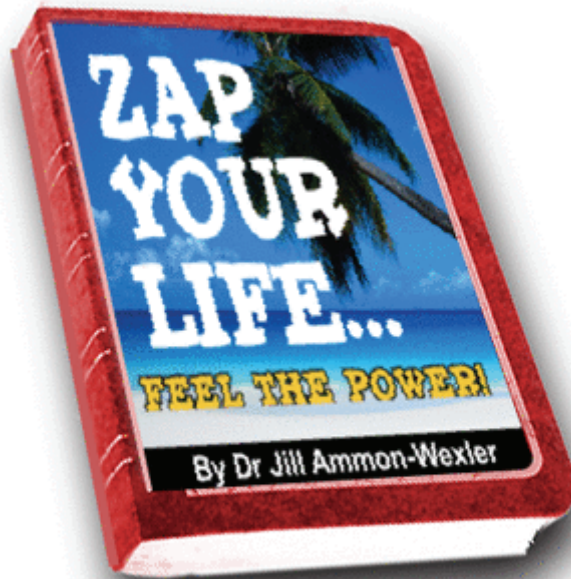


# Zap Your Life Feel the Power!



**By Dr. Jill Ammon-Wexler**

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## FORWARD

***“Let your mind start a journey thru a strange new world. Leave all thoughts of the world you knew before. Let your spirit start to soar, and you’ll live as you’ve never lived before.”***

*~ Erich Fromm,  
humanistic philosopher*

### Dear Reader...

We *do* live in a “strange new world” today. Many find themselves caught up in a chaotic struggle to make sense of a world that’s changing so fast it sometimes seems crazy.

Stress levels are at an all-time high. Companies are dissolving jobs and moving off to other countries—at the same time the most seemingly unlikely mavericks are becoming literally overnight multi-millionaires. The weather has become unpredictably violent—at the same time that the green revolution has created revolutionary business opportunities.

Our children are carrying guns to school—at the same time fifteen year olds are becoming best-selling game designers. And we’re surrounded by wars, rumors of wars, fear of terrorist actions, and increasing global catastrophes—at the same time that more and more people around the world are calling for change and new leadership.

On the surface this certainly *does* seem overwhelming. But challenge always marks an opportunity to rise above and grow... just as crisis offers the opportunity to literally discover the hero within.

*Zap Your Life* is about the business of LIFE. It’s about breaking through confusion or overwhelm... blasting past any personal barriers... and taking a quantum leap into an entirely new level of personal success. And it’s about doing this by literally taking a quantum leap into an entirely new personal reality.

## Here's what you'll want to know about this book...

**First...** The inspiration for the book came from the very sincere advice I've heard many self-made millionaires and other highly achieved people tell others who want to duplicate their success: **BUILD YOURSELF TO BUILD YOUR BUSINESS... OR TO IMPROVE YOUR LIFE!**

**Second...** *Zap Your Life* goes far beyond the concept of positive thinking—straight into *supercharged positive being and doing*.

**Third...** This is *not* just a random collection of unproven theory or pop psychology. *Zap Your Life* is the product over 35 years of passionate study of the mysteries of the mind... plus the best of today's exciting neuroscience research into what makes some people outrageously charismatic and successful, while others just plug along in their comfort zone, never achieving their true potential.

**Fourth...** I've included chapters on ESP and longevity because you are a person before you're an entrepreneur, an executive, a jet pilot or astronaut, a personal coach, an athlete, a student of psychology, a success-seeker... or anything else. And the more powerful your understanding of what it means to be a person on all levels, the bigger your platform for success in life itself!

**Fifth...** The printed book is just the beginning. ***This is actually an Interactive Adventure.*** At the end of each chapter you'll find the address of a live web page. Go ahead and type this address into your computer's online search bar. You'll find a constantly expanding resource of motivational and educational audios, videos, articles, new research results, self-tests, and other resources to take you to the next level.

**Sixth...** What you'll discover in these pages has the potential to literally transform your life *and* your personal (and business) success. You're about to master the key to taking a quantum leap... to instantly create an entirely new vision of yourself and your potential.

And I'm not talking about gradual "over the years" transformation. I'm talking about an instant quantum leap that will leave your old reality in the dust—about *instant* personal empowerment and transformation. Enjoy!

*Dr. Jill Ammon-Wexler*

# ONE

## THE GREATEST MYSTERY OF ALL

***“Your thoughts are like the seeds you plant in your garden. Your beliefs are like the soil in which you plant these seeds.”***

*~~ Louise Hay, metaphysician and best-selling author*

**A MUSCULAR TRUCK** driver wrestles with the door—jammed shut from the impact. Flames lick at back of the car. It will obviously be all over in a matter of seconds.

The young woman at the wheel is unconscious—a scarlet river of blood streams down her forehead. Her 3-year-old daughter is screaming and hysterically pounding against the window.

A white haired woman leaps from an old Chevy Cavalier and bolts toward the wreck. She shoves the truck driver aside, grabs the edges of the twisted door, and with one heave pulls it free. She grabs the little girl, the truck driver pulls the woman from behind the wheel, and the two dive into the ditch just as the twisted wreck explodes.

How did that 116 pound 78-year-old woman do what a strong 258 pound man in his prime couldn't do?

**What is the strange power of the mind that permits us to do such impossible feats of courage and strength?**

*~~ Myth #1 ~~*

**Only the lucky few will ever discover their true purpose and the meaning of life.**

Is it true that only the lucky few will ever discover their true purpose and meaning of life? Will only the “luck few” discover the power within

to achieve the highest levels of personal or business success? That assumption is a life (and business) destroyer.

If I could stand on Mount Everest and broadcast a message to every person on the world I would shout this: Creating a powerful, fulfilled version of yourself is not only possible—it's entirely within *your* reach, and is far easier than you might think!

You most certainly CAN tap into and unfold your own personal purpose and passion... and that is exactly what this book is all about! You're capable of tapping into a whole new reality. Suddenly you're wildly charismatic... people and opportunities seem to be drawn to you... your old limitations just fall away... and success in any life venture follows in your footsteps like a eager puppy, wagging its tail and just waiting to jump in your lap!

~~ **Mystery** ~~

## **Instant Transformations are the Easiest**

***“The purpose of life is to live a life of purpose.”***

*~~ Richard Leider, popular motivational speaker*

The goal of this book is to reveal the secret of exactly how *you* can *instantly* take a quantum leap into a more empowered, fulfilled and exciting life... transforming your business world as you transform yourself. Let's start with the stories of two very real people I personally know who did just this...

**Sophie's story** begins at age six when her grandmother told her of her grandfather's dream of going to America to build a better future for the family. He never made it, as WWII claimed his life. But hearing his story was the beginning of Sophie's dream of leaving her home on a small South Pacific island and moving to the land of opportunity—America.

An adventurous soul, Sophie left home for Tahiti at 20. Her fate began to change just one short year later when one day at work a handsome young American came into the store. He was hoping to find someone who spoke English. Sophie came to his rescue, and they ended up dating.

“Just before he left two weeks later, I did a strange thing,” she recalls. “I just opened my mouth and told him I would come to America in one year to visit him. This wasn’t a conscious plan—it just popped out.”

Shortly thereafter Sophie bought a book that would change her life—a guide to the powers of the mind, and meditation in particular. “I came home every day from work and went straight for that book,” she recalls, “and began to meditate for several hours a day.”

Sophie recalls also constantly having the thought of going to America on her mind. “I wasn’t concerned with *how* I was going to do it,” she says. “I just *knew* I was going.”

Eleven months later—one month from her target date for leaving—Sophie gave notice at work. But her final paycheck wasn’t enough to buy a ticket to California. “I still wasn’t worried,” she recalls.

Sophie described her challenge to a friend. He helped her get a discounted ticket to Hawaii, and gave her the phone number of some of his friends in Los Angeles.

When Sophie arrived in Los Angeles she had \$5 in her pocket, and still trusted the fates to provide for her. Sure enough, a couple on the plane bought her a motel room and fed her. The next day she called the number in LA and was again taken in and cared for.

“From the very beginning it all just happened with no effort or worry at all,” she recalls. “Everything just came together and fell in my hands.”

What enable Sophie to soar so effortlessly through such a dramatic quantum leap? It all began with a decision. But from the very beginning her decision went beyond goal setting—it was an absolute claim that a different reality *belonged* to her. She was going to America, her land of opportunity, on the announced date. The “how” was not an issue!

Sophie then consistently claimed this reality as true without worrying about how it was going to happen. She constantly reminded herself that it belonged to her.

Sophie’s life thereafter is filled with one “miracle” after another. She is today an extremely successfully self-made entrepreneur, and “worry” and “how” are *still* not part of her vocabulary!

**Ralph’s story.** Ralph’s story is quite different. Ralph had spent the night barely clinging to life as an unbelievably enormous amount of



cocaine surged through his veins. His heart had raced, stopped, and started to race again. His cat sat on his chest all night staring at him—actually throwing him a life line.

Ralph was heavily dependent on cocaine, and had become a dealer to support his huge need for the drug. The night before he had tried to control himself. He set an egg timer to try to wait three minutes between lines. But he quit using the timer and simply chopped and snorted one line after another—pausing in between only to slug down another huge glass of red wine.

Ralph forced himself onto his feet that next morning to build a fire in the wood stove “Something had to happen,” he recalls. “I was undoubtedly dying. I was drinking a large bottle of wine every day and not eating. And that morning I had blood in my urine, and coming out of my nose and ears.”

What happened next had never been planned.

In a brief moment of life-affirming clarity, Ralph grabbed up what was left of almost a pound of cocaine and his kit and threw it into the fire. He then went to the phone and called his supplier and told him if he ever sold him more cocaine he would turn him in to the police. He then called his remaining three friends and told them the same.

The next three days were pure hell. “It was beyond withdrawal,” he recalls. “It was a big blur... back and forth through death’s door.”

On the fourth morning Ralph took yet another quantum leap. “I felt like I needed to make a new commitment to life,” he says. “The only thing I could think of was going to a gym to work out, and maybe getting some organic food and juice.”

What happened from there?

One year later almost to the day Ralph participated in a local novice bodybuilding contest. He smiled when I asked him if he won. “I won in here,” he beams, pointing to his heart.

Ralph, incidentally, is today a very successful motivational coach. He brings an electrifying level of passion and clarity to his work, and has a very long waiting list.

Here’s the interesting point about Sophie and Ralph. They each took immediate and irreversible action on a passionate decision. They didn’t struggle to decide ‘how’ to dramatically change their lives or create new business opportunities. They simply made a decision, committed to it,

and leapt forward. And the new reality they landed in BECAME their own winning life platform!

## ~~ A Winning Strategy ~~ **Become a Change-Master**

***“The universe is change—our life is what our thoughts make it.”***

*~~ Marcus Aurelius, Roman Emperor and philosopher*

Most of us were taught that change is difficult, and takes struggle and long years to accomplish. But there’s another type of personal change possible—the instant transformation that comes from taking a quantum leap.

A quantum leap is an *instant* change on a personal level—a jump straight into an entirely new personal reality. Sophie and Ralph shared the common source of all quantum leaps—a decisive personal commitment backed by action.

And yes, quantum leaps really *are* real. They are an example of how a focused mind can create *instant and lasting positive change* in your life.

A quantum leap can be as dramatic as one day quitting your job and boarding a plane to create a new eco-business in the jungles of Costa Rica. Or it can be as small as suddenly deciding to “make up” with an old friend... instantly grabbing the phone to call them... and discovering they’re eager to dive into a fabulous joint business venture.

## **Inside the Author’s Mind**

Just for the records, I am not just a brain/mind specialist and doctor of psychology. I am also a passionate business person. I’ve been told by some of my European friends that this is very “American,” but I personally think that the desire for success passes over country borders!

My first business was at age 12—when I created a Saturday morning “orange route.” At that time our family lived in California and we had several large orange trees in the back yard. One day I decided to create a business, picked and polished 20 large navel oranges, got on my bike, and sold them house-to-house. I ended up with a regular customer route, and a great feeling of personal power.

My second year in college I set up a small advertising agency that financed my undergraduate education. Then once I had my Masters degree I created an executive training and consulting center based in California's Silicon Valley.

From there it's been one venture after another... from a successful publishing house to one of the world's first brain training centers. So like any other self-made entrepreneur, I've had a roller coaster life. I've earned and lost fortunes. I've lived in a tent in the forest... and owned one of the West Coast's premium lakeside properties.

Along the way I've learned both first-hand and from my many fabulous mentors and teachers the one truth about achieving success. Here it is:

**You do not build your business or your life into a success ... you build YOURSELF into the person who OWNS a successful business or a successful life!**

That's what this book is all about. It's a road map to fully unleashing your true power to succeed... to getting out of your own way and taking a quantum leap into a truly empowered reality by building yourself!!!

## Where It All Starts

So... is it really possible to take a quantum leap into a dramatically empowered new personal reality? And what's behind the "Build Yourself to Build Your Business or Life" premise?

The answer is sitting right there on your shoulders. The potential for a quantum leap is built right into your brain. But I'm *not* talking about positive thinking... or the power of attraction...or manifestation... or visualization... or any of the other commonly recommended self-growth tools.

These are all incomplete by themselves!

The secret to taking a quantum leap comes from understanding exactly how your brain creates your reality, and how *you* can take over from here. The goal of this book is to provide you with a road map—steps YOU can take to instantly make your personal life (and your business) a dramatically empowered, more exciting and successful place to be.



***Your most amazing asset.***

## **Your native brainpower**

OK. Let's start at the true source of success—your unusually powerful physical brain.

In terms of sheer power and intricacy, your brain leaves the greatest of today's computers choking in the dust. Consider this: You have 30 billion (yes, billion) neurons in your brain. What are neurons? The powerhouse little cells that let your brain dream, plan, analyze, remember... and control every single cell in your miraculous body.

Plus... consider this: *Each* of those tiny neurons is actually a miniature self-contained computer. Your brain is actually a supercharged marvel. It processes an estimated 30 billion bits of information every second.

But this gets even more amazing. Each of your brain cells can *also* communicate with thousands of other brain cells. Each one! Your brain contains 100,000 miles (yes, *miles*) of “communications cable” your brain cells use to talk back and forth among themselves. Heard enough?



### **To the moon and back...**

If we were to stretch out the brain cells (neurons) in *your* brain end to end, they would actually reach from the surface of the earth all the way to the moon and back. This is not an exaggeration. It's a scientific fact! And all of this is packed into only 3 pounds.

So here's an interesting question: With all this amazing mental power, why don't we all have everything we want in life? Why can't we just shake off sadness and discouragement and be happy? Why can't we easily change any behavior we want to change—or at least overcome any limiting thoughts? And why do so many businesses fail... or just never reach their true potential?

It's *not* your fault. If you haven't achieved your dreams, or feel you can't "get your life or business together," there really isn't anything *wrong* with you.

You are *not* a failure, and you are *not* hopeless!

You're just stuck in a mental reality that's inappropriate for who you *can* be! And the path to correcting that is *not* year after year of struggle and gradual growth. You've already tried that.

The best answer is *instant* change and transformation—taking a quantum leap!

## **Is instant change really possible?**

Your brain naturally *thrives* on challenge and change.

Modern science now has proof our brains constantly grow and change well into old age. The brain is actually so changeable that the scientific world had to create a new term—"brain plasticity."

Today's high tech instruments actually let scientists watch a single thought physically rewire our brains. This is real! And recent research has proven our brains automatically rewire themselves within hours following *each* new experience.

Why is this so important?

It's important because we now have *proof* each of your thoughts physically changes your brain—instantly. Here's what this means to you: The ability to re-create your self and manifest your dreams is right there within your physical brain—*at this very moment!*

Imagine what it would be like to rewire your brain to enter a creative state like Leonardo da Vinci... to experience business clarity like Bill Gates... to tap into personal charisma like Oprah... or to experience the powerful mental focus of Tiger Woods.

You will learn exactly how to do this as we go along. And once you learn how to take control, you'll learn how to actually *choose* the mental

state you wish to experience! The strategy is to *consciously become* a Change-Master.



## **You are already a Change-Master!**

Let's take a closer look at the nature of change, and how it personally impacts *you!* On the most basic level, we are each active players in a dynamic, constantly changing quantum universe. Like everything else in the known universe, we are constantly being transformed from matter to energy and back. In fact—we are change!

You are *not* an exception. You are already, at your very core, a *master* of instant change.

~~ Plan of Action ~~

## **Prepare for Open and Wild Rebellion**

***“If you don't like something change it. If you can't change it, change the way you think about it.”***

~~ *Mary Engelbreit, millionaire greeting card entrepreneur*

OK. Here's a preview of coming chapters—a road map of the journey this book is about take you on...

- **How we create reality...**

Chapter 2 challenges a very old myth based on the belief that “reality” is beyond our ability to control or change. Realizing that this is absolutely untrue is an important first step. You'll *gain clarity* into how you actually create your own reality—from the brain out.

- **Expand your mind power...**

Chapter 3 provides a user-friendly tour through the three most important parts of your brain, how they work, and how you can *immediately* begin to *harness your own mind power*.

- **Eliminate negative thinking...**

For years psychologists have assumed there are parts of our lives that are beyond our ability to change. Well it's time for that old myth to fall in the dust. In Chapter 4 you'll learn exactly why your self-concept is only 5 years old and why you can't remember your early years. Plus you'll discover a remarkable way to *eliminate negative thinking* and rapidly overhauling your personal belief system.

- **The advantages of a tough childhood...**

Did you have a tough childhood? In chapter 5 you'll learn why this is often a huge plus to success seekers. Plus you'll discover a remarkable fact—that being “realistic” about yourself and your potential is one of the worse things you can do!

- **Eliminate limiting beliefs...**

Your beliefs are the defining factor of who you are and who you can become. In Chapter 6 you'll explore how we *create reality* around our beliefs. And you'll discover an amazing way to *erase any old limiting beliefs* that may be holding you back.

- **Stop the worry cycle...**

Ever notice that what you worry about often comes true? In chapter 7 you'll learn how this works in your brain, and a fast way to stop the worry cycle cold. You'll also discover a new approach you can use to immediately *develop intelligent optimism*.

- **Unleash your natural genius...**

There's now solid scientific proof that geniuses are not born—they're made. In chapter 8 you'll learn how to embrace your full range of intelligences, and *instantly* expand your brain power.

- **Turn on the burn...**

One of the most powerful brain-based aspects of your personal power is emotion. In chapter 9 you'll learn how to tap into and use the amazing power of emotion to *get what you want* in your life.

- **Pump up your motivation...**

Do you *really* understand what motivates you? Meet yourself in ten years in chapter 10, and see what that does to your fire and desire.

- **Supercharge your confidence...**

Learn why it's perfectly OK to be imperfect. Chapter 11 introduces how to *immediately* build your confidence and boost your self-esteem from the inside-out.

- **Light your creative spark...**

Modern science has proven that genius-level creative skills are learnable. In chapter 12 you'll learn how to have more "ah-ha" insights, and a simple way to conduct a valuable *personal creative brainstorm*.

- **Feel great every day...**

You'll love this. Chapter 13 provides the latest scientific proof (and simple proven techniques) you can use to "fake" your way to *happiness*. This really works!

- **Calm the monkey mind...**

We live in a high-stress world. If you've ever felt your mind was running off without you, here's what's happening—and how to get your control back. Chapter 14 presents the real truth about what stress really is (it's *not* at all what you think), the true source of your stress, and how to get it under *immediate control*.

- **Reach beyond the ordinary...**

Did you realize there's strong evidence we *all* have "psychic" powers. In chapter 15 learn what this is all about, and why many businesses and governments are today using the services of people with refined paranormal powers.

- **Build a neural reserve...**

There's new evidence we begin to build Alzheimer's brain tangles long before any brain and memory problems are evident. A healthy brain and good mind power are *essential to your life success*. In chapter 16 learn how to build a neural reserve and avoid "losing your mind," even if you do get Alzheimer's 5, 10, 20 or 40 years from now.

- **Break out of the box...**

In chapter 17 you'll learn why feelings of restlessness, boredom and feeling stuck are actually *a great sign*. Learn how to prepare yourself to get out of the box and take a quantum leap into a powerful new reality.



- **Discover the flow...**

There's an old assumption that super-achiever performance is beyond the reach of "ordinary" people. In chapter 18 you'll learn why "the Flow" is a *natural brain state*, and steps to take to pop yourself into this remarkable high-performance experience.

- **Take a quantum leap...**

Do you assume its "impossible" to create an instant personal change and have it last? Chapter 19 blasts that old myth... then and guides you step-by-step into taking a very real personal quantum leap. *Life will never be the same!*

# FIVE

## SO WHO ARE YOU?

***“Perhaps the only limits to the human mind are those we believe in.”***

*~~ Willis Harman, futurist*

**WHEN HIS FATHER** abandoned the family, his mother faced the challenge of supporting a household on her own. But she totally lacked job skills and education.

“We just kept moving back and forth because my mother never had a steady job,” he recalls. “We kept getting kicked out of every house we were in. I believe six months was the longest we ever lived in a house.”

He wasn’t a big kid, and was frequently bullied at school. When only 8 years old he was badly beaten by an older boy, and spent 10 days very close to death. He turned to his uncle for moral support. But that too ended badly when his uncle died. He failed 9th grade three times, and finally gave up on continuing his formal education.

He recently wrote a song about his childhood experiences called “Brain Dead.” Know who this is? The famous multi-millionaire rapper, Eminem!

~~~~~

Many believe a tough childhood scars one forever. This does seem true for some. But this is *not* always the case.

His childhood was filled with constant terror of a violent drunken step-father. He survived years of unbelievable physical and emotional abuse, and became a very violent young man. But he took hold of himself and channeled his rage to become an Australian boxing champion.

When his childhood terror continued to haunt him he finally turned to writing to sort out his life. And today? He’s now the creative director

of one of the biggest advertising agencies in the world. His name? Shane Weaver, also the successful author of *Blacktown*.

~~~~~

She quit school to marry at 17 and promptly had three children, one after the other. When her husband went off to fight WWII, she grabbed the only job she could get selling books door-to-door. But this young mother amazed everyone, earning an outrageous \$25,000 in just six months.

When her husband returned from the war they ended up divorcing.

Then in spite of her lack of a college education and no business experience, she fought her way tooth-and-nail to become a top sales director in a home products company.

But in 1963, after 25 years of being refused the promotions and pay raises going to men, she quit. She then took her life savings of \$5,000 and opened a small store in Dallas.

Who was this woman? Mary Kay Ash—the gutsy founder of today’s huge worldwide personal care business—Mary Kay.

~~ Myth #5 ~~

### **A tough childhood makes personal success both more difficult, and far less probable.**

We all have obstacles and hardships—some of us far more than others. The old belief is that if you had a tough childhood, you’ll likely have problems over your entire lifetime—and have far less probability of success.

Many psychologists do feel that childhood trauma “damages” a person and makes their success and happiness far less likely.

There’s no doubt that difficult childhoods leave *some* people deeply wounded and disadvantaged. But DOES a tough childhood necessarily make success less probable?

Actually just the opposite may be true.

~~Mystery~~

## The Advantages of a Tough Childhood

**“No one can make you feel inferior without your consent.”**

~~ Eleanor Roosevelt, former USA First Lady

There's a lot of evidence that intense difficulties, hardships and obstacles are often major contributors to a person's success. And for some, their tough childhood seems to drive them to even *more* outrageous achievement and success.

What makes these people so different? Let's take a closer look at the evidence...

In a classic book entitled *Cradles of Eminence*, co-authors Victor and Mildred Goertzel reviewed the childhood family life of 700 of the world's most successful people. Their goal? To identify the early experiences that contributed to their remarkable achievements.

All of their research subjects are quite well known and their names are easily recognizable: Franklin D. Roosevelt, Helen Keller, Winston Churchill, Albert Schweitzer, Gandhi, Albert Einstein, Sigmund Freud, etc.

What the Goertzel's discovered is fascinating. The majority of these successful people (525 of the 700) came from *deeply* troubled childhoods. They endured extreme poverty, broken homes, and even serious physical and emotional parental abuse.

One out of every four (199 of the 700) had serious physical handicaps such as deafness, disfigurements, blindness or crippled limbs. And in the case of the successful writers and playwrights, over 80% watched their parents struggle through intensely painful psychological dramas.

The Goertzel's concluded that the drive to compensate for their disadvantages drove these people straight into the arms of outrageous personal achievement. A remarkable conclusion!

### The triumph of a “homely” woman

Here's an amazing *true* story...

Anna had a childhood of utter anguish. She was orphaned at age 10, and was always painfully aware of being very homely. Her childhood writings reveal that she never had a sense of “belonging” anywhere, or to anyone.

Anna was described by a writer of her time as “a rather humorless introvert... unbelievably shy... unable to overcome her personal insecurity... and with a deep conviction of her own inadequacies.”

But this unattractive young woman refused to remain “disadvantaged.” She took hold of her own bootstraps and began to pull herself up into a higher, more powerful consciousness.

After marrying she courageously nursed her husband through crippling polio. Then when he (Franklin Roosevelt) was elected to the U.S. Presidency in the depth of the Great Depression, she immediately transformed the position of First Lady.

So... do you consider yourself “too busy” to reach out and claim your full potential? As the First Lady, this deeply compassionate woman became an outspoken supporter for the downtrodden of all races, religions and countries—at the same time managing the White House and raising six children.

After her husband’s death she spent the remainder of her life as a highly-respected spokesperson to the United Nations. At her death this formerly shy, disadvantaged, homely and withdrawn woman had become one of the most loved and revered women of her entire generation.

How and why did this happen?

It happened because she made a *personal choice* to lift herself beyond her perceived “limitations.” As writer Victor Wilson said, “From some inner wellspring, Eleanor Roosevelt summoned a tough, unyielding courage, tempered by remarkable self-control and self-discipline.”

Anna Eleanor Roosevelt provides an excellent example of how adversity can lead *you* to your own outrageous greatness.

## **Did you have a tough childhood?**

This is interesting: Modern science has provided proof that “well-being” is *not* necessarily an advantage to either plants or animals. Where there is no challenge, obstacle or hardship—growth and development is often limited. Biologists refer to this as the “adversity principle.”

You have the same transformational potential as Eleanor Roosevelt, Eminem, Mary Kay Ash and all other self-made winners. Obstacles and hardships do *not* have to lead to failure.

Adversity causes some people to break, and others to break records. It’s a personal choice.

*Consider these real-life examples:*

Lou was such a clumsy kid that the boys in his neighborhood wouldn't let him play sandlot baseball with them. But Lou Gehrig tapped into his own inner source of courage and determination. He's today listed in the "Baseball Hall of Fame" as one of the greatest ball players of all time.

Woodrow Wilson couldn't read until he was ten years old, yet went on to become the twenty-eighth President of the United States. The great inventor Thomas Edison was stone-cold deaf. The famed speaker and activist Booker T. Washington was born into slavery. As a young child the brilliant Albert Einstein was considered a hopeless dyslexic beyond education. Alexander Pope had an unsightly hunchback. Julius Caesar was an epileptic.

Yet each of these individuals became famous historic figures in spite of—or perhaps because of—their serious handicaps.

And how about Helen Keller, who couldn't hear or see, yet transformed an entire nation when she graduated from college with honors. Then there's Ludwig Beethoven, who began to lose his hearing in his 20s and was completely deaf by 50. Yet he created some of the world's most beautiful music. He was once overheard shouting at the top of his voice, "I will take life by the throat!"

### **Boost your "happy emotion" center...**

There are several ways to activate your brain's happy emotion center—the small portion of your left prefrontal cortex that's naturally active in positive thinkers.

One especially effective method has been around for some time—mindfulness meditation. Don't simply disregard the power of meditation or mindful contemplation. A large body of very serious scientific research proves it can create a very real and lasting positive state of mind.

Numerous studies have shown that meditation and contemplation increase the activity in the left prefrontal cortex. These changes are stable over time—even if you stop meditating for a while.

## ~~ A Winning Strategy ~~ Stop Being “Realistic”

***“There is little difference in people, but that little difference makes a big difference. The little difference is attitude. The big difference is whether it is positive or negative.”***

~~ *W. Clement Stone, philanthropist and early self-help author*

Most of us were taught that having a “realistic” opinion of ourselves is basic to sound mental health. But is this necessarily true? Would we do better to indulge in “self-illusions?”

It’s commonly assumed that normal, well-adjusted people have realistic views of their own potential. And it is also commonly assumed that those who do *not* have realistic self-concepts are very possibly neurotic or unbalanced.

Are these assumptions true?

I’ll have to say *absolutely not*.

As a psychologist, the healthiest and happiest people I’ve known are totally unrealistic about themselves. In short—they have what some might call “unrealistically optimistic illusions” about their own capabilities and potential.

So... could this actually be a *good* thing?

Let’s take a look at some recent research and clinical evidence.

A short self-evaluation test is used to divide a group of college freshmen into two groups: Those who are “extremely optimistic” about their probable success, and those who say they’re “more realistic” about their chances for success. The research team then gives a series of psychological tests to each group.

The results show that the “extremely optimistic” students tend to:

1. Exaggerate their positive qualities,
2. See themselves as more ethical, creative, imaginative and intelligent than they really are, and
3. Tend to dismiss their personal flaws as unimportant.

Does that sound “healthy?” Yet the personal interviews of the optimistic group show them to be very well-adjusted, happy, and *not* focused on any negative aspects of their own personality.

Interesting!

So what about those who are more “realistic” about themselves? This may come as quite a surprise. Their personal interviews reveal that many of them suffer from depression and negativity, and they are less likely to achieve their goals.

Humm. It seems that having an exaggerated view of your abilities and potential might be better for your mental well-being than being “realistic” about yourself.

I have personally also found that having “unrealistically high optimism” about your own self also tends to increase your motivation and persistence. It therefore increases the probability you’ll achieve your goals. This obviously leads to a more satisfying life experience.

If you tend to be “realistic” about your own “limitations,” you might want to take a few minutes to chew on this.

## ~~ Plan of Action ~~ Get Positive... Now

***“It is good to have an end to journey towards; but it is the journey that matters in the end.”***

~~ Ursula Le Guin, American author

OK. Here’s a personal call to action: Your *attitude* toward any personal “handicap” you believe you have determines its impact on your life. That’s it! *Your attitude*. And your attitude is entirely under *your* control.

Remember this the next time you’re tempted to focus on any personal “weaknesses” or past pain to justify a “failure.”

If you feel sick and tired of settling for less in your life, this is a good day to take action and claim more of your *true* potential. To move past any old “negative stuff,” and fire yourself up. If not now, when?

Here are some tips to get you started today...



## 1. Got excuses?

To become all you can be, you'll want to stop making excuses. Use any personal adversity or perceived limitation to do what Beethoven did—let loose with a life-affirming roar and just “grab life by the throat.”

## 2. OK self ... now listen to this

Self-talk is a very powerful tool. Pick *one* of your less-desirable personal beliefs. Start to challenge it using self-talk. “I’ll never make a friend” becomes, “I’m a friendly person, and can make new friends easily.”

This is *not* some Pollyanna approach—it’s actually a very powerful, proven-effective mental reprogramming method. What you’re doing is creating some very real new physical brain cell-to-cell pathways in your brain.

## 3. Learn the Duchenne smile

Scientists have pinpointed the exact spot in your brain that controls your ability to “think positive.” It’s a small portion of your left cerebral cortex.

Some people seem to have a natural activation of this part of their brain. And interestingly, they tend to be naturally positive and optimistic.

Others have very low energy in this part of their brain, and tend to be self-judging, negative, and depressed. Many of these folks were labeled shy or withdrawn as children—so there’s evidence this starts very early in life.

If you’re a “realist” who would rather be an optimist, you’ll want to learn to turn on this portion of your left frontal lobe—the side responsible for those great “unrealistic” feelings about your own potential.

Brain scans have shown that laughter is a strong activator of this part of the brain, and so is a *genuine* smile. The type of smile you’re after is called the “Duchenne smile,” after a 19th century French researcher—Guillaume Duchenne. Duchenne is credited with discovering the difference between a “social smile” and the type of genuine smile now known to light up the “happiness center” in your left cortex.

Polite social smiles don't activate the same portions of your face, *or* your brain. Go look at yourself in the mirror and watch the muscles around your eyes as you smile. A Duchenne smile makes crinkles around your eyes. Smile until your facial skin gathers inward toward your eye sockets.

Duchenne smiles activate the portion of your brain associated with happy, optimistic feelings. Each time you turn on this portion of your brain, you pump up your brain's ability to create positive, optimistic thoughts. It really is that simple... and gives you the kind of smile that lights up your face. Give it a try.

#### **4. Put it into words**

Picture yourself in a UCLA psychology laboratory. Your brain is being monitored as you play a computer game called Cyberball.

You're enjoying playing on-screen "catch" with two other people. For a while the two others throw the ball regularly to your on-screen character. You're getting pretty good at it. Then suddenly the other two players throw the ball only to each other, cutting you out of the game.

You feel the pain of social rejection. This turns on an area of your brain that also lights up when you feel physical pain (the anterior cingulate cortex). But when you then speak of your distress to the researcher, the part of your brain tied to emotional distress is turned off.

The psychologist behind of this research—Dr. Matthew Lieberman—laughingly told a convention of thousands of psychologists, "Tell your troubles to a Guatemalan worry doll, place it beneath your pillow and, according to legend, those worries will be gone by morning."

The worry doll theory aside, Lieberman's research *did* provide proof that just putting our problems into words can actually ease emotional pain.

#### **5. Stomp those ants**

ANTs (Automatic Negative Thoughts) can undo your most determined efforts to create a healthy, happy, successful, prosperous life. They are the enemy of anyone desiring lasting personal change. Here are four steps you can take to stomp your ANTs...

**First**, build your awareness of what your ANTs are all about. What messages are they marching through the back of your mind? Don't just "stuff" them back down for another day.

Also pay attention to the songs that float through the back of your mind, and identify the words to the song. You may be very surprised at the "theme songs" your subconscious mind is using to conceal ANTs—or to try to lift you up.

**Second**, once you become aware of an ANT, drag it out into the sunlight of your conscious mind. Ask yourself: Is it providing a message about something I should change? Or is it just spouting "old stuff" from age five that's no longer really true?

**Third**, create an "anchor" to signal to yourself that you are stomping an ANT. An anchor is a signal to your self that will become automatic once established. For example, you could begin to snap your fingers every time you beat down an ANT that tries to undo your efforts to improve your life. Come up with your own anchors.

**Fourth**, remember that your brain can only focus on *one* thought at a time. Focus your conscious thoughts on what you want. Do *not* focus on worry or limitation. Worry is actually negative goal setting. Remember: *What you focus on will grow.*

**220 MORE pages.....**



## A PERSONAL INVITATION...

I hope you have enjoyed this sample of Zap Reality Challenge host Dr Jill Ammon-Wexler's new book. As a participant in the reality challenge, you will receive a complete downloadable copy of this 240-page book.

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