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# *Introduction*

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**M**any people would like to change some aspect of their behaviour. They want to learn a new skill or improve their sports ability. They would like to change the way they see themselves, or how they believe others perceive them. It's not always easy to change habits that have been with us for years, even decades.

The health industry costs billions of dollars every year. Part of that cost is attributed to the fact that people want to feel better about themselves and look nicer. Hypnosis can be effective in acquiring many desired changes. Self-hypnosis is also effective in a number of cases.

But so is visualisation. Visualisation is simple, effective, and long lasting. Visualisation is effective because you create an image of the desired result – to feel easier and more comfortable with people, to feel comfortable at meetings or in public speaking, to fit in better in your society, to improve your round of golf, to develop hobbies or other skills.

Visualisation is effective because you have full control over the desired outcome. You see yourself in your mind, giving a perfect business presentation. You see yourself talking to a small group of people, perhaps at work, or at a party. In your mind you can feel at ease. With perseverance, this is carried over to the real situation in the real world because the mind will, over time, accept these images you create as fact. The benefits are lasting.

Visualisation is not new. It has been written about in academic books for many years—indeed decades. Individuals have tried it and benefited from it. It has been used, and is becoming more and more widely used, to coach sporting teams.

Clinical trials indicate that creative imagery gives truly amazing results if the person is sincere and persistent in wanting the desired result.

For decades, sports performance has been enhanced by this means. Golf and tennis and most other sports can be improved on a personal level by visualising that desired improvement.

Picture yourself playing golf next Sunday, and getting the best score you have ever attained. But do more than just think about that game. Imagine yourself—every free moment you have before next Sunday's game—lining up the ball, and taking the perfect swing at it. Yes, you could better your game significantly merely by picturing yourself playing. Does that sound too simple? Most people might think so, but it works. Creating images in your mind of what you want to achieve is about all there is to gaining the self-confidence to improve the way you do things in your life.

Tiger Woods does just that for his practice sessions—he sees himself hitting the ball perfectly every time he plays golf. Creative imagery is promoted more and more by sports psychologists to improve the performance of sportspersons, whether they are training in swimming, running, skiing, or any other sporting endeavour.

But let's not limit this technique to merely improving our performance in sports. Because our self-doubts are removed through this technique, we develop the self-confidence necessary to increase our levels of achievement in a wide range of activities and remove obstacles to reaching our goals.

Self-doubts are really a form of self-restriction. Being held back by what we know (or think we are able to achieve) is a cause of our stress and anxiety and disappointment. Creative imagery can give us the self-confidence to stand up to arrogant

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bosses, and to deal with difficult people. It can reduce the stress of shopping or attending meetings. It can help people who have a strong fear of flying, and those who suffer from agoraphobia or a fear of open spaces. In fact, it can be used effectively in treating those who suffer from any of the hundreds of phobias known to medicine.

Creative imagery is often used to boost self-confidence in dealing with threatening situations.

Self-doubt is possibly the single-most quoted factor by people who explain why they can't do something, or can't achieve what is expected of them. People use many different excuses that are, really, no more than limitations imposed by themselves (or imposed by others who have had an influence on that person's life). Their achievements end where they have erected that invisible barrier that tells them 'you are unable to pass through this point. Stop.'

And other activities, such as learning to drive a car, canoeing, rowing, welding to name just a few can be improved, merely by persistently picturing the desired outcome, practising, practising in the mind.

Clinical trials indicate that visualisation gives truly amazing results to anyone who is sincere and persistent in wanting those desired results.

My research over a number of years has shown more and more that visualisation can make big contributions to changing behaviour and attitudes without side effects, only benefits. It is inexpensive—indeed, there is no cost, other than finding the time necessary to do the required exercises. And it works!

This book shows you how to create the desired picture of what you want to achieve. It will discuss the merits of this safe, effective means to change behaviour and even improve sports performance and increase ability in any chosen hobbies, even study. It will show you how to relax, how to create and hold the images. It will discuss the expected improvement, and the limitations of the technique.

*In Your New Image* takes you through every stage of relaxation, picturing the desired results, holding that image and achieving what you want. It will show you how you can remove doubts in your life and move on to important goals.

I expect there will be a number of readers who half-heartedly picture a change once or twice and say, 'I have got no benefit, it can't work.' It doesn't work that way. Throughout the book we will look at all the things they could be doing wrong. There is a fault-finding guide. It is likely you won't be holding the images for a long enough time, won't be serious in your attempts to attain the results you said you wanted, and simply can't be bothered with it after one or two sessions. To many, it will all seem oh so hard and futile. Perhaps these people need the book more than ever!

A number of ways to still achieve the desired results will be reinforced. I will emphasise being more persistent, creating a stronger image, perhaps changing the surroundings while performing the exercises, and changing your attitude to the whole technique. There will be a number of readers with a negative attitude. I will show these readers how to overcome their negative attitude through the same techniques so they can go on to achieve what they really thought they wanted to achieve in the first place.

There really is little reason why creative imagery will fail. All likely arguments and reasons and excuses are covered so the book covers the technique in the most effective way to remove self-doubts and their associated barriers to achievement.

The book will also look at the possible limitations of creative imaging. Despite its effectiveness, it still is not possible to achieve the impossible.

But what is the impossible? This word takes on different meanings for different people. For some, the impossible might be losing a few pounds of weight. That would be a negative attitude and one that can be easily overcome.

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To others, a paraplegic taking part in a race would be impossible. But look at the incredible results athletes have achieved at the Paralympic games! The impossible is truly a state of mind.

Is there a limit therefore as to what can be considered realistic? Perhaps not.

This book will show you how to create the desired picture of what you want to achieve. It discusses the merits of this safe, effective means to change your behaviour and your reaction to a number of common situations and even improve your sports performance and increase your ability in your chosen hobbies, even study. *In Your New Image* will show you how to relax, how to create and hold the images in your mind. It will discuss the expected improvement, and the limitations of visualisation.

*In Your New Image* covers aspects of how to achieve success in your life. The book uses a number of examples you will be able to relate to and see yourself in.

Success will come to you more and more rapidly, the more you practise the technique. From your first successes with this technique, you will most likely go on to achieve greater success and better performance in many aspects of your life.

I suggest you should look carefully at what you want to be and want to achieve and make sure your goals are what could be termed reasonable. But you are asked not to overlook the fact that what is not practical today can become very reasonable in the near future.

Would you like to become a winner? Would you like to have as much respect for yourself, for your abilities, as you would like others to have for you? I think it is quite unnecessary for anyone to answer those questions. We all would like to be winners, to succeed in whatever we undertake, to be successful in the full meaning of that term as it applies to us. Success is whatever we want it to be for ourselves. But I think it is safe to say that success is also to achieve what we aim for.

Believing in ourselves, being sure of ourselves, is what a new self-image is about. We see ourselves as successful. We become successful because of the way we see ourselves. We live the life that we continually imagine ourselves to lead. This, believe it or not, is just as important as improving our self-image so we no longer look at ourselves in the mirror each morning and squint at what we see.

My aim in writing this book was to share with as many people as possible the truly magnificent benefits that I and thousands of others have experienced with this easy, pleasurable, simple yet effective method of bringing about desired changes in our lives.

By creating the right positive images of ourselves, we can feel good about ourselves. The saying that it's all in the mind, although simplifying the result tremendously, is nevertheless true. When we see our image as positive and successful, then we will be just that. Unfortunately, not many of us see that image in the mirror as a truthful replica of our true selves. We see little blemishes that make us shy away from the real world. If, however, we look in that same mirror one morning and decide, yes, that is the image of a person who has personality, who commands respect, who is brim full with confidence, is talented, is going places, then that person will be all that.

And finally, what can you hope to achieve through the successful use of creative imagery? This might surprise you! It's almost anything you desire. It's anything you care to imagine.

I hope you will benefit as much as I have from visualisation and be able to achieve all that you set out to do.

## *Chapter 1 What's It All About?*

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It was the mid-1950s. My parents had just bought me a bicycle. It was old. It was heavy. It was a pale green, with a metallic sheen. I remember it well. I also remember that I couldn't ride it. For several weeks I didn't have the confidence to ride on my own. Instead, my brother would hold onto the seat (or at least I used to think he was holding onto me), so I wouldn't fall off. So much for the confidence of an eight year old child.

One day at school I was bored – a common experience with me in those years, as well as at frequent times during my teens and the earlier years of my adult life. But on that day at school I pictured myself on that green bicycle. I pictured myself sitting on the seat, leaning against the wall of the house, wanting to be able to ride. I had no anxiety about riding while all the activity was just in my mind. I remember pushing myself away from the wall (again in my mind) and riding down the driveway. I was riding – at least in my mind that was what I was doing.

I repeated this performance. It was painless – I didn't fall off, I didn't wobble any more than I should have, and I didn't hurt myself – perhaps my greatest fear at the time.

I repeated this performance over the next few days at school, and extended the trips beyond the gate and along the footpath. In my mind, I could ride. So I kept riding. I would turn corners, I could stop, I could do what any confident young cyclist of my age should have been able to do.

Several days later I got on the bicycle without thinking and rode down the driveway, opened the gate and rode along the



footpath for some distance, although to a small child's mind, the trip seemed eternal.

Then I realised. There was no one behind me supporting me in case I fell off.

I had gained the confidence I needed to stay upright, to ride, and most important of all, to enjoy this activity.

Yet there was a crucial ingredient in all this that I didn't comprehend at the time and which only made sense many, many years later. It was that I had pictured myself performing this activity. I had succeeded in learning to ride my bicycle without practising!

### ***USING CREATIVE IMAGERY TO IMPROVE PERFORMANCE***

I wasn't aware at the time that experiments were taking place in America with baseball teams, in which one team would practise its hits all week, while the other team would imagine itself playing. The team that got the easy task was encouraged to sit back, find a comfortable, relaxed position, and merely imagine themselves hitting the ball, throwing the ball, responding to every likely move the opposition team could make. The results? There was no difference in the performance of either team!

### ***SHARING THE EXPERIENCES***

Without knowing the reason why it worked, I used the process of creating positive images in my mind a lot in later years. I had found something that had worked for me a couple of times, then a few more times, and then on even more occasions. I didn't know anything about psychology at the time, or about the workings of the mind. But things are a lot different now.

From those early times, I have used the same technique to learn how to weld metals, drive a car, feel confident giving a talk, and speaking to two hundred people. And I still use those

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same techniques to conduct meetings, to feel relaxed at taking examinations, to broadcast on radio, to feel comfortable in situations that, only a couple of weeks earlier would have been a nightmare. I used this technique to remove all doubts I had about my ability. These were all situations in which many, many people feel uncomfortable, ill at ease, even threatened. I learned how to control anxiety levels when my bosses had something to say to me – not always bad things, but early in my working life, they were threatening situations to me anyway.

Over the years I have been able to share these experiences with other people to overcome many of their fears, their inadequacies, their self-doubts, and to remove the anguish and personal torment they were obliged to face in their daily lives. Now I want to share this technique with you.

This technique is simple. It can be applied almost anywhere. You can use the technique in almost any situation – to learn new skills, to change your behaviour, to move your life forward.

Just like the others who have benefited from this simple, extremely effective technique, it will help you achieve much of what you want to achieve with your life as far as being able to remove psychological limits and self-doubts are concerned.

And over the years, creative imagery has found its way into more and more self-help books, and books on psychology and mind control and self achievement. It is so effective, it has become a common feature of many of the books on alternative therapies – psychologists and medical people are realising the benefits of this practice to achieve what they themselves often fail to accomplish.

Many people who are introduced to this technique are put off because of its seeming simplicity. It's almost a matter of saying 'picture the changes you want ... and they will eventuate'. That, basically, is it, although oversimplifying it. I will show you in this book how to attain the level of visualization necessary to bring about the desired changes. You will be shown how to hold the images of what you want to change in your personality and

to improve your skills. But most importantly, you will have to do all the work. Your success at the end of each program you embark on is entirely up to you. Many things, if they are within your capacity, are achievable. You will have to concentrate for a period, depending on the extent of change you want to bring about, the standard you wish to achieve, and the time available for you to bring about the desired change you are seeking. But the hard work that you will have to put into the technique is no more than vivid daydreaming. Is that really hard?

### ***THE LIMITS OF CREATIVE IMAGERY***

Creative imagery has the ability to enhance what you are capable of doing. But let us not be silly about this. Obviously, if you have one leg, no amount of visualisation is going to help you win the high jump in the Olympic Games. No amount of picturing yourself doing so is going to get you pole vaulting if you have seriously injured your back. What creative imagery does is to increase your natural ability to achieve what you would otherwise be able to achieve under the best possible circumstances. It basically removes all your reservations about what you can and can't do, so you move ahead in your life and get on with the serious side of living your life as it was intended.

You will only be able to achieve what is possible, you won't be able to achieve the impossible. Let me give you an example. If you are a male, perhaps in your forties, and are getting rather thin on top, there is nothing all the self-created pictures in the world can do to reverse that process. But what you can easily achieve with creative imagery is your self-acceptance of your situation—liking yourself the way you are, accepting yourself with thinning hair and that distinctive look. But picturing it is not going to grow the hair back again.

And suppose you, like most of us, suffer from a degree of vanity, and you find you desperately need to start wearing glasses for reading. No amount of creative imagery is going to

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correct your eyesight to the extent where you can ask the optometrist for a refund of the cost of spectacles. But with creative imagery you can accept yourself very easily wearing glasses for reading, seeing yourself wearing them in the office or at meetings, and accepting yourself wearing them with pride.

What I am advocating here is pursuing only what is achievable within the limits of the practical. If you do not possess tertiary qualifications, you are most unlikely to become a professor at a university. That clearly is not achievable. If you lack the required qualifications to practise as a doctor, it is unlikely (unless you are bold and ruthless and break the law) that you will practise medicine.

What I am suggesting in this chapter, though, is if you want to become a surveyor so that you can work outside rather than behind a desk, then you can certainly get the required qualifications to become a registered surveyor and establish your own business. And if you want to become a biologist and work with wildlife to the exclusion of all else, then there is little to stop you, apart from the university fees and finding the time to study. And in my reference to establishing your own business, if you are a cleaner, there is nothing to stop you from setting up your own cleaning contract company and succeeding admirably at that venture. If you enjoy working with wood, or with metal, there is little that is really going to stop you from achieving those goals, apart from your attitude – and a negative attitude towards those goals is something that you will easily overcome with creative imagery. Again, the results are brought about because in every case, you are able to remove any self-doubts you may have, and reverse your previous idea of your capabilities.

***DETERMINE THE IMPROVEMENTS YOU WANT IN YOUR LIFE***

I suggest you look carefully at what you want to be and want to achieve and make sure your goals are what could be termed reasonable. But don't overlook the fact that what is not practical today, can become very reasonable in the next few weeks, months or years.

In looking at any of these changes you want to bring about for the better in your life, look at the total time—not how long any of these things are going to take for you to achieve them, but how many more years you will have in your working life if you are not happy. If you are thirty and want to be a surveyor, the study might take five years to complete. You will still have thirty years left in the work force to enjoy your chosen career. And if you are fifty and want to work with wood, you will still have fifteen or twenty more years to enjoy this too. How long will you have left in the work force doing what you are doing now? Yes, about the same time. So what is the preferred option? A bit of sacrifice now is worth many, many years of satisfaction and enjoyment in the future.

So from now, whenever I mention surging ahead in your life, look at the practicalities of what you want to achieve, looking first at the background that is going to lead you to where you want to go.

Employers are not looking only for the right skills when recruiting staff. They are also looking for the way applicants can speak clearly and with confidence. This too is achievable with creative imagery, because you will be able to remove your doubts about your ability to give dynamic presentations at work. I'll show you later on how to do that. Employers are looking for the way applicants can interact with other staff. Even if at present you are the shyest and most nervous individual on earth, creating positive images of yourself performing a particular task is going to help you considerably

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to overcome what you might see as a handicap to promotion. Or a handicap to anything else you want to achieve.

Most people fail an interview an hour before they start talking to the interviewers. They get themselves into such a state of failure that they predict their own outcome. They picture themselves performing badly, answering straightforward questions by stammering out of control. It is not surprising they perform badly. This is not because they do not know their subject—indeed, many applicants, if they were to answer the same questions in general conversation, would be seen to be extremely knowledgeable. But, because of how they see themselves at that important interview, the results are dismal. They have, in all probability, rehearsed the worst outcome in their minds, for days. With positive pictures of your desired outcome, this whole result and performance can be turned around so that you perform much better.

Creative imagery will be able to help you in circumstances such as if you now feel uncomfortable with the opposite sex—with the guidance you will receive in this book, you will be able to overcome your shyness. Shyness is, surprisingly, quite widespread, but it need not be. With the creative imagery techniques outlined in this book, that too could soon be a thing of the past. Remove your self-doubts, and a whole new world is waiting for you. You will feel confident in public speaking or in attending meetings. You will be able to put all fears and tension in these activities in the past. You will be able to feel comfortable with your colleagues at work. You will be able to use the techniques of creating positive images to acquire new skills, and to enhance your expertise in sports such as golf, or ball games.

Bringing about most changes is not beyond the expectations of this proven method. I will work with you, and show you how to bring about the desired results in your own life, because later in this book I have included exercises that you will be able to identify with, covering a number of improvements that you may wish to achieve in your life. Losing that anxiety before you

attend that important job interview, removing the jitters and nervousness before you sit for that final examination are just some of the examples I have included. If you now lack confidence, creating the right mental pictures will help you overcome that and build up your self-esteem so that you feel comfortable talking and mixing with people.

I don't mean that the improvements will be slight. If you practise the exercises properly and adequately as outlined in this book, you will achieve all you set out to gain, and possibly to a much higher degree than you could ever have expected. And creative imagery benefits do not stop there. The technique has helped many people overcome fear of travel, fear of train travel, fear of boating, of animals, dogs, spiders, and a fear of open spaces (agoraphobia).

This book goes one step further in helping you to easily attain what you want.

Let me give you a word of warning though. Whatever you set out to achieve, don't overdo things. Don't aim at being so 'perfect' that you become unpopular. While I will be the first to admit that, through the principles described in this book you will be able to achieve great changes in your life, I certainly do not want to see you go to the other end of the scale and remove all that is human about you.

### ***FORGET THE PAST***

Not all personal problems, fears and reactions stem from incidents in childhood, no matter how traumatic these might seem now, or might have seemed at the time. There is considerable conflicting opinion on this subject. That is why creative imagery stands out on its own. It deals with you as you are at this very moment – not with you as you were thirty years ago. It deals with how you feel, how you regard others, how you regard yourself right now.

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Many other therapies call for regression—a most painful experience for most people. Because creative imagery is very effective in dealing with the present (and this carries well into the future as well), there is no need to look at your past. Why relive what your subconscious mind has found so awful that it wants to forget? Whatever has happened, happened long ago. Those incidents, individually or collectively, might or might not have affected your moods, your behaviour and attitudes of today. But it's the future that is ahead of you and, treated right, the future can be a very inviting place for you to be in. It can be full of promises, promises of a far better life for you and your loved ones.

Coming to grips with your childhood will not make your adult problems go away. Reliving your past won't make you feel any better about yourself. There is quite a lot of evidence available now to suggest that this type of therapy does not work, is not long lasting, and often digs up bitterness and resentment that in itself causes further problems for the individual.

Just like the mind can block out traumatic events of our lives so that we barely recall them except perhaps under the influence of hypnosis, failure to visualise clearly may be a blocking action that our minds set up as a defence against what we might see of ourselves. Unfortunately, unless you come to accept whatever it is that is holding you back now, you will not be able to move forward. With creative imagery, it is not necessary to recreate any traumatic events in your mind. In fact, with creative imagery, it is certainly quite unnecessary to relive any such events at all. It is sufficient merely to see yourself in your current situation—how you feel, how you react to all that is around you now. It is unnecessary to go back in your life beyond the present. What makes you shy away from tall men might be behaviour that stemmed from an incident with your father, uncle, or even a stranger. You now react in a certain way, although the original incident might well be forgotten by now.



Leave it forgotten. With creative imagery, it is sufficient to picture your reaction now—at this moment—to certain circumstances. And you know how you react, so there is no reason to delve into your past, and nothing to ‘dig up’ that can traumatise you.

### ***BELIEF IS THE SECRET***

Placebos can be as effective as morphine is as a painkiller in over seventy percent of trials. The recipients believe they are receiving morphine, so the patients expect to get relief from serious pain, therefore the placebo works. This is the strength and the power of belief. And with creative imagery, you make your mind believe the images you create, therefore they become fact. Affirmations—the process of simply repeating words—seldom work. The mind needs to convert words into images before it can act on them. Affirmations may help a little if used in conjunction with the pictures you will create, but I don’t think they are going to bring about all the results that you can achieve with positive images.

Most people take the easy solution, and if you are one of the majority, then you will have no difficulty mastering the techniques for success outlined in this book, because there is nothing hard about sitting down and visualising and daydreaming about ‘what could be’, because what you picture in your mind—as long as you picture it strongly enough, and often enough, can very soon become ‘what is’.

### ***SEE WHAT YOU WANT***

To bring about the desired results with creative imagery, it is necessary to imagine the changes you want, as if they have already occurred, so you would see yourself in the situation of change you sought. You see yourself feeling at ease with and facing the large-figured boss so he is no longer threatening to you. You would see yourself sitting in the dentist’s chair as if

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nothing too bad is going to happen to you. You see the result that you want. The successful athlete imagines the joy of victory even before he begins to run, sees himself crossing the finishing line ahead of the other competitors even before he knows what day the race is on. He sees victory. He feels it. He experiences it. So will you when you remove all those reservations and self-doubts in your mind.

The successful sales person pictures the customer buying as he makes his presentation. The salesperson sees that client becoming interested, sees that person handing over the money, signing the contract, or whatever is involved in closing a particular sale. Successful selling is seeing the salesperson with the client and the end result and, this is very important, feeling the joy of closing a difficult sale, feeling just what it is like to achieve this end result. Are you in sales? Think of what this will mean for you in your work.

The successful writer pictures writing books or magazine articles, and sees people eagerly reading whatever he has written. The successful author pictures his book in a bookstore window as he writes the manuscript.

These people do more than picture these events. They live them, feel the emotion of winning, hear the sounds around them in their environment as they reach their goal. They live this image constantly.

So what is victory? It is easy to see how a salesperson can become successful by creating all the scenes he will face in making his presentations to his customers. We can image how an athlete must visualise winning. But how do we change? How do we achieve success? By picturing success!

Let's take the mystery out of creative imagery. In fact, there is no mystery. Harry Emerson Fosdick wrote, 'hold a picture long and steady enough in your mind's eye and you will be drawn towards it ... Great living starts with a picture held in your imagination of what you would like to do or be.' This is the

secret of creative imagery. What would you like to achieve in your life?

You have to think success before you can experience it. Visualisation is a powerful tool for achieving that. The foundations of all achievement are almost always formed in great visions – visions of the self, visions of the future, visions of success.

### **VISIONS OF SUCCESS**

But let us define success. Success is very personal. To me it is having my freedom to be myself, to be creative, using self-expression. To others, success might be getting rapid promotions in their careers. Others might see success as having lots of money, a successful home life and happy family. For each of us, these are all equally important to be termed successes. It is us, and only ourselves as individuals, who must determine priorities that suit ourselves. And it is essential not to be influenced by other people's reasoning in determining our own success. You will not feel happy in yourself if you are trying to match your personality, your interests to other people's classification of 'success'. It's the same as if you asked someone what sort of job you should do when you leave school, and were told what that person would like to be. Basing your life on someone else's definition of success is going to make you just as miserable as going into a career that is quite wrong for you. Taking advice from others as to what the definition of success should mean to you is just as foolish. Don't take advice in this area. Never!

So whenever I refer to success in this book, I mean that goal that you see, that you have set for yourself, and no one else.

Let me give you another word of warning. Sometimes, because of the unintended misleading advice that is too frequently given out, it is wise not to disclose your immediate plans or goals to others, unless you are absolutely sure that any

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advice will be given without bias, and is reliable and is appropriate to you. Much good-intentioned advice about success, or whatever, is worse than useless if it is not based on your personal goals.

Within reason, you have control over your present and your future, and I am being very liberal by saying that you have control within reason. There will be some things happening to us from time to time that will be beyond our control. But we have no control over our past. That's happened. We can't change anything that has happened to us up to this very moment. We can't change what happened to us this morning, or last weekend, or when we were ten years old. But from this moment forward, that is different. With confidence, we can take control of our lives and alter our possible fate for the better, and make our future a nice place to spend the rest of our lives.

### ***FEEL SECURE IN THE FUTURE***

Throughout the book I am advocating change. Change in ourselves, changes in our attitudes, changes in what awaits us. But to many, change is threatening. It represents a venture from the known to the uncertainty of the unknown. To many people, sameness is their security. They feel happy if nothing around them changes.

Many people forget that the known, the 'now' of our lives can be full of risks too. There is little in the way of job security these days. How will you cope with that change if it is forced upon you? Will you shrivel, disintegrate, feel your life has come to an abrupt end? There is little security in relationships, or even marriage any more. How will you cope if yours comes to an abrupt end? Or will you face imposed change with confidence? Would you have sufficient courage and confidence to go on and start anew if you were amongst the statistics of relationship breakdowns? It's a big, changing world out there, with changes

coming about faster than they have in any previous time of humanity.

Creative imagery is a means of unblocking the barriers we ourselves have created, and a means of removing our self-doubts. Creative imagery can lead to a new way of living, in which we are able to accept everything that is thrown at us. Creating positive mental images can build us up so that the worst is not so bad after all, and so we have something to start with all over again when the dust has settled on the calamity that we have just gone through, or are about to go through.

If you really believe that you could never become the person you want to be, it's time to change your image of yourself. Our self-image is the key to our personality. Because of this, our experiences verify, and thereby strengthen, our self-image. Self-fulfilling prophecies could never be stronger. You need confidence and it is obvious that you do not have it if you believe in failure.

### **SEE YOURSELF FOR REAL**

You will act like the sort of person you think you are. If you think yourself not very bright, you won't be. If you think yourself unlucky, you will not be lucky. If you think yourself timid, a poor speaker and poor at interviews and dismal at examinations, so be it. But think differently, picture yourself not as you see yourself now, but as you would like to be, confident, a good speaker, successful, a person with whatever you have identified as appealing to your personality and your interests and lifestyle, then this could also be you. Just picture it for a moment. Picture yourself as ... well, what is it that you would like to become?

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### **SEEING THE POSSIBLE**

Don't limit yourself. There are already far too many individuals with self-imposed limitations who continue to fail to reach their full potential.

You will not be successful by this time tomorrow. That's because the mind needs sufficient time to accept the images you create as if they are real events. But from several weeks—usually about three weeks or four—after really giving the techniques in this book your best attention and concentrating on the imaging as if it is the only thing that matters, then you will at least be on your way to wherever you are going. But ... don't give up after only one day. You will remain right where you are now. Tomorrow will be the same as today was, and next year will be mighty similar to what this year has been for you so far.

Few of us have the vision to realise what is possible. Many of us restrict ourselves by what we think, and what others think, we can or should do. By creating positive pictures in your mind of where you want to go, you will be off to a very good start. But you must have an open mind that the desired changes are possible. A closed mind won't help you here. If you believe imaging won't help, you will never get the right mood, the right feel, your emotions will only be overcrowded by negative thoughts and images that will defeat the whole program even before you get started. But why have that attitude?

Obviously there is much more to achieving a goal than imagining success once or twice. However, you have to think success before you can experience it and creative imagery is a powerful tool to that end. You often need follow-up in the way of actual performance. Just as you can finish a trade course and know the basics involved to get you started, you need hands-on experience to make your touch professional, no matter what your vocation. So too creative imagery must be followed up by practice in the real world. But that, by then, is easy! Any skill, any activity, becomes easier with lots of rehearsing and practice. Any skill needs constant doing.

### ***HEAD IN THE RIGHT DIRECTION***

Just as the seeds of great achievement are almost always sown in a great vision, once you picture your goals, once you get a taste of them, you live them, you dream them, they are part of you and your thoughts. That enthusiasm, that excitement alone is often enough to drive you on towards your aim, and assist you in achieving whatever it is you want.

As with any destiny, it is essential to decide where you are going, what you want, and know what it takes to get you there. Picture whatever it is that you want in your life so clearly that the images you create of the changes you want and the success you want, become reality.

Many, many people dream of winning a large sum in a lottery. The chances of that are very, very small indeed. The odds are far higher in achieving success in your own right. The self-satisfaction and the glory of doing things that way, your way, are much higher than merely being able to say, 'I won it. Wasn't I lucky?' It is far better to say, 'I did it my way. Aren't I a true success?'

Think of where you could be. And the funny thing about that statement is that just about everyone who reads this book will, if they apply the principles in this book sincerely and for a very reasonable time, move that most difficult mountain of all—themselves.

### ***FREEDOM FOR ALL***

Creative imagery is a means of unlocking the gates we ourselves have closed. Creative imagery can reward us with our freedom.

What is freedom? For me, it means one thing. For you, possibly something quite different. So freedom is, in many ways, like success—it's personal. Freedom may be a lifestyle. It may be choosing the job that you want rather than the one you now have. Freedom might be the means to change career direction and move to a new area of your life. Freedom may

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mean having the courage to cut your ties and move to a new location that you would find challenging and stimulating, interesting and rewarding, rather than the one you have now, which might be a cultural desert.

Freedom is not having someone looking over your shoulder to see what you are doing. It means moving ahead, beyond that, beyond the routine of a mundane job where you are just a small cog. Quite often freedom is restricted because it is tied to your feeling of insecurity and self-doubt. If you feel secure in yourself, confident, feel that you can competently handle much more than you do now, then your freedom's boundaries are extended dramatically.

Freedom might even be not having to work with the people you don't like. Freedom is moving beyond other people's little worlds. Freedom is moving beyond your little world, your little circle. Freedom is having the courage to get out of where you are and getting to where you want to be.

How can you achieve that? Through confidence, by changing your self-image, by changing the way you do things, the way you see yourself, by changing your attitudes towards yourself, changing your attitudes towards other people.

Freedom is not having to put up with the nonsense, the irrelevancies, the trivia of your work situation and your social environment, but instead having the confidence you can develop through creative imagery to move to another world, to a world that is meaningful, challenging, demanding, rewarding, the world that is there waiting to be taken.

Too many of us are locked into our mundane situations through lack of courage, lack of seeing ourselves in new roles, the roles we would really like to be in.

Freedom is a hundred things. It is a hundred things to a hundred people. Freedom is not something you crave for while you are in prison, or in political exile, or restrained by political powers. Freedom is the ability to do what you want. You can achieve your freedom through creative imagery.



People start wars for freedom. There are campaigns to free people, from prison, from political asylum. Why aren't you freeing yourself from your asylum?

Freedom is creativity. Freedom is self-expression. Freedom is saying in your own way, in your own voice, verbally or in writing, what you as an individual think. With confidence, and a good self-image, you can be as free as you want. Freedom is ridding yourself of the ties to the things you don't like. Freedom is independence, independence from the things you don't want in your life. Applying the principles in this book, seeing yourself in a new role in each of these situations is easily and painlessly attainable.

Freedom is doing what you believed you couldn't previously do, attaining for you what was the impossible just a short time ago. It is doing something openly and enjoying it.

You may be locked into a small job now, be a small person in a small world, with people looking over your shoulder. You may right now feel timid, you may feel that people are checking up on your work. Possibly they are. Move beyond that.

Improve your education, your skills, your training. Improve a lot of things.

This book will show you how you can.

It won't show you how to learn a whole lot more, nor how to learn a particular field, but it will show you how to improve your study methods. It will show you how to prepare yourself for examinations, prepare yourself for what's ahead of you. I mean all the good things. I mean the real future. That is where you are going to spend the rest of your life. If you get it right now, it will be worth it, won't it?

If you tie up a horse, it won't go far. It won't go fast. If you remove those shackles from the animal, it will go fast. If you remove those shackles from your mind, you will be like that horse that gallops to where it wants to go. The animal will find its own freedom, and there will be no stopping it, no holding it back. If you unshackle your mind from all the things that have

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restrained you up to now—your self-doubts, your poor self-image—imagine what you could be if you were free to do anything you wanted to do, could achieve anything you wanted to achieve. Imagine what your life would be today. Was your day challenging today? Possibly it was. Could you have done a lot more though, perhaps in a different field of work?

Were you completely satisfied with what you achieved today? Maybe you were. If not, what could you have done? What would you have preferred to have done today? Would you rather have worked for yourself? This book will give you the confidence to do just that. You will believe you really can be a success in your own business. Would you rather have taken up some stimulating study? Creative imagery will show you how you can. Perhaps started a new course? Taken up a new hobby? Perhaps you felt you lacked the ability to study. Creative imagery will instil in you the confidence you will need for that direction in your life.

### **LOOK AHEAD**

Over the next few weeks you could remove many of those barriers so you don't have too many more days like you had today.

Is tomorrow going to be better for you? Maybe. Is tomorrow going to be one of those days in which you are going to have the boss looking over your shoulder again? Is tomorrow going to be a day when you go to work, do your routine job and go home? Surely there's more in life than that for you. Surely you want more from life than that.

Over the next few days, or weeks, take your time and decide what freedom is to you. Look at the barriers. Look at the shackles that prevent you from going from what you are now, where you are now, to what you would like to be, where you would like to be.

So what is holding you back? You'll find the answers further along in this book. Look back over today. What held you back? What made your job, your life, ordinary? Draw a chart of two columns, one of them for where you are now and to include what you are doing now, and the other showing where you would like to be and what you would like to be doing in the future. This chart should cover all aspects of your life—work, personal, hobbies, skills—list all the things you can think of that are important to you, even the seemingly little things. You might like to improve your work situation. What would this require of you? Does this involve talking at meetings? Does it require that you give presentations at work? Does it include holding and chairing meetings? Does it mean playing social games of golf with your clients? Do you feel uneasy about this? Would you like to move out of administration and into sales? Into public relations or advertising? Would you like to move into another whole new area of your work, perhaps embark on a new career? A new place of employment perhaps, one that is not so stifling? List everything that you would like to achieve, everything you would like to be doing. Don't regard anything as too small, too unimportant, to include here. Never regard this list as closed. If well into the future you can identify some aspect of your life that does not please you, list it and do something about it!

Hobbies—would you like to take up carpentry? Metalwork? Would you like to take up home electronics? Would you like to take up needlework, or sewing? Quilt making or cross stitching? Would you like to take up repairing old cars? Restoring furniture? Do you feel you lack the confidence to do this now? Would you like to learn to weld and build a yacht, or to build something out of wood—a table, ornate chairs, or a bookcase? Would you like to improve your golf, or to take up tennis and be good at it? Do you wish you could write books for children, write poetry, or write technical works for which you may well have a suitable background?

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If you lack the confidence to do these things, imagine what you could achieve if you had that necessary confidence. Imagine the difference your life would be if you could do each and every one of those skills that you desire. This is why preparing that list is so important – to help you focus on what you want from life.

### ***PICTURE A PERFECT DAY***

Sit back, relax, and imagine the perfect day. What would you do on that perfect day? Oh, yes, I know, a lot of you would say, 'lie on the beach for twenty-four hours'. Realistically, list every aspect of what you see on your perfect day. Don't worry about night time, don't worry about the sun going down. Imagine twenty-four hours of bright sunlight. Divide it—eight hours work, eight hours recreation, eight hours family. What would you be doing if tomorrow were that perfect day of twenty-four hours?

There's a blue sky, it's warm, sunny. For eight hours, would you learn skiing? Would you improve your round of golf? Would you learn to hit the ball properly, use the right clubs? And in your eight hours of work, would you like to make those eight hours full of challenge, full of satisfaction? Of course you would.

What does that require? What skills would you have to learn and develop?

Imagine being able to go home after work and say to your family, 'I had a fantastic day. I did this, I did that. Gee, I feel good. That was a perfect work day. There isn't another thing I would have liked to have done. I gave a talk to the managers, and that was well received by the whole audience. I met three big clients, I made two sales. My boss congratulated me on the way I approached my clients, on the way I closed those sales. He has asked me to talk to the other sales people tomorrow and motivate them so they can learn from my experience.' Were you

able to say that when you got home this evening? Yesterday evening? Does all this sound far-fetched? No, it's not. Not at all. Many, many others before you have made similar transformations in their lives, and achieved remarkable feats like these. Let me work with you for a few weeks so you can start to achieve transformations like these yourself. That's all it takes – a few weeks.

Imagine the recreational side of that perfect day of yours. Would you like to work at a new hobby? Develop your existing hobby and improve your skills at it? Wouldn't it have been nice to have taken your family away for a day's skiing?

Imagine being with your family – you are calm, relaxed, loving, appreciative of what they do.

If you are serious about attaining that perfect day, every day, stick at it. Change the things you don't like, remove those shackles, remove those barriers to getting ahead. Earn your freedom!

So how sincere are you? For some of you, and I hope there are not many like this, you would feel more secure doing the mundane, going off to work on Monday, doing your little bit, going home. That to you might be security. You're happy. You don't want change.

If that to you is what life is all about, then this book is going to be of little value.

However, if you go off to work on Monday at nine o'clock and want to change your lot, improve your outlook, but feel you need a push in the right direction, then we will work together to steer you to where you want to go. Things can, and will, move.

### ***NEVER GIVE UP***

While you are developing yourself and your skills, be patient. It may mean putting up with mundaneness for a little bit longer, it might mean putting up with people looking over your shoulder for a bit longer. It might mean nothing changes in your

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work life, in your home life for a little while. Develop your skills and then look for the possible moves in your life. Develop the skills to give you the opportunity to change your work situation so people don't look over your shoulder, so they don't give you trivial, meaningless tasks to do. You will know your capabilities once you start working on these exercises. By the time you have worked through this book, done the visual exercises, you probably will never use the words 'shortcoming', 'deficiency', 'limit' again in your life as far as they apply to you.

There are, of course, limitations. You may change and get in your mind what is, for you, the perfect home life. If your partner does not believe in this, or share your enthusiasm for the changes you want to bring about in your life, and if your partner is happy with things as they are, then there is, unfortunately, little more you can do in the immediate future.

Make sure your expectations are realistic. You may say I will give this new approach to my work a fair go. In three, six, ten weeks you may be full of confidence, you may have developed the ability to give presentations at work, to talk with confidence to your business associates. You may have developed skills you never thought you could acquire. But be realistic.

If the opportunity is there, you will be equipped to go for it. But because you are equipped for them, it does not mean that you will get every opportunity you want—at least not immediately. And at work, your department, your firm, your boss, may not have the opportunities for you to move ahead. Despite your personal achievements, your boss might be one of those who likes to put down their staff—and in a warped way, derive pleasure from such actions. You may want to get into sales. Your firm may not have an area such as a sales, or advertising, department.

Don't let that stop you from developing your skills, developing what you really want. Then when the opportunity comes up, you will be able to move into the right area, perhaps in another firm. Despite the immediate lack of opportunity, you

are far better off and better equipped than you were three months ago. You have those skills to move on when the opportunities arise – you can now go for them.

You have seen an advertisement in the newspaper for a position. Three months ago you might have decided that it was not you the firm was looking for. You can look at the advertisement now and say ‘that’s me, that sounds like a beautiful job. That sounds just like the one that I want. That’s what I have in mind. It sounds challenging, it sounds good. Think I’ll go for it’. You have the personal attributes the firm is looking for. You are a very good speaker. You are dynamic, self-assured. That’s the type of person they are looking for in this position. Go on, go for it! You may not get it, but you now have a good chance. You probably are the person they are looking for. Be patient. Now that you have got to this stage, what’s ahead of you is just finding that position. It’s just finding that niche.

Hang in there a little bit longer, be choosy, pick the positions you really want. Don’t be meek any more and say that, although you want a change, this one is the same as the one I am doing, so I think I’ll give it a go. With change, the opportunity will soon follow, and everything else will fall into place. Maybe soon, maybe a little time down the track.

### ***THERE ARE NO LIMITS TO WHAT IS ACHIEVABLE***

These are the things you can overcome with creative imagery. If you are starting right from the back, work on it. You might feel you are overweight, you don’t accept yourself because you are short, or too tall, or your speech might not be the best, you may stammer a little. Okay, start accepting yourself as you are. Then move on and improve the way you speak, then accept your weight, or hair loss. You will begin to like yourself. You will attain the social qualities, the traits that you want that are going to make you feel better.

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It isn't always helpful to see yourself as others see you, or even the way you think others see you ... They have different standards for judging people, different agendas, different defeating mechanisms. It is important to see yourself for yourself, and form a self-image based on experiences that are satisfying and on the images I will show you how to create in the rest of this book. Be an individual. Be yourself. Don't be the way someone else would have liked to have created you. You may realise that that hasn't worked. Well, now is the time to let go of the old traditions, the way you saw yourself, the way you see the world, and look at yourself and the world through good, clean glasses.

Don't conform any more than you really need to. Yes, you will have to be punctual if you want to keep your job. And yes, you will have to leave home at a certain time each morning if you wish to catch the train or bus. But within our everyday lives, there is a lot of scope still for individualism. If you like to laugh, laugh. If you like to tell a joke, tell it.

### ***PREPARE YOURSELF FOR CHANGES***

If you think you can do something, do it. If you think someone else could do it but doubt whether you could, then through creative imagery –creating positive images of yourself having achieved just that—you too will be able to accomplish it. Remember, it is you who is placing those limits on yourself now, no one else. Not your parents any more. Not your boss. Not your brothers or sisters any more. They did have a tremendous influence once over your thinking, your reactions to numerous situations. But now they are in the past, their influence is in the past. You are on your own. Now, let's get on with getting everything we possibly can out of life. Can you cope with that much change? At first, most people say 'no, let's ... leave things ... just as they are'. But let's do things slowly, one thing at a time, so we can grasp the changes as single issues.



Together, all the changes you can induce could accumulate to a tremendous wealth of possibilities and opportunities.

But what does it take ... all this change? Probably not much more than a fresh look at yourself. I am serious. Through the exercises described in this book, and a consideration of individual situations that many of us confront, or have confronted in our everyday lives, you can turn the past around, and from now on develop a fresh life for yourself. The one that you want. The one that you have often admired in other people.

Through this book, I am going to show you how to achieve success, and change your life for the better. I will work with you to remove your self-doubts and build your level of confidence. Together we will take that fresh look at yourself, so you like what you see, and can look towards a bright, happy and prosperous future. You are going to move on that path leading to the new you.