



# TRANSFORMATIONAL PARENTING

*Be the change you want to see in your kids*

## INTRODUCTION TO TRANSFORMATIONAL COACHING

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*“Whatever the mind can conceive and believe – it can achieve” – Napoleon Hill*

Well done on taking on the first step towards transforming your life!

Reading this document will lay the foundation for the work we will do together. It will also provide you with deeper insights as to what my Transformational Coaching program is about. You will gain very helpful and powerful knowledge if applied. For now, enjoy the read. I will enable you to apply this and much more to your life through my Transformational Coaching program.

We are witnessing times of big transformation of our civilization. We can now share knowledge much faster than ever before. Part of the knowledge I will pass on you has been around for many years, but attained only by the privileged few who desired it the most. I will also share the latest discoveries in neural-science, where I will teach you about your mind, the most powerful creation known to us.

You will learn how to harness its power and how to use it to achieve your dreams, being that a better family life, more money, more love, more happiness, more health or all of it together.

This reading offers you the combination of old studies, where you were asked to accept certain concepts, based on the author’s beliefs, studies of successful people, etc... and the cutting edge science that supports and explains these theories in detail, making it very believable for natural sceptics.

My aim with this writing is make you aware that you can start living the life **you always wanted**. I want you to know that you already have ALL that it takes, to live an extraordinary life, whatever that means to you. Just finish this reading, and I’ll show you how and why.

This is not one of those RAH, RAH motivational speeches, or teaching of a new religion, or a marketing money making scheme. This reading is educational, and it has to do with you, your powerful mind, your body, and scientifically proven facts.

## WHAT ARE YOU MADE OF?

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Let’s start by learning what humans are made of. Let’s learn about your powerful mind, body and your neurology. Chemically speaking, we are made of the same fundamental components that stars are made of - hydrogen, oxygen, nitrogen and carbon. Naturally our chemical construct is differently to stars even though we share the same basic content.

**From a biological perspective, you can downsize your body into the following:**

- Nervous System / Vascular System / Muscular System
- Organs: Brain / Lungs/ Stomach / Skin



Great! But what does that mean to us practically? Firstly, this number is so big that we have no conscious idea of what to compare it with. We struggle to contemplate its immensity. Secondly it means that you have more possible neurological connections, although you are not using them all, than the number of all stars in our visible universe. You have more possible neurological connections than the number of all the grains of the sand on all the beaches on our planet! In case the point is not made yet, you have more possible neurological connections than all the atoms in the entire universe, according to quantum physicists Dr. Paul Goodway.

Now knowing our unlimited potential and what is possible, how do we explain a world of people that struggle to learn new languages, or to achieve their goals, or heal dis-eases?! Being a Transformational Coaching client is all about understanding how we accept limitations and create barriers within ourselves that block this potential. The exciting bit is not that we identify the challenges but that you are going to learn to unlock this potential and set yourself free to create the life you want. Be prepared for a fun and exciting journey **as your Life will never be the same again!**

For decades scientists have believed that we only have neurons in our brains. Deepak Chopra, in his book called "Quantum Healing" published in 1986, proved that neurons are everywhere in the body. In fact every single cell of your body is bathed in neurons. This means that your brain can communicate with any part of your body instantly. Your thoughts are communicated to all your cells, all the time. Now, that's not only interesting, that is also extremely important to us, because that scientifically proves the mind-body connection!

#### **The thoughts that you hold in your mind affect your body.**

Have you ever heard the saying "all this stuff is just in your mind"? The good news is that NLP, Time Paradigm Techniques and Hypnosis are not just in your mind! The fact is that the impact of these powerful approaches to change affect the body as well. Deepak Chopra's findings now validate the effect that the mind has on your physical body. This is the first proof in history of the mind-body connection. That's really, really important to us because it means that the thoughts that you hold in your mind do affect your body. This opens up a number of possibilities that I suggest we explore.

We have discovered our almost inconceivable potential ( $10^{10,11}$ ), the magnificence of the body and its neurology that can make new neurological connections and we know that our mind is very connected to unlocking that potential. What new choices do we gain by knowing this? (By the way, this is always a good question to be asking about any new learning).

The most obvious application of this knowledge is in the area of health. We could possibly explain miraculous healings now. We also gain the possibility of healing what was not possible for us to consider healing before. Your body has this incredible power of rewiring itself, of course... if we do something about it.

Michael Hutchinson's book, "Mega Brain" written in 1986, tells the story about a medical doctor who had lifelong friend. His friend lived a completely normal life. He had a job, a family, kids and a dog. When his friend died, the doctor did the autopsy on his friend. When he cut open his head, he found that there was no brain. No brain?! He had "Hydrocephalus"; the space in the skull for the brain was filled with water instead. This man had no brain since he was born. He had the brain stem, and a very, very thin layer of brain cells, but inside of that was all water, no brain!

There was a conference in Montreal for medical doctors, and his friend was teaching them hypnosis. After he shared this story about the man who lived a normal life with no brain, one doctor raised his arm and said that he did an autopsy on his father who also didn't have a brain. Nobody told these people that they had no brains. Their ignorance allowed them to lead normal lives. The doctor's father was actually excellent in maths and an outstanding chess player.

You can't help but wonder how this is possible. Based on what we have learnt so far we can conclude that the physiology of the nervous system, from top to toe, rewired itself to compensate for the absent brain. In very simple terms, the functions of the brain were reassigned. Do you think that these people would have been able to live normal lives if they were told that they don't have a brain at some point?

This does lead us to the conclusion that our beliefs significantly impact our behaviour as well as expectation of behaviour. If a kid is continuously told: "You are stupid, you are stupid, you are stupid", the child will decide to adopt this as a belief at some point. People by nature actualize behaviour that supports and enforces their beliefs.

Remember that you are a magnificent being with the most powerful Nervous System that has incredible potential. Potential, beyond measure, that leads me to believe that EVERYTHING is possible for you.

## YOUR PHYSICAL SENSES

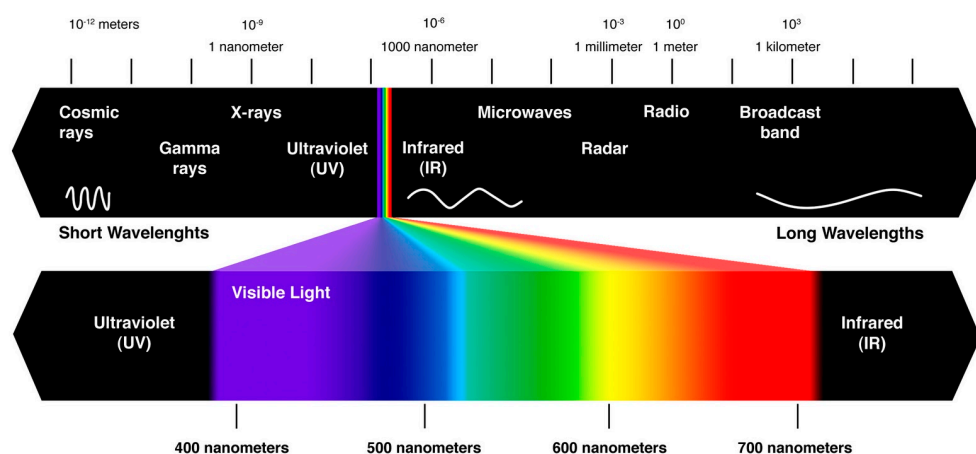
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We are all reliant on our 5 physical senses:

See - Visual (V)  
Hear - Auditory (A)  
Feel - Kinaesthetic (K)  
Smell - Olfactory (O)  
Taste - Gustatory (G)

What you have to realize is that our 5 physical senses are limited in nature. Yes, we can see, but there is so much more to see that we can't. We have special devices today that can see so much more, proving to us that our vision is very limited. We can smell, but there is so much more to smell – ask dogs! They can smell so much more than we can.

The diagram below illustrates our visual limitation.



As you have realised, our eyes as an organ have significant limitations. At the same time, our eyes are such phenomenal organs capable of great things, some of which still challenge scientists trying to replicate its delicate functions and ability.

Our senses are our gateway to the world. They process and deliver the information we use to create our perceptions and construct our reality. Quantum scientists today believe that our 5 senses are processing approximately Four Hundred Billion (400,000,000,000) bits of information per second. That is a lot of information coming in every single second of our lives for our mind to process.

The Transformational Coaching framework for lasting change hinges on the process we use to determine our reality. Knowing that our reality is impacted by the limitation of our senses is really good news. It means that there are things that we might not know yet, that could make a significant difference in our lives.

## **SELF-TALK**

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Self-Talk is simply put: the words that we use to label our experience. Self-Talk is that voice in your head with whom you have conversations with when you are alone. Yes, I know it and you know it... you do talk to yourself when no one is watching, don't you?

I'll go into more details on Self-Talk at a later stage - for now, just remember that we all have that inner voice in our heads and that we can use our internal dialogue in many different ways.

## **YOUR POWERFUL BRAIN**

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Take a few seconds and contemplate these facts...

- *98% of our knowledge about human brain has been learned in last 10 years.*
- *80% of everything that scientists knew about the brain by 1990 is today proven to be false.*

What incredible statements. It just proves that what we don't know – we don't know. Scientists usually believe strongly in their findings, until they become obsolete by discovering the unknown. Modern technology and new devices make it possible for researchers to continue beyond what we ever thought possible before. As a result our knowledge will continue to expand; our perceptions will continually change. This will impact on all aspects of our world including the medical and wellness industries.

Think about it, until 1990 doctors were taught that our brain is hardwired. Thanks to modern science and devices developed, we can now monitor the human brain while still operational - alive, seeing exactly which part of the brain is involved in which functions. That is how they discovered that the brain is not hardwired. It can change, create new neural-pathways – make new connections, retract the old ones, etc. This is called brain plasticity.

We also learned that our thoughts are real. It's not just a thought; it's a material thing, made of energy (they are bioelectrical and biochemical impulses) and better yet, they are the most potent energy known to us!

### **Some brain research facts:**

- When 10% dehydrated – it's 50% less efficient!!!
- It has 160,000 kilometres of blood vessels
- It is always on – it never rests throughout your whole life
- One brain cell is more complexly wired than whole telephone network in the world
- We were not born hardwired!
- 100 Billion neurons – as many stars are in the Milky Way
- Genius ability in every one of us
- Capable of 10.000 Trillion operations per second
- We are limitless in capacity to learn and grow fast!
- At least 1000 times faster than the fastest supercomputer in the world

## THE CONDITIONED MIND

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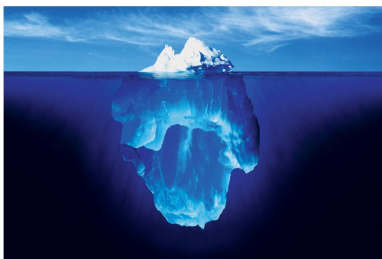
### Conditioned Mind → State → Behaviour → Results

The results we have in life are as a result of our behaviour. What we do, or don't do, determines our outcomes. Our state is responsible for behaviour. Our wellbeing at the time, impacts what we do and how well we do it. Our state is determined by what is being presented or processed by our conditioned mind. Ultimately our conditioned mind determines our results.

The functions of your conditioned mind are mostly unconscious. By that I mean that you are not consciously aware of them. Some people refer to it as the unconscious mind and others the subconscious.

The knowledge and skills you are learning through this coaching are designed to cause significant instant and lasting change within yourself. Change occurs in the conditioned mind. Would you be interested in learning techniques that can cause change in the conditioned mind? Sure you would, or you wouldn't be reading this, would you?

Before we get there you need to learn more about the conditioned mind and what it specifically does.



**This is how I would like you to imagine the vast power of your Conditioned Mind: imagine that the top part of the iceberg, the part above the water represents your conscious mind and the rest is your Unconscious Mind.**

It also represents nicely how we are limited to see the bigger picture. Have you ever seen an iceberg and considered its size under the water?

We are so conditioned to settle for what we can see... are we not? Think about that for a while...

### **Conditioned Mind (Unconscious Mind) facts:**

- It controls 97% of our perception and behavior
- It averages 10 billion actions per second!!!
- It sees in pictures and patterns
- Its impulses travel at more than 160.000 km/s
- It doesn't know the difference between a truth or a lie
- It can't tell real from imagined - it believes to be absolutely true, whatever you send it - being an image or a picture
- It works in an orderly manner
- It stores memories using the Time Line (it uses a time line to store memories chronologically, so you can know the difference in time between the events that have happened last month, five years ago, 10 years ago, etc)

Your Conditioned Mind is the operating system for you and your body. It runs everything. It stores your memories, beliefs, habits and generates your instincts. It regenerates cells in your body, it runs your heart, controls the immune system. It controls over 97% of your behaviour! And you think that you are in charge for your decisions and your life!? Well, you could be and you will be when you finish our sessions together.

By the end of this coaching, you will know exactly how your Conditioned Mind works. You will know how it influences the results you create in your life and how to get it aligned with your current thinking and goals. Think about your conscious mind being a goal setter, and your Conditioned (Unconscious) Mind the goal getter. More on this subject later...

## **RETICULAR ACTIVATION SYSTEM (RAS)**

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Your senses process approximately 400 Billion bits per second of information. Your RAS (Reticular Activation System) processes that information by distorting, deleting and generalising it down to 2000 bits per second. It forms part of your conditioned mind and functions up to 800 times faster than your conscious mind. Literally every sensory impulse received will go through it first, where it decides whether the information received is important to you or not. In other words, it will pass on the information received to your conscious mind, **ONLY** if information received is on your priority list.

For example, if the impulse received is a sound of an alarm siren, it will quickly prioritise it for you, passing this information to your conscious mind, grabbing your attention regardless of what you were busy with at that time. This happens because the alarm sound is on your priority list, as a result of your mind being conditioned to act when hearing a siren.

This means that you need to learn to upload what is really important to you to your RAS. This is exactly why when you concentrate much of your attention on problems, like debt, all your RAS can bring to your attention is more of what you have stressed as important to it. **If you worry about debt constantly**, it will impress itself to your priority list and your RAS will do whatever it can, to bring more of it to your attention. It will see debt as a priority as you are focusing so much on it.

Remember, its job is to find in the outside world everything that **matches to your inside world**. For this reason we need to order our inside world's first, so that we are able to see it in our physical, outside world.

## **PSYCHO-CYBERNETIC MECHANISM**

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Before I explain the Psycho-Cybernetic Mechanism, let me first explain the Cybernetic Mechanism that we find in machines and some animals. This mechanism is simply a control and response mechanism. We use it everywhere today, in our air conditioners, auto-pilots, etc.

**Cybernetic Mechanism** is designed to monitor certain parameters and take corrective action to correct any deviation. Air conditioners now have climate control and are able to maintain a set temperature by adjusting the settings of the air conditioner to compensate for any other influences that affect the temperature. The air conditioner will activate and deactivate to maintain the set temperature because of the cybernetic mechanism. Auto-pilot technology in aircraft, also make use of cybernetic mechanisms.

**Psycho-Cybernetic Mechanism** monitors what we refer to as your comfort zone.

Your Psycho-Cybernetic Mechanism is in charge to keep you in your comfort zone, no matter how badly you want to change. When it picks up any deviation from your comfort zone it sends feedback to your nervous system which then tries to "correct" the deviation by creating emotional stimulus to bring you back into your comfort zone.

A sales person who works on a commission-based salary can decide to earn double than what he did a previous month. Logically it would require longer working hours, twice as many calls and probably some other sacrifices. In return, after a week or so, his income would be higher in comparison to the previous month's first week. At this point his Psycho-Cybernetic Mechanism would kick in and send neural-transmitters to cause doubts, fear and anxiety. It will cause him to rationalize things. Please bear in mind, this happens automatically and so fast that you have no idea that it's happening at all. It will start justifying old behaviour. You might find it perfectly reasonable to take a break since you

have worked so hard. It will literally find a dozen excuses why you should relax a bit and slow down. All this is to bring you back to your old comfort zone. It doesn't know if you are happy or unhappy in your comfort zone. Its job is simply to keep bringing you back into your comfort zone.

This is a very critical point. Without resetting this system – **nothing will change!** This system causes you to consistently behave the way you do and will continue to keep bringing you back. I certainly hope that I got you excited and that you want to know how to reset your Psycho-Cybernetic Mechanism!

Virginia Satir said: “familiarity is the most powerful force in human beings”. The opposite of familiarity is the unknown. Yet when you were a child, almost everything was unknown. As a child, each day brought new exploration and a new set of possibilities. When you learned to walk, you kept going even if you fell, got back up each time over and over. You kept doing this because of your unshakable desire and belief that you will walk.

You may have a life that you did not dream of. You might be in a dead end job that barely pays the bills and installments at the end of the month. But hey... at least you know what tomorrow will look like. At least you know that although it's not the life of your dreams (in fact it's probably more the nightmare that you used to have) it's the life you know. Your need for certainty may be so strong and overwhelming that you end up settling for less, staying where you are, not allowing yourself to experience the unknown.

During the Transformational Coaching program you will learn to displace this fear and how to **reset** the **Psycho-Cybernetic Mechanism**.

## **THE AMYGDALA**

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The Amygdala has tremendous power over your perceptions and actions. Its job is to pick up any deviation from your comfort zone. It senses potential and real stress and then orders the release of stress hormones. This causes you to have doubts, fear or anxiety.

The Amygdala is a very precious organism that you have, it's there to warn you and save your life. It stops you from doing what you were doing, prompting questions like: “Hey, watch it! What are you doing? Are you sure you want to carry on?” That is great when we are being protected from real danger.

Most of us always respond the amygdala signal by simply stepping back into our comfort zone. There is great benefit in learning to manage, assess and take control of our response to Amygdala. It would be most beneficial if we are able respond to the Amygdala response with clarifying questions before taking action. If you are going to create the life you want and achieve your goals you need to be able to step out of your comfort zone and stay there.

Please understand that these systems are all part of you, designed to serve and protect you. You should learn as much as you can about them and program them to serve your current thinking and goals, instead of having no choice but to react the way you always have.

## **YOUR CONSCIOUS MIND**

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This is the part of you that thinks and reasons. This is where your intellect and free will reside. This is the part of your mind that will decide the changes required to live the type of life you want to experience. The conscious mind can accept or reject any idea, unlike the Conditioned Mind.



## Conscious Mind Facts

- Controls only 2 – 4% of actual perceptions and behavior
- Conscious impulses travel at 200-225 km/s
- The thoughts you consistently choose and impress from your conscious mind to your Conditioned Mind will determine the results in your life
- Sets goals... Judges Results
- Time-Bound - Past and Future
- Limited Processing Capability (approximately 2000 bits of information/second)
- Short-term memory (approximately 20 seconds)
- 1-3 events at a time

Go back and compare the above facts with the Conditioned Mind facts and notice the vast difference in processing power and abilities.

We are fed information at approximately 400 Billion bits per second through our five Senses. This goes to your Conditioned Mind for processing. Your Reticular Activation System (RAS) filters ALL that information (based on our filters like Values, Belief System, etc.) and prioritizes this information. Your RAS performs 3 main functions as it filters – it Deletes, Distorts and Generalizes. It does this ruthlessly as it needs to reduce the information from 400,000,000,000 bits per second to only 2000 bits per second for your Conscious Mind to process.

When comparing the difference in processing capacity between the Conscious and the Conditioned mind you realize that we get to experience less than 1% of what our senses process consciously. 99% of the information is lost or given a different meaning based on your conditioning.

We have learnt that our senses are limited in their capacity and so they don't get to process everything that is out there. So we don't get the full picture through our senses. Now we are faced with the realisation that consciously we get to experience less than 1% of what our senses can process. Think about this... The world is not the way you see it consciously. You are seeing one version of it, based on your internal filters and the way your Conditioned Mind is wired.

This is really good news. Mathematically speaking you have so much to work with to create a change in your perception. By taking control of your filters, in other words by changing the hierarchy of your Values, deleting Limiting Beliefs and letting go of your unprocessed negative emotions or any other change work in your Conditioned Mind you will change your reality. Changing or altering your filters that your RAS uses to determine which information gets Deleted, Distorted and Generalized will give you a different 2000 bits per second to work with. This will change the reality that you get to experience. This is what makes us all so unique and how we get to experience this world in so many unique ways. It's our filters that shape our reality.

## SIX INTELLECTUAL FUNCTIONS OF YOUR CONSCIOUS MIND

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### 1. REASON

**Deductive reasoning** is the part of your personality that separates you from the rest of the animal kingdom. When properly developed, your deductive reasoning can help you collect ideas, but what you choose to do with them will determine their outcome. It is also known as critical or analytical reasoning that questions every thought/idea that comes along. You should always be questioning the ideas and deciding whether they will improve the quality of your life or not. If answer is YES – they most probably will. If the answer is NO, you should probably reject the ideas regardless from whom you received them.

**Inductive reasoning** has no ability to reject ideas; it can only accept them and pass them on to your Conditioned Mind. When you are in an inductive state – you are not thinking for yourself and you become the product of your environment. You are open to all the influence of your surroundings, being positive or negative.

## 2. WILL

Will is a very powerful part of your attitude. You should definitely treasure the will for life as without it we lose the energy that keeps us going forward - without it, we start disintegrating.

## 3. IMAGINATION

Imagination is the ability to form mental images. It helps provide meaning to experience and understanding to knowledge; it is a fundamental facility through which people make sense of the world, and it also plays a key role in the learning process.

## 4. MEMORY

You have short-term memory, which is electrical in nature, and a long-term memory, which is chemical in nature. You also need to know that all of your memories... all of them... are perfect memories and are forever stored in your Time Line (Conditioned Mind's domain).

## 5. INTUITION

Intuition is when you know something before you think. It's the inner feeling that tells you that something is wrong or good, without any facts supporting your feeling. You can pick up on people's vibratory state, which will cause you to feel whether someone is positive or negative based on your model of the world.

You feel like hugging some people and others you don't. It's simply your intuitive response to their vibratory state. Picking up negative stressful vibes from a person does **not** necessarily mean that the person in question is bad. It could just mean that that person had a very stressful day or had some tragic loss in his/her family, got fired or retrenched. The vibe you are picking up is correct and real. The meaning you give it purely based on your conditioning. Be cautious with your judgements.

## 6. PERCEPTION

Our perception depends on our past conditioning. This means that we do not see the world as it really is. We see only what your Conditioned Mind, or your "Internal Map" is conditioned to see.

## HOW WE LEARN AND THE POWER OF BELIEFS AND HABITS

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You've got to ask yourself what caused the results in your life? Regardless if they are the ones you actually want. The results are there, like it or not. They are closely linked to your actions and past behaviour based on the decisions that you have made in life.

Genetically you are about 50% predisposed to your behaviour. Everything else you had to learn through experience. You have been influenced by your parents, friends, school-teachers, etc. Through your interaction with them you have formed what you believe today is the truth. So far we have learned that what we know is not the complete truth – **it's only your perception of the truth**. For you, the truth is what you strongly believe in, and that is so only because you have beliefs in your mind confirming that. Firm beliefs are created simply by experiencing something numerous times over a period of time. It becomes the truth for us.

**Seeing + Listening + Doing + Experiencing x Repetition = Beliefs**

**What are habits?** Your behaviour, internal and external, is derived from your beliefs. If you repeat a behaviour numerous times over a period of time it will become a habit.

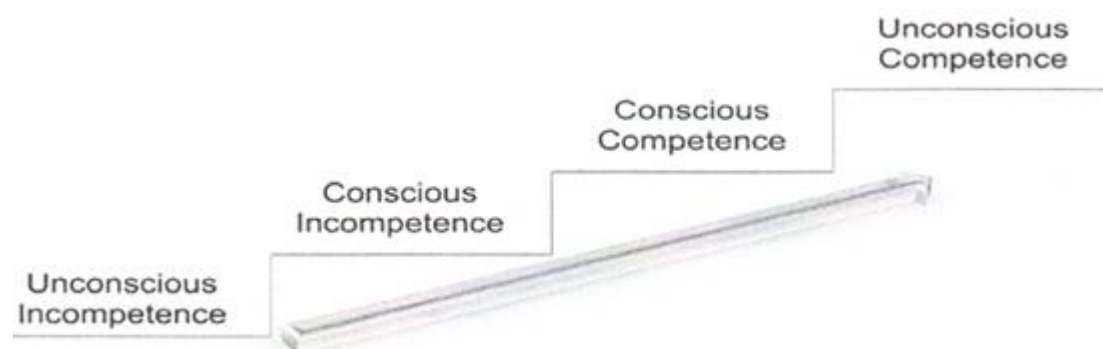
**Beliefs -> Behaviour x Repetition = Habits**

Habits, due to their practical nature have a significant impact on our results. It is behaviour that runs on autopilot regardless of how beneficial the results are that it produces.

## FOUR STAGES OF LEARNING

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There are only 4 stages to learning anything. Everything you've ever learnt you learnt by going through these 4 stages of learning.



### UNCONSCIOUS INCOMPETENCE

Unconscious Incompetence is like being in a prison without even being aware of it. It's when you don't know that you don't know! Or you might even feel like something is missing or being broken in your life, but no idea how to fix it or what it is.

This is the stage of ignorance or simply not knowing. Where was Transformational Coaching in your life before you found out about it? Exactly, it didn't even exist in your world. Your Map, your Model of The World, your Conditioned Mind didn't even have the notion of Transformational Coaching available at that time.

And then, one day, that changed. You heard about Transformational Coaching and you became interested to find out what it is. That curiosity acted as the trigger for you to move to the next stage.

### CONSCIOUS INCOMPETENCE

Conscious Incompetence is when you know for sure that there is a problem. You even try fixing it, but the new techniques you are trying seem unfamiliar and you are not yet successful in applying them.

This is the stage when you know something about something and yet you have no idea how it really works or how to use it. Perhaps like Transformational Coaching at this point in time? This can be a very uncomfortable position and it usually never lasts long. The discomfort normally leads to action that will move you to the next stage.

### CONSCIOUS COMPETENCE

Conscious Competence – is like a quantum leap towards the success for you. The new techniques that now you understand become skills and you get success by applying them. This is the stage I would like to leave you in at the end of my coaching sessions with you.

I want you to understand everything that is taught during this coaching and to be able to consciously apply the techniques for yourself. You may feel this way by the time you finish your pre-study, or you may reach this level during our sessions together. It doesn't matter and it wouldn't be fair for me to

tell you learn this and learn that... you'll learn at your own time and pace and everything will make complete sense when you are at the Conscious Competence stage.

## **UNCONSCIOUS COMPETENCE**

Unconscious Competence is the stage of absolute excellence! If you have mastered a skill incorrectly you will do it excellently in the exact way you mastered it. These skills are implemented in your life automatically. Once you reach this stage with a particular skill your Conditioned Mind has taken over responsibility for those behaviours. You are not required to consciously think about performing those tasks.

Once you understand something consciously and practice it enough, it will get impressed/installed on your Conditioned Mind just like any other habit. If you have been driving a car for a while now, you would agree that you are not driving it consciously, would you not? You may think that you are, until you consider all those minor tasks like working your clutch, changing gears, breaking, etc. Has it ever happened that you've arrived at home or the office not remembering the last traffic light or intersection? It's because you are unconsciously competent at driving.

## **EMOTIONS**

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Now, let's talk about emotions and what they have to do with all this. I mentioned before that your Unconscious Mind is the emotional part of you. Emotions play a huge role in conditioning your mind. Whenever you experience something very powerful and emotional, your brain will react and release chemicals and proteins together with sending neurons down the newly created neural-pathways, growing the instantaneous highways per say.

This is how we naturally can create strong, dominant beliefs in an instant. This process can happen in seconds and the perfect example is a phobia. When we experience great fear or a near-death experience, new beliefs are created almost instantaneously.

Imagine being bitten by a snake. You'll *see* the snake biting you, you will *feel* enormous pain at the same time and you will know based on your old conditioning that you may die. This experience would be imprinted in your mind in a matter of seconds and you would be forever scared of a snake when you see one. You might even fear being in a similar environment, as the neurons that fire together wire together. Experiencing a similar environment will fire over those same neural-pathways and will evoke the stress hormones that will remind you of your past experience.

### **Neurons that fire together – wire together.**

Emotions can serve us very well. Emotions if intense enough always produce behaviour. When you are in control of your emotions they will support you in creating the life you want. Most people hold onto significant volumes of Unprocessed Negative Emotions, to the extent that it becomes such burden that it affects all their focus, thinking and behaviour producing corresponding results in their life. It became a custom in western society to say things like: "You need to accept me for who I really am. If you really loved me, you would accept me with all my issues." And so on.

People are not their behaviour. People can change, if they want to and have the resources to do so. I am sure that your behaviour has changed throughout your life. I am also sure that you are still the same person. The question is what resources are needed and what behaviour needs to change.

Emotions play a big role in our lives, even from the health perspective. Positive emotions are great for your body. Think about it! What happens when you are experiencing any positive excitement, any form of happiness? Your whole body goes into that state the instant your Unconscious Mind starts processing them. Every cell of your body will start dancing and glowing, and you'll have huge amount of energy flowing through your body.

And you knew this, but what most people are not aware of is that Negative Emotions are not good for the body. In fact, they are the biggest CAUSE of all our dis- eases! All dark and degenerative dis-eases are caused by either a Significant Emotional Event, or by piled up Unprocessed Negative Emotions. Five major negative emotions are Anger, Sadness, Fear, Hurt and Guilt. Your mind will keep them in your body, until it gets some sort of learning or resolution to process them.

**All my clients clear up all of their Unprocessed Negative Emotions.**

## **BOOK OF RULES**

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We structure things in our own unique way and we take it for granted usually. We are governed by our own book of rules that we created over time, reflecting our own experiences. We assigned meanings to things and events and we make certain decisions around that. We fall in love > we get hurt > we decide to never love again, governed by the idea that “If I fall in love, I will get hurt again.” and that doesn’t have to be the truth. Also, this book of rules that we created and accepted may really make your life easy or difficult. An exercise is coming and I urge you to do it as you read this. Do not skip steps, do it in the suggested order and complete each step before moving on to the next one.

Often I ask my clients: “What is important to you in life?” In fact, let’s do this one as an exercise: I want you to list the top 5 things that you value in life. What is life about for you? What are you striving for, what would you like to feel or experience in life?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Great! Now, let’s check what your rule book is saying for each one of these things you just named. Here is the question for each of them: “For you to feel/experience \_\_\_\_\_, what needs to happen, what needs to be present in order for you to feel that way or to experience that?”

Let me give you an example. If your value number one was to be *happy*, you would perhaps answer this question saying something like:

### **Example No.1**

“For me to be totally *happy*, I need to have my own home that is paid for AND a loving partner to share life with AND to have a perfect body and health, AND to love and be loved, AND to have financial freedom, etc...”

You could also say something like this:

### **Example No.2**

“For me to be totally happy, I need to wake up in the morning and open my eyes, OR take a deep breath, OR to see myself in the mirror, OR to be in a loving relationship, OR to have kids to care for, OR etc...”

Please be honest with yourself and understand that you are not listing it how you would like it to be. Making it look better won’t do you any favors – list it how it is, how your inner mind, your rule book would insist on.

Please name everything that comes to mind, and pay attention on whether you need all these things in order to experience that, or whether either of listed items will do and cause such experience or state. You may use word AND if you need them all or both, or the word OR if either of the items listed

would suffice. Do this now for each item on your list.

**For you to feel/experience \_\_\_\_\_, what needs to happen, what needs to be present in order for you to feel that way or to experience that?**

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Great, you just gained some insights about yourself and your own rule book that rules your perception and your results. Now would be a good time to do the other side of your values. You see, we have two different strategies for our behavior in any context.

Strategies are either Toward what you want, or Away from what you don't want. I would imagine that you listed above your Toward values, things that you would like to experience or feel.

And that is why I would like to elicit your Away from values now. Away from would be the experiences/feelings that you would do whatever possible to stay away from, to NOT experience. This would be things that you would want to stay away from, not experience in life.

**In the past, what have been the feelings you would do almost anything to avoid?**

List here top 5; your biggest Away from:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Great! Now, let's check what your rule book is saying for each one of these things you just named.

Here is the question for each of them: "For you to feel/experience \_\_\_\_\_, what needs to happen, what needs to be present in order for you to feel that way or to experience that?"

Please name everything that comes to mind, and pay attention on whether you need all these things in order to experience that, or whether either of listed items will do and cause such experience or state. You may use the word AND if you need them all or both, or the word OR if either of the items listed would suffice. Do this now for each item on your list.

**“For you to feel/experience \_\_\_\_\_, what needs to happen, what needs to be present in order for you to feel that way or to experience that?”**

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2.

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3.

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4.

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I needed you to do this on your own, seriously discovering your inner world and the rules that you actually live by. The usual picture is that my clients would make it so darn difficult for themselves when it comes to meeting the criteria for the things that they want in life, for their Toward values. And we do this by adding AND after a statement, as in my example No.1 above. For this person to EVER feel totally happy, s/he would need to meet all of the named items/criteria's BEFORE s/he can feel totally happy. What a sad image, why would they curse themselves like that, why would they make it so difficult for themselves to live their life by those rules?!

The fact is that they didn't know any better, otherwise they wouldn't do that to their worst enemy! And on the other side, the Away from values usually have a list of rules that is total opposite. The criteria listed are so easy to meet that it's quite unbelievable. Away from values are usually listed with many OR's as either of listed items will cause such undesired, unresourceful, often debilitating State that will cause such direction in terms of their thinking, behavior and ultimately their results in life.

WOW! I trust you understand that either of these states will shape your thinking and behaviour in such a way. So, wouldn't it be a rather intelligent idea to make your rules in such way that it would be rather easy meeting the criteria for the Toward values and extremely difficult to meet the Away from values? Perhaps your rule book is already wired in such beneficial way, I have no way of knowing. If so, good job! Spending time in negative states is very damaging and debilitating. It changes your focus, it takes over you and your internal representations and we produce negative thinking, negative behavior and create undesired results in life.

Needless to say at this point, you will get much faster in life whatever it is that you are striving for, by spending time in resourceful states, gearing all your systems towards what you want. If I were you, I would change my rules around and make them in such way that it supports my goals, allowing me constant access to my inner resources, spending time in positive, inspiring states. It makes sense, doesn't it?

## **THE 7 NATURAL LAWS**

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How would you like to align yourself with nature? Would you like to learn the basic laws that keep our world in balance? Understanding these laws is empowering and will support your efforts to always be able to produce the behaviour that causes the results that you want, regardless of your circumstances now. These 7 Laws govern our Universe and exist at all times. They are ever present, just like the law of Gravity is.

Today science recognizes that there is a force that permeates, penetrates and fills the vast universe.

Everything you see and feel around you is an expression of that power. Scientists call it energy. The study of energy has proven that it is predictable by nature. The laws we refer to are deduced from the predictable nature of energy. Everything is energy in one form or another. Remember, the Atoms and what they are made of? That source Energy that EVERYTHING is made of?

Both your thoughts and your behaviour are expressions of energy. The implication is that your thinking has a physical impact on the world. How did a chair become a chair in our physical world? It started as carpenter's idea. The chair was first a thought. Then he took that idea and perhaps put it on paper and took further action and produced behaviour to create that chair. The chair is a result of a thought being physically manifested. In other words, whatever image you hold in your mind will have no choice but to be manifested in your physical world in some way. Self-image is a good example. You will never find a person that doesn't believe in himself and his abilities who lives a great life. These two just don't go together. But for every person who has created a great life and achieved his dreams, you will find a person who has great faith in himself and his ability to achieve whatever he had imagined. Once again, it all starts with an idea/thought.

**Remember that everything vibrates and emits energy? Scientifically speaking, in terms of measuring these energies... our thoughts are the most potent frequencies known to us... which is inspiring and exciting!**

What goes on inside of you is what you create outside of you. Focus on what you want, acknowledge your magnificence and create the life you want. Yes, I know easier said than done. This coaching is all about the how.

### **1. THE LAW OF VIBRATION AND ATTRACTION.**

This is the ultimate law. In the universe, everything vibrates constantly and everything is made of energy. Nothing ever rests. If you look at your hand under the proper microscope, you will find that it's not still — your blood will vibrate at its own frequency, your tissue cells will vibrate at their own and that is what makes them unique in the first place — their molecular structure and their vibratory rate.

Rates of vibration are known as frequencies and the higher the frequency, the more potent it becomes - our thoughts being the highest form of vibration known to us.

Understand that energy is neither created nor destroyed - it is the cause and effect of itself and it is evenly present at all places and all times. Energy is forever moving from one form to another and its only attribute is change.

### **EVERYTHING IS ENERGY.**

The Law of Attraction states that like energy will attract like energy. The energies of different frequencies don't resonate and will repel each other. If the brain cells you activate have sad or negative images, you will move into a negative vibration and therefore attract negativity into your life. If you have happy and positive images, you will move into a positive vibration and feel and attract the good that you desire.

Remember that your subconscious mind is connected to all  $\pm$  100 trillion (100 million or  $10^{14}$ ) cells in your body. The state of your mind will influence and dictate the frequencies your whole body will emit and therefore attract the frequencies that resonate with it. In nature, you can see the Law of Attraction wherever you look.

Take the acorn for an example. When placed in soil, it will immediately start attracting all the nutrients and energy that it needs for its expansion. Imagine an army of obedient soldiers marching towards it in a form of nutrients and the other energy that it needs. If the soil has the needed nutrients they will by the Law be attracted to the acorn and the acorn will expand and start growing to become a beautiful oak tree. The idea of the oak tree is in the acorn's blueprint - its DNA. It has no other choice but to become an oak tree, if provided with needed nutrients.

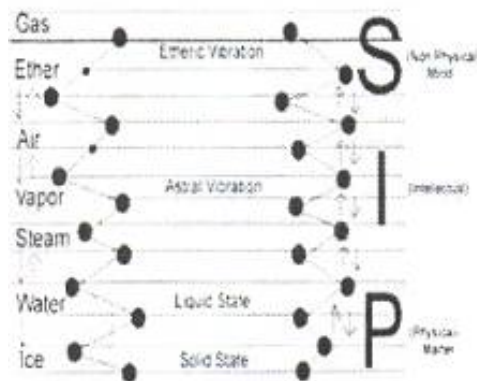


We get to choose the ideas and to manifest them into our lives. What most people do however is that they get an idea and they decide to keep it - to plant it in their minds. Then impatience kicks in and they dig it out to check if it started growing. One needs to believe in nature and to give enough time for the seed to grow and become what your intention was.

You must get out of the nature's way and let it do what needs to be done, keep the soil full of nutrients, focus on the end result and let the nature do its best. It starts working immediately, the moment the seed/idea is planted.

We know that a carrot seed needs around 70 days to become a carrot. We know that it takes around 9 months for people to have a baby, from conceiving to the birth. There is no such thing as being half pregnant! There is incubation period for every seed to mature. We just need to get out of the way and support the idea, and not doubt it and question the nature at what it does the best.

## 2. THE LAW OF CONTINUOUS TRANSFORMATION OF ENERGY.



All Energy moves from a higher and more potent frequency to a lower frequency then back to a higher frequency. Nothing ever dies, it only transforms. For example, think of an ice cube where if you add heat to it, it will simply change its molecular structure and transform into a different form. It will become water, and then steam and so on.

Once it is not visible to your eyes, it doesn't mean that it doesn't exist anymore. It means only that it moved to an even higher form. Nothing ever dies, it only transforms, from higher frequencies to the lower and back.

Your thoughts are the most potent frequencies known to us, and you have a choice to use them or reject them. They are not really yours per say, many people get same ideas, the only difference is what you decide to do with them. The thoughts as ideas, once accepted, need proper nutrients and healthy soil in order to manifest in your life. The thoughts are also energy, moving from higher form to the lower forms, like from an idea into a physical form — matter.

## 3. THE LAW OF POLARITY.

Everything has an equal and opposite polarity — Hot has Cold, Up has Down, Good has Bad, Inside has Outside, Problem has Solution, Pleasure does not exist without Pain. In our universe, one does not exist without the other.

This simply means that nature does not and cannot allow anything but equilibrium (balance) and therefore there isn't a problem without a solution. Whenever something negative happens in your life, you should really look and find the total opposite of it - the positive side. It's always there, it's just that sometimes is hard for us to see it.

In order for light to exist, there must be combined both positive and negative to form what we call life. Life is light, you are light and you have to understand that there is positive and negative in your life and that we need to acknowledge them both, as one can't exist without the other. We simply have to look at the other side of any situation.

## 4. THE LAW OF RHYTHM.

You must have heard of this one: "There is a season to sow and a season to reap and you can't do both in the same season." Ask yourself where are you in your life right now? Are you in winter or in the summer? Is it time for sowing or for reaping? If you are in winter, start planning and preparing for sowing and if you are in the summer - enjoy and reap your rewards! When life throws you a storm, do

not feel bad. Know the storm will wear out and things will get better. There are good times coming - focus on them! Positive attitude will help you going through the stormy weather and keep you up.

#### **5. THE LAW OF RELATIVITY.**

Tell me something, the room that you are in right now, is it big or small? The truth is that nothing is big or small; nothing is good or bad... until you compare it with something else! Before your judgment, everything just IS.

When your circumstances seem tragic and when you feel like the unluckiest person on the planet, it's just so because you gave that meaning to the event or the circumstances that you are in. If compared with a worse scenario, it may not be as tragic as it seemed at all. If you understand the laws of the Universe, you would be smart and seek for the learning needed out of that whole experience, allowing yourself to grow and expand.

A millionaire could feel like an absolute loser comparing himself and his achievements to a billionaire. Yet a millionaire could be a role model for some poor guy out there. The best advice I can give you here is to never judge yourself or others, never compare your achievements with theirs. Rather focus on what it is that you want and do your absolute best to achieve it. Have your own expectations, instead of living up to somebody else's.

#### **6. THE LAW OF CAUSE AND EFFECT.**

You must've heard a statement that says that "Cause Causes Certain Effect" or  $C > E$ . The Law of Cause and Effect states that for every action there is equal and opposite reaction. You are always at cause. Your results are the effect of your thinking and your behaviour and they can't be more on the effect side than they are on the cause side. Think about the results you created in your life for example. And by results I mean EVERYTHING you created for yourself and others (you health, relationships, career, bank account, house, cars, etc.). Have you ever wondered how you created these results? What caused specific results in your life?

If you think about it logically, it had to be the behaviour you produced. You DID something, whether it was a decision that you made or action that you took, you produced this behaviour and that caused the result in your life. "I did nothing" doesn't count. You can't do nothing, for as long as you are alive. Perhaps you spent all day watching TV and you would refer to it as "I did nothing the whole day", but this would not be the correct/precise description of your actions, would it?

Your results are the effect of your thinking and your behaviour and they can't be more on the effect side than they are on the cause side. Every thought or action you send into the universe must come back. That is why we say that you should always think positive thoughts, say good things to everyone, treat everyone with respect and love... and all those things will by Law come back to you. If you concentrate on the cause, you never need to worry about the effect - let the nature take care of the effect as that is what it does by default and effortlessly.

Sadly, most people in the world are on the Effect side of this statement. And just so you know, there is no problem with that, that's ok. It's a matter of choice, however, on one side, we have reasons and on the other side we have results. Reasons (for not getting the results), or Results. And some people have very good reasons for not succeeding. And the reasons might be; "Oooh, my background, my family, the economy, bad government... mmmm .... my husband, my kids, my father, my mother, my education, and so on... These are all reasons.

But you see, the question is when you are going to be 85, or 90, or 95, or 140 years old, and look back at your life, how valuable will those excuses be? How satisfying will it be to say: "Oooo .... if it wasn't for ....." and you fill in the blanks. And that's really not satisfying. Be on the Cause side of life, be the Cause for all your results (good ones and the ones you are not so proud of) in life and your life will never be the same again. You see, most people are on the Cause side of life when they did something they are proud of and on the Effect side when they get the opposite results. This is just a way for them to feel better, playing a responsible role, taking the credit for all the good things they created in

their lives AND at the same time playing a victim, rejecting the responsibility for all the other results that they don't like!

One would have to be quite a hypocrite to live life like this, yet most people do by dishing out a believable picture to themselves. We call this rationalization — rational lies! The good results in my life — I created them. The ones I don't like — they happened to me, I am the victim, I got dealt those cards in my life, it's beyond me, its higher power, I had no say, etc. What a childish game. Accept the responsibility and look for the learnings, rather than hide behind your pride and reject the fact that you are the Cause for your behavior, which causes Results in your life. You see, if you reject the Cause, you close yourself for learnings - there won't be any lessons for you there if you didn't do it in the first place! And you will probably create the same result again, until you learn what you needed in order to grow and expand.

And by Learnings, I really mean Resources. Learnings equal valuable resourceful strategies, decisions, beliefs that you can utilize in the future so that whatever happened in the past won't repeat itself. There won't be a need. You've learned, you've grown, you've developed, you've moved on. That's what I mean when I say learnings. Your comfort zone is living in an illusion that you and everything else in your life can stay the way it is. And in our Nature, nothing can stay the way it is. Everything either grows or dies. You can't just be... we need learnings in order to grow. The question is "Which side of the Cause and Effect equation are you on? Are you on the Effect side, where things are happening to you, when you have no power to change anything, where you are a victim?"

Or are you on the Cause side, where you are in charge of your life and the results that you are creating? Mind you though, you can't play this game half way through — you are either 100% on the Cause side for every single result that you created in your life, whether it's your health, relationships, bank account or anything else. The moment you exclude any result you created stating that it wasn't you or that it happened to you... you would be stepping on the Effect side of life, you know, the hypocrite side, changing the rules as you see it fit.

Clients will come to me on the Effect side — almost always. And they will blame the government, the economy or who knows what else for the results they have in their lives. I need my clients on the Cause side first, or there is nothing for me to work with unless they bring me the government or the economy to work with and cause change. Mind you, this is not to play the blame game — that would be silly. I am not saying that you created it all, all the bad things that happened to you. What I am saying is, the sum total of your conscious choices plus your unconscious choices put you where you are today. It's about taking the responsibility (even when you can't explain it logically) for your results and seeking for learnings, growing, expanding. This is just empowering in every way and a very good and beneficial mindset to adopt.

## **7. THE LAW OF GESTATION.**

We already mentioned that every seed or idea has a gestation or incubation period. Ideas are spiritual seeds and can move into form or physical results. Never worry about whether it will manifest in your life - it always does! Be clear and precise when planting the idea in your mind because our nature works on great precision. You can't just ask for more money for an example. Five cents is more. Be precise, what it is that you want or how much of it? Let the nature bring through the law of Attraction all the right people and circumstances in your life. Your goals and dreams will manifest when the time is right. Believe they will, expect they will and be ready to receive. Just have faith, keep focusing on what you want and watch the magic happen!

This completes the 7 natural laws that govern our universe. They are the basic core of our nature that surrounds us. Study these laws and understand them as it is crucial for you to live within these laws. Don't fight nature - accept it and respect it as it is not just something out there, we as humans don't just live here - we are part of it, and same laws apply to us.

## FINAL THOUGHTS

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This is just an introduction to what I do and what I teach people. The most powerful sections are still coming when I get to work with you face-to-face. To teach you these advanced skills and technologies, you need to have a rather good base, which is what this pre-study is designed to help you achieve.

I salute your magnificence and acknowledge your efforts and investment made in this journey so far. I welcome you in my life with arms wide open, eager to give you the best of me when we meet. I promise to give my all, answer all your questions and help you become whatever it is that you want to be. People come to this coaching with various intentions and goals, and although very different – they all find it here and so much more.

If you can see the value in settling with your past and getting your unconscious on board with your conscious objectives, then my Transformational Coaching program is for you.

**Although very unique for each individual, this is more or less what you can expect:**

- I'll help you clear ALL the negative emotions (anger, sadness, fear, guilt...) from your past.
- We'll get rid of all of your self-limiting decisions and beliefs, which makes you unstoppable!
- We'll set goals and examine your dreams and look at practical steps towards achieving them so that you get unrivalled focus and a clear path to your goals.

We will align the past with the desired future, to clear your body of all the negative blockages, and to create an incredible support system, to support you in your future deeds.

All my sessions are on-on-one, and personalized to your needs. I am not here to make you live the life I think is good – I am here to deliver – to enable you to make your life anything you want it to be. If you can tell me what you want, I can show you how to get it.

I don't need clients. I want clients who are ready to change, clients who can easily see the value and potential in doing something like this. I'll deliver as promised, and after all this is done, **you will be unstoppable, unlimited in potential – which is what you were always meant to be!**

My goal is to change the world by making a difference one person at a time.

Welcome to my world – the world of real magic!



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