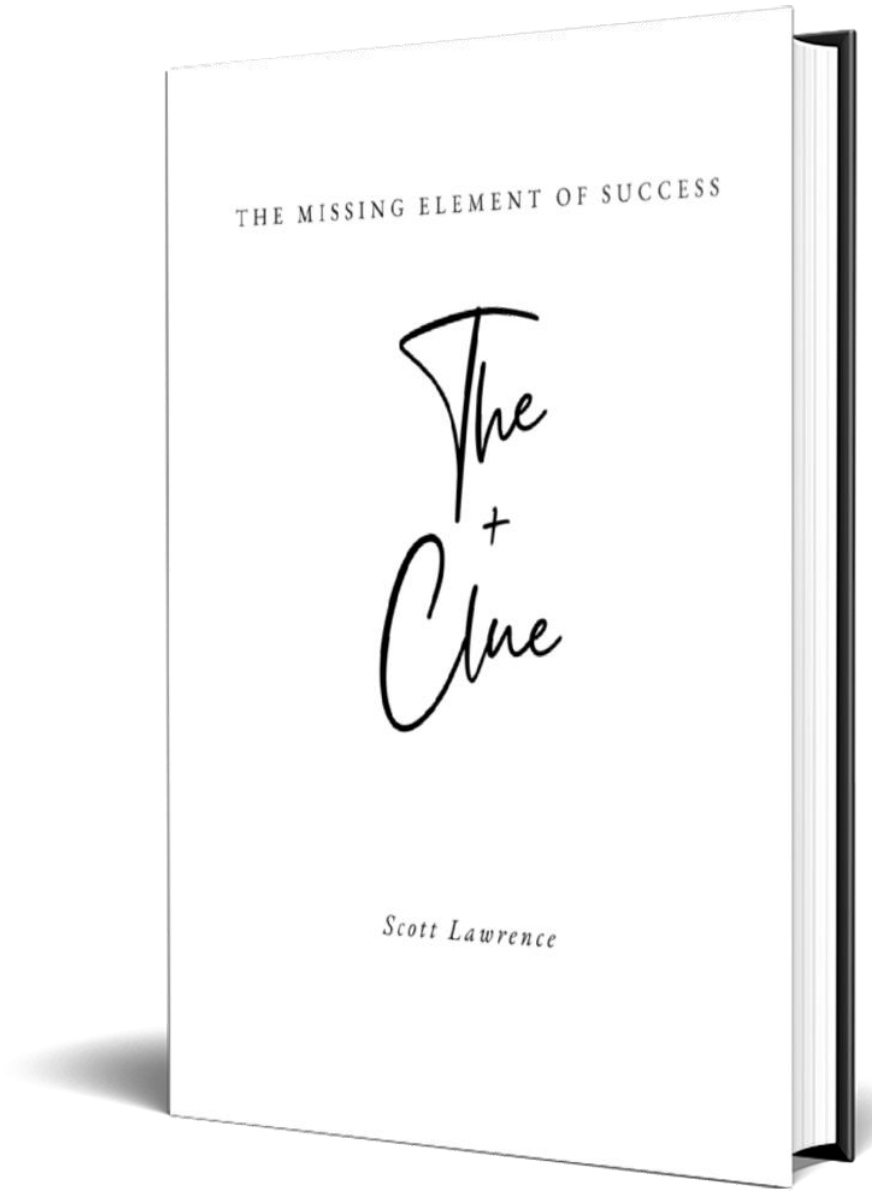

THE MISSING ELEMENT OF SUCCESS
The + Clue
Scott Lawrence

Are you tired of **Real Life Problems** that **Never End**?

Have you been on a journey for a while, and you're still wondering where it's taking you?

Have you ever been genuinely surprised that you're not further along by now?

Are you looking for **Real Life** - **Practical Steps** to **Life's Many Small Problems** to take the Edge of the absurdity of it all?

In this eBook, we'll be discussing the Missing Piece, the Clue to your puzzle. As always, I'd advice that you take small steps, be kind and take life with some sense of proportion. However, there is another element that people are missing that seems to cause many misunderstandings, much suffering and much more.

And what's more, all of this can be shown in diagrams, Stories and Practical Steps.

The world is changing, and there is a clue dangling in front of all people. It's on the tip of everyone's tongue.

It's time that we gave it a name.



I’m Scott, Clinical Hypnotherapist and Business Coach.

I’ve been so lucky to have been practicing hypnotherapy since 2010 full time, including coaching many students to start their practice. I was able to rise to the top of my industry in my first 6 months.

I’ve been on national radio so many times, lectured at the Academy of Hypnotic Science as their top paid lecturer and I’ve seen over 5,000 hypnotherapy clients for help with problems like Anxiety, Depression, Addiction, etc…

I’ve been lucky.

But I’ve had times where my career has nearly stood still for years. During these years, I worked hard, but what I noticed is that these 3 ingredients for luck were missing.

And those times where I’ve been a shooting star, those ingredients were almost always present.

If you want to escape the rat race, be a happier, calmer person or to improve your luck in any way, then I encourage you to continue with this eBook.

We’re going to unpack the formula.

That’s my promise.

Ok, let’s do this.

The Clue (well, part of it.)

You may be one of the “I’m not religious, I’m spiritual” people.

That’s Ok. I am too.

Or you may be an atheist or religious. It doesn’t matter which one you are. What does matter is that our brains have a habit of trying to make sense of a world that doesn’t make sense.

We’re all looking for a clue.

- You’ve seen enough evidence for yourself that there are conspiracy theorists, tinfoil hat wearing people who are basically just bonkers.
- Although, you’ve also seen enough spiritual evidence to show that either your brain is fantastic at confirmation bias, affirmations seem to work if you do them correctly or both.
- You also know that science is amazing enough to bring us magic phones and travel to the moon, but corporate greed and government corruption makes you think twice before taking the official word as gospel.
- Your system is unique to you, and it takes too much time and hassle to explain it to someone else. (Unless you’re selling it as a course or coaching program.)

Let’s start with a few jump starter hacks that will help you find your next clue. (Yes, these techniques are stolen, but tested.)

H.A.L.T

(Hungry, Angry, Lonely, Tired)

If you've never been to alcoholics anonymous, (by the way, I haven't, however many of my clients have,) then you may not have heard of the **H.A.L.T.** acronym.

The key to this acronym is to notice when your buttons are being pushed by simple needs rather than an actual need to drink alcohol. However, this acronym can be applied to life in general. You should never make a decision when you're:

Hungry – Low blood sugar makes it hard to think. If the brain doesn't have glucose to burn, then it lacks the fuel to make good decisions. Notice your decisions change after you've eaten a healthy meal.

Angry – Revenge is stupid. My apologies for using the word stupid but you make better decisions after you've cooled down.

Lonely – Don't agree to something that you don't want to do.

Tired – If you're 'Tired of Life' then you may just be tired. Sleep.

The Bigger the Boy (or girl), the Shorter the Childhood

This doesn't just apply to boys or men. People who grow up too fast can exhibit underdeveloped parts of their character.

Often, after being forced to grow up too fast, these people can live their lives as a compensation for what they didn't receive as a child.

Children who get to develop at their own pace often **feel loved**, **seen** and have at least some time to **experience boredom**.

Compensations as an adult will often overindulge in Love or Sex, Being Seen, Attention, Free Time and Isolation time for their hobbies.

If this is you, be aware of what levers are being pulled in your psyche. Unmet needs or unmet childhood needs can dive your logic and decision making more than we tend to admit.

What did you lack as a child?

How can you introduce getting your needs met as a regular habit so that it doesn't become an addiction or controlling factor?

Don't answer too fast. Take your time.

Embarrassment won't Kill You….

Connection is what we live for, even if you'd like to get away from people most of the time.

Most people avoid embarrassment, avoid being wrong, avoid being questioned or anything people related.

And there's a very good reason why people do this. Past trauma explains a lot of behaviour.

If your schoolteachers, parents, or early education was anything like mine, you tried to avoid attention to not get hit / teased / embarrassed and learned to survive by becoming invisible. People can be cruel without realising it.

If you can cure the resistance to embarrassment, then you'll also cure boredom, lack of meaning in your life and open up opportunities to increase your money, qualifications, energy and quality of your social circumstances.

Instead of thinking about human interaction as a nightmare, think about yourself as invisible. Most people aren't even paying attention to adults. People are focused on themselves.

Do something today that would normally embarrass you and notice how mostly no body cares. You're free now. Go live.

Services and Technology have Replaced Friends



Services and Technology aren't bad things.

I love Technology. I love my services.

Here is a picture of my office in **Green** mode.

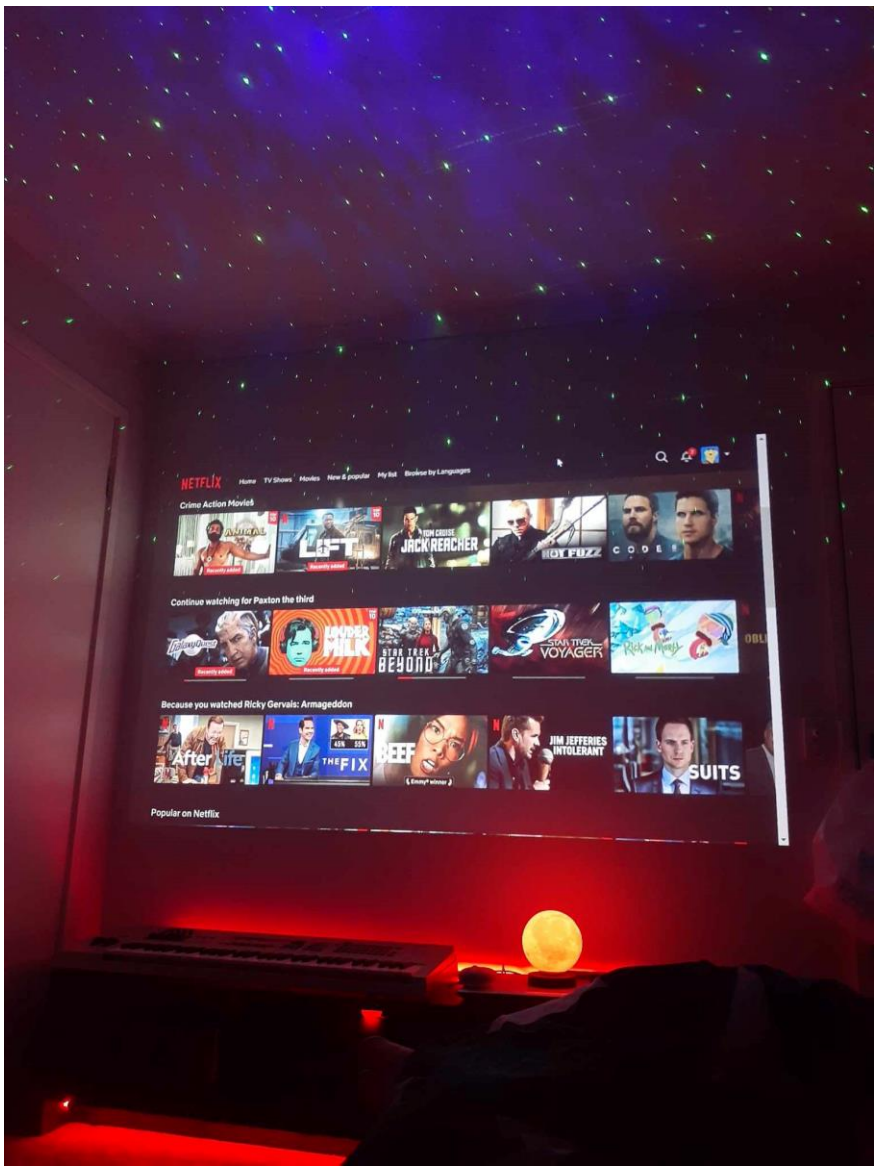
Then I ask Google to change the colour scheme and I get **Blue**







Or **Red**. Everything is voice activated from the TV, Lights, Temperature and Security System. You'd love it. It's so fun.



And this is a picture from inside my bedroom.

I've replaced my TV with a home theatre.

The problem starts when people start to lose their social skills, networks, family or friendship circles for the cost of convenience.

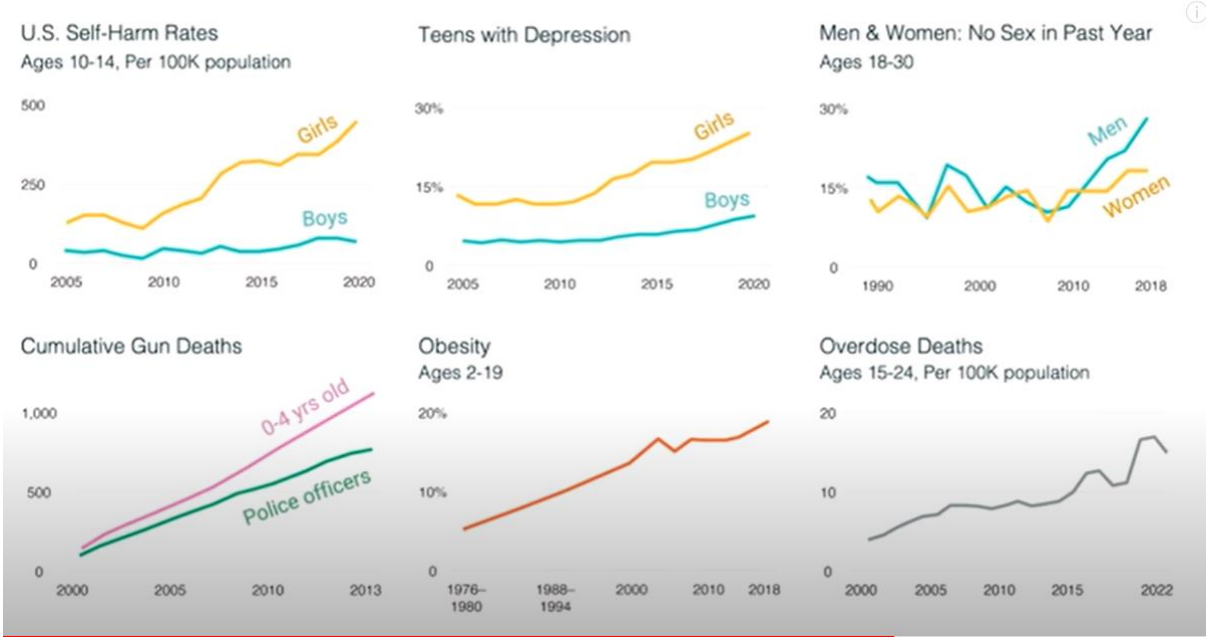
The friend who would drive you to the airport, bring you a drink or food when you were sick or even just a friend.

We are still mammals, social creatures who need people. It's just that we're fussier now and we don't want our friends or family to live with us, because they'll mess up our settings on all of our devices.

However, a huge key to happiness is comfort inside of adaption. There's a reason why the CIA hire people who are shown to be comfortable in a foreign culture. It's because they have the ability to adapt.

We have a Problem with the Youth….

And the problem is wealth hording.



The youth of today are being distracted by stupid Tik Tok videos asking stupid questions like asking girls, “Are you more afraid to meet a bear in the woods or meeting a man in the woods.”

For starters, a man won’t eat you alive.

Secondly, let’s take a look at Self Harm Rates, Teens with Depression, No Sex in the past year for ages 18-30, Gun Deaths, Obesity and overdose Deaths.

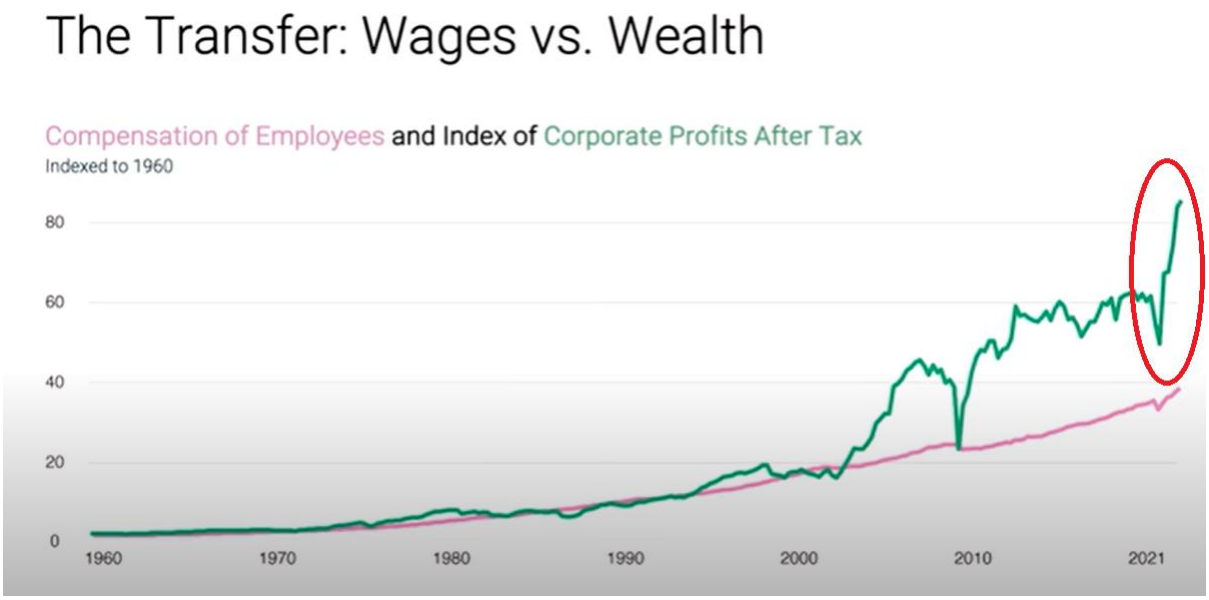
You Need People….

Connection is what we live for, even if you'd like to get away from people most of the time.

This is one of my favourite quotes from Robert T. Kiyosaki.

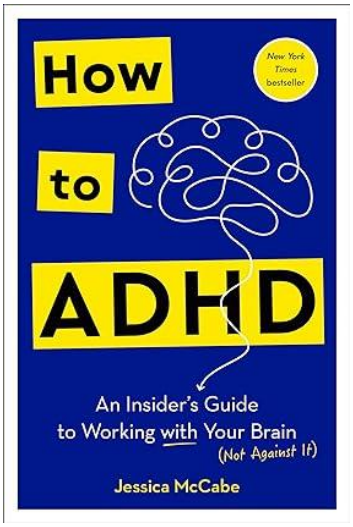
"Your network is your net worth."

When a generation unites, they become prosperous. When a generation is divided among themselves, they fall away while we witness the largest transfer of wealth from young people to old people.



It's time to bring back communities of young people who meet face to face to solve the problems facing their generation.

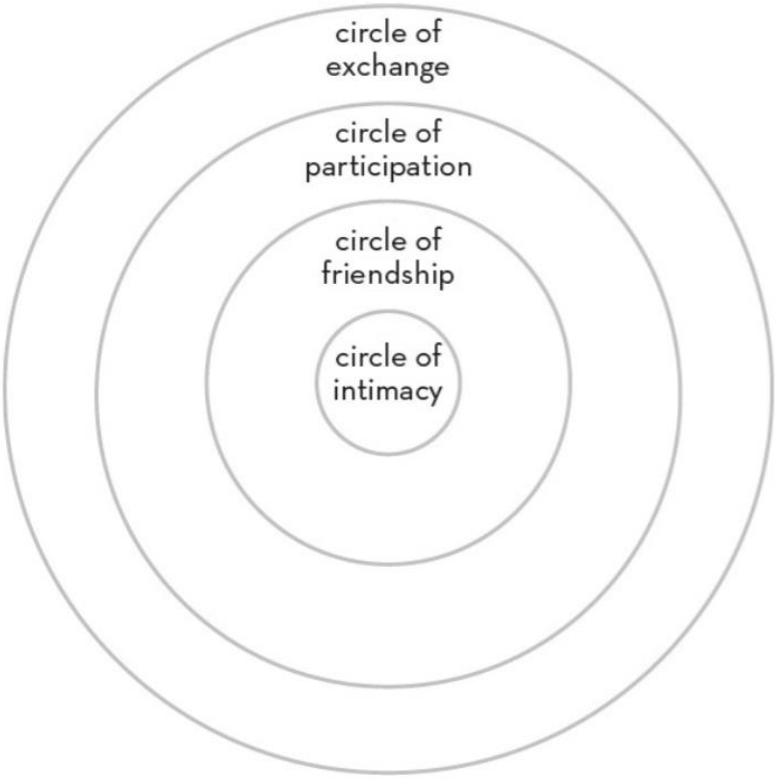
The 4 circles of Trust….



You should grab a copy of this book called ‘How to ADHD’.

Jessica McCabe talks about the 4 circles of Friendship by Judish Snow.

1. The Circle of Intimacy – This could be a spouse or others who live with you.
2. The Circle of Friendship – Close friends who you can call at any time to help you out or hang out with
3. The Circle of Participation – Friends who you don’t see so often but get along with.
4. The Circle of Exchange – Services or people who you pay.



Our services and apps have reduced the amount of people in circle 2 and 3 and replaced our friendship group with apps and services.

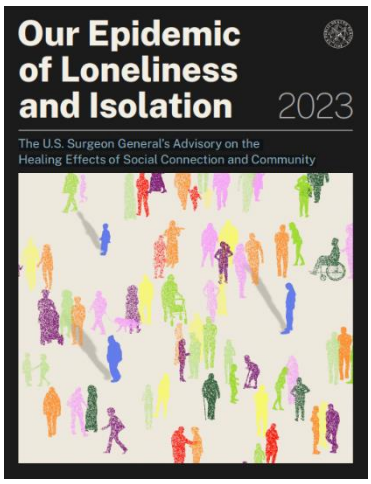
We now pay people to be our network due to the convenience that it offers us.

Factors that Contribute to Loneliness.

Click on the image for the article.



Dr Michelle H Lim MAPS, Scientific Chair of the Australian Coalition to End Loneliness



Even the U.S. Surgeon General has declared a Loneliness epidemic.

Have you heard of **Oneitis**?

If you haven't heard of PUA, or the Pick Up Art community, then you may not have heard of this term. (But it applies to more than just dating.)

Continued…

Oneitis means to focus on one person.

Often people feel lonely when they put too much pressure on one person to be their ‘everything in life’.

If you can, it’s best to reach out to multiple people to get your social needs met. One person isn’t always available.

Social Anxiety comes in many types. Low social battery, PTSD, Shyness, Bullying, Low Self Esteem and remote living, just to name a few all make social endeavours harder.

Single Life, especially after a break up shows an over dependence on their partner for social interaction.

Work Hours, and **Relying on Services** instead of friends to get your needs met can put people in a near Solitary Confident.

Parenting takes up so much time and energy that parents come become stuck in a rut of duties and neglect or lack the time to reach out to others.

Illness often can’t be avoided. The internet can help, if used to socialise instead of falling into a scrolling trance.

A Lack of Hobbies is the most fixable issue. If you find hobbies, you can find new groups to associate with.

Everyone is Suffering.
Your Job is to be Aware.

When the Soul Suffers Too Much, it develops a taste for Misfortune – Albert Camus

If we take the time for a moment to realise how multi-cultural our home towns have become, it's easy to see that you're not going to instantly agree with everything that your neighbours say all of the time.

People think differently. Maybe their culture is different from yours, their income, mental health, etc… are different form yours.

It's important to slow down and take life with a little bit of perspective. One person has a belief about politics and another person has a belief about feminism, and another person has a belief about vaccines.

But we all share the same planet. That is something that needs to be help front and centre of our consciousness.

We've been taught to be quick to judge and quick to hate, quick to cancel and quick to dismiss. The truth is that everyone out there is suffering in a way that we may not understand.

Suffering, continued….

Suffering is so common that it actually makes the need for revenge unnecessary. (Not that you should be looking for revenge against anybody.)

We're all so different, and our suffering is different.

- One person is **lonely** yet, another is crowded and **needs space**. Their needs are conflicting with each other.
- One person **needs to talk**, the other person **needs silence** to process their work or their thoughts.
- One person starts with **Courage and Action**, another person starts with **Alignment and Preparation**.
- One person needs an **Accountability Buddy** to get their work done, another person thrives in **Privacy**.

The point is, people don't only have **needs**.

They have **different needs**.

And they don't only have **different needs**.

They have **opposing needs**.

Your job isn't to change to suit other people, but you do need to recognise when somebody is suffering from a problem that doesn't affect you. What you do with that information is up to you. But a little kindness and a little grace goes a long way.

Why We Need to Bring Back Trust….

Watch this video on ‘The Prisoners Dilemma’

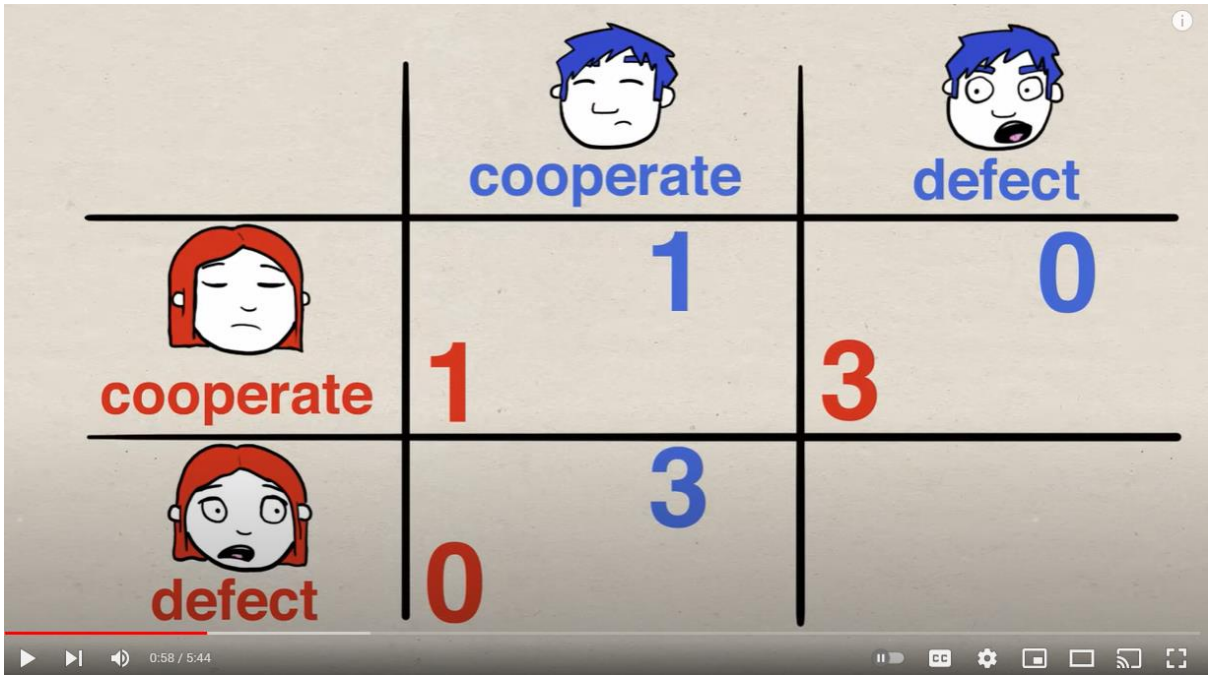


The Prisoner's Dilemma

This is an old mathematics / social problem that was created in the 1950s by Merrill Flood and Melvin Dresher as part of Game Theory by performed at Rand Corporation. It shows that it can sometimes be in the individual’s interest to only think about themselves. But as

If person A and person B get arrested for a crime that the police suspect them of, and they’re placed into 2 separate interrogation rooms.

If both person A and person B protect their friend and say that their friend is innocent, then they both get to leave without doing any prison time.



But if they both defect and blame the other, then both person A and person B will do 1 year each in prison.

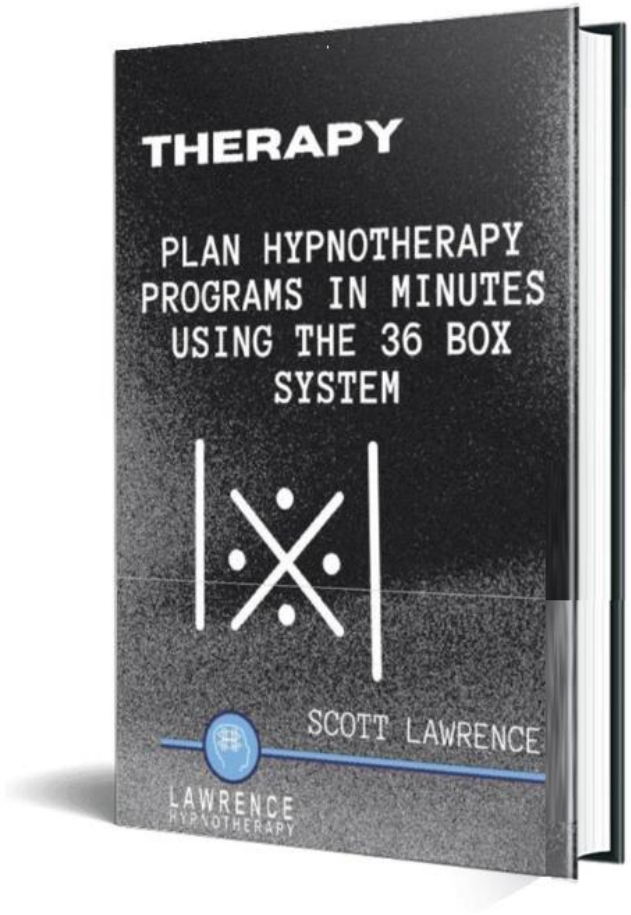
If person A is loyal to person B, but person B blames person A, then person A gets 3 years in prison and person B is free to go.

The opposite can be true, if person B is loyal to person A, but person A blames person B, then person B gets 3 years in prison and person A is free to go.

And finally, if they both cooperate and stay loyal to each other, then they both get to go free.

We were supposed to cooperate with each other. In the long term, cooperation is the winning move.

Cooperation Requires Understanding Yourself and Understanding Others….



If you're new to therapy, I recommend reading my pervious eBook called 'Therapy'. It gives you a look at the industry, methods and basically simplifies what's going on there.

Although, we have enough 'How To' advice out there at the moment. The best advice right now is 'Why To' advice. In the age where we open our mail over the bin because it's all bank statements, bills or junk mail, we read our emails with our mouse over the delete button because it's all spam, viruses and AI generated marketing content, and we don't answer our phones because it's all sales per for hot water systems, solar panels and business coaching, it makes sense that we miss our actual friends, family and important relationships in the mix. It's a war zone for attention. Everyone wants to be heard, no one wants to listen.

Cooperation Continued….

If you have a friend who wants to show you something, but your boundaries mean that you haven't given them the time of day to look at their 5 minute 'interesting thing' they want to show you for weeks and weeks, then there's every chance that they send you too much 'interesting stuff' to keep up with, or you don't really want to be their friend. And that's all ok.

But sometimes, just sometimes you could be missing out on the perspective of a lifetime because you didn't reach out or take a look at what they have to show you. (Just saying)

Two people can solve 2 problems together better than 2 people can solve 1 problem each, (most of the time.) And 5 people can solve 5 problems together better then separately. After 5, the efficiency tends to drop off. Too many people are doing everything them selves and not opening up to their community for help. These kinds of boundaries may be worth revisiting to see if they're really needed or if they're just bad habits.

If you revisit your boundaries and think they're perfect the way they are, then great, at least you did the exercise.

Treating people as disposable does damage the soul / psyche or what ever you call it. Yes, you don't have time for everybody, but it's better to be up front about how much time you have available, do re-visit people when you do get a chance and try to be at least 10% more open even 10% of the time. It will help you as much as them.

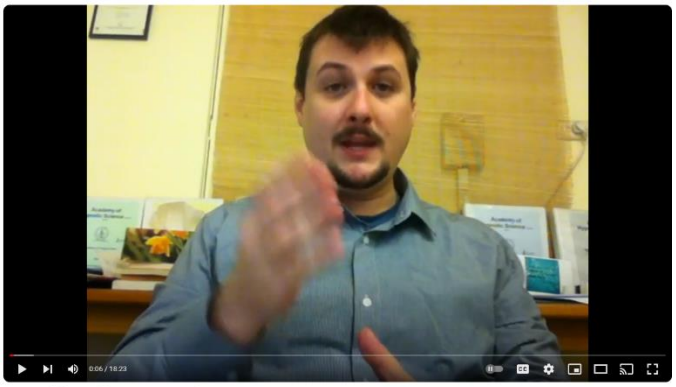
Working Together means Understanding Each Other….



Yes we've all been through a lot recently. Since 2016, the world seemed to have sped up and just hasn't stopped.

People are burnt out.

But, not communicating with anyone outside of your bubble means solving the jigsaw puzzle, while missing half the pieces and no box to look at. Widening your circle means widening your perspective.



How to Build Your Client Base to 10,000 in 3 Easy Steps

In this video, I explain how promotional partnering is the fastest way to build an email list to 10,000. But even if you're not a marketer, the concept works in other areas.

Working Together Continued….

We live on the shoulders of giants.

We live in a very scared and ego driven time in history.

We like to win.

We like to be right.

We like to not be blamed.

We can’t stand being wrong.

Basically, social movements and society are experiencing a type of adolescent rebellion and growing pains.

We’re growing up, but first, we’re having a tantrum.

We need to gain a sense of proportion, perspective and a sense of humility.

The human race is more scared of each other right now than we are of any outside existential threat. We are scared of our own reflection.

We all say that we’re on a journey of growth but are hyper sensitive to feedback. The ego is scared to see itself.

The Meaning of Life Can be Broken Down into Smaller Parts.

It's a very Western style of thinking to ask 'What's the Meaning of Life?", and then to expect the answer to be one thing only.

In the Eastern Cultures, they tend to look for relationships between two or more parties as their spirituality or approach to thinking. None of this, "Are you a Dog or a Cat person?", or "Which friends character are you?"

In the west, we like to associate our identity in a very polarising, myopic way, rather than to work with the natural elements and rhythms of life that govern our existence. Basically, the Western Ego is out of control. It's all about the Clout, the Like, The Subscribe, the Fame, the Attention.

The meaning of life is health, and it is money, and it is relationships, and it is peace, and it is growth, and it is learning, and it is legacy, and it is letting go, and it is being present.

The meaning of life is like a Venn Diagram that constantly changes. And it's an ongoing question that can be re-asked at new stages of development. It's a very personal thing.

A Habit is a Compound Decision

The moment you realize you already have everything you're looking for, the universe gives it to you - John Demartini

The human brain is only about the size of a fist. Therefore, in order to function and save energy, it must rely on habits to form complex and intelligent routines that can be learned and called upon again and again and again.

In other words, what you do one time, you will do again and again. Young people are often looking for hacks in order to get ahead in life. Older people rely more so on systems.

A great system is worth it’s weight in gold.

What is your system for Money, Health and Relationships?

Are you happy with the current results?

If they can be improved, are you willing to do what it takes, study under the right expert, and be humble enough to make the small changes that yield the greatest power to you?

Many of those changes can be quite humbling indeed.

Don’t try to make your body healthy. Instead, try to make your body do it for you.

Physician heal thyself – Biblical Proverb. Luke 4:23

Your body doesn’t allow you to take control of your own vital functions. Your heart will beat in your sleep and your digestive system works even better when you ignore it.

There are people who treat the body as though it were just mechanical and not biological. Your car is mechanical. You can remove part of your car and replace it without complications, however the human body has its own personality and quirks.

Instead of trying to become healthy, or forcing health, it’s better to cooperate with the body and give it what it wants to create health for you.

You have an immune system, a digestive system, a nervous system, etc… The key is that these are all systems, and not just a bunch of moving parts.

Go with the body. Give it Clean Air, Routine Sleep, Plenty of Water, Clean and the Right Amount of Food, plus Exercise with both Weights and Cardio. Be gentle and think long term.

Don’t look for Money.
Look for Problems.

1. Stop posting on social media unless you are solving a problem for others.
2. Your promotional partners email list should always be bigger than your own.
3. Don’t look for money, and don’t invent anything new. Instead look for a problem in the market place that is currently being solved poorly.
4. People will always value time over money, no matter what they say out loud.
5. People buy with their emotions, not their logic.
6. Use the tools that give you back the most amount of time.
7. Use Other Peoples Money and Other Peoples Time to Solve other Peoples Problems at a Profit.
8. Learn enough about each skill before you outsource it. That way you know if the other person is doing their job.
9. Spend money on assets that increase your wealth, not on trinkets and liabilities that eat while you sleep.
10. The world has plenty of money. It’s your access to money that matters.
11. It costs far more to acquire a new customer than to service an existing customer. Look at the life time value of a customer.
12. Your Ego is not your amigo.
13. 80% of your money will come from 20% of your customers.
14. If your service is premium, you need to charge premium. If your product is cheap, you need to charge cheap. Align your price with your quality.

Business is the Time and Energy Efficient Utilisation of Systems to Create Attention, Offers and Satisfaction at a Profit.

It’s all been done before.

Business really comes down to very few lasting principles.

Leads and Sales create money, while **quality**, **heart** and **giving people what they want** creates loyalty.

People often seem to be seeking a magic bullet that will fix all of their business or money problems, where in actual fact it’s quite simple, if not boring.

Affirmations are not a suitable replacement for advertising. I love affirmations and recommend them to everyone, but not for improper use or unreasonable expectations. Affirmations help to change your and change your energy so that you can open up your offer of business to the right people.

You’ve got this. You can do it.

The Heros Code….(Values)

What values are important to you?

This question is probably the most important question that you can ask yourself.

Right now, people are extremely harsh with what they expect from others but learning to be gentle with themselves.

If one of your more core values is to be fair, then this hypocrisy won’t work long term.

Write a list of what your values actually are and use them in your decision making process.

You will never have all of the information required to make the most accurate life decision, however, you can get to know yourself well enough to know your values. Your values are what fills in the knowledge gaps long enough to set your future coordinates.

Some popular values are, Do No Harm, Be Fair, Take the Shot, Seize the Day, Be Kind, treat people how you would like to be treated, protect those who can’t protect themselves, at least Try to Tell the Truth and Learn from your Mistakes.

You will be fine.

Money, Health and Relationships always show up.

This may sound too simplistic or even optimistic, but you're going to be fine.

What ever you're going through right now, you should probably start by going to the bathroom and relieving your bladder first.

There is time for that, trust me. You'll think more clearly.

Next, make a list, on paper, of any problems that you have, and ask for help to fix them one by one.

Just make sure that you pace yourself with your expectations about what you can get done in one day, one week, one month or one year.

It has been said that people overestimate what they can achieve in one year but underestimate what they can achieve in three years. In my experience, this is very true.

The Magic or Efficacy of Mantras

“When you’re at the end of your rope, tie a knot and hold on.”

— Theodore Roosevelt

“Perhaps he knew, as I did not, that the Earth was made round so that we would not see too far down the road.”
— Isak Dinesen, Out of Africa

“Being clever was when you looked at how things were and used the evidence to work out something new.”
— Mark Haddon, The Curious Incident of the Dog in the Night-Time

Have you ever noticed that you tend to get more of what you focus on? Maybe not so quickly and perhaps not so consciously, but what you continue to bring into your awareness tends to receive energy and expand.

Try saying phrases like, “Money always shows up for Christmas”, or “At the end of the day, I always land on my feet.” Or, “I wonder what my next good news will be?”

These statements, or mantras, if repeated often enough, generally turn around a result.

You Are the Algorithm.

It’s all confirmation bias.
The algorithm isn’t controlling you.

It’s copying you.

We are the algorithm.

The internet’s job is to give people another hit of what ever emotion they find most addictive.

People may not admit that they love to be angered. They love to be scared. They pay good money for roller coaster rides. They love them so much that they unconsciously surround themselves with more of it.

The algorithm is nothing, but a collection unconscious made up of clicks, scrolls and swipes.

You don’t need more power.

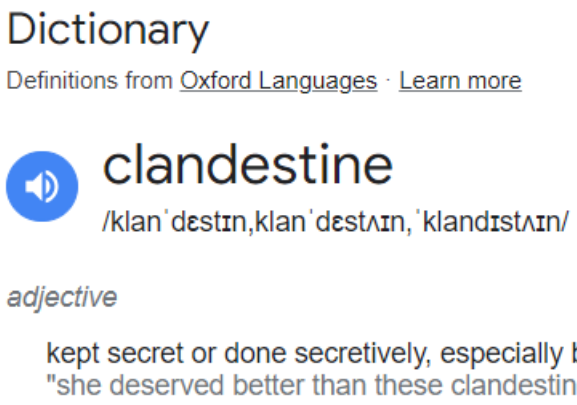
You don’t need to scale up.

The subconscious, the internet and the machines that we use to govern ourselves will take care of the size for us.

Our job is to focus our emotional energy where we wish to spend the next stage of our existence.

I hope that you find peace, delight, fascination and love.

The New Clandestine Age



Dictionary

Definitions from Oxford Languages · Learn more

clandestine

/klanˈdɛstɪn,klanˈdɛstʌɪn,ˈklandɪstʌɪn/

adjective

kept secret or done secretively, especially because illicit.
"she deserved better than these clandestine meetings"

Have you noticed that everyone is an expert these days? It used to be that only people who were highly achieved in their field were seen as experts. Now everyone's opinion carries the same amount of weight. This dilution of authority and trust in the establishment also means that real experts get ignored.

But the real experts aren't the ones who suffer because of this. Real experts are real experts for a reason. They are the best in their field.

When real experts become ignored, they do what they have always done in the past. They form Clandestine groups and keep their blessings to themselves. That's why we have secret groups doing secret things.

The experts aren't coming back until they can be celebrated in the light again. Until then, you need to go looking for the right information. You have to look for the experts to learn from.

Who Should Be Your Mentor?

There's a saying, made famous by the show Black List, "Just because you've been moved to first chair doesn't mean that you can compose a symphony".

As many experts from our past have been debunked, it has created a power vacuum where social media experts, influences and Tik Tokers are now our tribal leaders.

It takes a lot more than platitudes such as, "make sure you open your window in the morning before you open your phone", or to fake excitement all day long.

The right mentor is a person who specialises in fixing the problem that you want fixed. Not only that, but this mentor should also have a track record of helping people successfully.

Each mentor takes a different angle.

Some believe in **Optimising Your Habits** – Brendon Burchard, James Clear, Bruce Lee.

Some believe in **Finding Your Why** – Tony Robbins, Simon Sinek.

Some believe in **Alignment** – Abraham Hicks, Brene Brown.

Some believe in **Peace** – Eckhart Tolle, The Dalai Lama.

Some believe in **Faith in a Higher Power** – Religions.

Who are you?

What is your mission in life?

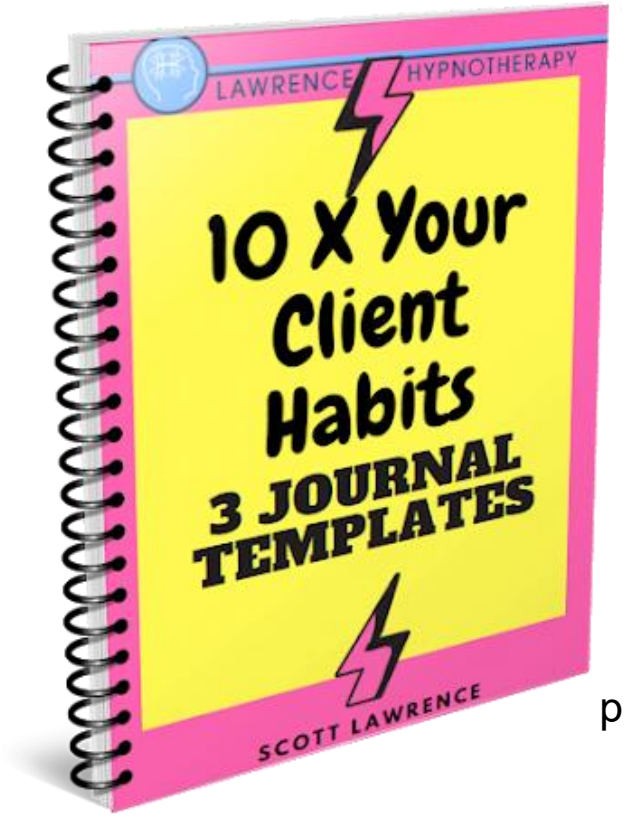
What were you put here to do?

NLP teaches us about different thinking styles.

Some people interpret the world more through visual information, vs others who are Kinaesthetic or Auditorily driven.

These differences will drastically inform our thinking process and our bias on what life is.

Some people believe that What they Are defines them, while others feel that What they Do is more important.



If you're still tackling the question of "who am I?", then I recommend downloading this eBook.

It contains three journal prompts from three different styles of thinking.

Plus a Problem Solving Jump Starter to think through any problem in life. Try it out.

If you Play Stupid Games, you Win Stupid Prizes.

Sometimes, there are pursuits that are not worth following.

If you seek revenge, validation from everyone or constant addiction to pleasure, then you will have a very difficult life indeed. We're not suppose to control everything.

But, Stop and Take a Breath, Ask for Help and Be OK with Not Knowing Yet, and you'll be Unstoppable.

Life is mostly blind.

But in The Kingdom of the Blind, the One-Eyed Man is King.

Sometimes all that it takes it keep going is the next clue.

What ever you're working on right now, just do your best, take regular breaks and be kind to the people around you. Sometimes the right clue will find you. Trust in the process.

Letting Go Means **Letting Go** of What **Other People Think**

When somebody can't control you anymore, they try to control what other people think about you.

If we want to be absolutely sure that we are not the person acting unreasonably when we finally remove someone from our lives, if we don't want to become the narcissist ourselves, then we need to let go of what other people think of the person that we have walked away from.

Not all people need to be friends. However, going on the bad-mouthing campaign after walking away isn't walking away at all.

Generally, people walk away far too quickly instead of trying to do the work to reach an agreement. And yes, sometimes due to genuine narcissism, abuse or violence, we have to give up on some people. And yes, due to court cases, trauma and healing, we do need to talk about our abusers after they have left our lives. But our aim should be to find a new day where we eventually are able to design a new future that doesn't involve the need to control public opinion about anyone else.

I've had to use many disclaimers and caveats, but you understand why. This stuff can be complex.

Pain Causes an Interruption of your system and sends **Your Plan** to the **Junk Pile of the Brain**

Momentum is a precious thing.

80% of your results come purely from momentum.

So it only stands to reason that if you get put off your life purpose for some reason, that it's worth re-visiting your life purpose at 20% speed at least as often as you get put off.

Let me put it more elegantly, without cutting too close to the bone.

People can Suck.

People can be cruel.

It does happen as often as any other spin of the wheel of life.

You've been betrayed, let down, ignored and misinterpreted at least a few times while working on your life purpose.

Most people only give their life purpose 2 shot before they give up. The key is to start back slowly as often as possible.

Is it really too dangerous to live your dream? Is now really the wrong time, or does your life depend on you seeing it through?

Your dream may be a business, travel or to find love.

It could be to heal from a physical or mental trauma or anything else.

Think of this from a parents point of view. Is it the wrong time to bring a baby into this world? At any time in history, it the world has been rife with danger. There would be no human race if every parent decided to wait until the planet was safe before they reproduce.

The same goes for your dream, your business or your passion.

It’s not now, never has been and never will be a safe time for you to work on what’s most important.

I’m asking you to do it anyway.

Because that’s what life is for.

90% of people don’t like you and that’s OK. Because you don’t like 90% of people.

The human race is based on people rejecting each other, trying again and again until a match has been made.

Believe it or not, 90% of people don’t really like Taylor Swift.

And she may be the most liked person on the planet.

If 10% of the planet really liked you, you would be so crowded that you wouldn’t know what to do with all of the connection that you’d be receiving.

Whether your purpose for connection is to find love, clients, friends or something else, it’s best to keep in mind that 90% of people don’t like you, and that’s Ok.

Think about it this way. You probably don’t agree with most people. 90% of people at least are people who you don’t ever really want to see. There’s no real reason for it, but you just don’t need them around. They’re allowed to coexist on this planet, but you don’t need a conversation with them.

Two Types of People

One person thinks, “I don’t want anyone to suffer like I did.” And another person thinks, “I suffered, why shouldn’t they?”

Don’t be person number 2.

I dislike this statement, “My parents abused me, and I turned out OK. So it’s OK for me to abuse my children.”

However I do like this statement, “If you think that just because you turned out OK after abuse that it’s OK to abuse your children, then you are NOT in fact OK. You are very much NOT OK.” It’s obvious that this statement was made with infinitely more heart than the first statement.

With all of the Social Movement messages that we receive today, it’s easy to spot a common theme. Every social message out there is a message of separation. They’re trying to get us to pick teams against each other, because we’re weaker apart.

Have you heard the line by Pink Floyd, “United We Stand, Divided We Fall”, from the song ‘Hey You’ off ‘The Wall’ album in 1979. They were actually quoting Patrick Henry in his last public speech, given in March 1799.

Be the person who forms friendships and alliances.

Did You Know?

A A Milne's Hundred Acher Woods Characters Each Represent a Different Psychological condition?



Impulse Control

Winnie the Pooh represents **Impulsivity**,

while Kanga represents

Social Anxiety



Social Anxiety

Each character seems to have **an opposite** too.



Anxiety

Piglets High Energy represents **Anxiety** while Eeyore's Low Energy represents **Depression**.



Depression

Then we have the Highly Regulated Focus / Attention vs Low or Unregulated Focus / Attention.



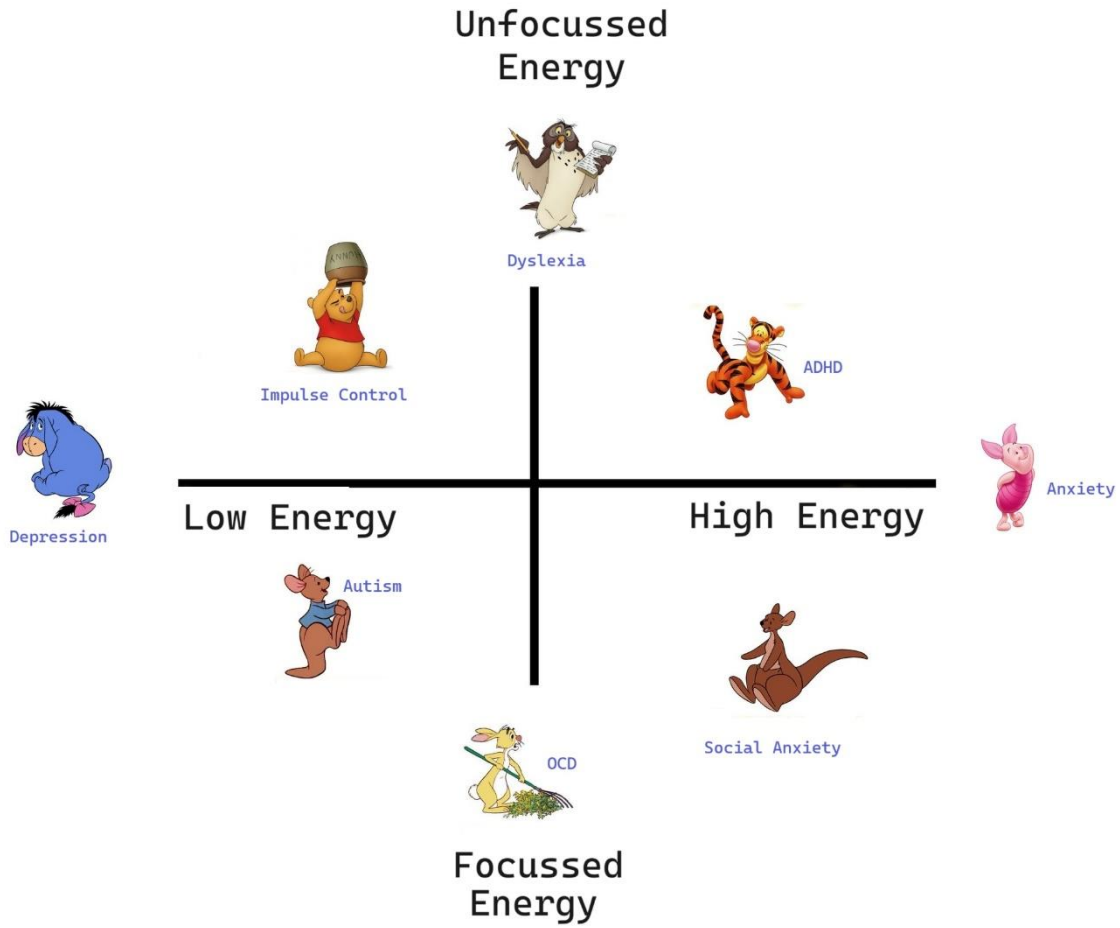
OCD

Rabit's **OCD** causes over regulated attention while Owls **Dyslexia** causes under regulated attention.

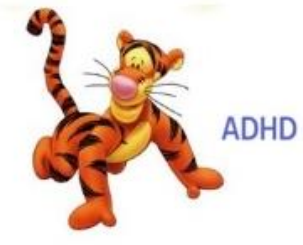


Dyslexia

You can see the entire Map of Characters VS. Psychological Conditions



Finally we have Tiger Vs. Roo with **ADHD** and **Autism**.



A A Milne saw these two characters as combinations.

Tiger's **ADHD** has Unfocused High Energy and Roo's **Autism** has Focused Low Energy



Of course this is all an internet theory, as many of these conditions weren't fleshed out at the time of writing Winnie the Pooh. Although the map really gives us something to think about.

Addiction in The Hundred Acre Woods

Each condition may have a sensitivity to different type of drugs that could, if unchecked, cause future harm to the characters.



Eeyore may be at risk of being an **alcoholic**. He views addiction as connection and uses it to temporarily lift his mood if he feels ignored by his friends or by the closest person he has to a parent, Christopher Robin.

On the other end of the energy spectrum, Piglet's mind is running too quickly and may cause him to seek **marijuana** to slow down his thought track to a normal speed.





Rabit's perfectionism often leaves him exhausted, leaving him at risk of **Cocaine** or **Meth**. Instead of slowing down and accepting life, he stresses about change and can't adapt.

Owl is most definitely a **coffee** drinker. While his mind rushes and skips over details, he caffeinates himself to stay focused as his mind becomes more and more scattered. For Owl, image is more important that accuracy.



Hundred Acre Woods Continued…



Impulse Control

Winnie the Pooh is a consumer of **food**. Without any limits or knowing the affect he has on others, he will eat himself into type II diabetes until he loses a foot.

Food is both his source of energy, purpose and way of numbing out his feelings.

Kanga focuses too much on people, and could be addicted to **attention** and Social Media. Tik Tok is her drug, as she is blind to her own inner self and seeks to live vicariously through her son Roo and would prefer that others don't interact with him. She has no identity without witnesses around her.



Social Anxiety



ADHD

Both Tiger and Roo show signs of **Hyper Focus**. Roo's drug of choice is his **Special Interest**, and has trouble determining if those around him are actually interested or paying attention at all.



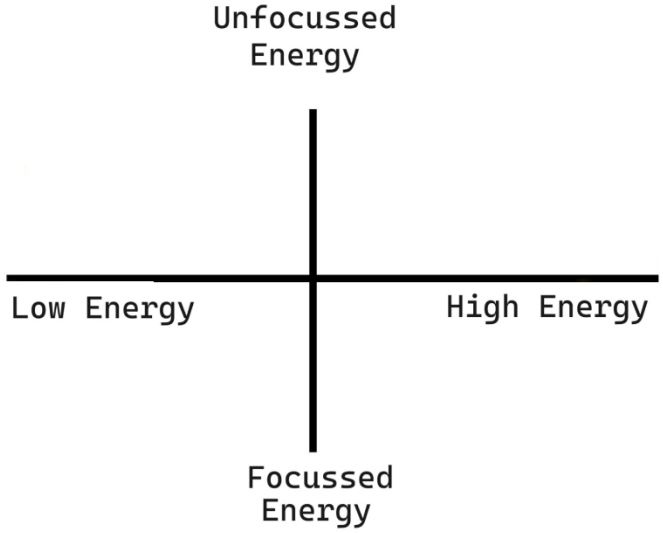
Autism

Tiger however has **Shiny Object Syndrome** and possibly lacks object permanence. He has a normal IQ that he is unable to utilise each distraction gaining his full attention. What ever Tiger is looking at today is enough to provide Tiger with his next dopamine hit, as he has forgotten what he was focusing on yesterday. He struggles with time and organisation.

It's all about **Balance**,

Asking for Help and

Treat this chart as a Wheel of Life. Where do you fit in on these spectrums? Are you more prone to High or Low Energy? Focused or Unfocused Energy? How does this affect your life?



If you’re unfocused, do you need to pre-prepare more often?

If you’re too focused, do you need to let go and let it be?

If your energy is too high, do you need mediation or distraction?

If your energy is too low do you need exercise, food and water?

If you are prone to addiction do you need a support group?

If you are too focused on what others think, do you need to get to know yourself and experiment with personal interests?

If you are hyper focused on your hobbies, should you learn NLP or join groups that support social interaction skills?

If you struggle to learn, should you slow down, focus on one thing at a time and put less pressure on yourself?

Your Parents Caused Your Trauma, and their parents caused theirs

and their parents caused theirs

and their parents caused theirs

and their parents caused theirs… etc…

I understand blaming parents for what they did.

Afterall, it makes sense.

They did the thing, and you blame them for it.

You're not wrong.

However, there is a chance that if your thinking only involves blame that your trauma could haunt not-only you for the rest of your days, but haunt future generations too.

Your parents were traumatised and their parents before that. Think of it as a family curse, and your job is to break the curse.

How can you put yourself back into the learning position, back into the power position and back into the faith position that it takes to forgive, heal, solve and share prosperity forward.

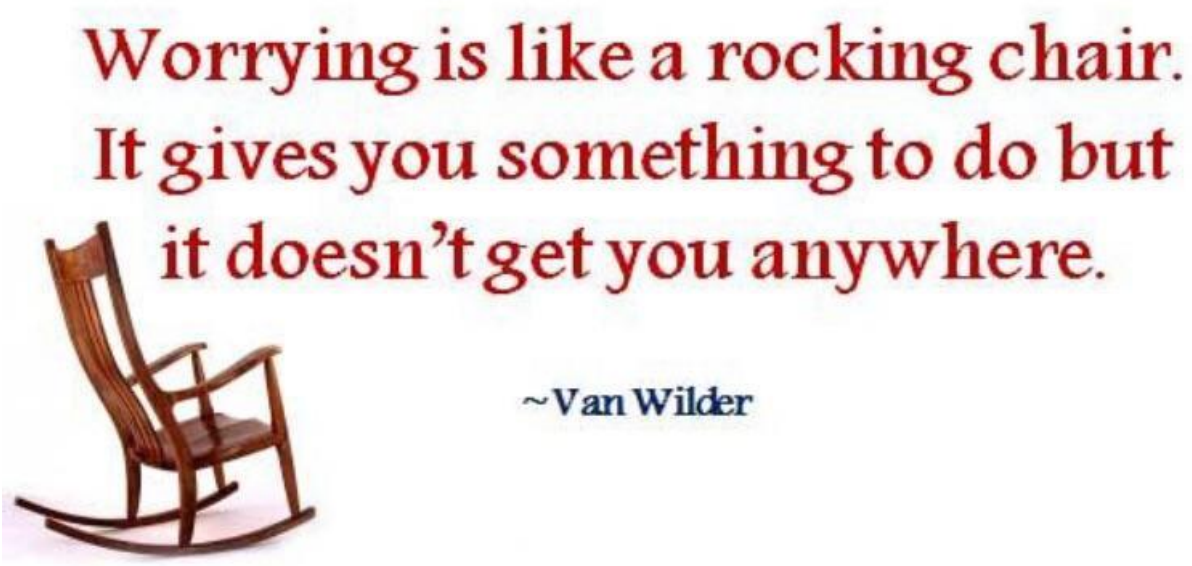
Click Here to read about the 2nd insight (The Longer Now) from The Celestine Prophecy by James Redfield. Or just read the book. It will help a lot.

Worrying is like Worshiping the Problem

You’re probably going to be OK.

And even if you’re not, there’s no point in suffering about it.

"Never let the future disturb you. you will meet it, if you have to, with the same weapons of reason that arm you today, against the present.



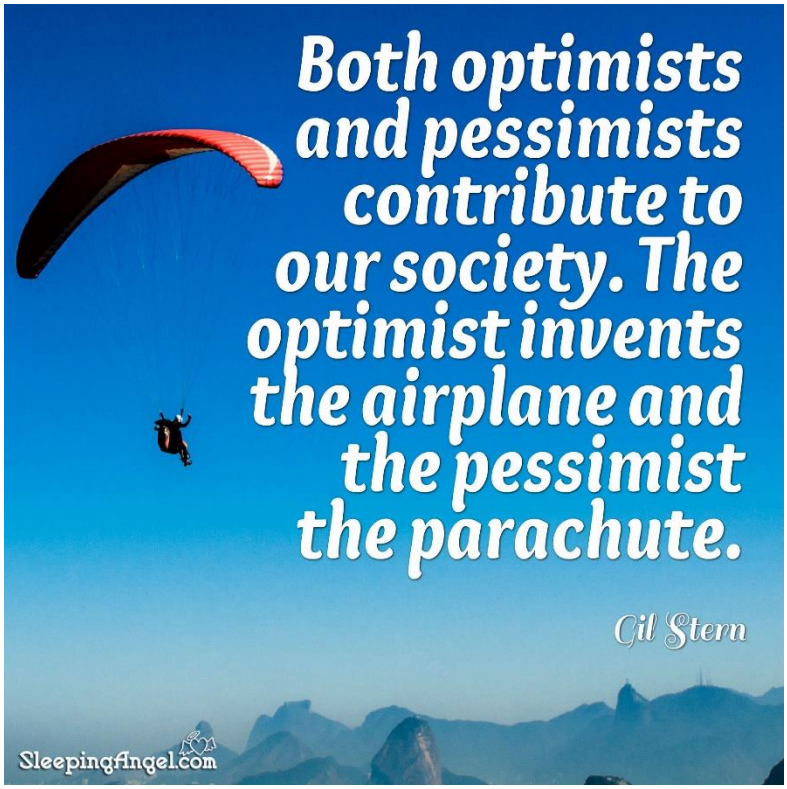
A better move is to give yourself permission to;

1: Write down your problem

2: Schedule a time to solve it or get help, and then

3: Find a calming activity to relax your mind and body.

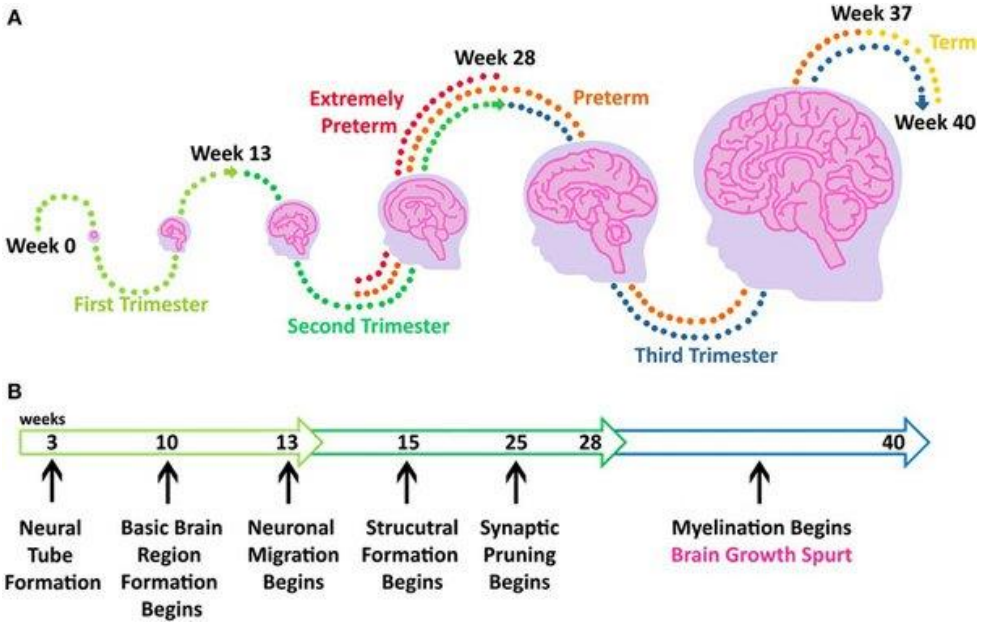
Obsession with Safety Leads to Mental Illness.



It's a good idea to consider your safety.

And please do look both ways before you cross the road. But you don't need to worry about your safety non-stop.

You need time for other thoughts to develop, other than worry or safety.



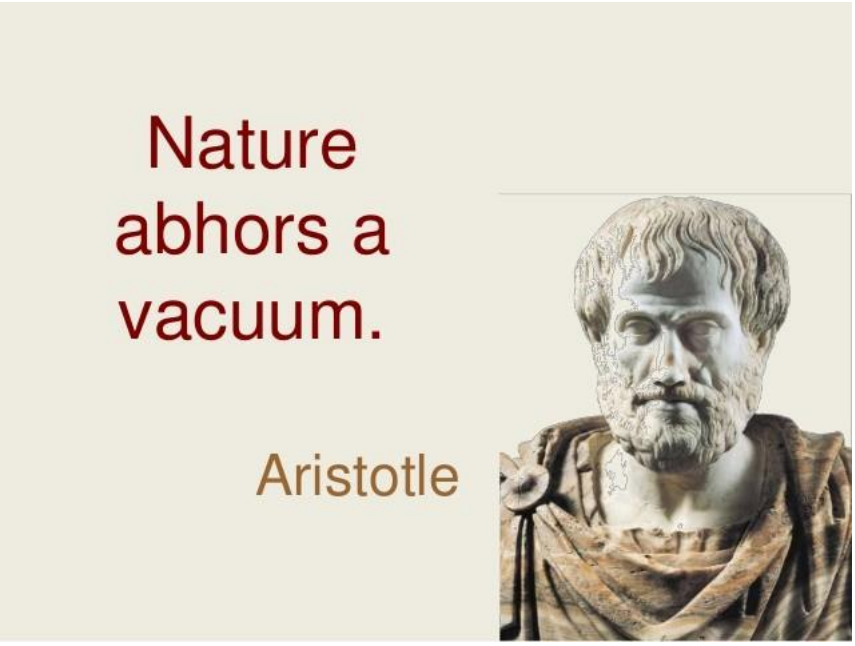
If you focus on something for more than 28 days, you build a habit. So make sure you have just as many thoughts of confidence as you have with worry. You'll be ok.

The Catalysing Power of Accepting Your Loss.

Sunk Cost Fallacy is how gamblers throw good money after lost money until they have nothing left.

When you let go, you are free to create something new.

This applies to web pages, relationships, jobs, friendships, status, possessions, future plans, etc…



When you turn the page, you create a new chapter in your life.

When you keep reading the old page, the new blessings can't get into your life.

If you were looking for a way to manifest something new, then this may be the single most powerful way for you to start again fresh. Harness the power of accepting your loss so that you aren't being controlled by an addiction to the past.

Your Brain has to Answer the Question that You Ask It

The human brain has one major flaw. Well it has plenty, but this one is a big one. The human brain doesn't know if your question is based on a presupposition or not.



What is a presupposition? NLP teaches that the brain can pre suppose that the information that you are basing your question on is correct, when it may not be.

For example: The question "Do you still steal money", seems to imply that the person has a history of stealing money.

It doesn't matter if the answer is Yes or No. Either one sounds like a confession to stealing money in the past.

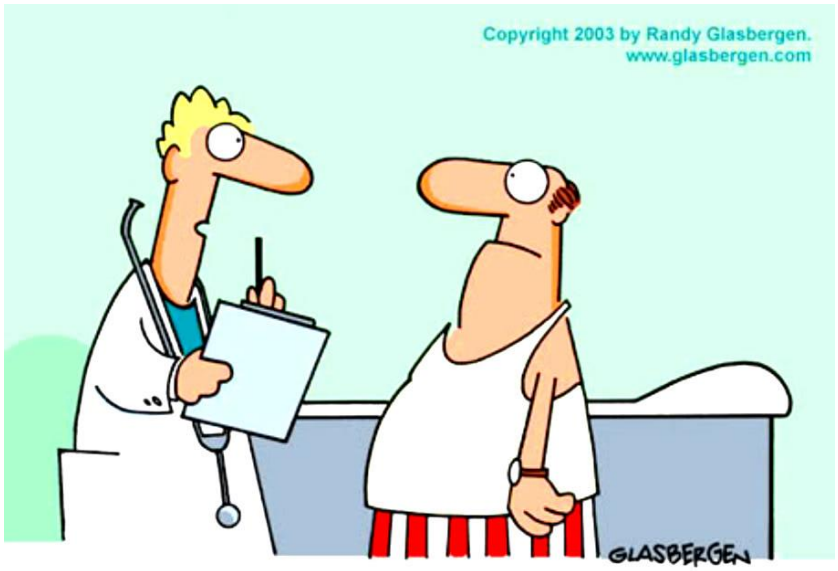
People presuppose questions to their brain every day.

The question, "Why am I such a winner", vs. "Why am I such a loser" both contain presuppositions.

Make sure that you're presupposing something positive, such as, "How will I win?" and not "Will I lose my job?" Does that make sense? If so, take note of the questions that you ask.

If You Don’t **Pick a Day** to **Relax**, **Your Body Will** Pick a Day for You

And it will pick a day you don’t like.



“What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?”

The question, “How much time don’t you have?”, is a trick question. It’s designed to stump people.

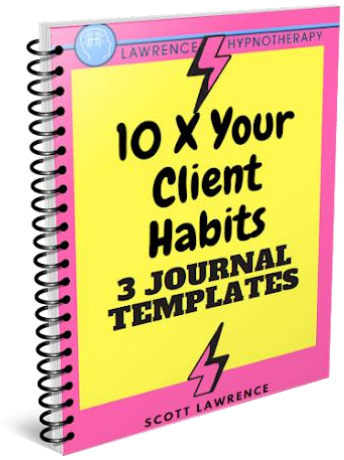
When people say, “I don’t have time”, what they are really saying is that their mind has so many open tabs and thoughts running that they have not yet taken the time to prioritize.

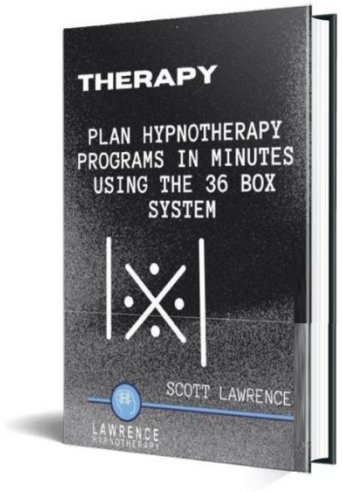
Breaks make you more effective and more efficient.

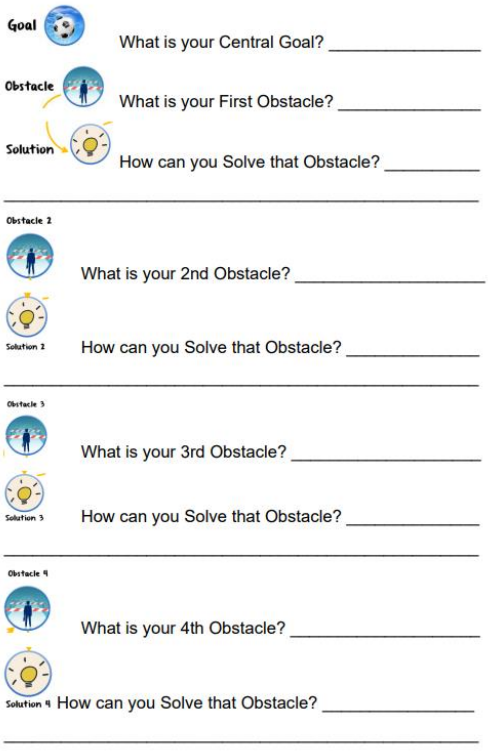
Instead of thinking, “I don’t have time for a day off”, instead think, “I don’t have time not to take a day off”, and then instantly mark the day down on the calendar so that the day off actually happens. The same method works for every other priority that hasn’t yet been prioritized.

Start Small, Have Faith

If you are struggling for any reason, I do recommend reading these two eBooks. Yes they are free. And start with the 3 Journal Habits so that you can see the ‘How to Think’ page.







Look for the page that looks like this.

If you are overwhelmed, it pays to write your problem down, and then to think it through on paper, even if you don’t believe that you can succeed.

Trust me. I’ve seen this exercise save many clients from self destruction.

Start with the smallest step.

Get the eBook.

Victim Addiction Mindset



The universe is not going to cut you a break because you punched yourself in the face.

Letting go is more useful. Accepting a loss and stopping to feel the pain that already exists is more useful, but creating new pain just causes more pain.

I had a mentor once who seemed to get these two ideas confused with each other. In the end, it destroyed his business.

Pain and Trauma from your past is an opportunity to take control of the Story and Narrative to turn your Weakness into Your Strength. However, wishing extra suffering on yourself just attracts extra suffering.

The brain is very literal. Past pain is a wonderful tool. New pain for the sake of pain, when the pain isn't even growth, gym work or to contribute to a future gain is just self-harming. Don't do it.

Find Out
What You're Into

Hobbies & Personal Interests

If you don't know what turns on your serotonin or dopamine circuits in your brain, then it may be time to experiment with a couple of trial hobbies until you find something that really excites you. Often mothers who have just experienced empty nest syndrome, lovers who have just broken up or are grieving their partners loss or any time where a relationship seems to alter or come to an end, it's common to come out of the experience not fully knowing who you are.

Your identity was all about them.

Now you need to try some things out before you really know yourself enough to know what turns you on again.

Knowing yourself is not automatic. It takes experimentation and test after test. So please don't assume that just because you can't think of anything that makes you happy right now, that you can't actually in fact be happy.

Use the internet for research.
It's your best friend when looking for activities to occupy yourself with.

Try to be 5% Friendlier.

When you're autistic like how I am, making friends can sometimes require you to make a deliberate effort.

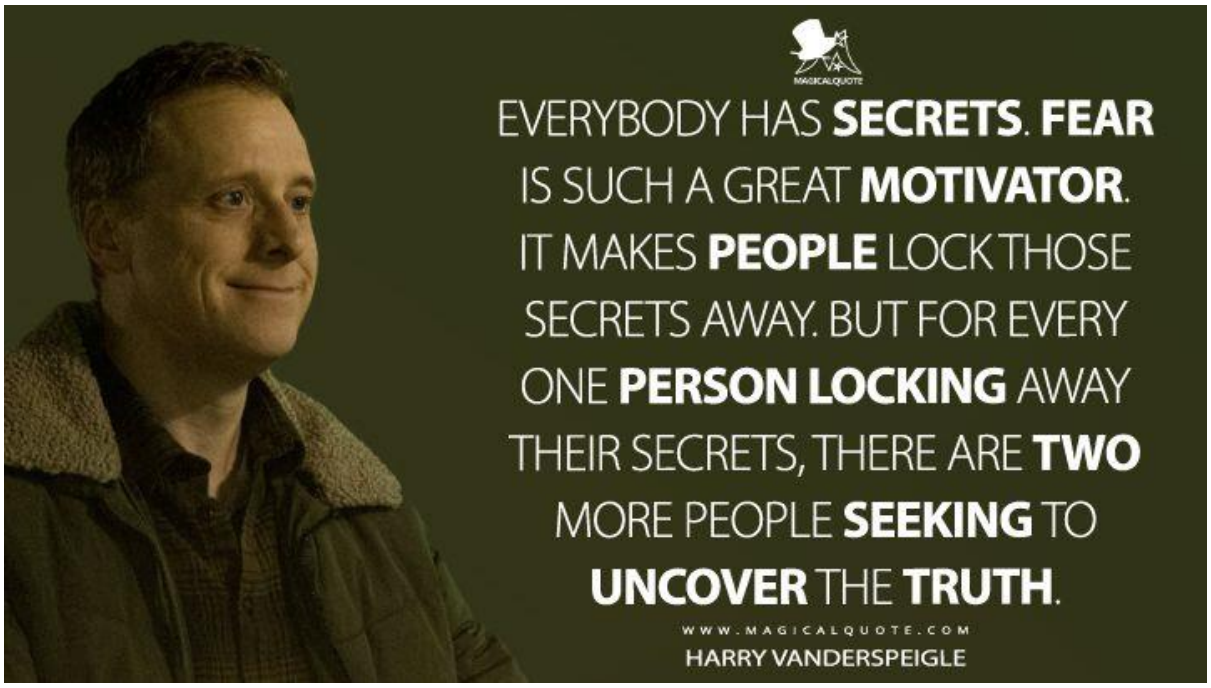


I can get embarrassed if I need to do a throat clear before I speak. So my latest habit that I've picked up is to do a voice check as I leave my car so that I don't croak or squeak at people who say hello to me as I walk.

Another trick is that I repeat peoples names back to them as soon as I hear it, and then try to use it at least one more time before the end of the first conversation.

Humans Live
their Lives in Reverse

Being human means having memories and emotions. Instead of thinking about what they're about to do next, more people relive what they did in the past over and over again.



All humans are stuck in the past.

It's who they are.

But sometimes all that it takes is a kind word or even better, a kind ear and a feeling of familiarity to set somebody free.

The future holds many secrets.

Be Unfinished

If you've read Chuck Palahniuk book or seen his movie 'Fight Club' then you may be familiar with this quote.



Perfectionism has always been the enemy of results.

Pareto's Principle, the 80-20 rule says that 80% of your results come from 20% of your effort.

Be comfortable letting go of somethings.

Anything else is hoarding.

Live in the now.

And Let Go.

You don’t know the next piece of good news that’s coming your way.

Have you considered the possibility that you might get exactly what you want, even if you’ve had bad luck in the past.



Part of our hypnotherapy process, we include this phrase with every client, mostly because many people are just closed off to the idea that they might actually win.

To get success in life, sometimes you need to ask.

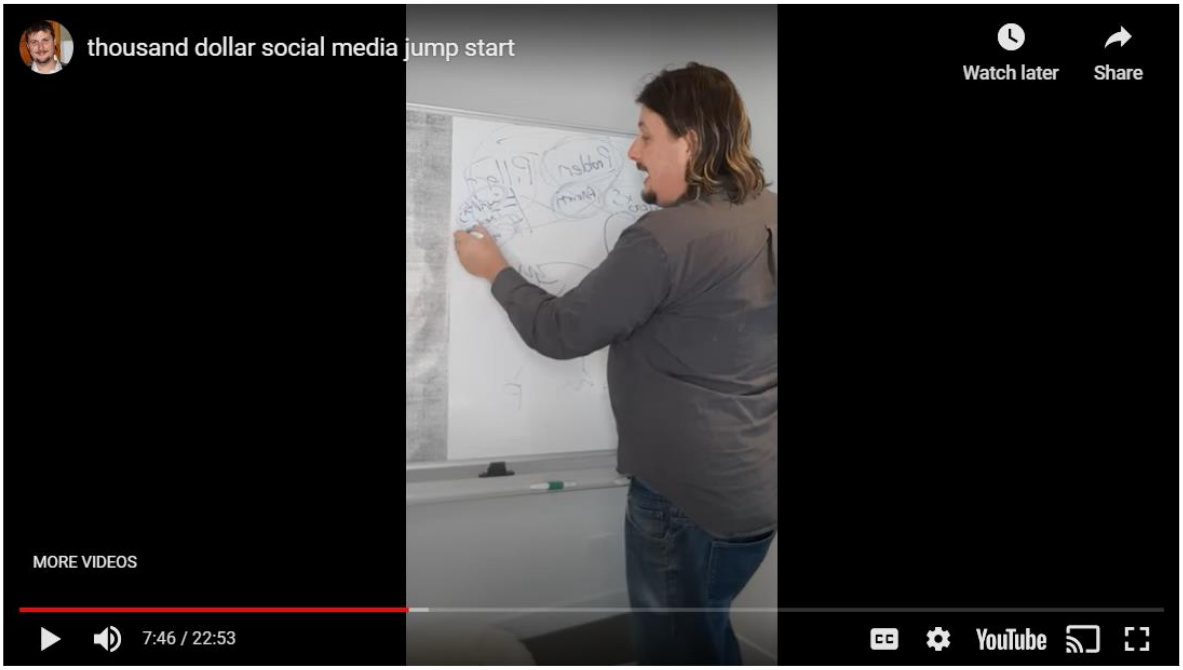
Many people have stopped asking for what they want.

The $1,000
Social Media Jump Starter

Are you stressed about your next bill?

Do this and get paid. Let me know how you went.

Social Media Jump Starter



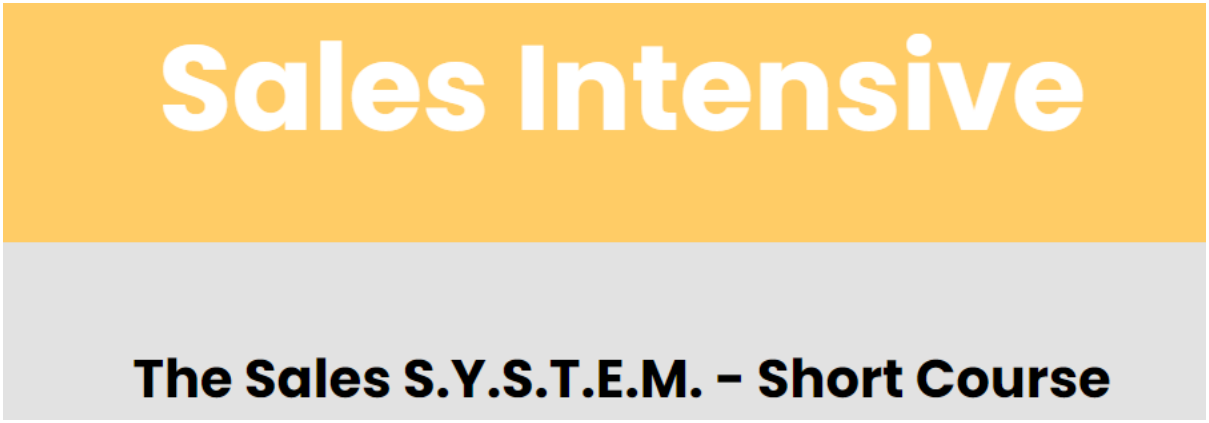
In this video, I give top tier tips from how to get started to how to sell to somebody else's list of 3,000 people.

All you need is one program to become profitable. If you've been inactive for more than a month, the chances are that people are waiting to hear from you again.

I can’t sell, people won’t buy from me and nobody has any money.

Maybe I smell bad too.

Watch this short course if you are stressed in anyway about selling. Selling is about listening. Everyone forgets this.



This S.Y.S.T.E.M. for sales involves slowing down, and following there steps one by one.

Selling has only 3 events that need to happen in your customers mind before they will hand over their wallet.

1. **Greed** – They need to have a problem that they want fixed. If not, then you don’t even have their attention.
2. **Impact** – You need to actually fix a problem and ‘Wow’ them by pointing out the ‘Swiss Cheese’ problem.
3. **Urgency** – You need to make an offer for them to join your one key program within the next week.

Funnels can be Completed in 1 Day,

although the Skills Required may take a little longer.

You can follow the click by click training, write your short eBook, put up your web pages, complete with opt-in and offer in 1 day.

Click on the image for the full replay.



The clicks should be doable in under an hour. But it's the skills that really matter. Be a little braver and a little kinder with yourself. Have a go at building your funnel, and let it be your first version.

Just don't panic and don't get overwhelmed.

Anything that you can do to make this fun is recommended.

The key to making it fun is to build your funnel with a friend.

Even if you only spend 1 hour, then you'll be months ahead of your competition. Most people do nothing, so you're ahead.

Most people aren’t ready to fix their money problems.

In my experience, most people complain about money problems, but they won’t watch a 10 minute video to fix it.

And that’s OK. These people can still be good people, but they’re just telling you the wrong thing.

Instead of telling you that they’re broke, they should tell you that they’re busy focusing on something else and aren’t ready to fix their money problem.

This Video shows how I got into the business mindset by asking myself one key question. “Can I Get Through This?”



Better Marketing in Three Easy Steps.- Tap into the power of confidence

Marketing is Dead, and the Internet is Dead.

I think I'm going to eat worms for lunch.



Humans over think most things that they should forget and ignore the basics that they should be focused on.

This eBook and video shows you how to get 100 new opt-ins / clients in the next 10 days.

It's much easier than people would think.

Every person out there has a To-Do list in their mind. Your job is to write headlines that get in front of your clients To-Do list.

People should be reading your head line and thinking, "Yes, I need that urgently", not "I may need that one day".

Dose that make sense?

Fix one small problem and you'll ace leads.

Can’t AI do my marketing for me now?

AI is terrible at knowing how to create ads by itself.

But AI is perfect at writing ads with the right prompts.



This short course has downloadable prompt files that will make the AI machine write the perfect ad for you.

Isn’t this all just getting easier and easier?

Just keep going and you’ll be there in no time.

You can even talk to AIs now with your actual voice.

How to Fail Your Way to the Top

Failure isn’t the end of the world. Watch this video for the full lesson on how to fail your way to the top.

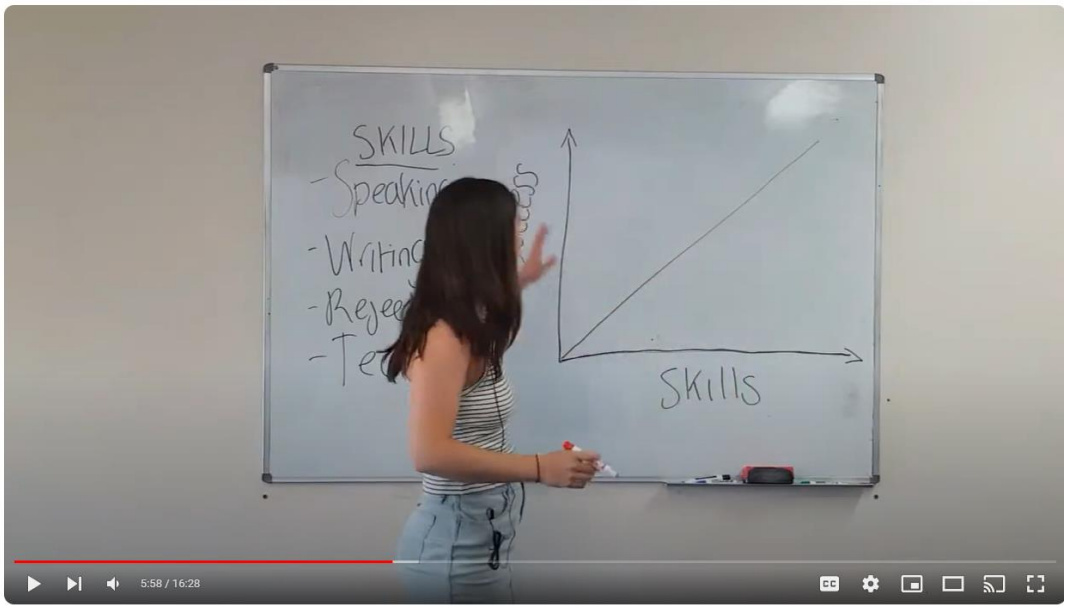


If you’re trying to either get things done, or help other people to get things done, but your client, friend or family member just isn’t cooperating or isn’t comfortable following your plan, there’s a simple hack to gain cooperation.

Most people need to get out what’s on their mind before they can start working on steps. It’s as simple as that. Due to the fact that emotions exist, people will act and speak in non-logical ways. Often they’ll be logical, but other times, it’s their emotions that are speaking. Learn to listen to emotions.

99% of Problems or Goals Just Require a few Upskills.

In this Video from our short course called ‘Business in a Box’, we outline how to achieve business goals by taking a look at what skills need to be sharpened.



Business in a Box - Week 2 Video 6

For Business, we found that 99% of the time, people needed to develop only 4 skills to plug their gaps.

1. Speaking
2. Writing
3. Rejection and
4. Technology.

The same seems to be true for health and relationships too. If a person has been single for too long, often they need to strengthen their rejection skills. What skills do you need to sharpen? Spend 5 minutes per day on improving that skill.

Take one extra minute today to help someone who isn’t being helped by anyone else.

You may think that it doesn’t make a difference.

You may think that you can’t make a difference.

You may think that it’s not worth your time if you can’t solve their problem, but I can tell you one thing.

It matters to them that you tried.

Never underestimate this fact.

You may never even get the thank you.

But this is what creates magic in the lives of others.

It’s not our job to be so depleted that we have nothing left for ourselves. Noone should ask you to do that.

But if you can give one extra minute for free to one person who isn’t being helped by anyone else, you may end up gaining something that you never knew that you could gain.

And if you don’t gain anything, you’ve still changed their life.

When in Doubt, Sneeze.

You don’t have to answer every question straight away.

And you don’t have to be backed into a corner and to be forced to say something that you don’t mean.

The CIA teaches this trick to their spies.

If somebody asks you a question that you can’t answer, don’t want to answer or you think the question will trip you up in some way, just sneeze and nine times out of ten, people will forget what they asked you and move on. Try it. It works.

At the very least, it buys you time. The same is true if someone is trying to intimidate you, or if you’re doing public speaking and you’ve just been asked a tough question. Many speakers just sneeze or take a sip of water as a tactic to buy themselves time.

Have you noticed how speakers at seminars generally start by asking the audience to give the person who asked the question a round of applause?

Have you ever wondered why they do that?

It’s OK to Pause and to Take a Break.

It’s even been advised to some people who are interrogated by the police to avoid a false conversion caused by nerves, to just pause, collect your thoughts, decline to answer the question or ask for a lawyer.

Take Your Time. There's no Hurry even if the other person is Acting Angrily.

Don't say things that you don't want to say.

Don't let somebody else's tantrum dictate your opinion.

If you are in physical danger, obviously do what ever it takes to get to safety. I mean, don't make the angry gunman more angry. But if you're not in actual physical danger, then be calm.

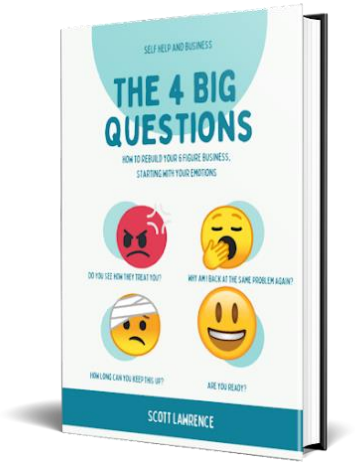
Your brain can easily be flooded with emotion during difficult times. Mine does. It's a lifetime journey to look for our sensitive triggers. If somebody asks me to perform hypnosis like a trained monkey at the next social event, I always need a moment to calm my self so that I can politely decline, or else I will let my emotions make a fool of me.

People sound more confident when they speak slowly.

Think about what is being communicated biologically. If you speak at a million miles per second or pace around the room like a caged tiger looking for an exit, then you would appear to be afraid. When you're afraid, it makes the other person more emotional and more aggressive.

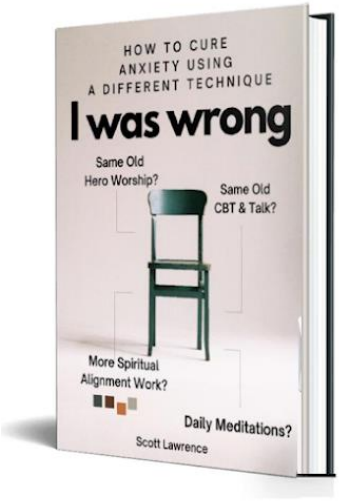
Obviously, don't be smug, but slow down and take a second to collect your thoughts.

Three Book Recommendations.



The 4 Big Questions is great if your business needs you, but you don't feel ready to service it yet.

No matter **what has happened in your past**, your future can still be bright.



If fear is controlling your business, this eBook helps to **gain purposeful tools** and perspective to help you to take the steps that need to be taken without falling apart.

Uncertainty can lead to anxiety, but it doesn't have to. Uncertainty can lead to adventure.



And, finally, if you need the **basic steps** to grow your business in todays economy, this is the perfect eBook to get started with.

You need to **charge what you're worth** and understand how to **communicate value** to your audience. You've got this. You can do it.

Final Thoughts…

Finding the next clue isn't about finding the answer to life.

Today I read this quote, "The world is round so that we can't see too far down the road." – Karen Blixen.

I filmed this video last year.

It's quite long and quite complex.

But it's a deep dive into how the market thinks today.

I broke the 4 elements down into, Logic, Tribe, Mission and Nurture. These four elements describe what people are gravitating to in the present day.

Never before have we had such a divide in Masculine and Feminine marketing. It's quite complex and bizarre really.

Warning: This one is Deep and Complex. You've been warned!



Do you want some help getting through this?

I’m happy to help you out if you’re serious about moving forward. But this offer is only for people who really want to break through.

You can see how much I like to give by the size of this book and the extra resources that I’ve created for you. I just want to see you win.

But do you want to see you win?

I don’t know. Only you can answer that.

But if your heart says “Yes. I want to win”, then please join me in this special offer.

It’s extremely limited, because I can’t give away everything that I have to everybody at such a low price.

But we have made sure that this is available to everyone.

If you need extra help getting started with the payments, please contact me, and we may be able to offer a trial period, depending on availability.

Come one.

I’m excited.

You’ve decided to do this.

So let’s go.

Are you ready?

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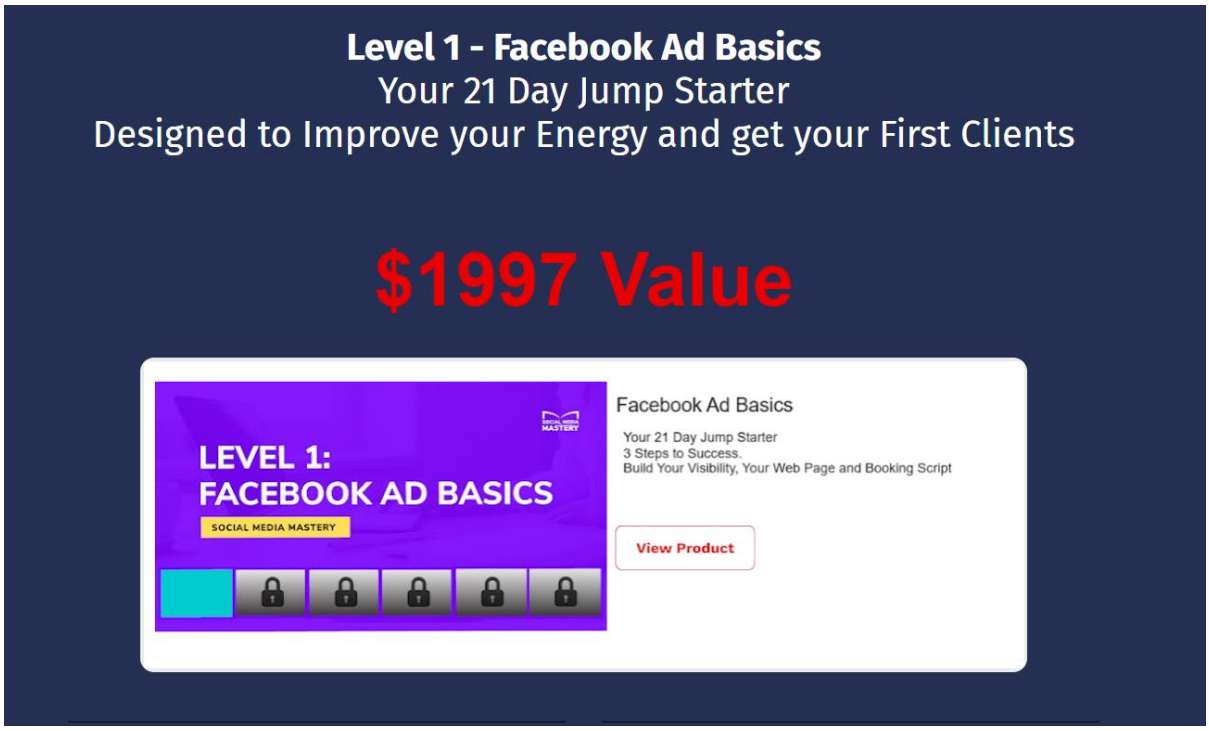

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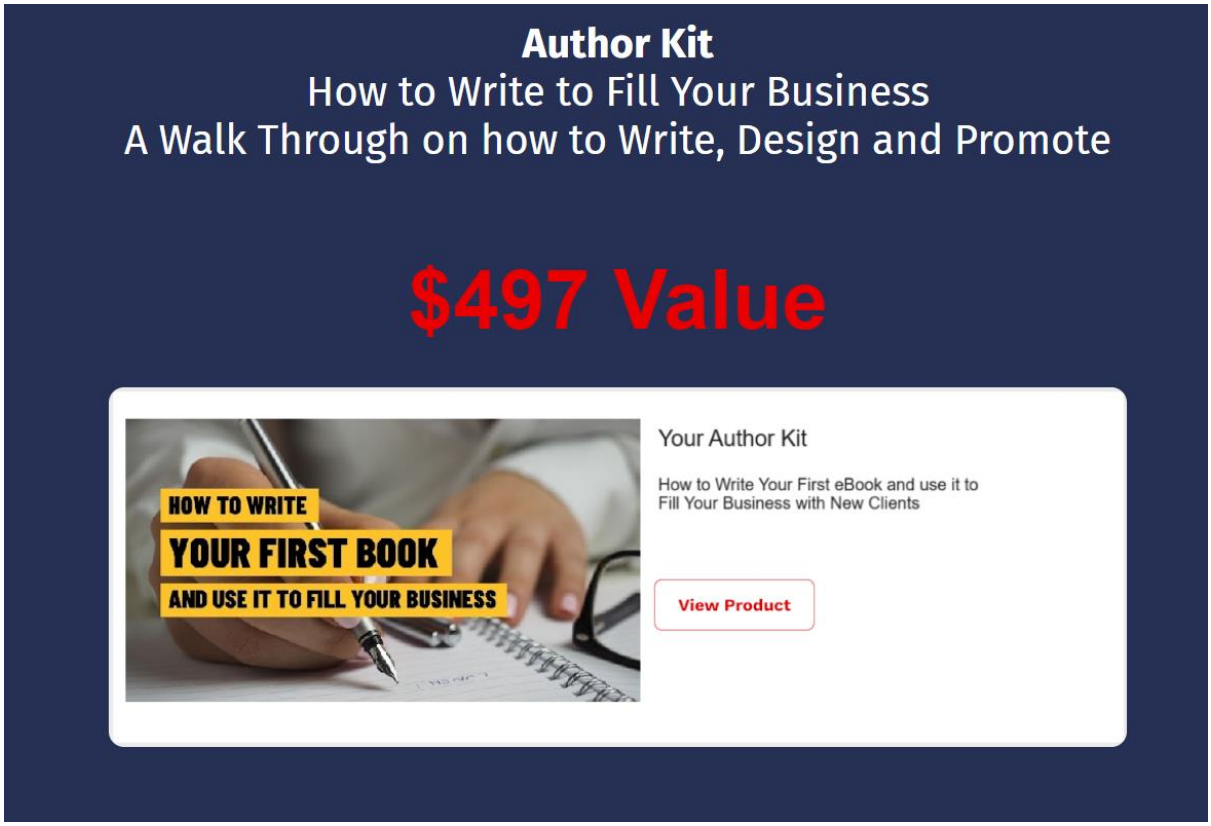

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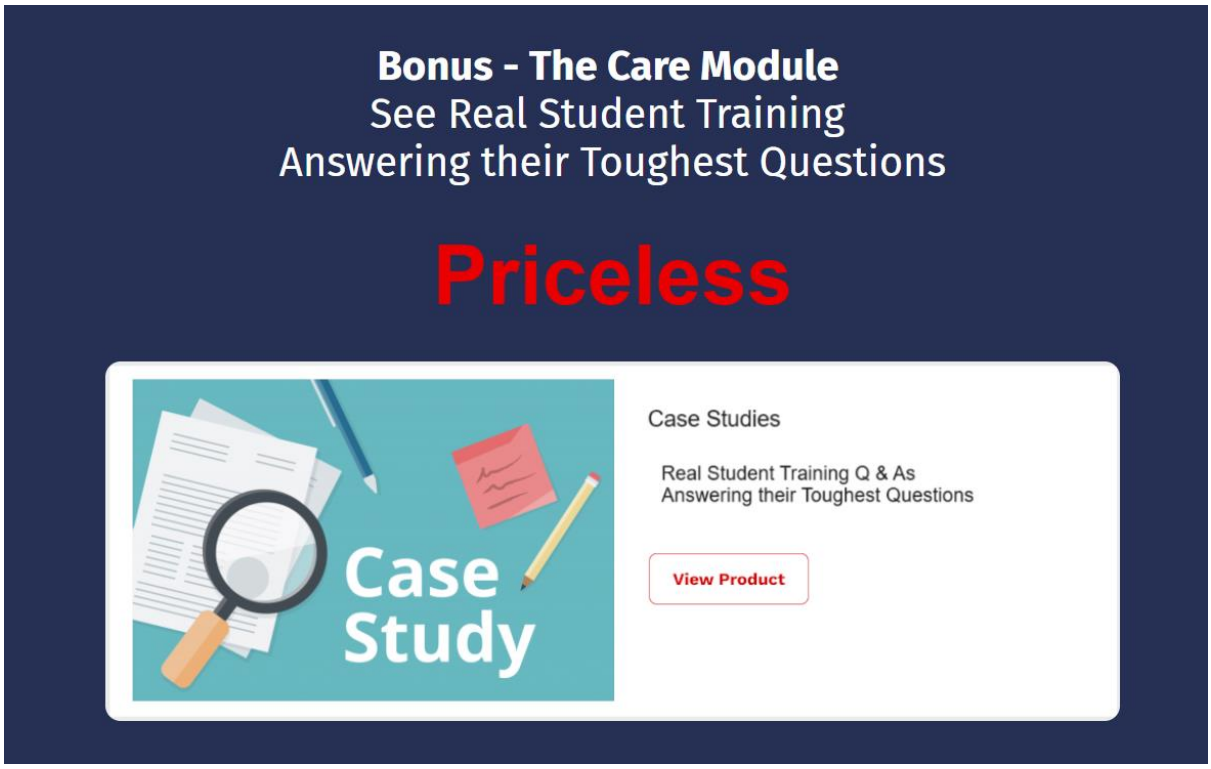

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Thank you, and I'll see you on the other side.

Scott Lawrence