricken, Bob was desperate and close to drowning when **a calm crystal clear voice spoke to him** from the depths of his subconscious mind, "300 Strokes, Bob. 300 Strokes."

In that instant...

Bob's panic was suddenly and powerfully transformed into focused purposeful drive. From somewhere deep inside, Bob felt **a surge of power and strength** that pushed him onwards.

Just when you think that you will succumb to defeat in a problem situation, when you think there is nothing else you can do, the Wellspring Phenomenon will occur and **your mental state will shift** from one of defeat to one of strength. In this renewed state, you are capable of creative new solutions to your problem.

A surgeon I know was at the scene of an accident. A man was conscious, but bleeding from a wound. The surgeon simply said, reassuringly yet firmly, "Stop bleeding, now."

...And the man stopped bleeding!

How? The man accepted the surgeon's order without question. His inner mind, now believing that this was both possible and expected, then sent nerve signals to the blood vessels causing them to constrict and stop the flow of bleeding.

These examples from crisis situations reveal that **our minds are capable of truly remarkable and astounding things** - abilities that are rarely seen under normal circumstances.

The fascinating field of hypnosis can also provide us with a glimpse of...

Our mind's true potential.

About 20% of all people are what is termed “highly hypnotizable”. In a hypnotic state, a deeply hypnotized person exists entirely within their inner reality while external reality is temporarily blocked out – basically, like totally absorbed daydreaming.

In hypnotic states, people are capable of some very interesting things.

For example, it is possible for a person to be in one place and yet perceive that they are somewhere else entirely. In a demonstration, I suggested to a woman that she would discover that she was in a beautiful Hawaiian garden. She literally “saw” this garden instead of the audience in front of her.

She also smelled the fragrances, felt the relaxation, and even held an imaginary flower I gave to her. As far as her inner mind was concerned,

She was in Hawaii...

...and she didn’t even have to buy a ticket!

Another example. There was a teenaged boy who was afraid of needles, but he required numerous blood tests for his cancer. I suggested that his arm would become detached whenever he received a blood test.

His mind took my suggestion so literally that the lab tech had trouble drawing enough blood. I had to re-hypnotize him to say that it was only the **feeling** that he should turn off. Leave the blood there!

A woman had migraine headaches triggered by various foods including red wine. In a deep hypnotic state she accepted the idea that the tiny sentry guards lining the inside of her arteries would now see the red wine molecules as friends, not enemies, and allow them to pass without signalling the alarm. After that, she could enjoy red wine and **her migraines disappeared.**

A colleague of mine hosted a friend on vacation and who was unaccustomed to the hot southern sun. When he suffered a nasty sunburn, it was suggested that he imagine lying in a cool stream of water.

The next morning the man came to breakfast with **sunburn down the left half of his body** while the other half was normal! With a mixture of pity and amusement, his host asked what had

happened. The man, who was from the north, explained that he could only tolerate half of his body being submerged because the mountain stream was too cold!

Your mind exerts an amazing degree of influence...

over your body, but it also has the ability to dramatically alter your perceptions and abilities.

I learned how to downhill ski in my 40's. While still on the bunny hill, I noticed another newbie receiving personal instruction who was so anxiety-ridden that she could barely even stand up without falling. I felt a little nervous about falling and breaking something too, and I thought, "I don't want to end up like her!"

So, I asked myself, "Who do I know who could learn how to ski easily and also have fun doing it?" The answer popped into my head, "Dean, my 8-year-old son." He's a bit of a daredevil. He'd fall down and get up and laugh the whole time!

As I imagined myself to be an 8-year-old boy just like my son, I learned to ski with **no problem at all**. And I had fun!

A woman failed her oral exams twice, not because of lack of ability, but because of **performance anxiety**. She accepted the idea, in a hypnotic state, that she would travel to Montreal, not to be tested, but to consult with some colleagues on a difficult case and offer her opinion. She passed with flying colours.

Here's the problem.

I know what the mind can really do. And now, you have a glimpse of its potential, too. But the problem is... **How can you use this vast hidden resource to generate real change and improve the quality of your life?**

Private counseling and life coaching can be very expensive. And a therapist or coach who can really produce change rapidly and effectively can be hard to find. Many self-improvement courses are lengthy, expensive and time-consuming.

There are also some very weird "theories", "secrets" and "new technologies" being offered on the internet by untrained "experts" who may have good intentions, but have **little understanding** of how the mind really works or what is required to produce **lasting** results.

Hypnosis tapes and self-help books are often produced by lay hypnotists with little psychological training. As I mentioned earlier, only 20% of people are highly hypnotizable. The other 80% are not very likely to experience anything more than simple relaxation from most of these audio programs.

But, a lot of genuine psychological research has been done over the past 20 years and therapeutic strategies have advanced a great deal.

Now there are rapid and proven techniques...

that **can** help your mind reach its greater potential to overcome problems and achieve results – but you won't get them through reading a book or by passively listening to a tape or CD. Until now, these interventions were only available with a trained and knowledgeable therapist.

That's why I invented **Shrink in a Box** to help you...

Win in your life!

Shrink in a Box is a **unique problem solver** that can help you tap into your mind's hidden wealth of resources and power. Hypnotic techniques are just one set of strategies built into this method. You wouldn't even recognize it as "hypnosis", but it has a powerful effect the way it is delivered in this program.

Imagine having the ability to clear up problems, difficult situations and emotions **within an hour or two** instead of worrying about it, talking to people about it, losing sleep over it, or stressing out for days, weeks, or even months.

Frankly, it seems to me that there are hundreds of daily stresses, fears, frustrations, relationship problems, life challenges and unmet goals that we could all learn to handle more effectively.

I don't believe in the no-win scenario. **There's a solution to every problem.** In fact, within every problem there's an exciting opportunity – if your mind could only break free to see it!

That's where your power lies.

Vision. Small successes. Persistence. Inner power. These are 4 of the powerful principles that turn stress into success.

You are probably familiar with these principles in one form or

another. Curiously, though, **knowledge of these factors isn't enough**. People often fail even when they know all about these principles for success. That's because there's one that no one talks about.

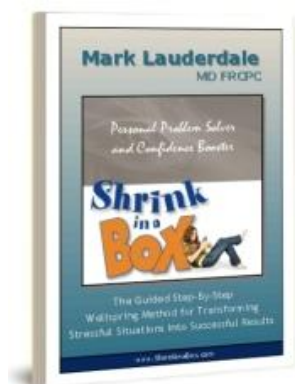
It is **the key that activates all of the others**.

Next time, **The Secret Key To It All**.



To your personal success,

Mark Lauderdale MD FRCP
Psychiatrist and Personal Effectiveness Coach



Start Creating the
Personal Success You Want!

[Take Me to ShrinkinABox](http://www.shrinkinabox.com/products/shrinkinabox)

www.shrinkinabox.com/products/shrinkinabox

Powerful Principles for Personal Success

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Special Report #5

The Secret Key to It All

I can still clearly recall my grade 6 teacher, Miss Dibble, coaching us when our school choir nervously waited in the wings for our turn to perform in the city's music festival.

Leaning forward as though sharing some confidential top-secret information she intensely whispered, "You know those butterflies you're feeling in your stomach right now?"...

Mesmerized, we nodded automatically in agreement... **"That's EXTRA energy to do a good job with!"**

We sang our hearts out and stole the show.

Emotions are fascinating. One minute a couple can be passionately arguing and the next minute passionately kissing, or laughing. Anxiety can translate into hunger. A well-intentioned discussion can transform into accusations. Anger can give way to sadness, or even compassion. Sadness can become hope.

Emotions, positive or negative, are like some kind of shape-shifting energy that can transform from one state into another very rapidly and mysteriously.

Ok. So why is this important?

It's because **emotion is the key that unlocks your mind...**

And all the personal success, or failure, that comes with it.

If a person is feeling stressed (that is, overwhelmed, angry, frustrated, fearful, nervous, unhappy, etc.), what are the chances they will apply the principles of success to overcome a difficulty?

I'd prefer my chances of winning the lottery.

However, if a person is feeling confident (that is, feeling positive,

strong, calm, etc.), they are much more likely to actually put the principles into action.

Note that **feeling** positive (that is, feeling confident) can be different from “positive thinking” or “positive attitude” in which a person may be **trying** to be positive but is **actually** feeling uncertain or doubtful.

There are two basic types of emotional states:

1. The negative emotions (or stress) – fear, anxiety, anger, frustration, sadness, guilt, overwhelm, etc, and,
2. The positive emotions (or feeling good) – happiness, joy, satisfaction, strength, confidence, calmness, etc.

Our emotional state profoundly affects our perceptions...

and our memory, our thinking, our actions and abilities.

Have you ever worked hard on a frustrating problem until it was late and you were exhausted only to find the next day, when you were feeling refreshed and rejuvenated that **a solution came to mind easily?**

Have you ever felt upset about something and **ready to take extreme action** only to find the next day when you’ve calmed down and you’re feeling better, that the problem really didn’t seem so big and important after all?

And then, have you ever had the experience of flipping back into that upset state again and things seeming to be just as bad as you originally thought?

Our emotional state **actually affects how we think** and how we view the world. A problem becomes a problem precisely because we feel distressed.

When we are depressed or angry or afraid we actually **lose abilities** that we have at other times. There are things we can’t remember, other things we can’t forget, we are past-oriented, we are reactive, we perceive our partners and other people to be ill-intentioned and we believe they have negative qualities that we don’t see when we are in a positive mental state.

When we are in a positive, creative, joyful state (that is, an empowered emotional state), **we seem to do things right**, we talk

to people in a way that opens doors, we think of good ideas, we are future-oriented, we are proactive, more capable, more effective at creating forward progress and we see the best in others.

As Bob Lord would tell you, feeling good enables you to...

See the opportunity that lies within the problem.

Bob's panic state caused him to lose hope, lose strength, and nearly give up. What's interesting is that in that state of emotional stress he had absolutely no awareness that he was capable of achieving the results he did - **swimming for over 8 hours!**

When faced with a stressful situation blocking your forward movement, you have two options – remain smaller than the obstacle and, therefore, stressed as you remain a victim of it, or **become bigger than the obstacle** moving past it to success.

When we are distressed we might see something as "the worst thing that has ever happened to me" and when we are in a state of well-being we see it as "no problem" or even "the best thing that could have happened".

It stands to reason, then, that if we are so much more creative and capable when we are in the positive emotional state, then this is the state to be in to overcome an obstacle, ANY obstacle, big or small.

Shrink in a Box helps you **tap into your strength, confidence and creativity** to become bigger than life's obstacles and achieve the personal success you want.

There was an experiment in which a monkey was placed in a cage.

A banana was placed outside his cage...

just beyond arm's reach and a wooden stick was put inside the cage on the floor at the other end.

If the monkey was relaxed and not too hungry, he could easily figure out how to use the stick to manoeuvre the banana into snack time territory.

However, if the monkey was really hungry and stressed, he would only focus on the banana or would just give up. **He was unable to solve the problem** and went hungry.

Most people try to solve problems or make changes in their lives in order to feel better. Solve the problem, then you'll feel better. It seems logical enough.

But if our emotional stress is even moderately high, we are just like the monkey and the banana. **We don't solve the problem very well or achieve the positive change we want.**

This means that we don't use information very well either. And, the success principles we learned simply fly out the window - leaving us hesitant and uncertain about what to do.

In fact, have you ever noticed that when you're in the middle of a stressful situation, you can't even remember your success principles?

Your emotional state is the key to it all.

This is the factor that the motivational books and tapes don't talk about. And even if they did, it would simply come across as more "information", which is useless to you when you are stressed.

So, the fifth key principle for turning your stress into personal success is...

Feel good first... THEN solve the problem!

Now, I know this may fly in the face of other advice you may have heard, but **just ask yourself this question...**

"When I'm facing _____ (insert your stressful situation) _____ again in the future, which mental state would more likely result in success - unhappy and stressed, or strong and confident?"

It's rather obvious when you reflect on your own personal situation, isn't it?

But the catch is that it's not so easy to do! Fine for me to say, "Feel good first", but how the heck do you do that, especially if your stress emotions are strong?

This is the real beauty of **Shrink in a Box**. It helps you visualize your particular problem situation as many times as necessary until your emotions dissipate and shift. You can mentally experiment with different approaches **without getting muddled or sidetracked**. You can practice and even imagine doing things you would never really do, just to satisfy an urge and get it out of your system!

You can **replace weeks and months of real life trial and error** with a few minutes of imagined scenarios. You may think, "How can I know what would really happen?"

Let me remind you... **Your mind is amazing!**

You know far more than you think you do. Besides, it's your own behaviour and attitudes that have the greatest influence over the outcome anyway.

So, this fifth key principle, "Feel good first", should really happen first! And it does when you use **Shrink in a Box**.

Within the Shrink in a Box interactive audio program, all of the principles and techniques that I have described in these 5 lessons are incorporated into a logical step-by-step guided process **in which I personally lead you from your stressful situation into personal success.**

You can use Shrink in a Box to **succeed with all sorts of life challenges** - conquering fears, frustrations and stress... building self-confidence... dealing with difficult situations and people... overcoming obstacles to achieve personal goals...

You'll experience all of the success principles within your inner reality first, **before you commit to any action** (or make any costly mistakes due to anxiety, worry, frustration or stress).

Then, when you begin to create positive changes in your life with renewed confidence and solutions in mind, it's a breeze. **Your success behavior becomes almost automatic.**

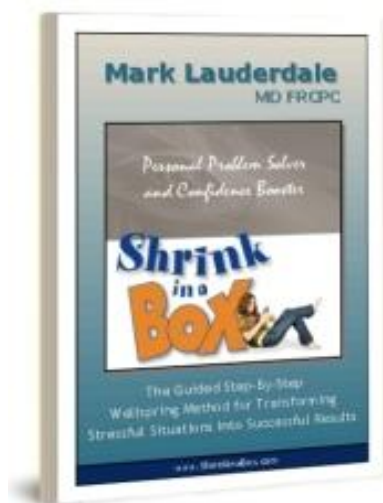
The energy that was driving your negative emotion transforms into positive energy and good feelings. Just like my sixth grade teacher said, **"It's EXTRA energy to do a good job with!"**

So, instead of trying to **eliminate** your stress, **transform it into personal power... And steal your show!**



To your personal success,

**Mark Lauderdale MD FRCP
Psychiatrist and Personal Effectiveness Coach**



Now Start Creating the Personal Success You Want!

Discover the Personal Success System that generates the confidence and assertiveness you need to **transform your stressful situations into results you want!** It's like having your own personal coach to help you succeed with the challenges, the people and the stresses in your life! **3CDs, 1DVD, Resource Manual.**

- Overcome the obstacles and **achieve your goals** faster
- Become calm and confident in **performance situations**
- Become a **problem-solver!** Turn stressful situations into positive results
- Eliminate worries, frustration and stress

Here's What To Do Now...

Click on the link below and start turning your stressful situations into success results ..

[Take Me to ShrinkinABox](http://www.shrinkinabox.com/products/shrinkinabox)
www.shrinkinabox.com/products/shrinkinabox

*"I usually need someone to help me work through a problem.
 I didn't know a CD could do that!"*
 - Kathleen Stilwell, Office Administrator