

ONE BELIEF TRUMPS ALL

ADOPTING THIS BELIEF
WILL GIVE YOU
THE RESULTS YOU WANT



BY
AHUJA

One Belief Trumps All

**By
AHUJA**

One Belief Trumps All

Adopting This Belief Will Give You The Results You Want

© Ajay Ahuja

All Rights Reserved

Although every effort has been made to ensure that the personal and professional advice present within this book is useful and appropriate, the author does not assume and hereby disclaim any liability to any person, business, or organization choosing to employ the guidance offered in this book.

This is a work of nonfiction. All people, locations, events and situations are portrayed to the best of the author's memory.

No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means without the written permission of the author.

DEDICATIONS

INTRODUCTION

PART I - SIMPLE APPLICATION

1. BELIEFS

2. LIFE IS BELIEFS

3. THE ONE BELIEF EVERYONE SHOULD ADOPT

4. BELIEVABLE?

5. THE SIMPLE APPLICATION OF THIS BELIEF

PART II - ADVANCED APPLICATION

6. THE ADVANCED APPLICATION OF THIS BELIEF

7. SELF LOVE, THE CONSCIOUS AND THE SUBCONSCIOUS

8. IDENTIFYING YOUR BAD BELIEFS

9. TURNING BAD BELIEFS INTO GOOD BELIEFS

10. IDENTIFYING YOUR GOOD BELIEFS AND CHALLENGING THEM

PART III - CONSCIOUS & SUBCONSCIOUS

11. INTRODUCTION TO THE MIND: A JOURNEY WITHIN

12. THE CONSCIOUS MIND: NAVIGATING AND DECISION-MAKING

13. THE SUBCONSCIOUS MIND: UNRAVELING THE DEPTHS OF BELIEF AND EMOTION

14. THE INTERACTION BETWEEN CONSCIOUS AND SUBCONSCIOUS: BRIDGING THE GAP

15. OVERCOMING LIMITATIONS: REPROGRAMMING YOUR INNER DIALOGUE

16. PRACTICAL APPLICATIONS: HARNESSING MIND POWER FOR EVERYDAY SUCCESS

17. THE PATH FORWARD: SUSTAINING GROWTH AND EMBRACING CONTINUOUS LEARNING

PART IV - SELF-LOVE

18. THE ESSENCE OF SELF-LOVE: A FOUNDATION FOR GROWTH

- [19. THE BUSINESS VALUE OF LOVING YOURSELF](#)
- [20. BREAKING DOWN BARRIERS: IDENTIFYING LIMITING BELIEFS](#)
- [21. MINDFULNESS AS A GATEWAY TO SELF-ACCEPTANCE](#)
- [22. CULTIVATING GRATITUDE: A PATHWAY TO SELF-LOVE](#)
- [23. ESTABLISHING HEALTHY BOUNDARIES: THE ART OF SELF-CARE](#)
- [24. EMBRACING SELF-COMPASSION: TRANSFORMING CRITICISM INTO CARE](#)
- [25. DESIGNING YOUR PERSONALIZED SELF-LOVE ROUTINE](#)
- [26. NURTURING RELATIONSHIPS: THE IMPACT ON SELF-PERCEPTION](#)
- [27. THE STRENGTH OF VULNERABILITY: EMBRACING YOUR TRUE SELF](#)
- [28. FOSTERING SELF-LOVE IN THE WORKPLACE](#)
- [29. BUILDING RESILIENCE THROUGH THE POWER OF SELF-LOVE](#)
- [30. ALIGNING YOUR GOALS WITH SELF-WORTH](#)
- [31. SUSTAINING SELF-LOVE AMID LIFE'S CHALLENGES](#)
- [32. THE LIFELONG JOURNEY OF SELF-LOVE](#)

DEDICATIONS

*I dedicate this book to one person. Me.
(I will explain later!)*

INTRODUCTION

What if I told you that by adopting one single belief could give you everything you wanted you would think I'm crazy right? That's too simple I hear you say. Too easy. To solve my life is complicated. It will take a long time. A lot of therapy, introspection and tears.

I spent two intense years trying to solve the riddle of life. I wanted to be free. When I say intense I mean 12 hours a day. 6 sometimes 7 days a week. Youtube. Websites. Books. Online courses. I learned a heck of a lot.

Now all of this helped. I was a dedicated student. I really really REALLY wanted to be free. I was able to achieve this freedom by working out that everyone is saying the same God damn thing!

They all said the same thing but in a roundabout way and kind of spoon fed you what to think. This was a lot to take in and as they say necessity is the mother of all inventions. Via a simple coping mechanism I boiled down everything to holding just one belief.

I didn't realise I was doing it at first. Also it took a while to work its way through my mind. But this one belief simply crushed any sort of bad belief or negative thought that came to mind.

I asked myself "if I had to put into words what is this one belief what would it be?". And after careful thought I came up with the precise one belief that was annihilating all my bullshit that was in my mind.

I created this one belief not to create this book. No. I created it for myself. Post creation I can truly say I am experiencing moments of freedom. Now I want to share this one belief and how it works with you now. Get ready for your life to change.

By adopting this one belief it will do 2 things:

1. Primarily It will erode away at your bad beliefs that hold you back till they disappear and
2. Secondly It will naturally steer you towards creating good beliefs that will propel you to success in all areas of your life

This one belief is all you need. Once you adopt this belief your work is done. Simple. Bad beliefs will seem absurd and good beliefs will become so obvious you will wonder why you didn't think of them before!

To warn you I will use repetition a lot in this book. Repetition of the one belief. This is purposeful. I want it to really sink in. We will be constantly referring back to this one belief. This one belief will form the foundation of your future beliefs.

Now I'm going to be gentle with you. I'm going to teach you the simple application of this belief first. Then follow up with the advance application later. I suggest you start practising the simple application first. You will see your life improve significantly. Within days you will naturally seek to use the advanced application. The expression "walk before you run" comes to mind.

Now I am so excited for you. Your life will change forever. So let's get into it. Part I - The Simple Application. What are beliefs and where do they come from?

PART I - SIMPLE APPLICATION

1. BELIEFS

From the moment you were born you were observing, recording and learning about life. How to garner love and affection from your parents or care givers. How to protect yourself from harm and future hurt.

You modified your behaviour to please your parents. You changed your fundamental self to fit in with the family rules.

You got domesticated.

During nursery or kindergarten you learned how to adapt again to fit in with your peers and avoid exclusion and rejection from the group.

During early school you sought more evidence to confirm what you learned. You learnt about you, others and the three dimensional world.

These lessons learnt are called beliefs. Most of your beliefs were installed by around age seven. Beliefs got added or modified over the course of your life but your core beliefs were learnt during your very early life.

Beliefs are made when you had a strong emotional reaction to the lesson learnt or you acquired repeated and consistent evidence to back up the belief to believe it was true.

Most of your beliefs are unconscious. They're just there. But what you probably didn't know is that these beliefs are determining the quality of your whole life.

2. LIFE IS BELIEFS

What is life

My dad would question it often whilst under the influence. “What is life?” he would say contemplating what it was all about having succeeded, in his mind, in business. My friend Adam and I often used to joke about what life is as I recited my Dad’s question in his thick Indian accent “What is life?”. More precisely “Vhat is life?”. It’s such a deep question that it really can’t be answered properly as life is simply made up of too many components. But then it hit me.

Whilst I was waking up in the morning the following concept was presented to me:

BAD BELIEFS leads to BAD THOUGHTS leads to BAD FEELINGS leads to BAD ACTIONS leads to BAD RESULTS

and conversely

GOOD BELIEFS leads to GOOD THOUGHTS leads to GOOD FEELINGS leads to GOOD ACTIONS leads to GOOD RESULTS

Just as NIGHT leads to DAY.

I later realised it wasn’t my concept after all. My subconscious had just absorbed what I was reading and watching the days (or maybe years!) before. However I had simplified it and made it much easier for me to understand.

Now if we can agree that all results start with your beliefs then our good and bad results in life are due to the actions taken because of what we felt as a result of what we were thinking due to our beliefs! Good beliefs lead to good results eventually. Bad beliefs lead to bad results eventually. So be VERY careful what you believe as they determine your results. And these results help feed your current beliefs. Self fulfilling philosophy spring to mind?!

Take Joe. A fictional two dimensional character. He is two dimensional for the purpose of explaining this concept. He believes money is easy to make and people don't like him. So two beliefs.

Now it's safe to say this:

“Money is easy to make” is a GOOD BELIEF and
“people don't like me” is a BAD BELIEF

Agreed? Now what do you think Joe's results will look like? He will probably be comfortable, rich or even wealthy. But he will probably have a small circle of friends or just one good friend or even none. He will believe he is good at making money as he has proved to himself so and people don't like him as he has proved this also.

Now I know we are more than two dimensional people. It's hard to say how many. The psychologists say it's in the thousands but who knows. You will die not knowing all of yours. But this concept shows you how important beliefs are when it comes to results.

But what's even scarier about this concept is that you can look at people you know and the results they have achieved and you can probably guess their beliefs! Whatever you do, I

suggest you do NOT point out to a person their bad beliefs. Everyone is on their own journey. They do not need your helping hand.

So do you like spreadsheets? No problem if you don't as I am going to create one (the only one you need to understand!) for our two dimensional friend Joe right now. Life is a spreadsheet. Take a look:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	Money is easy to make	good	I'm going to smash it	Let's get going. What do I need to do first	Research competitors to see what they are doing	I've spotted what all the competitors are not doing. Next I'm going to properly check no one is doing what I've discovered
2	people don't like me	bad	I'm boring, no one will be interested in what I've got to say	I want to go home. I will sort my head tomorrow.	Call me a cab!	Home alone.

It's a domino effect. It starts with the belief and the thoughts, feelings, actions and results manifest like magic. An unstoppable force. In this example the result of "I've spotted what all the competitors are not doing" reinforces the belief that "money is easy to make" as Joe has already found a corner of the market which no one is targeting. Also the result of being "home alone" reinforces the belief "people don't like me" because otherwise he would be out with friends.

In the above example we only have two rows in the above spreadsheet. There are thousands (maybe millions!) of rows in this spreadsheet for a normal human being. Some you will know, most you won't. For some of the ones you know you won't even know if it's good or bad as you haven't fully evaluated the results. Your spreadsheet will be thousands of rows, some fully complete, some partially complete and some with only one entry in it.

So life is about having thousands (maybe millions) of beliefs, thoughts and feelings which we may or may not even know about, generating actions and results that are good and bad for us. Wow. No wonder life is complicated!

Now you may or may not know that spreadsheets are excellent for adding up the contents of a spreadsheet. Now imagine your spreadsheet of your life with the thousands of rows representing the thousands of beliefs you hold to be true.

If you were to sum the contents of all your beliefs, thoughts, feelings, actions and results then this would equal your life.

So take our example character Joe. The sum of all his columns would like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	Money is easy to make	good	I'm going to smash it	Let's get going. What do I need to do first	Research competitors to see what they are doing	I've spotted what all the competitors are not doing. Next I'm going to properly check no one is doing what I've discovered
2	people don't like me	bad	I'm boring, no one will be interested in what I've got to say	I want to go home. I will sort my head tomorrow	Call me a cab!	Home alone.
YOU	Money is easy to make and people don't like me.	Good and bad	I'm going to be rich. People don't like me.	Mixed feelings.	At home working.	Successful but lonely.

I would assert that the:

sum of your beliefs equals your subconscious
sum of your thoughts equals your consciousness

sum of your feelings equals your mood
sum of your actions equals what you do day to day
sum of your results equals your life

Subconscious + Consciousness + Mood + What You Do +
Your Life = YOU

I will explain what your subconscious and consciousness are later on in the book; however all your results have originated from your beliefs. The sum of your results is your life. But all results start with your beliefs. So what you believe is the most important part of your life. Change your beliefs, change your life.

So there we have it. You are a spreadsheet. Life is a spreadsheet. Life is Excel(lent).

Now I hope you can see now what you're supposed to do with your life. You should be identifying the rows that are bad under the "Good Or Bad" column and either deleting them or changing them to good beliefs.

Well to do that we need to install a new belief. The one belief that trumps all. And this belief has to be where it rightly belongs....row 1.

3. THE ONE BELIEF EVERYONE SHOULD ADOPT

Now for the drum roll. Are you ready? Here we go.....

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

Now let that sink in. Read it several times and try to understand it. Now let's break it down. I've bolded and underlined key words in this one belief to focus on:

**I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL**

You are responsible for all your good and bad feelings. All your joy and suffering. All your excitement and disappointment. Not anyone else. Not any circumstance. All of your good and bad feelings are down to you. Own it.

Your beautiful caring wife does not give you joy.

You do.

Your alcoholic selfish husband does not give you suffering.

You do.

That friend who pisses you off does not give you suffering.

You do.

That shitty poorly paid job does not give you suffering.

You do.

Do you want me to carry on? Everything you feel is down to you and you only.

Did that land? Blame was your friend. I have just taken that privilege away from you. Blame was the easy way out. It's them. Not me. It's my circumstance. Not me. Sounds familiar? Once you remove the ability to blame, you then have to step up. Once you realise you are in control of your own joy and suffering then it becomes empowering. This is where it all changes.

I'M IN CONTROL OF EVERYTHING I **BELIEVE,**
THINK AND FEEL

Perspective is everything. I'm sure you've heard that saying. What you believe and think determines how you feel. It has to be both what you believe and think. A thought with no belief has no power. A thought with belief has power. The power to create a feeling. The power to make you feel great. But also the power to feel sad. To cry. To be violent. To kill.

It's amazing how we have got here today and yet we hardly talk about it. One day I hope it will become mainstream and we will laugh about how we used to get so easily offended by a comment. A word. An outfit. A picture. A video. A song. Our beliefs and thoughts are so powerful that it has at best created things that save lives and at worst caused some to engage in world wars and mass murder.

What we believe and think are the most important aspects of our lives. To put an even finer point on it, **Life is Beliefs** as explained earlier. Your life is the sum of your results generated by your beliefs.

I'M IN CONTROL OF **EVERYTHING** I BELIEVE AND
THINK AND FEEL

All of your good or bad feelings or any other mental joy and suffering comes from you. 100%. Not 50%. Not 99%. All of it. Not external factors. Not anyone else, thing or circumstance. All from within your mind. Scary eh? At first, yes. But this will move to curiosity, then to making sense, then to fascination and then to.....freedom!

I've also restricted the good and bad feelings to mental only and not physical. Hence why I say feelings. If you burn your hand you suffer. Period!

Now I don't expect you to adopt this master belief just because I told you to. You can't trick your mind. Your mind is a sophisticated machine. It needs evidence. I will provide this evidence. I want you to examine the evidence. Think about the evidence. Challenge the evidence. And then come to a verdict. See the next chapter as jury service.

Currently for you this master belief is just a thought. It is a belief for me but I'm not you. For you it's just a thought. I hope it's a thought that you want to consider, examine and possibly adopt as a belief.

For a thought to stand any chance of becoming a belief it has to be *believable*. Only believable thoughts can become a belief. It's a two stage process:

THOUGHT>>>BELIEVABLE THOUGHT>>>BELIEF

So is the thought:

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

Believable? Let's find out.

4. BELIEVABLE?

Let's look at the thought again to remind ourselves of it:

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

To establish whether it is believable we need to get answers to 3 further questions:

1. **What does a full list of good and bad feelings look like and are they a result of my believing and thinking?** - We need a definitive list of all good and bad feelings and cross check that they are a result of what you're believing and thinking.
2. **Can anyone else, thing or circumstance cause you good and bad feelings?** - Can anyone else, thing or circumstance cause you good or bad feelings?
3. **My Thinking** - Can good and bad feelings be caused by my thinking only without believing?

So let's get to work:

1. Definitive List

Types of good feelings

Love

Connection

Belonging

Gratitude

Respect

Admiration

Security

Prosperity

Types of bad feelings

Hate

Disconnection

Loneliness and rejection

Lack

Disrespect

Loathing

Fear

Scarcity

There will be sub categories of the above but these pretty much cover the full list of good and bad feelings. Right. Now let's make that list personal. Turning the types of good and bad feelings into thoughts that people believe the list would look like:

I love John

Im loved by Sarah

Im connected to Steve

I feel connected to Clare

I feel a sense of belonging to my friendship group

I am grateful for my health

I am respected by my team

I respect Byron

I admire Chris

Im admired by a few women down the local pub

I feel safe when im in my local village

I am rich

I hate Steve

Im hated by Clare

Im disconnected to John

I feel Sarah and I are disconnected

I feel rejected by my friendship group
I don't have my health
Im disrespected by my team
Byron disrespects me
I loathe Chris
The women down at the bar think im ugly and boring
I feel unsafe when im in cities
I am poor
I am jealous

Now look at the list. None are facts. They are all opinions. Subjective view points. They are all thoughts that someone believes and thinks. After a while you will realise there are no facts. Only 8 billion personal perspectives. But let's stay on point!

So on question 1 it would be safe to say believing and thinking something causes good and bad feelings. But does anything else cause good and bad feelings apart from what we are believing and thinking.

2. Anyone Else, Thing or Circumstance

Anyone Else

Consider two individuals. Steve and John. Steve says to John “you're a dick” or some other derogatory phrase. Can that affect his mental joy or suffering? I would assert no. It is John's *reaction* (if any) to Steve's negative phrase. John has an unlimited number of reactions at his disposal depending on his character such as:

Hostility
Violence
Indifference

Pity
Sympathy
Love
Curiosity

And many many more. It just depends on John. Steve does not have control of the inner workings of John's body. So it will always be John who decides what to think to then result in mental joy, suffering or indifference.

Thing

Imagine Robert proposes to his girlfriend. He buys a 5 carat diamond ring. You would think she would love the ring. But not if she considers herself unconventional and wants a 5 carat sapphire ring. Or she could love it as it's exactly what she wanted. Or she could be indifferent. She has an unlimited set of responses all at her disposal. However, it's always down to what *she* is thinking and believing. Not the 5 carat diamond ring.

Circumstance

Tim has an important flight to catch. He gets stuck in traffic to the airport and ultimately misses his flight. Again tim has many reactions available to him depending on his character to this circumstance:

Frustration
Indifference
Annoyance
Relief
Laughter

It is tims choice. So I would assert that circumstance does not affect your mental joy and suffering.

So in answer to question 2 I would say no one else, no thing or no circumstance can give you any mental joy or suffering. It is your reaction to the person, thing or circumstance. You are solely responsible.

3. My Thinking

Can thinking alone affect your mental joy and suffering. Look at this example.

Gary tells his best friend Victor that he thinks his wife doesn't love him. Victor takes on this thought. If he believes it it will probably have some reaction that will result in suffering to some degree. If he doesn't believe it he will have no reaction. It also may trigger another thought about Gary which he may believe and result in mental joy or suffering. But the key thing is belief. There has to be belief for there to be mental joy or suffering.

Let's look at the thought I proposed again:

I'M IN CONTROL OF EVERYTHING I BELIEVE, THINK AND FEEL

Do you think it's believable? I'm not asking if it is a belief of yours yet but do you think it's believable? Sit with it. If you've found a crack in this master belief email me. ajay@ahuja.co.uk I genuinely would love to hear your

critique. Yes really. I'm on a journey just like you, let's not forget.

5. THE SIMPLE APPLICATION OF THIS BELIEF

Now it takes time for a THOUGHT to become a BELIEVABLE THOUGHT to then become a BELIEF. Remember:

THOUGHT>>>BELIEVABLE THOUGHT>>>BELIEF

The belief:

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

will take time as you try to use it in everyday life. However look at this belief:

I'M IN CONTROL OF EVERYTHING I ~~BELIEVE AND~~
THINK ~~AND FEEL~~

This belief, I'm in control of everything I think, is your stepping stone towards the one belief that trumps all.

So look at the thought again:

I'M IN CONTROL OF EVERYTHING I ~~BELIEVE AND~~
THINK ~~AND FEEL~~

Is this a believable thought? Well yes.

You can think of anything you want. Purple cows. Pink elephants. 5 carat diamonds. Thinking requires the conscious

mind. Unless you have been taken over by an evil spirit you can think of anything you want. Quite amazing eh?

I would say it's quicker to come to the conclusion that:

I'M IN CONTROL OF EVERYTHING I ~~BELIEVE AND THINK AND FEEL~~

Now again sit with it. We can't move forward without you accepting and adopting this belief. Once you have established this is a belief I want you to put it in your spreadsheet in row 1. It will look something like this:

	BELIEF	GOOD/ BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I'M IN CONTR OL OF EVERY THING I THINK	Good	I can think whatever I want	My mind is powerful. I can switch my mind on or off at command	When I have bad thoughts I can stop or switch thinking	Bad thoughts are nipped in the bud leading to less bad feelings, actions and results.

You can control your thoughts. Although we're not going to the source of these bad thoughts by investigating the beliefs, by stopping thinking about the bad thoughts and/or thinking about something else results in less bad feeling, actions and results.

Ah, the power of distraction. Remember as a kid and you'd be crying over something and then Mum pulls out a lollipop? Your thoughts rapidly switch. Now imagining ingesting a large dosage of sugar with a lovely fruity taste! All happening at the speed of light.

My go to thought I use is something along the lines of:

“What are you doing? You know these thoughts don't serve any purpose to you. You don't even know if any of it is true!”

And I move on to the next thought. I avoid ruminating in bad thoughts that quite simply are a waste of time.

You could choose any thought you like though. An object. A scene. Another thought. It's up to you. **YOU ARE IN CONTROL OF WHAT YOU THINK!**

I use this simple application if I need a quick fix. Knowing that I will need to revisit these thoughts and try and identify where they are coming from. That leads nicely on to the next part of the book. Advanced Application.

PART II -
ADVANCED
APPLICATION

6. THE ADVANCED APPLICATION OF THIS BELIEF

The advanced application of this one belief is:

1. Identify a BAD BELIEF
2. Turn the BAD BELIEF into GOOD THOUGHT
3. Turn the GOOD THOUGHT into a GOOD BELIEF

Now I already know one bad belief you hold. It is this:

I'M IN CONTROL OF SOME OF WHAT I BELIEVE,
THINK AND FEEL

Am I right? You may or may not even know that you have this belief. But trust me if you had the belief:

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

you and I wouldn't be speaking. You would be getting on with your life in pure bliss!

Now my job is to change the bad belief:

I'M IN CONTROL OF SOME OF WHAT I BELIEVE,
THINK AND FEEL...

To...

I'M IN CONTROL OF EVERYTHING I BELIEVE,
THINK AND FEEL

So how do you change someone's beliefs? Well you let your Reticular Activating System do it for you. That's where your brain filters out most of what you see and focuses on what you need to get what you want. It's the part of your brain that reinforces the beliefs you hold regardless if they're true or not.

Now at the moment:

I'M IN CONTROL OF EVERYTHING I BELIEVE, THINK AND FEEL...

Is just a thought. A good thought.

Over the coming days, weeks or even months I want you to find evidence that this thought is true. Once you find the evidence, which you will because of your Reticular Activating System, this thought will become a belief.

You have to trust me on this. Your mind is so sophisticated it can find evidence for anything you believe. You have to take that leap of faith to turn the good thought:

I'M IN CONTROL OF EVERYTHING I BELIEVE, THINK AND FEEL

Into a good belief. So notice whenever you get a feeling. Either good or bad. Question where it comes from. You will always find it comes from you. You gave the feeling to yourself as a reaction to the outside world.

Slowly but surely this good thought will become a good belief. 100% of the time.

Once it becomes a belief I want you to replace row 1 in your Excel sheet like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I'M IN CONTROL OF EVERYTHING I BELIEVE, THINK AND FEEL	Good	I decide how I react if at all	I am powerful	I will find my bad beliefs, change them, find evidence that the changed beliefs are true	Bad beliefs get replaced with good beliefs

This is when the real work begins. We have to change bad beliefs into good beliefs. However this requires one VERY special ingredient.

Self-Love.

7. SELF LOVE, THE CONSCIOUS AND THE SUBCONSCIOUS

Self-Love

All bad beliefs are rooted in self hate. Let me say that again.
All bad beliefs are rooted in self hate.

Remember the bad belief “people don’t like me”? I would go as far to say “I don’t like me”. If I did I wouldn’t be worried about people liking me. Or I would assume they did because I like me.

Remember the bad belief “I’m not enough”? If I did love myself it would be incredibly obvious that I was enough and had always been.

Examples of self hate are:

Self rejection

Self abandonment

Self loathing

When you practice self love and fully accept yourself you know that no one can reject, abandon or loathe you. That job is exclusively yours only. And you’re not doing it anymore.

You can’t reject me. That’s my job.

You can’t abandon me. That’s my job

You can’t loathe me. That’s my job

You can replace any of those negative words with other negative words and it would still stand.

As you can imagine learning to love yourself is great for you. What you may not realise is that it is also great for the people around you. When you truly love, forgive and accept yourself unconditionally you will see the world completely differently. When you love, forgive and accept yourself unconditionally you will do so to others. Any hate you see inside you, you see in others.

The outside world is a reflection of what's going on inside. You-inverse. When you love you the world is a beautiful fluffy place full of wonderful lovely people.

So how do you love yourself? Realising that your self hatred has to STOP. No more. It serves no purpose. The key to EVERYTHING is self love which will unlock you to everything you have ever wanted.

Part IV of this book is dedicated to self-love. Part IV makes up 50% of the text for this book. That is how important self love is. If you do not love yourself you will give up too soon. Self love is the foundation of this whole process. The process of switching a bad belief into a good thought into a good belief.

So for example you are trying to switch the bad belief of “I’m not enough” to the good thought “I’m enough” but it just seems preposterous then you will just reject the thought very quickly.

I’ve touched on self-love here to give you a basic understanding but I suggest you fully indulge yourself in Part

IV of this book. If you practise self-love and fall in love with yourself EVERYTHING will fall into place.

This is why this book is dedicated to me. I love myself and I'm proud to be me. I truly wish self-love to everyone on the planet. The world would become a more amazing place than it already is.

Now I think it is the right time to tell you about your conscious and subconscious mind.

The Conscious And The Subconscious Minds

Your mind is made up of two:

1. The conscious mind (5%)
2. The subconscious mind (95%)

The conscious mind is in charge of your awareness, logic and decision making. It is your conscious mind that is reading this book and trying to make sense of it. It's hard to believe but it processes only 5% of your mental activity.

The subconscious mind is a massive personal recorder that has recorded everything that has happened to you (some say it starts whilst in the womb) and uses this information to protect you. Here is where your beliefs are stored which influence your decision making at lightning speed. 95% of your mental activity happens here. To say your subconscious is important is an understatement.

Both bad beliefs and good beliefs (and neutral beliefs which we will ignore) are stored here. You will not know what most of these beliefs are. These beliefs got “programmed” whilst you were young and were deals you made with your caregivers to get love, food and attention.

So when you were rewarded with love, food and care by your mother for being quiet you learnt on a basic unsophisticated level “mummy likes it when I am quiet so I will try to be quiet”. This happens over a long time and on various personality traits with various caregivers and teachers.

This is why when you enter a seminar room with a group of adults everyone is quiet and polite. We all had the training from a young age. It is rare when someone has the guts to speak up.

OK. So I've given you some background about the conscious and more importantly the subconscious. I haven't dwelled on it here like a lot of other teachers. As it can become a bit heavy. If it sparked interest then read part III of this book. But needing to understand the subconscious in depth is definitely NOT a requirement to be free.

We have many thoughts. Supposedly around 60,000 thoughts a day. I know what around 500 of them are. But for the rest I have no idea. Anyhow a small proportion of thoughts become beliefs.

So what makes these thoughts so special? Good question! A thought becomes a belief when you connect it with a strong emotional reaction. Let's use an example close to my heart.

When I was around thirteen I went on a school trip. All the guys shared one room to sleep in. It was a dormitory. I got on with everyone and we all had a laugh. But one night was different. When the lights went out we all carried on chatting. About ten of us. But the direction of the conversation changed. It became making fun of me. I can't remember what it was about. I have only recently recalled this event. But

from then on I had been hyper sensitive to a group poking fun at me. This rarely happens now and even when it does I don't care because I understand that there's a lot of love behind it as that's what you do when you are close. But when it's a group of males and certain types of males I'm wary.

My thought of “they going to make fun of me” consumed me. I was then looking for attacks from various sources. I started going into a downward spiral and it spoilt my day or night. And it's simply because I had a strong emotional reaction to a thought because I was young and did not have access to mature reasoning. So I converted the thought into a belief.

We are all guilty of this. We are all big kids really operating on some stupid thoughts that were converted into beliefs when we were ill equipped to make that decision.

So your task is to identify your bad beliefs stored in our subconscious which you may not be consciously aware of and switch them around.

8. IDENTIFYING YOUR BAD BELIEFS

We need to take action to get results. The action is to find my bad beliefs, change them and find evidence that the changed belief is true.

Finding your bad beliefs is incredibly simple once you understand:

BELIEFS cause THOUGHTS which cause FEELINGS which cause ACTIONS which cause RESULTS

Which I hope you do. For bad beliefs you already know about great. Put them in your spreadsheet.

For the bad beliefs you don't know about you have to identify any bad thoughts, bad feelings, bad actions and bad results you are consciously aware of first. Then put them in your Excel sheet and work backwards till you get to the bad belief.

So for example let's say I'm single and don't want to be. This is a bad result. As we know bad results are due to bad beliefs. So under the column RESULT we would put "single".

Then working backwards I would ask what actions am I taking or not taking for the reason why I am single. Let's say it's because I don't ask out any women. Then we would put "avoid women" under the ACTION column.

Then working backwards again I would ask what feelings am I experiencing when I am avoiding women. Well I get nervous around women. Especially if she is very attractive. So under the FEELINGS column I would put "nervous".

Then working backwards again I would ask what thoughts am I having to make me nervous. I would realise that thoughts like “she wouldn’t like someone like me” and “I’m not that great” and “she probably wants someone more handsome or richer than me”. So put these thoughts under the THOUGHTS column.

Then working backwards again I would ask where do these thoughts come from. I would realise that I have a bad belief of something like “I’m not good enough”.

Boom.

We have just found a bad belief by identifying a bad result and working backwards. Throughout life I would have been finding the evidence to support this bad belief. And guess what, because of my Reticular Activating System, I would have found it. Consistently.

Your spreadsheet would look like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I'm not good enough	Bad	she wouldn't like someone like me I'm not that great she probably wants someone	Nervous	Avoid women	Single

			more handsome or richer than me			
--	--	--	--	--	--	--

You can find bad beliefs by identifying bad thoughts, bad feelings, bad actions and bad results and working backwards.

Finding bad beliefs is valuable. I like to use the analogy that finding a bad belief is like finding bronze. They show you where you need to focus on to ultimately have a better life.

We now need to change bronze to silver then silver to gold. When you change a bad belief to a good thought then this is like silver. And when you turn a good thought into a good belief then this is like gold. Highly valuable as they deliver good results for your life.

Your goal is to be pure gold. Good beliefs only. Change your beliefs. Change your results. Change your life.

Every time you experience joy or suffering, consider where it is coming from. And I can assure you every time it is what you're thinking and believing. The first time you do it it will take a bit of thinking time. But after a while you will get better at it. You suffer and then you quickly realise it's what you're thinking and believing and you can zap it there and then.

Now to turbo charge this thought becoming a belief you need to experience joy and suffering on an hourly basis if not more. So go out there and seize life and get yourself triggered for joy and suffering. Yes triggered for suffering as well. They are gifts. They will give you insights into your subconscious. The

more you work through what you're thinking and believing and realise they are just your thoughts which you are in control of the quicker your suffering ends.

9. TURNING BAD BELIEFS INTO GOOD BELIEFS

So let's look at our piece of bronze, the bad belief, just recently discovered:

“I'm not good enough”

To turn this into silver we would find a thought that challenges this bad belief. I would suggest this thought:

“I'm good enough”

As a good thought.

So we would take the thought “I'm good enough” and find evidence to support this thought in an attempt to turn this good thought into a good belief.

Do you see the process?

1. Find the bad belief (BRONZE).
2. Turn the bad belief into a good thought (SILVER).
3. Turn the good thought into a good belief (GOLD).

So we would now experience the world as a fact mission, gathering evidence to support the good thought “I'm good enough”.

I would be looking for smiles, appreciation, body language, comments and cues where women find me attractive.

And yes you will find it. More precisely your Reticular Activating System will find it.

There will be a turning point. Once enough evidence has been amassed. This good thought will turn into a good belief.

Don't let impatience sabotage this process. It will happen 100% of the time. The only time it doesn't is when you give up because it wasn't converting quick enough.

You will notice good thoughts coming into your mind generated from the good belief being adopted. This will result in good feelings, actions and results.

Now let's just say you have turned a good thought into a good belief your Excel sheet might now look like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I'm good enough	Good	Attractive women are still just human beings afterall...	Calm, curious and interested	I speak to women	I'm dating

Your mind and body is a miracle-making machine. If you google the computing power of the human mind the result is 30,000 smart phones or one supercomputer that uses over one megawatt of power per hour. Combine that with a body that

can perform complex tasks such as tying your shoe laces, which robots still can't do, you will soon appreciate how great you are.

Remember Joe, our two dimensional character? Now let's assume he has adopted this one belief. His spreadsheet will now look like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I'm in control of everything I believe, think and feel.	good	I decide how I react	I am powerful.	I will find my bad beliefs, change them, find evidence that the changed beliefs are true	Bad beliefs disappear
2	Money is easy to make	good	I'm going to smash it	Let's get going. What do I need to do first	Research competitors to see what they are doing	I've spotted what all the competitors are not doing. Next I'm going to properly check no one is doing what I've discovered

3	people don't like me	bad	I'm boring, no one will be interested in what I've got to say	I want to go home. I will sort my head out tomorrow .	Call me a cab!	Home alone.
---	----------------------	-----	---	---	----------------	-------------

Now Joe is now a three dimensional guy with three beliefs. Two good and one bad. But not for long. Due to the thoughts, feelings and actions generated from the belief:

I'M IN CONTROL OF EVERYTHING I BELIEVE, THINK AND FEEL

Joe has the thought that I am in control of what I believe and think, the feeling that he is powerful, takes the action of deciding to find his bad beliefs, question if they are true and switch it around and get the results of bad beliefs disappearing.

So Joe will at some point realise (if not already) that he has a bad belief “people don’t like me”. He questions this belief by asking himself is this really true? He switches the belief around to “people do like me” using the principles of self love (detailed in part IV of this book). He will then use the super powers of his brain to seek for evidence for this belief to be true which he will find (as it always does). He will, once enough evidence gathered, drop the belief that “people don’t like me” and adopt the new belief that “people do like me”.

Joe’s spreadsheet will now look like this:

	BELIEF	GOO	THOUGHT	FEELINGS	ACTIONS	RESULTS
--	--------	-----	---------	----------	---------	---------

		D / BAD				
1	All of my good and bad feelings are due to what I believe and think	good	I am in control of what I believe and think	I am powerful.	I will find my bad beliefs, question if they are true and switch them around	Bad beliefs get replaced with good beliefs
2	Money is easy to make	good	I'm going to smash it	Let's get going. What do I need to do first	Research competitors to see what they are doing	I've spotted what all the competitors are not doing. Next I'm going to properly check no one is doing what I've discovered
3	people do like me	good	I got asked to that group party at work the other day. Even though I said no	I am liked/likeable	I will ask about how the party went. I will ask when the next party is and will go.	I'm going to the next party. I will look for more evidence that people do like me.

Now Joe has three good beliefs and no bad beliefs. Life is great.

Now think about this. The beliefs, thoughts and feelings are all going on inside our mind. The actions and results are all going on outside our mind. The inside meets the outside. Inside creates outside. Kind of scary yeah but when you sit with it, it's kind of empowering.

What you believe you will achieve. This is science. The game of life is within the mind not out there. Or more succinctly **THE GAME IS WITHIN.**

10. IDENTIFYING YOUR GOOD BELIEFS AND CHALLENGING THEM

Let me explain this phenomenon the other way. Good beliefs deliver good results regardless if they are true. All that matters is the belief. The faith.

One good belief I am conscious of is “I can make money”.

So my spreadsheet looks like this:

	BELIEF	GOOD / BAD	THOUGHT	FEELINGS	ACTIONS	RESULTS
1	I can make money	Good	Loads of people do it. So can I	Unstoppable	Trying many ideas	Mostly failing but have one profitable business that pays for my lifestyle

My Reticular Activating System has focused on my wins. Well in fact my only win. Even though 99% of the time I have lost. When I was younger I tried hundreds of business ideas. Amongst those business ideas was property investing. I now have an eleven million dollar asset portfolio built by my one and only successful business.

So can I make money? Well yes overall. But my strike rate is pretty low. Quite pathetically low actually. But it really doesn't matter. All that matters is what you believe. So when I would fail, which was often, I would just dust myself down and try something else.

No injury.

No embarrassment.

Just feedback.

The tenacity you get when you believe something is truly quite amazing even if it might be untrue. A lot of the self help gurus like to say bad beliefs are untrue and good beliefs are true. I would strongly disagree with this.

How do we know it's true? What is the truth anyhow? Can I make money? Well yes I have money at the moment. But I might not next week. If you can believe anything you want, why not have good beliefs which give good results?

You can.

You can't.

Either way you're right.

Or another way of saying this is:

Whatever you think about yourself - you're right.

So you can, you can't, you choose.

I want you to ponder this. If I were to summarise this book in one sentence, and it's the reason why I think all buddha statues are always laughing, it is this:

Your aim in life is to replace bullshit with some other bullshit to get the results you want.

At the end of the day it's all bullshit.

So is this one belief I've asked you to adopt a lie? Possibly. But does it matter? No. All that matters is what you believe. And you can believe anything.

We found ourselves on this place called earth. Born to parents we had no choice over and we're doing the best we can to make sense of it.

We use words like beliefs, thoughts, feelings, actions and results from a language that was created only very recently. We probably know 0.000000001% of everything. And that's being optimistic! However, this one belief, for the moment, works.

I sincerely wish you good luck with your life. Please forward this book to anyone you think could benefit from what I have shared with you.

Now I will also share this good belief I have. I believe I can be a top selling international recording artist. Many people do AND succeed at. So why can't I? You can believe anything you want. So watch out for my name:

AHUJA

I'm coming.

You can hear all my creations on my [Spotify playlist](#).

NOW TURN THE SPEAKERS UP!

Also if you're enjoying this book so far please [leave a review](#).
Thanks!

PART III - CONSCIOUS & SUBCONSCIOUS

[READ NOW](#)