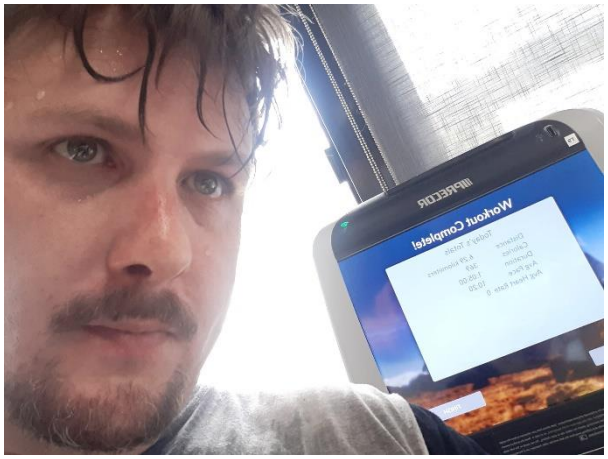

HIGH
ENERGY
LAWRENCE
SCOTT LAWRENCE

Welcome to High Energy



I'm Scott Lawrence, Clinical Hypnotherapist since 2010. I've been on National Radio many times, was the Highest Paid Lecturer at the Academy of Hypnotic Science, teaching Diploma Students.

I've been blessed to be a Business Coach for over a decade and have helped over 4,000 smokers to Quit Smoking for Life.



See my lectures at the Academy of Hypnotic Science.

Click on the Image for the link

Word of Mouth

See My Reviews Here.

Click on the Image for the link

LAWRENCE HYPNOTHERAPY
smoking | weight loss | relaxation

See my Clinical Hypnotherapy Webpage that hasn't changed a bit since 2010 created using Publisher.

So with introductions out of the way, let me tell you my story about High Energy, why you need it and how to get it.

Why High Energy Matters

Do you ever complain about your life?

Be honest, do you?

Me too. I won't pretend either.

Do you complain about Bills, How You Feel both Physically and Mentally as well as complaining about The People in your life who should just Behave Better?

I do too.

But there's a danger if you complain too much.

Your energy doesn't know when you're stuck in

Problem Mode and can't convert to Solution Mode.

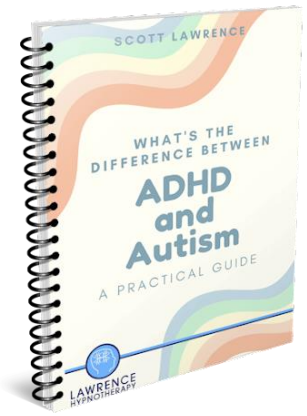
If your Energy is Stuck on Problems and Suffering, then there's a chance that you've been suffering for years.

Are you Ready to Fix This Problem?

My Energy Story

I've written a lot of eBooks in the past, and whenever I write a new eBook, I like to talk about something new so that I'm not just repeating what I've written about before.

And for that reason, throughout this eBook, I'll have many images with links to eBooks or Videos that I've done in the past.



For example, I have recently written an eBook about the difference between Autism and ADHD.

This will lead into my story about me and high energy I promise. Just bear with me while I take you there the long way.

While Autism is an Over-Regulation of Attention, or as I'll sometimes refer to it as 'Conscious Energy' and ADHD is an Under-Regulation of Attention, I believe that I have both.

I know, I know. It sounds weird to have a bet on each side of the table, but hear me out. There's actually a technical terminology for this called 'Twice Exceptional', and no, it's not a brag. 'Twice Exceptional' means that you have 2 conditions at the same time. So, yeah, I have 2 conditions.

When your brain doesn't work the same as other peoples, you can't focus in school, you can't read social cues and you don't know that people are angry at you until they actually hit you, then it can be pretty hard to progress in life.

This was me. I had the Over-Regulation of Autism. I couldn't read facial expression in context and didn't know when I was in rapport with my school peers or not.

I also had a wandering mind with ADHD, and would hyper-focus on tasks that interested me, and would ignore anything else. I didn't even eat sometimes because I was too focused on anything that gave me escapism from the social hell that I was in. I was in pain growing up because I didn't know what I was doing, I wasn't guided very well, (more on that later), and this pushed me further into the escapism of playing mind games with myself to survive. These mind games that I learnt saved my life and eventually made me very successful at business. (Again, more on that later).

The 3 elements of my mind games that kept me sane were…

1. **Counting everything.**
2. **Learning Practical Rules of Success and**
3. **Blocking out everything else around me.**

Those 3 rules will come up throughout this eBook.

1. Counting Everything.

If counting everything sounds nerdy to you, then, yes, it is.

But it saved me from 3 problems.

The First Problem – Suffering

My brain likes counting. In fact, it does it while I'm not even looking. If I was in detention in school, I'd look at the clock and work out when I was Half Way finished, followed by 3 Quarters Finished, then an Eighth, Sixteenth and so on.

I'd count my way through any suffering and it would literally release pleasure hormones in my brain. My dopamine, endorphins and just a pinch of adrenalin would go off each time that I count.

As long as I knew how long my detention or work shift had left to go, plus I had a clock to look at, then I was able to turn suffering into pride and accomplishment.

The Second Problem – Work Loads

Counting helped me to read 33 books this year. I count the chapters. I count how many pages are left in each chapter and my hormones respond by rewarding me.

If I can see a workload and break it up, even if it's for 90 days, then I can see that 90 days as 3 X 30 days and just focus on the first 30 days. Then I can see that 30 days as 5 X 6 days and just focus on getting half way through 6 days, and then day 4, 5 and then day 6 feels like a finish line.

Then I do my 6 days again another 4 times until I'm 100% of the way through my first 30 days.

Then the next 30 days seems to go faster, and the last 30 days go faster still.

I told you, I count everything.

Counting has helped me get through 1 hour treadmill sessions every day.

Counting has helped me to earn more money, be nicer to people for 20 minutes, and then another 20 minutes, etc… and counting has helped me to control my eating.

Now I eat 2100 calories per day and burn 3100 calories.

I am losing weight easily.

The Third Problem – Setting Big Goals

We're nearly done talking about counting, so relax. We're already on the Third Problem and then we're done talking about counting, and then we'll talk about practical rules of success. See how that works? We just counted to 3, and already it feels like we've accomplished something.

Before I talk about setting the big goals, first I want to talk about how counting feels when it's done right.

Counting isn't a chore. It's more like a heartbeat in the brain. It's free. It's more like music with a pulse. Think about it as that New Years Eve exercise that you do in the 10 seconds before the New Year. It's fun. Trust me.

So, back to Setting Big Goals.

Counting brings with it a type of built in error correction.

A forensic analysis of the world around you, if you will indulge me to speak poetically.

Counting is the ultimate Self Talk. One number perfectly follows the next. Counting is like a meditation.

When I first saw that setting up my hypnotherapy practice had 5 steps, I was relieved.



Check out this short video for the complete 5 steps.

But basically the steps were;

1. Find a room
2. Find a Niche
3. Create a Program
4. Create a Sales Page
5. Send Traffic, and you're done.

Just 5 Steps. That's it.

So when people complain about their entire business not working, it kind of confuses me they that they think that it's their entire business that isn't working, because there's 5 steps.

Most people aren't even thinking in steps. Most people are just either happy or suffering when it comes to their business.

But those 5 steps tell me that either everything is OK or that 1 or more of those 5 steps are broken. Those 5 steps give me a starting point for problem solving.

Check out this quick video that I created a little while back on mind set. You'll see that I get a little annoyed when people are just negative about their situation without breaking it into steps that can be fixed, and then asking for help on those individual steps. You'll also see my love of numbers.



When I met more business friends who were doing better than I was, I became inspired to do better myself.

But it starts with the numbers.

How do you know that they're doing better than I am in business?

Well, their monthly income is higher than mine.

Their days off per week is a higher number than mine, etc…

Do you see what I mean by numbers?

This gives me a starting point to get busy fixing my bigger vision and breaking it down into smaller steps.

I love steps and I love goals that I can progressively mark off as done. It literally releases pleasure hormones in my brain and body.



My next goal is $50,000 per month. My last month I achieved $25,553.26.

I just followed my steps, and what gets measured gets completed. I'll be catching up to the $130,000 months that my friends are doing in no time. I have the steps.

My Personal Trainer uses numbers with me every day.



My PT uses numbers first to charge me for sessions. Then to work out which days of the week and what time we'll be training.

But then come the big questions like, "Why are you here?", "What do you want to achieve?"

Then the numbers really start to add up in a positive way.

I was at 115 kilos and wanted to get down to 90 kilos.

Now I'm weighing in around 102 kilograms, so I'm over half way.

When we train, my PT counts Reps and Sets. Reps, short for repetitions are how many times I perform the movements. Sets are groups of reps. We do 3 Sets of 12 Reps on most machines.

And then there's the Cardio, Treadmill, Elliptical and Bikes.



The treadmill is something that I used to hate with a passion. Now I love it. I do 1 hour every day, which works out to be just over 6 kilometres per session.



And then there's my Versa 2 Fitbit which measures heartrate, steps, kilometres and calories.

You can pick them up for just over $150, so they're cheap as chips.

If you're struggling with money, then just do your best and keep following the steps until your numbers are looking better in all areas of life.



I average over 15,000 steps per day and over 10 kilometres per day. On top of that, I do 3 to 4 PT sessions each week, and I also only work 2 to 3 days per week. It wasn't always that way, but I've pushed through until I managed to get to the other side.

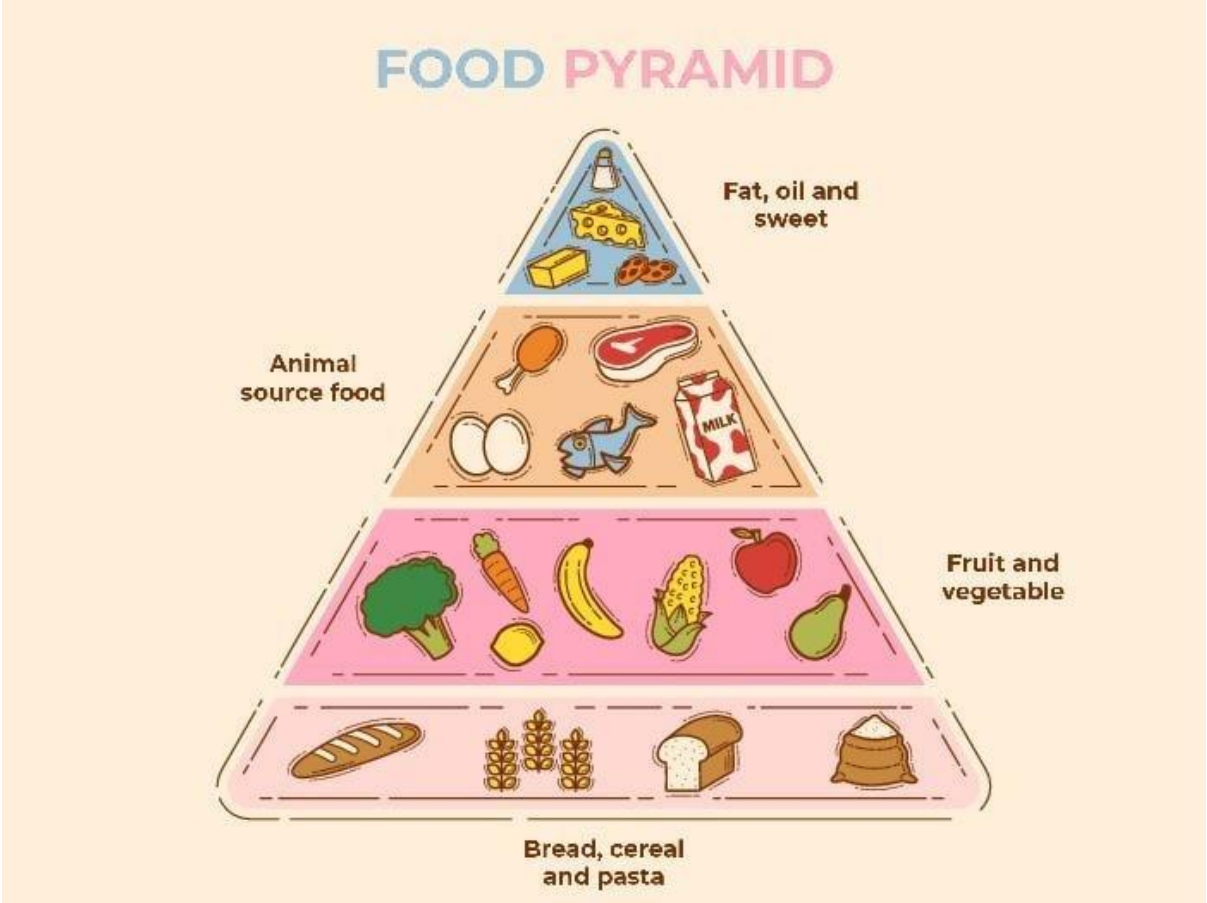


Again, if you need help with the food stuff, click on this weight loss seminar that I did a while back.

And download This Workbook with it.

Just to recap the food stuff a bit here, think of it like this….

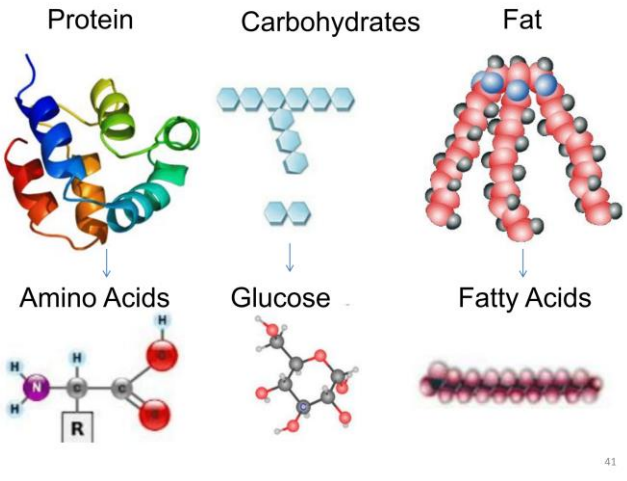
To start with, forget the old 80's food pyramid and 5 food groups. It's basically government propaganda designed to push easy to grow food on an uneducated population.



You just need to make the switch to thinking about food in Calories. A calorie is basically a unit of energy. 1 calorie is the amount of energy needed to raise the temperature of 1 gram of water by 1 degree Celsius. The average person needs between 2,000 to 2,500 calories per day.

And most healthy meals should be around 450 calories per serving. So you should easily be able to eat 5 meals per day and still have a calorie deficit if you need to lose weight.

Again, I burn over 3,000 calories per day, and eat 2100 calories per day.



A calorie isn't just fat, like many people may think. You can have calories as Proteins, Carbohydrates and Fats.

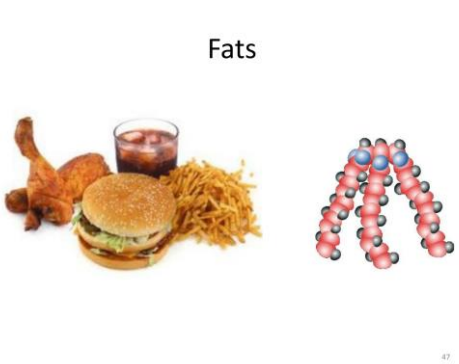
And the enzymes in your body turn Proteins into Amino Acids, Carbs into Sugars and Triglycerides or Fat Molecules into Fatty Acid Strings. Biology and Nutrition are truly amazing. I recommend developing a love for the topic.

So if you can think of food as Carbs, Fats and Proteins, then you've got the general idea about what Calories are.

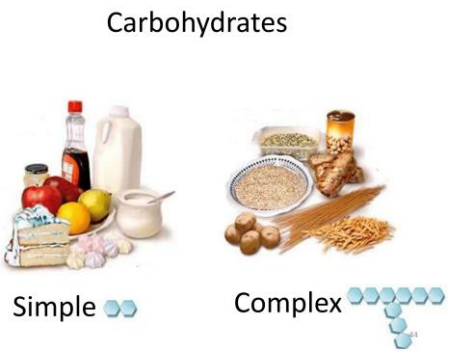
Then there's Water, Vitamins and Minerals that do not count as calories.

Now we've got a map of what Calories are.

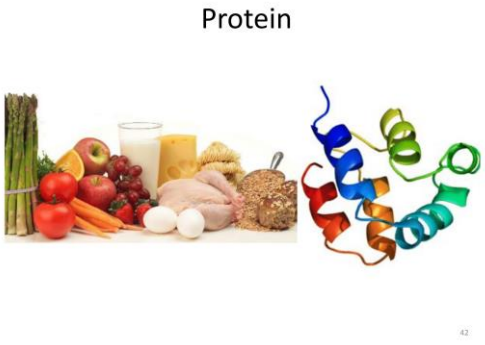
The idea about what to eat is pretty simple.



1. Eat your fats in the morning so that you have time to burn them. This picture is for demonstration purposes only. Please don't eat burgers and crap.



2. Eat Carbohydrates before a workout or else you'll lack energy and be sluggish.
Again, pick healthier sugars than what's in this picture



3. Eat Protein after a workout to repair your muscles and body. Protein is pretty easy to find. Not only is it in meat, but you can find protein in many plant foods.

2. Learning Practical Rules of Success

If practical rules for success were all that you needed, then everybody would have the perfect bank account, health, and relationship.

Not only do you need to work on your goals, but you need to manage and regulate your attention and emotions.

Most people don't know what they want, and they're not in the habit of focusing on high value life tasks.

Here's some resources that I'll summarize in a minute, but if you're that one in a million who actually deep dives and learns skills, then these links are for you.



This short course '$10k Sales Intensive' teaches you how to sell easily. Yes, selling is a skill and you can learn it.

There are 3 main rules to selling.

1. Find a high value problem that people want to fix.
2. Find and Point out a Floor or Problem in your prospects current solution. (Teach them something they didn't know)
3. Offer a high ticket, high value solution to their problem.

Yes, there's always more to it, but that's the basic selling formula for anything. The first sale is to yourself. Most people haven't even accomplished that yet.



This video teaches you how to finish your marketing in 1 day.

The basics are this:

1. Find your clients problem.
2. Write a headline that describes their problem and offers a freebie to fix the problem
3. Put your offer everywhere.
4. Use 3 more short videos to nurture your leads and to teach and add value to them over about a week or two.
5. Offer a high ticket coaching program.
6. Follow up with emails and a campaign.

Again, there's always more to it, but these are the broad brush strokes of creating a 6 figure funnel.

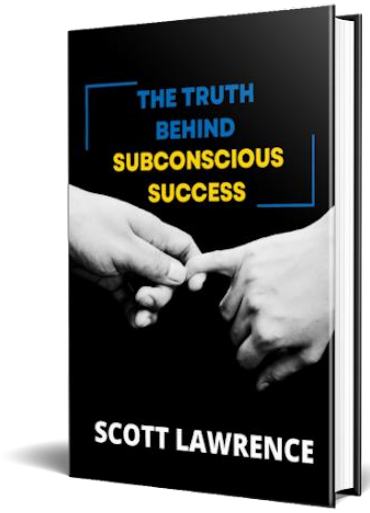


If you haven't written an eBook, this short course will help you out.

Just follow the steps.

To write an eBook, basically just do this:

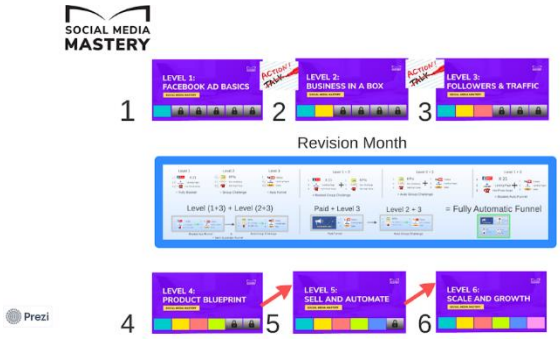
1. Create a front cover
2. Relate to your audience
3. Tell stories to back up your framework
4. Show and teach your framework
5. Use pictures to illustrate your point.
6. Summarize
7. Maybe sell something at the end.



If you want to earn money coaching by using a group challenge, then this eBook lays out the entire process from start to finish. The trick is to pull out every trick to keep their attention and interest.

People get tired easily, and you need to keep re-engaging them with games

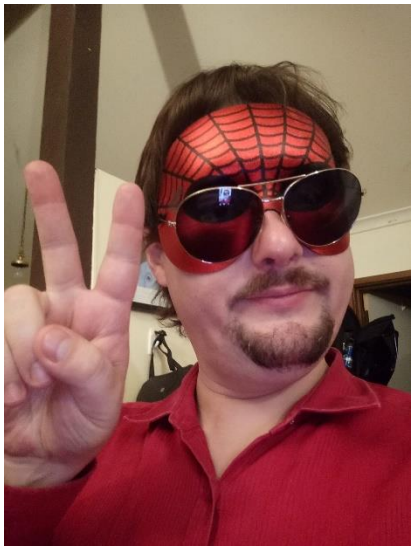
And to wind back the teaching part when people's brains become overworked. This short video shows the outline of our flagship program.



It's fairly in depth.

OK, with that out of the way, I can move on to the main point of this chapter which is about Practical Skills for Success.

Those links are there to refer back to if there's a specific skill set that you want to improve upon.



The 3 most practical skills for success are what I used to call Fantasy, Structure, Action.

My updated model is what I call G.P.S., which stands for Goal, Plan and Schedule. It's kind of the same thing.

Click on the image for my time management course that goes deeper into the G.P.S. model.

Every time that I've succeeded at something is by following this Fantasy, Structure and Action model. Let's call it FSA form now on.

The FSA starts by asking you what you want.

This is a big question. What do you want?

This requires courage to answer, because if you say that you want to find a relationship, first you need to feel worthy of love. If you say that you want better health, first you need to stop being afraid of your own body. If you want more money, then you need to believe that the world has plenty of money to give you if you'd just step up, do the work and take a chance on yourself instead of getting distracted by the drama of other people and the negativity or distractions of your entertainment.

Take some time to answer this question, because it's the most important part of the FSA. What do you want?

What do you really want?

Structure and Action won't matter if you can't be honest about this question.

I encourage you to actually write down an answer.

If you haven't already, either do it now, or schedule a time soon to do it.

Write no less than 1,000 words.

Once you're clear on what you want, then the structure is as easy as asking experts around you for help.

The action is as easy as these 2 steps.

1. Take action every day and
2. Never give up.

Yes, you can rest, but you need to pick it back up and to do the uncomfortable work. Don't worry, this book isn't here to lecture you to just do the uncomfortable work. I have something very practical for you coming up after this next part. There's a secret that every expert has talked about, but no body has noticed. But first, let's cover off point 3, which is about blocking out distractions.

3. Blocking Out Everything Else Around Me.

My energy comes from this. It's exhausting to listen to negative people because they have a problem for every solution. Most people really are quite draining if you don't buy into their dramas or if you don't agree with their world view.

Successful people do all need to block out the noise to become successful and to sustain that success.

The brain only weights about 2% of your total body weight, but it uses up to 30% of your body's electricity. So a negative pathway in the brain will cost people a lot of Money, Health and Relationships.

The trick is to stop listening to most people. Imagine me on the treadmill if I had to listen to people say stupid things like, "OMG this is so much work. An hour on the treadmill is so long. Blah blah blah." Far out, that would do my head in. So instead, I get away from everybody and that gives me the energy to use my counting tricks to pat myself on the back.

I first count my Fitbit steps to 5,000, then I watch the timer reach 30 minutes. Then I play more and more numbers games in my head until the hour flies by.

The 1 Secret that All Experts won’t shut up about

I’ve met a lot of experts and successful people now.

Industry Interviews





Scott Interviewing Celebrities in Lock-Down





If you click on these images, you’ll see that I’ve interviewed industry experts, world class industry leaders, millionaires, etc…

In the second image, if you click on it, you’ll see that I’ve interviewed half of Hollywood.

In 2020, I interviewed more celebrities than anybody else on the planet.

And I’ve heard this one secret over and over and over.

And I bet that you’ve heard it too. But maybe you didn’t know the power behind this secret when you heard it.

OK, I want you to imagine that you’re playing the piano. Imagine that you’re playing the hardest song in the world. You’re so great at the piano but there’s 1 section that you

keep getting wrong. So your instinct is to practice more by playing the entire song over and over, and faster and faster until you get it completely nailed down.

But the problem is that you keep getting frustrated, and the most frustrated that you get, the more mistakes that you make.

Now tell me, what's wrong with this method of practice?

Why is it flawed?

If a piano teacher were to help you out here, what technique would they use to get you to absolutely nail the song. I mean, you're already practicing like crazy and that isn't helping you, so what advice can the piano teacher give you to short cut your success here?

Well it's simple.

It's called Isolate and Repeat.

If you're failing to nail the song on the piano, then you need to stop, slow it down and isolate the broken part of the song. You need to slowly nail that 1 broken part of the song and repeat just, and only just that 1 broken part of the song until that broken part has been nailed. Then you can play the entire song again together.

10 Experts, 1 Message

Recently, I heard an expert talk about how to treat trauma using this same Isolate and Repeat method.

The technique was to stop and to slow down. Then they'd find the 1 sensitive point related to their trauma, and then to physically experience whatever comes up in the body around that 1 trauma. Not 10 traumas. Not 20 traumas. But just 1. Just that 1 area of that 1 trauma.

They were using 'Isolate and Repeat' to fix 1 trauma.

1. **Abraham Hicks** – 5 stages of alignment are; Experience your contrast, Source answers your request, Align with the vibration of your desire, Maintain your alignment with consistency, Appreciate the contrast.

If you look at what Ester Hicks (who channels Abraham Hicks) is doing, they are using 'Isolate and Repeat'.

She's getting you to focus on the feeling that needs fixing, and to continue until that 1 feeling has been fixed.

Most people are rushing instead of slowing down, isolating and repeating until success.

2. **Tony Robins** – 6 Core Needs are; Certainty, Variety, Significance, Love, Growth and Contribution.

Again, his method is using ‘Isolate and Repeat’. Think about why Tony or Anthony Robins is talking about 6 core needs in the first place.

Tonys theory is based on Maslow’s Hierarchy of needs, but he’s taken away the Hierarchy and added an extra need.

His theory of 6 core needs suggests that we’re unconsciously driven by these needs into unconscious behaviours. If 1 of those needs is unmet, then we’re driven to fulfil that need even if our method of fulfilment is unhealthy.

So Tony gets you to slow down, and to Isolate and Repeat that broken core need until you’re cured.

3. **Eckhart Tolle** teaches people to dissolve their ego.

Again, this is an ‘Isolate and Repeat’ model. He’s asking you to slow down and to focus on the broken bit until it’s fixed.



4. **Brendon Burchard** teaches Habits, from Experts Academy, High Performance Academy, etc…

In his book ‘High Performance Habits’, Brendon talks about 6 habits that he wants you to ‘Isolate and Repeat’ until they’re fixed. 3 habits are Social and 3 Habits are Personal, but all 6 habits are something that you slow down and work on 1 at a time.

Seek Clarity, Generate Energy and Raise Necessity are his personal habits and Increase Productivity, Develop Influence and Demonstrate Courage are his Social Habits.

But does he talk about them all at the same time? Or does he dedicate a separate chapter for each one?

He wants you to slow down and stop, then ‘Isolate and Repeat’ that habit until you’ve fixed it.



5. **Gary Vaynerchuk** speaks a lot about generosity and content creation. But he breaks it up into 5 steps: Stop trying to convert your customers,

Don’t hesitate with making the sale, Make valuable content, Work Harder and Faster in business and Give with no expectation of return.

Basically, Gary V is talking about creating an internet video marketing funnel. Gary V made his largest money as an investor in many large growing social media companies, however, he made his first money in the basement of his parents wine company creating a Wine TV show on the internet.

An online marketing funnel has at least 3 broad steps.

1. Find traffic
2. Nurture the traffic
3. Sell

This is what Gary is illuding to in his rules. Again, in order to get traffic, nurture the leads and then sell, you need to ‘Isolate and Repeat’ until the broken part of the funnel is fixed. Remember that in marketing, it’s all about removing the bottle neck. The bottle neck is the slowest part of the bottle where the wine slows down as it pours out. The same is true in business. The bottle neck is the slowest part or weakest part of the business.

It may be your traffic that is the bottle neck, or it could be your nurture sequence or your sales and follow up campaign. But which ever way, you’ll never know until you slow down, Isolate and repeat.

6. **Robert Kiyosaki**, author of ‘Rich Dad Poor Dad’ has 8 rules for success. Experience makes you smarter, The more you give the more you receive, Change the way you think, Focus / Follow one course until you’re successful, Hard times bring new opportunities, Design the business properly, Know what you are working hard for and Don’t be afraid of loses.

Did you see the rule about following one course until you’re successful? That is the key. This is ‘Isolate and Repeat’.

7. **Bruce Lee** – the famous Martial Artist has a famous saying: I fear not the man who has practices 10,000 kicks one time. I fear the man who has practiced one kick 10,000 times.

This about how Bruce Lee must have trained his muscle groups. He would ‘Isolate and Repeat’ until he has finished with that muscle group, and then goes on to Isolate and Repeat again with another muscle group.

8. **Eminem** – The famous rap star said that his song writing process is to write the verses, and then to summarize all of the verses into a chorus.

He focuses on one part at a time with ‘Isolate and Repeat’

9. **The Dalai Lama** has a few famous quotes. “Where ignorance is our master, there is no possibility of real peace." "The way to change other's minds is with affection and not anger." "Remember that sometimes not getting what you want is a wonderful stroke of luck." "An open heart is an open mind."

The Dalai Lama uses clever word play with Zen Buddhism to get people to slow down their thinking and to be more deliberate about what they do. Again, the message is to ‘Isolate and Repeat’ until the healing has occurred.

10. Albert Einstein has a special quote – “It’s not that I’m so smart, it’s that I stay with problems longer”

The interesting thing about that quote is that people really don’t stop and slow down enough. Einstein didn’t say that he stays with many problems longer. He focuses on 1 problem at a time. Just one. He used the ‘Isolate and Repeat” rule.

How many people are suffering from low focus, low energy and low productivity because they’re multi tasking? This could be therapy, healthy, business, finding love, etc…

It doesn’t matter what the task is. You need to stop multi-tasking and to slow down, Isolate and Repeat until you’re successful at what you’re working on.

Mind Games that Create Focus and Success

So now that you know that Money, Health and Relationships come from stopping, slowing down, asking yourself what you actually want, finding out what the actual steps are to get there, then slowing down and focusing on 1 step at a time until you succeed at that one step, are you going to do it?

Most people are in a tantrum of sorts. Their self-talk is all over the place.

Do you remember earlier when I said that I have ADHD and Autism? Well, I've never been diagnosed with anything like that. And neither have my parents, or their parents or their grandparents. Diagnosing people with mental illness just wasn't fashionable at the time. Mental illness was a stigma, and not a condition that, if understood, can actually become your super power.

I didn't know how to manage my condition because nobody ever really taught me. So I had to study, experiment and learn, but it did pay off as I figured out games that made my life better. Allow me to explain.

Your Money Game

I say ‘Game’ because if you treat this stuff too seriously, then it becomes too stressful and hard. So instead, I play very successful games.

I like to set myself a savings target of around $10,000 saved every 5 weeks.

To do that, I need my other numbers to make sense.

I need my prices to be high enough, my conversion to be high enough and my traffic to be high enough.

If that all sounds like a hassle, well, you really need to learn to have fun with it. Learn to play with marketing.

My first web page that I made was actually just a joke. I gained important technical skills without the hassle of thinking about money or marketing. I just had fun.

Then I found out what problem people wanted me to solve, gave fun and educational videos and eBooks and then upped my prices until I reached my savings target.

Make saving money into a game.

Your Health Game

I don’t go to the gym for health.
If I did that, I’d never go.

I go for fun, to socialise, to test myself, etc…

This is a great trick of the brain. You need a 2nd reason for everything that you do, or else you just won’t stick to it for very long.

I also go the gym for stress relief because it winds down my brain after empathy burnout.

I am aiming to get that 6 pack though, so that’s a fun game that I’m playing at the moment.

In the past, when I ‘had to’ go to the gym, I really hated it.

Now I love it.

The gym is my fun place

Your Relationship Game

When I say relationship game, I don't mean that you're messing with people. But you should find a play mate who will play games with you. They'll be a great source of high energy.

I started going to the gym with a friend. I have business friends. The key to relationships is to have as many interests in common as possible, give people the benefit of the doubt with misunderstands while maintaining healthy boundaries and to take turns being the centre of attention.

Relationships are fun when you're not wholly responsible for the other person. They should be responsible for them selves as much as possible. Yes, you can help them out, but it's not your job to run their life.

And never get to the point of contempt. If you need to cut somebody out of your life because they are an energy drain, then think hard about it first, but then don't hesitate to put your own mental and physical health and safety first.

You'll only be alive in this physical form for a limited amount of time. So don't waste your energy on negative people.

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