



## **SESSION #1 - SETTING YOUR MIND TO CHANGE YOUR LIFE**

### **Read This First!**

You can *set your mind* to achieve your most dearly held goals and objectives - to enable live the life you want. In this training session, you're going to learn exactly how to do this. And, over the course of the remaining training sessions, you're going to learn how to change your life in just a couple of simple, practical steps that will start changing your life straight away.

### **Remember**

I've put these training sessions together in a logical sequence - otherwise some of what you learn later on won't make obvious sense. So, I suggest that you work through each of the training sessions and exercises in the order in which they're presented.

### **The Difference**

This training series is going to explain to you how to live a carefree, happy and successful life. You're about to learn how to set your mind to change your life or, indeed, any aspect of your life that you want to change. This could be anything: health and fitness, wealth and business... you name it.

This may sound like a big promise - and that is what it is... a promise. I promise you that what you will learn in these training sessions will enable you live your life your way. I can't guarantee it though... because you're going to have to take the simple steps yourself. You're the only one who can.

This sounds like an outrageous promise. However, you're about to embark on a journey into the piece of equipment between your two ears... and all will become obvious, it'll all make absolute sense.

### **This Training is Free**

Just a quick but important point. These training sessions are free - no strings attached. Between the three sessions, you will learn the key steps you need to take to change your life and live the life you want. In fact, in Session #2 you're going to actually take one of the most important steps in your life - with my direct help.

That said, some people who work through my free online training sessions do want to go deeper and do go on to work with me - and, obviously, they pay for that. Most people don't but many people do stick with me through my weekly free training videos (I've been doing

these since 2008) and my Tuesday lunchtime Facebook Lives (a fairly recent innovation!) - you'll have plenty of options as you work through these free sessions.

### **A Little Background**

You need to know a little about who I am. My name is Willie Horton. Born in Dublin Ireland in 1958, I worked as an accountant and tax consultant with KPMG and PwC in Dublin before taking on senior leadership roles in life assurance and banking. It is while I was General Manager at ACCBank in Dublin that I discovered that we can harness the enormous power that is, all too often, lying dormant between our two ears.

That prompted enormous change in my life. I am now a psychologist living in the French Alps! We moved here with our three young children in 2002. They're all grown up, all living their own lives, currently all living close to each other in Paris.

I studied psychology at a time when modern cognitive psychology and neuroscience were beginning to explore conscious awareness and focus in depth. And, over the last fifteen years, research confirms again and again and again that we can train our mind so that it enables us do just what we need to do to get to where we want to go in life or any aspect of it. This is what you will learn in these sessions.

### **Setting Your Mind**

I use the phrase "set your mind" very deliberately. We now know how we can set our mind to believe that it will achieve our goals and objectives and that we can set it in a way that our subconscious mind actually expects our goals to be come to pass.

This is very different to the way in which we have been traditionally taught to set our goals or go about bringing about change in our lives. In business or, actually, in life in general, we have been taught to set our goals in terms of wants, needs, must haves. Each new year, we resolve to do things that will bring about the change we want - but our subconscious mind remains to be convinced. You're going to learn how to convince it.

A business sets its financial budgets and targets. In our personal lives, we know we need a certain amount of money and we often worry about our so-called financial security.

The part of your brain that actually sets about the task of achieving your goals and objectives understands none of the above! It simply doesn't understand finance, budgets or spreadsheets and it certainly doesn't understand resolutions, wants, hopes or dreams - they are all in the future. And your subconscious mind only understands the present. This key fact underpins everything you will learn in these training sessions.

Your subconscious mind creates your daily experience of life - each now - by constantly referring to its expectations. These expectations were learned - through a process known as *snapshot learning* - when you were at the height of your powers... when you were three years old.

This is when you learned your key life-skills. This is when you were constantly "in the zone". This is the childlike mind you need to impress and excite with new expectations - expectations of your own deliberate choosing.

## **The Subconscious Mind - The Subcortical Brain**

Your mind is designed for survival. It is designed to enable you do just what you need to do to get what you want out of the situation in which you find yourself, right here, right now.

The key parts of the brain that achieved your most pressing objective - to survive - are known in psychology as the fear, motivation and reward pathway of the brain.

Thousands of years ago, if you were confronted by the proverbial sabre-toothed tiger, you would be afraid; you would be motivated to flee and your reward would be that you would live to fight another day.

And, although these key parts of the brain were originally designed primarily for survival, we now know that we can harness their power to enable us do just what we need to do in any aspect of our life to get just what we want out of... now, this interview, that workout, our next presentation, our relationship, this quarter's business, this year's target, this life.

## **How to Set Your Mind**

You set your mind to achieve your chosen objective or goal by handwriting the experience of achieving it - as if it were happening in the present moment.

And, whilst the subconscious mind learns through snapshot learning and is, thus, primarily visual, the real key to making and leaving an impact on your subconscious mind is to be found in describing the feeling of the experience of having arrived.

We have five senses (you're going to learn much more about how to engage these in Session #2) we need to fully engage them to excite our subconscious mind to the point that we make the kind of impression on it so that it becomes one of our psychological snapshots.

## **This Is About Doing**

Many clients initially react to the foregoing with intense skepticism... "You're talking about the Law of Attraction"; "You're saying that if I write it down it'll just happen".

This is about doing - doing what you need to do in each now as if you expect your goals to be achieved... because your subconscious mind certainly expects it.

Bear in mind that this is how the subcortical brain works anyway. It uses its in-built expectations to enable you make it through the day (it's key expectation is that you'll survive the day!). But, for example, if you learned that you were shy when you were young and impressionable, that is how the subcortical brain will enable you behave each day... because that's the outcome it expects.

If it expects something different, you will do different things and get different results.

## **Focusing Your Mind**

Many clients - most clients actually - talk about their big goals "just happening". In the video with this training session, the phrase "fell into my lap" is used by one of my clients. This "just happening" is clear evidence of being "in the zone" - when we do just what we have to do because our mind is fully focused.

This is what handwriting your objective (as if you already have it) does... it focuses the mind. For example, once you've decided you're going to buy yourself a new BMW 3 Series, once that decision excites you, your mind starts seeing that car in particular everywhere once you've set your mind on it. In exactly the same way, handwriting something exciting excites your subconscious and, once excited, it starts spotting the opportunities that will move you towards your objective.

Even more importantly, your excited mind is so subconsciously excited that it will enable you take the actions you need to take to grasp the opportunities as they arise. We'll explore this in greater depth in Session #2.

### **This Works for Every Body... Including You**

I mentioned that your goals and objectives "it could be anything" - healthy mind, healthy body, wealth, financial security, job satisfaction - a new job or a change to your current job, career, business, relationships... anything.

What we've covered in this first training session works for me, works for my clients individually, works for teams in business, works for doubters and cynics - in fact, very often, works most quickly for cynics!

Most of all, what we have covered in this first session has a proven and scientifically established impact on the part of the brain that runs the show... the subcortical brain, the subconscious mind.

And, in our next session, you're going to learn how to ensure that these key parts of your brain are running smoothly and fit for purpose... whatever purpose to which you set your mind.

### **Don't Forget to Share**

When you signed up for this free training series, you received a personalised share link - that personalised share link enables you share this free training series with your friends.

When five - just five - of all your friends sign up, you will unlock an exclusive insight into how goal-setting works in practice... a set of six case studies that you can explore and download. This exclusive free bonus explains exactly how the goal-setting that we've been talking about actually works for real, in practice.

My clients have been achieving way-out results with this approach - in their business and personal lives - for over twenty years and I have first hand information that will enable you fully "get" what we've actually been talking about in this training session. So make sure to share - using the personalised share link - with all your friends. The moment five of them have joined our little gang online, I'll send you a direct email that will unlock these case studies. And I promise - sharing is the only way to get them!

And it's also worth noting... even though all this free training is available for a limited time only, you'll have ongoing access to the case studies and the downloads will be your's to keep.