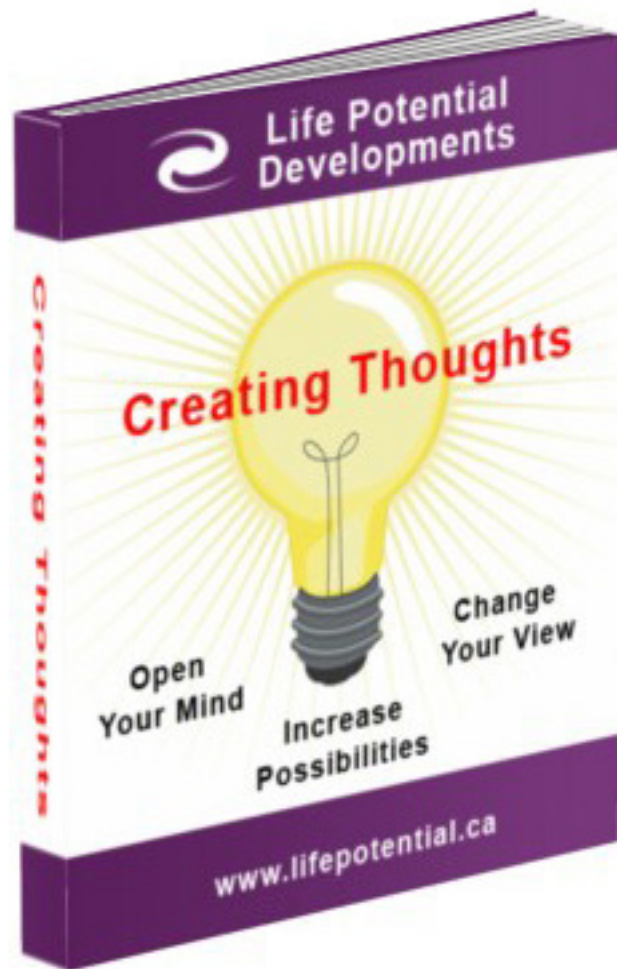


Creating Thoughts



Creating Thoughts

Open Your Mind

Change Your View

Increase Possibilities

Bob Clarke
Canada

Creating Thoughts

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Creating Thoughts

Dedication

I dedicate this book to our past, present and future clients. May the information in this book add to your life by creating new thoughts, open your mind and change your view to what is possible in your life.

Creating Thoughts

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Creating Thoughts

About the Author



Bob Clarke is a certified trainer of Neuro-Linguistic Programming (NLP), Humanistic Neuro-Linguistic Psychology (HNLP), Time-Based Techniques and a Certified Personal Coach.

Bob has enjoyed great success in assisting his clients to unlock their true life potential, with a focus on the realization of dreams, fulfillment of desires and achievement of goals.

Through NLP training and Break-thru Coaching, Bob enables his clients to utilize their strengths, build self-confidence and charge ahead in their personal and professional lives.

By instructing clients on how to develop sound heart directed life-strategies, enhance inter-personal communication skills, and to understand and effectively analyze personal choices, he guides his clients in reaching their life potential.

Since 1990, Bob has developed and successfully utilized his well-honed skills and experiences in NLP Training and Break-thru Coaching to help a wide variety of private and corporate clients... with remarkable results!

Besides his achievements as a trainer and coach in NLP, Bob has been nominated as Toast Master of the Year several years in a row.

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Is Your Life A Bridge Of Sighs?

Or a bridge of size?

We are all crossing a bridge...that's life. The start and finish points are immediate and pronounced. Yet it's the journey over the bridge that's most important and last longest. It is, in effect, your purpose.

How has your journey been so far? What are you noticing in your journey? Do you have or know what it takes to make your journey better? What's important to *you* about the journey, and why is that important? *Who are you...*making the journey? What is *your* real purpose in making the journey? Will you be satisfied at the journey's end?

Take some time to really consider the questions you have just read. Allow them to connect to you as deeply as possible therefore to arrive at the truth...your truth.

And as you read through these stories you may find some things mean more to you than others. Some stories may make you think or wonder, what does that mean? And others you may not realize until later, what that's about.

And if you read just to read, that's fine too. So please enjoy crossing the bridge.

And bridges can be many things, a link, a support, a way to cross over an otherwise impassable terrain. As Captain, you control your ship from here.

Is your bridge a rainbow, pot of gold included or simply a place to rest your glasses to better see what others are enjoying?

We have the tools, the knowledge and the desire to enable you to build your bridge better and to make your journey more enjoyable and fulfilling to you. So please investigate all that is possible to you and for you.

Because life is short, and unforgiving at times, the more abilities you have to cross will determine whether yours is a bridge of sighs or a bridge of size.

So...in the end, which toll booth you select, "*No Change*" or "*EZ PASS*" is always your choice.

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"A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing."

George Bernard Shaw

Creating Thoughts

Can You Really Win By Failing?

"I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times, I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

-Michael Jordan

Did the great basketball star Michael Jordan know that he would fail more than he succeeded? I am sure he gave it no thought. As energy flows where attention goes, you can be certain Michael Jordan's attention was totally focused on succeeding, the end result, the goal and achieving it.

The genius state is 100% attention to the job at hand. Focus on the successful outcome, the goal, and realize that "*Obstacles are what you see when you take your eyes off the goal*".

Failure is part of the equation, allow yourself to fail, look forward to it, knowing the goal is on the other side of it. When you make failure the focus of your attention you don't reach your goals. Sometimes you don't even show up for the game!

Everything can be based on math. You must have X number of failures before you get your success! For example: if you're in sales, expect to get X number of no's before you get a YES, you can count on it.

Years ago when I was in sales, I knew if I made 20 cold calls I would get 1 good lead, 3 leads gave me 1 sale. That meant I got 19 no's to get a lead and 57 no's to get a sale. I knew I had to fail 57 times but I focused on getting the 3 successful calls.

How much easier will it be to fail now knowing that **you will be successful** in doing so?

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*"I don't know but I've been told,
it's hard to run with the weight of gold.
Other hand I've heard it said,
it's just as hard with the weight of lead."*

Grateful Dead

Creating Thoughts

What Are You Expecting?

The greatest discovery of my generation is that a human being can alter his life by altering his attitudes of mind - William James-1842-1910

The psychologist, William James, was not the first person we know of that understood how we imagine things in our minds will determine what we think and feel. But he seemed to be the first to actually understand our control over how we make those images.

The Attitude of expectancy states that 85% of what you expect to happen...WILL! Now you may be saying, Bob I don't believe that because it never happens that way for me. And I will point out, that's right, because you're expecting it not to happen.

Have you ever heard a person buy a lottery ticket or raffle ticket at the mall for charity or something and the first thing they say is, "I never win these things"? And they're always right!

So to me, it still works. Why not go with the odds and start expecting good things? Well...most of us are so conditioned to thinking it doesn't work that we don't want to be disappointed when it doesn't work. We expect that it won't work, and at least 85% of the time we will be right.

But wait...that's not all!

Now combine that with a translation of Cognitive Dissonance, (it's a big word and you don't have to remember it or anything like that). Cognitive Dissonance roughly translated means, "say or do something long enough and you will start to believe it".

So if you have been telling yourself you never win anything you have an 85% chance of being right, plus after you do it for a while you will actually start to believe that it's true. Now you're really out of luck as they say.

Regardless if you think something will happen or you think it won't happen you have an 85% chance of being right and you will believe it to be true. So now what can you do with it?

Alter your attitude to be more positive of course. It can be as simple as thinking a positive thought, well maybe more than once. At first you might fall back to old negative thoughts, but as you do, you can remember more and more often to alter those thoughts to more positive ones and your attitude will start to change.

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Now, of course it's not easy or you would have done it already. I am not going to tell you that life is wonderful all the time and just think happy, happy, happy. It doesn't work like that. Everyone has bad days or moments. But this can help you to change your attitude and how you feel to be more positive and therefore happier. And when you do that expect other good things to start happening as well, because they will.

How do you alter your attitude successfully? Well...for starters, every time you have a negative thought, just think a positive thought after it. For instance, if you just thought, "that won't work", say to yourself something like "that's a good idea". It's that easy. Expect to struggle with it because you're human but also expect to be successful if you keep at it.

It's not rocket science...and perhaps that's why it's so over looked. We often think things have to be complex. Or we think that if we don't know how to do it, it can't be done.

There is a lot of info in the world that we are not aware of, if you doubt that then do a search for "health" on the internet. You will get many millions of sites with multiple pages of info just on health. The internet can't hold a candle to the knowledge within our minds and there are more than 2 billion of us, that's a lot of info.

Keep in mind there was a time you may have had a positive thought first like "that's a good idea." How did you manage to change it to a negative? If you changed a positive thought to a negative.... you already know how to do this successfully. Now you just have to turn the negative back to positive. It happens one small step at a time, uh...actually...one thought at a time, and it takes practice like anything else.

So what are you waiting for, start expecting and believing good thing for you and others and wonder how many ways it can start changing now...

Creating Thoughts

"Our lives are not determined by what happens to us but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. It is a catalyst, a spark that creates extraordinary results."

Anonymous

Creating Thoughts

Do You Chase Carrots Or Run From Sticks?

(Are You Motivated By Pain...or Pleasure?)

The carrot or the stick motivation is also known as pain or pleasure motivation.

You either move away from the stick, pain or move toward the carrot, pleasure. Do you move away from problems or toward goals? Watch a commercial on TV or read an ad in a magazine, can you spot which they are using to sell you their product?

How effective are you at motivating yourself or others?

Do you set goals that you never reach, are you known as a procrastinator or are you known as an achiever, a doer, a go getter?

If you are a toward pleasure type, you will want to have enticing goals to move toward. It could be fancy cars, big houses, nice clothes and jewelry, anything enticing. Your goals will actually act as guide post to steer you on toward bigger better nicer.

If you are toward pleasure motivated, goals are a sign that you are on the right track, and you will derive pleasure (a good feeling) when obtaining one goal after the other. The goals will pull you toward them.

If you are away from pain motivated, you will need to have problems to move away from. The rent/bills are past due, the car is breaking down or your clothes are worn out. The only goal you may be focused on is getting away from pain, the threat.

If you are away from pain motivated, you work until the pain or fear has stopped, and then you stop, until it catches up with you again. You may repeat this pattern over and over through life...never getting ahead.

Also, you can have both pain and pleasure motivations. It may or may not be working well for you, especially if you think you are a move toward pleasure, but need a move away from pain to get you started. This is most common.

Whether you move toward the pleasure of being successful, or away from the fear of never having it, just knowing which motivation type you are is a big help.

Creating Thoughts

So think of how you are motivated. Do you have goals that you work toward and feel good when you accomplish them? If so you may be toward pleasure motivated.

Or do you find yourself putting out fires in your life and always playing catch up?

Do the things you do have to be done, so something won't happen? If this sounds like your way, then you may be move away from pain motivated.

So whether you are moving toward your goals or away from your troubles, just knowing can help you do it better. Also knowing about others motivation can help them and you as well. Don't make the mistake of thinking everyone is like you.

Creating Thoughts

"Go confidently in the direction of your dreams! Live the life you've imagined. As you simplify your life, the laws of the universe will be simpler."

Henry David Thoreau

Creating Thoughts

As A Wo/man Thinketh

Did you know the difference between getting things done and not getting things done are your thoughts or maps of life?

Not what is and can be, but what you THINK is and can be.

No thought being any more real, except to you, than any other one.

Working with a disadvantage of limited thoughts or maps makes it hard to imagine an unlimited world where you can reach your life potential.

You get stuck like a wo/man that drives around in circles, refusing to ask for directions. The driver's limited thought or map may be that s/he knows what s/he's doing.

Have you not heard of the famous children's classic, "The Ugly Duckling"?

Wasn't that an early lesson in how your thoughts or maps create your world?

There are no "special" people in this world just people with special thoughts or maps of possibilities rather than impossibilities.

Aren't you tired of having treasure less maps and driving around in circles? Who will you be when you're more than your present thoughts maps?

You can keep the same maps and keep arriving at the same destinations or you can change those old maps and discover new treasures of life. It's easier than you think and life can be much more enjoyable for you.

Think of how your thoughts change quickly when someone tells a good joke. You didn't see the punch line coming and suddenly it hits you and the only reaction you have is laughter. And doesn't that feel good.

Creating Thoughts

*"Life can only be understood backwards;
but it must be lived forwards."*

Soren Kierkegaard

Creating Thoughts

Why Thinking Happy Thoughts Doesn't Work

I keep seeing articles in newspapers and magazines that tell you "to feel better, just think happy thoughts".

Has that ever worked for you? If it really was that easy, would you need to be told to do it?

Or as the credit card ad says "*If life were like that, you wouldn't need Visa*".

So why do they keep saying it?

If you were able to think good thoughts while being upset, you would be able to pull yourself out of quicksand by your own pony tail. And we know that's not possible don't we.

There are many areas of your life that you have been told the reasonable and rational ways to think and do things.

And when you fail to live up to these reasonable and rational processes you add that failure to the problem you already have and feel even worse.

You have been set up!

I'm not sure if anyone can actually function that way in real life. It's like counting to 10 when you get angry, nice thought, but it doesn't work.

So stop beating yourself up. If you're stuck in quicksand, ask for help. You can't pull yourself out of quicksand by your own pony tail.

We all get stuck sometimes. You're human. You stay stuck when you believe that you are the only one having the problem and that being reasonable and rational about it, you can fix it.

Creating Thoughts

*“A memory is what is left when something happens
and does not completely unhappen.”*

Edward de Bono

Creating Thoughts

Memory... It's Wilder Than You Think

Why hasn't anyone told you this before?

Wilder Penfield, the famous Canadian neurosurgeon said *"everything you have ever seen, heard, felt, smelt and tasted is stored as a memory"*.

He just couldn't find where...and no one else can either!

Want the secret to remember? It's Wilder than you think and easier too.

It's actually not that you don't remember, as Penfield points out, it's recalling your memory that you need help with.

Let me explain briefly that around 1970, scientist at Langley Porter Institute discovered that your eyes act as a gear shift to your brain. If your eyes are positioned correctly, you can remember easier. So let's get in the right gear.

It's easy and fun and you can do it anywhere, no batteries needed but we do have a trademark on the name (just kidding).

Here's what you do first, look up comfortably, without moving your head, just your eyes, and pretend you see a large TV monitor (screen). We'll call this your "Life Monitor" - remember the trademark ;^)

Now every time you want to remember something, you must look up and view it on your "Life Monitor" (this puts your eyes in the right gear). This may take a little practice to remember to do it, but the results will be more that worth it.

Try it, just look up, imagine your "Life Monitor" and start to remember some one thing like a nice sunrise or sunset you can see easily.

To intentionally remember things now, place an image on your "Life Monitor" till it starts to fade away. Do this a few times to lock it in. Then when you want to remember it, that's right...look up to your "Life Monitor" and remember the image.

To remember something, first place an image on your "Life Monitor" to lock it in and then when you want to remember or recall it, just look up at your "Life Monitor" and wait for the picture to form.

Creating Thoughts

The secret to being a good speller: Find a word you don't know how to spell in a dictionary (just look until you find one). Now look at it, look up to your "Life Monitor" and see the word on the monitor until it starts to fade away. Do this a few times to lock it in.

Look at the word in the dictionary, look up and see it on your "Life Monitor", let it fade away.

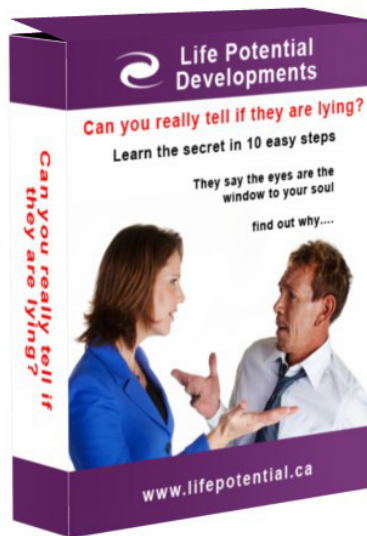
To recall the spelling of the word just look up at your "Life Monitor" until you start to see the word appear, like magic. Like anything in life, practice and it becomes easier.

You can use your "Life Monitor" to remember just about anything, help your kids to spell better, pass text/exams easier and even find your car keys. (Try looking in your coat pocket first for the car keys).

The next time you meet someone new, place their face and name on your "Life Monitor" to lock it in. Now notice how much easier you remember their name, the next time you meet, as you see their face and name magically appear on your "Life Monitor".

I don't know when you will start to notice others looking at their "Life Monitor" and when you do, remember there is always more to know.

We unravel the magic of your eye patterns in our NLP Training Online with a combination of the e-book **Can You Really Tell If They Are Lying** and live demonstration to watch the process in action.



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“Every human being on this earth is born with a tragedy, and it isn't original sin. He's born with the tragedy that he has to grow up. That he has to leave the nest, the security, and go out to do battle. He has to lose everything that is lovely and fight for a new loveliness of his own making, and it's a tragedy. A lot of people don't have the courage to do it.”

Helen Hayes

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Afraid Of The Unknown...Not So!

You are afraid of the unknown, it's an old saying but it's not true.

The "unknown" actually puts your mind in a wonderful state that can't be taught; your mind can be in it or not be in it. Like a gift presented to you still wrapped.

Amazing things can happen in this state of mind that can't happen otherwise and you can utilize it in areas to help others and yourself especially if you are a parent.

Let me explain it as it was discovered first.

The person most closely identified with developing behaviorism, how your behavior is developed, J. B. Watson, did some experiments that might explain this state.

In his book; Behavior: An Introduction to Comparative Psychology (New York: H. Holt, 1915). Watson wrote of experiments with rats where, believe it or not, he put them in little straight jackets, put them on little trains and ran them through a maze. (Please don't try this at home)

Picture a single train track leading into an intersection with three paths to choose from. For the first choice he would take them down a path and actually shock the rats (pain). At a second choice path he would lead them down and feed them (pleasure). The third choice area he left open or unknown, as a neutral choice.

Watson then took the rats down the single track again and at the intersection allowed them to choose on their own, without the little straight jackets, between pain or pleasure. So as you can imagine, exposed to the choice path between pain and pleasure, the rats chose pleasure.

Now given the choice between pleasure and the unknown or neutral where do the rats go? If you said pleasure....sorry, it was the unknown or neutral choice path. Curiosity, like play, is a larger frame, a higher logical level. It's more compelling.

As it turns out...

The scientist could not understand it at the time nor do most people now. The higher logical levels were not respected. You can not train an animal to be curious or incurious. You *can* train them to know places associated with pain and pleasure.

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Curiosity can be exciting and leads to learning, discovery and having fun. Remember back in your adolescent years? (Smiling is allowed) So if the higher logical level variable called exploration or curiosity kicks in with rats of course it will with humans.

So why do you think it's the "fear of the unknown" that holds you back?

When you have a thought of something unknown instead of going into curiosity, you associate with a past event that gave you pain. The pain is now associated with not knowing or the unknown. You have created a stimulus response.

You're conditioned too...

This stimulus response was first discovered by an American, Edwin B. Twitmyer, and is known as the knee jerk response. Later this was expanded by Ivan P. Pavlov who received most of the credit for the Pavlovian conditioned reflex or classical conditioning, stimulus response technique. One process...many names.

You may remember the story of Pavlov's dogs where he rang a bell and the dogs salivated. Marketing people understand and use this process with great effect.

One key to motivation is associated with pain or pleasure. Humans, like animals, move away from pain or toward pleasure. You can create enough pain to make someone do something or create enough pleasure, either way can work.

I said either way *can* work, not *will* work, why? Because it depends on the person which motivational type they are. You may move away from pain and your partner may move toward pleasure.

If you try to motivate them with pain and they are motivated by pleasure, there may be two frustrated people and a good partnership heading for ruins.

But what about curiosity you ask, the unknown? Well, that's a good question, as I have pointed out; it puts your brain into a higher state of responsiveness. So what can you do with it? How can you benefit from this knowledge? What are the winning numbers to the next lottery?

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"You will never be happy if you continue to search for what happiness consists of. You will never live if you are looking for the meaning of life."

Albert Camus

Creating Thoughts

Finally...The Meaning Of Life

About ninety years ago, most psychologists believed that people built up perceptions in an orderly way, assembling pieces of sensory input much as a child might stack up a tower using wooden blocks.

In 1912, German psychologist Max Wertheimer asked a penetrating question: Why did film audiences perceive the action in a movie as a series of smooth, life like motions? After all, they were really watching nothing more than a jerky succession of still shots.

Wertheimer reasoned that the illusion of apparent motion in film was the brain's way of adjusting to the inscrutable chaos of thousands of flickering still shots. He saw the brain as a homeostatic mechanism constantly striving for equilibrium in a world of maddening disorder.

Whenever the brain was thrown off balance by a flood of confusing perceptions, it regained equilibrium by organizing these perceptions into the simplest gestalt or pattern that could explain the available information.

-From The Einstein Factor by Win Wenger, Ph.D.

What Does This Mean For You?

As I like to say, we are all meaning making mechanisms. That's why no matter what happens you will make meaning out of it.

That doesn't mean it's true.

As stated above, you fill in the gaps to your life movie to make order out of chaos, subject to your perceived thoughts. You take the pieces as you see them and put them together in an order that you can understand based on what you already know.

This is mostly done without any conscious thought process. Your brain knows how to connect the dots to make meaning that you can use to feel OK.

Of course there are always two sides to a coin. Sometimes your brain connects the pieces in the same order even when there are new pieces available. Those new pieces could allow you to make a different meaning but your brain may not accept the new pieces and therefore the new information does not exist to you.

Creating Thoughts

Even though the new information is in plain view, you may not see it. This was discovered and written about over 2000 years ago by Socrates' student Plato, and his story about the cave people.

From Plato's most famous book, The Republic, Socrates is talking to a young follower of his named Glaucon, and is telling him a fable to illustrate what it's like to be a philosopher -- a lover of wisdom: Most people, including ourselves, live in a world of relative ignorance. We are even comfortable with that ignorance, because it is all we know. When we first start facing truth, the process may be frightening, and many people run back to their old lives. But if you continue to seek truth, you will eventually be able to handle it better. In fact, you want more! It's true that many people around you now may think you are weird or even a danger to society, but you don't care. Once you've tasted the truth, you won't ever want to go back to being ignorant!

And if you are still not aware that you are not aware ask...how could I be?

Creating Thoughts

*"Life is not what you see on the outside,
it's what you experience on the inside."*

Bob Clarke

Creating Thoughts

What Does It Mean?

You must make meaning of things. It's a function of your mind that is on going.

If you can't make meaning of something it usually leads to confusion on your part. And most of us don't like the feeling of being confused.

The meaning you make is based on your present experience of something, combined with some or all of your past experiences.

So what does this mean? Well, it means your meaning has a slim chance at being the same as anyone else's meaning. Because their past experiences won't be identical to yours.

So if you don't have a chance of getting the same meaning from things, why do you expect that everyone will have the same response to them?

Creating Thoughts

“We always do what we MOST WANT to do, whether or not we like what we are doing at each instant of our lives. Wanting and liking many times are not the same thing. Many people have done what they say they didn't want to do at a particular moment. And that may be true until one looks deeper into the motivation behind the doing. What they are really saying is the price they will have to pay or the consequences they will have to endure, for not doing that something may be too high or onerous for them not to do it. Such as going to work. Many people say they don't want to go to work and yet they go. Which means they don't want to risk losing their jobs and the negative hurting emotions associated with not having a job. It has been estimated about 90% to 95% of all people work at jobs which are unfulfilling and which they dislike and would leave in a minute if they only knew what they really wanted to do.”

Sidney Madwed

Creating Thoughts

Thank you for having read “Creating Thoughts”

Feel like you're drowning in the sea of mediocrity?

Need to get off the rat wheel and take control of your life?

Want to be recognized as someone who makes a difference?

Get the tools and techniques that build undeniable skills that can empower you!

Get the complete NLP Training Online & Coaching program in the safety and comfort of your own home.

Certification and non Certification programs available.

Get NLP Training Online
Save Time - Save Travel - Save Money

Get NLP Training Online
Anywhere - Anytime
Flexibility At Your Own Pace

Get NLP Training Online
A step-by-step process for optimum personal transformation and skill development.

<http://lifepotentialdevelopments.com/>