The Path of Least Resistance: How To Truly Change Your Personality & Behaviors From The Foundation

_Please Note:_ This report is meant as a companion piece to what I wrote in The Rapport Report. It doesn’t matter which one you read first, as long as you read them and do them _NOW_.

Seriously. Stop whatever it was that you were planning on doing and read this for the next ten minutes. Stop wasting time. If you want to know why you aren’t where you’ve wanted to be, it’s because you don’t actually use the knowledge that’s put in front of you.

So, here it is, laid out for you. I promise it’ll all make sense for you if you just start putting it into _practice_. Your goals are worth it.
The Million Dollar Question: Why do We Resist Change?

Changing your personality and your behaviors isn't easy. I don't think you need me to tell you that.

Sometimes, other people make it look easy. But, believe me, it's not simple for them, either.

When you're looking at others, you're seeing a mirage. You don't actually know how difficult it has been for them. It's only what you perceive.

It might be that they have more success in changing their behavior, but only in one area of their life. For example, a writer who has been writing 2 pages a day for several years can easily double his output to four a day, because he's only asking his brain to do the SAME THING for a little longer. He will come up with less resistance than someone who doesn't write at all.

A guy who goes to the gym 3 times a week can up it to 5 times, because he's already a guy who goes to the gym or has exercised for years.

A guy who's successful with women is likely to always be successful with women, or anything else that requires the same set of skills.

These people have, by luck, circumstance or practice, already gotten into the habit and are only expanding an aspect of it. Therefore, they make it look easy to have that trait because you're seeing them after they've gone through the difficulty of acquiring the trait in the first place.

How did they get “lucky” enough to adopt that behavior early on?

Part of it is environment and part genetics\(^1\). We are all the byproduct of our parents, teachers, friends, and society. Who we are is very much what we've been exposed to and been taught is correct/proper/acceptable. The writer/seducer/weight-lifter had been exposed to an environment that made it easier for him to acquire the traits that some of us find difficult.

\(^1\) There’s a lot of research that suggests that your genes are heavily influenced by environment. And, in our efforts, it’s best to assume that everything is environmental. We work with that assumption because we don't actually know where the divide really lies AND because it's better to believe that everything is within our power to change.

Since people usually feel one can change environment but not genetics, it is to our benefit to believe that whatever behavior we want to change was acquired by environmental circumstances.
It’s not that their environment made it easy for them to change in general. It’s that it made it easier to change in a very specific way.

I’ll repeat: it’s not that change in general is easy for them, but rather a very specific change is easier.

The writer can increase his writing output. But, if you ask the writer to stop smoking 2 packs a day, he won’t nearly be as successful. In fact, the chances are likely that he’ll fail miserably. This is doubly so if he’s still in the environment that made it easy for him to smoke in the first place.

Getting someone (anyone) to change a long-term behavior, no matter how negative that behavior might be, is very difficult.

To take the example of smoking a bit further, it is no more addictive than any other behavior. I’ve been helping people quit smoking through hypnosis for years, and it’s pretty easy if you know where/how a person is/got stuck.

In fact, after three days, the physical addiction is gone. It’s the psychological one that gets them coming back.

And so it is with you. You might not be trying to quit smoking. But, the behaviors you’re looking to change are just as entrenched and difficult to remove as a different behavior for someone else.

My point is that you are no better or worse at permanently changing any behavior than anyone else in the world. Things you find easy to do are difficult for others and vice versa. It entirely depends on the personal experiences that made you who you are today.

You see, change was never meant to be easy. For anyone. Your body and mind resist change because that’s what they were designed to do. They are doing their job when they resist change.

I know what you just read might not make sense entirely: why would the subconscious mind of someone who smokes two packs a day resist his own efforts to quit?

Why would his body turn against him, even when the change would save his life and make him healthier?
Even when you know exactly who you want to become, and the goal is to become a better/happier version of you, why does your subconscious resist getting there, no matter how hard you try?

Why do humans resist change?

It’s simple, really. The subconscious does not distinguish between “good” and “bad.” From a purely biological outlook, all change is a **bad** thing. Every part of your body and mind are designed to resist change of **any** kind. It doesn’t do this because it hates you. It’s a built-in survival instinct to resist.

Here’s how it works: If you’re reading this right now, it's safe to assume that you’re alive (I don’t want to make too many assumptions, but this one will have to do).

To get to this point in your life (alive), you’ve done a few million things. Some of them are under your conscious control, some of them subconscious, and some unconscious (like breathing and beating your heart).

Out of those millions of things, lots of simple patterns emerged that your subconscious (and conscious) recognizes.

Now, the subconscious categorizes **ALL** of those patterns as ones that "helped" you to survive this long, even if you consciously don't think they did. “Since it didn’t kill you (yet), it must've helped you.” That’s the thought process your subconscious reduces your patterns to.

**We are born with the notion to stick with patterns of behavior that have served us "well" over the years.** And, by its own childish logic, the subconscious thinks **anything** we’ve done in the past “worked.”

Even smoking. As long as you established a pattern of doing it, your subconscious designates it as acceptable and “good” behavior.

If you’ve done something with consistency while you’ve continued living, your subconscious will “allow” you to keep on doing it with consistency in order to keep you alive. In fact, if it’s done with repetition, your subconscious will insist on continuity.

**It’s not smart enough to realize what helps and what hurts.** So, instead of categorizing as good habit vs. bad habit, it goes by familiar vs. unfamiliar.
Therefore, **any** pattern that doesn't fit into one that's recognizable is categorized as a risk and a *possible* threat to survival.

It’s as simple as that. If it’s a **recognized** pattern (that is, it supposedly kept you alive), you can keep doing it and build on it. If you haven’t done it before, you can’t do it later, because it *might* kill you.

And why should it let you change? After all, you’ve survived this long without doing it. You can certainly survive without doing it later. It’s the kind of immature rational thinking that the subconscious reduces itself to.

I know I’ve driven the point quite far, but let me continue. It’s important for you to realize what kind of stubborn thinking you’re up against before we break through it. It’ll help you stop beating yourself up over why you haven’t “succeeded” changing till now.

Even if the new pattern is something tremendously good for you (like not smoking), the subconscious is not very *forward* thinking. It is only concerned about **today**.

Smoking didn’t kill the guy yesterday. Or the day before. What if NOT smoking actually kills him? Better to keep smoking than to take any chances.

And here’s the kicker. If it really were something so bad, **would he have tied so much of his identity to it** in the first place? Would he associate pleasure with taking cigarette breaks, or have one after sex?

The more ties a behavior has to your **identity**, the more of a risk to your “life” if you decide to change that behavior. Smoking becomes a part of a person’s identity; they become “smokers.”

And so it is with sex and the women you choose to date. That also says a lot about a man’s identity. It says everything about his social status and his capability. If you try to change a pattern related to that (even if you’re trying to date better quality women and have more confidence in yourself), **you’re putting your identity on the line**, doing something unfamiliar.

That’s too much for your subconscious to allow you to change. Better to maintain the status quo than to risk losing what little you have. You might lose yourself.
Okay, I think you get the point now. The keys to behavioral change are being held by a stubborn 5 year old who thinks you might die by doing anything different, even if it’s better.

Now you know why it’s difficult for people to change, and why you can’t teach an old dog new tricks.

Let’s move on to how you actually start teaching *yourself* some new tricks.
**How to Get Yourself To Change**

These are the three primary reasons why subconscious hostility pops up:

1. If a change is toward something that’s unfamiliar, the subconscious puts up resistance.

2. The larger the emotional response from you, the greater the risk your subconscious perceives it as. Therefore, the greater the opposition it puts up.

3. If you’re trying to change something that is inherently tied into your **identity**, resistance is usually at its highest.

There’s a fourth reason that ties into the the other three and a lot of what I’ve already written. It’s just as important and, in fact, it’s usually a strong focus of my hypnosis sessions with clients.

It’s typically categorized as **secondary gain or secondary benefit**.

To put it in its simplest terms, it means that there are benefits to the original behavior that you’re trying to get rid of. Every behavior benefits you. Even the worst of them.

Smoking, for example, makes you fit into a certain social group, as well as “relieves” stress. These would be considered secondary benefits.

Now, even though I consider it to be crucial to find out the secondary gain when replacing a behavior, let’s first focus on the three I’ve laid out above. These are more primal and trigger something deeper.

I know. It sucks. Your subconscious doesn’t want you to change a thing and comes up with a whole host of reasons to stop you from becoming who you want to be.

No matter how terrible your habits might be in the long run, as long as it got you to today, you’re "stuck" with them. And the harder you fight to get rid of them, the more stuck you are.

So, how do you win? **How do you break through the resistance?**

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2 Technically, smoking **causes** more physical stress, but the mind can reinterpret any behavior to suit its needs, and to make sense of the patterns it adheres to.
I wouldn’t bring up this seemingly hopeless set of reasons why you can’t change if there weren’t some sort of light at the end of the tunnel.

It’s not like nobody changes in this world. Of course they do. A lot of people stumble upon the right formula and push through. Or, the benefit of changing far outweighs the benefits of not changing (when the subconscious gets a sudden shock realization that “feels” like life or death).

Further, once you push past a certain point, once we get beyond any point of regression/resistance, the subconscious acts as though we always had that behavior and doesn’t allow us to lose it. The built-in mechanism that keeps us from changing also keeps from us from losing a new behavior once we actually acquire it.

How do we get there? How do we consistently effect change in our behavior, mindset, and personality without fear of regression?

Well, the easiest, quickest and most permanent way is to do it with hypnosis. And, while this report won’t be able to hypnotize you, let’s talk a bit about what hypnosis does and see if we can adapt it to our purposes.

In a hypnosis session, I address all four of the subconscious objections that pop up:

I get the subconscious prepared for changing in the smoothest possible way, by making it familiar with the specific change that’s about to happen. Essentially, it allows the subconscious to believe that the new behavior is part of a natural course. And, therefore, it doesn’t ring any alarms.

I also take the client through a series of small, controlled steps through the change, minimizing the emotional response to their new behavior.

Next, I remove all attachments of the old behavior to the client’s identity, and systematically set the new behavior in its place.

And, finally, I find alternatives for all secondary benefits, so the subconscious isn’t sensing any void.

Of course, there’s a few more steps that can take place, but they’re not important for our purposes.

Now, while hypnosis may be the most thorough and reliable course of action, it is not always the most practical.
For one thing, most hypnotists I’ve met are not very good at going through all these steps. And a bad hypnotist is not really someone you want messing around under the hood (especially when they’re of a more judgmental variety).

If you’re going to look for a hypnotist, ask him/her what their process is. If they can explain to you in some detail how they go about getting rid of a problem, you may give them a chance (especially if they hit some of the points I’ve outlined above).

If not, then let’s take these steps and see how we can apply it to ourselves, in the comfort of our own home.

BEFORE DOING ANY OF THE FOLLOWING STEPS, PLEASE READ THIS:

Normally, I would have you jump right in and start the exercises. But, in this case, please read this entire special report and then go through the steps outlined.

Tricking the Subconscious

A large portion of the solution is to change the way you make your goals. If you really want to change yourself and your behaviors, it is essential to set your goals in the proper way.

It’s critical to get the subconscious comfortable with changing and familiar with the behaviors we want to acquire. The subconscious triggers resistance at the unfamiliar. We need to somehow make the unfamiliar familiar.

There are three ways of doing that.

1. Mental rehearsal
2. Physical action
3. Lying to our subconscious

The first one should be obvious to those of us who’ve been exposed to NLP over the years. If you don’t know much about NLP, it basically means to imagine yourself having already reached your goal, and looking through the eyes of your future self, or an archetype (someone you’re modeling).

That is, through the eyes and ears of a you that has achieved his goals. See what you’d see, hear what you’d hear, feel what you’d feel.
You would then take it a step further and imagine that you could see through
time, looking back on yourself in the present.

And, while you’re looking through the eyes of the future you (and seeing the
present you off in the distance), imagine that you can see all the steps you have
taken to reach your goal.

Or something like that. There’s dozens of variations on the same theme, but they
usually start off with stepping inside a you that’s not you (either imagining a
future self, or an archetype like James Bond).

I’ve used this exercise many times with clients and, while I’ve found it
tremendously effective in hypnosis, I’ve found it less useful on a day-to-day basis.

I think mental rehearsal is very powerful, but it has to be used properly. The way
I use it, its primary purpose is not to get you to believe that you’re changing
(which is how others use it), but to get your subconscious to become comfortable
with change.

All mental rehearsal must be accompanied with physical action. It’s one thing to
have it all work out in your head. But, actual physical movement changes the
mental landscape.³

If you’re going to imagine yourself being a kind of person with a particular
behavior, you must physically move with that behavior, no matter what it is. If
you imagine a more confident and seductive set of characteristics, you must
physically demonstrate those along with your mental rehearsal.

I’m getting ahead of the actual lesson, but just remember that you must stand up
and move during mental rehearsal.

The actual lesson is that you’ve been taught the wrong way to mentally
rehearse.

You see, we’ve all been taught to focus on end results. We’re a goal-oriented
species and, aside from some monks and sages I’ve met over the years, it’s cross-
cultural. Every person, every society has this need to get to the finish line.

But, when it comes to change, thinking about the finish line makes it
more difficult to cross it.

³ Literally, physical movement and exercise changes your brain and the chemicals that course
throughout your body. Movement helps create an environment more conducive to change.
It’s an unfortunate set of circumstances in behavior modification that, when you become goal-minded, your subconscious triggers resistance.

The less goal-oriented you are when it comes to change, the less the subconscious falters.

I know it’s a little difficult to wrap your head around the concept, but here it is in a nutshell:

If you have a goal to acquire a new behavior (or to get rid of an old behavior), the very act of setting that goal triggers subconscious objections.

So, we have to lie to our subconscious. That is, our conscious minds can make goals, but our subconscious cannot find out about them.

What you have to do is change the definition of "change." You have to trick the subconscious into either thinking it’s not changing, that you’ve always been who you’re becoming.

OR, you have to change before it realizes you’ve changed.

So, throw out all your intentions and your plans of who you want to become. Get comfortable. We’re going to set up a completely new approach.

And it’ll be easier than anything else you’ve done before.

For Product 5 in the Power & Control Series:
Log on to http://www.DemonicConfidence.com
The Game Plan

Mental rehearsal, in this new paradigm, works the same way. Except, when you're imagining a future/ideal self, you step into an image that's barely changed.

For example, if you're imagining yourself writing more, don't go for a future where you're writing four pages a day. Start off with a paragraph today. And, when you're imagining it, physically move your hand as though you're writing the entire paragraph.

If you're looking to lose weight, perhaps your ideal self counts all his calories for today.

If you're looking to gain more confidence with women (a trickier issue with a lot of components to it), mentally rehearse saying “hi” to one stranger today.

There’s two important points to be made:

First, you're mentally rehearsing a very slight change. You're not decreasing your food intake, you're just counting your calories. And these mental rehearsals are to be accompanied by physical movement (this movement is before you take actual action later in the day).

Second, and equally important, your entire goal is what you’re doing today. I don’t think I can overemphasize the fact that you’re no longer working towards a future goal. Your entire goal is what you’re doing today.

The problem with trying to change is that you get ahead of yourself. When you start imagining yourself as 20 lbs. lighter, a million dollars richer, and with an armful of the hottest women, you trigger every self-defeating mechanism you have. Even when your goals are smaller, you're still trying to apply conscious logic to a subconscious problem.

So, instead of thinking that your goal is to lose twenty pounds, or even five pounds, start thinking that your goal is to just be aware of what you eat for today.

After you become aware of what you eat for a week (and are reasonably convinced it’s an easy habit for you to keep), you reduce your caloric intake by 100 calories (if that’s healthy) for today.

Then, a few days later, you do a ten minute walk.
Slowly, but surely, you get to your intended goal of twenty pounds. But, you do it **without the timetable**. That is, every day you set your new daily goal.

Do you get what I’m saying here? You break your goals down into significantly smaller, **daily**, unnoticeable chunks that is palatable to your subconscious. And you “make” those goals that same day.

That doesn’t mean you can’t have a list of to-do’s that extends to weeks from now. This only applies to behavioral modification. For that, and that alone, you make daily goals.

Think about it this way: you can’t lose a pound a day. Therefore, a pound is still too large a chunk. Since, by normal health standards, it’s best to lose about a pound a **week**, then you should only think about losing 1/7th of a pound **today**.4

Remember, **all your goals are to be made for today**. You have to stop thinking that you’ve got any long-term goals. If you’ve done what you’ve set out to day before you go to bed, you’ve succeeded.

You win the race by pacing yourself, to the limits of your **current capacity**. You lose the race by running at full-throttle all the way to the finish line. As far as your subconscious is concerned, there is no finish line. So don’t create one and set up unrealistic expectations that trigger subconscious resistance.

I know it runs counter to every single self-help guru you’ve ever read or experienced. They preach that change can and does happen rapidly. They hold seminars where people lose life-long debilitating fears in just minutes.

If you’ve been to these seminars or boot camps, you might have first-hand exposure to these rapid changes that other people **seem** to be having. You may have even changed yourself.

But, if your experience is anything like mine, 99 out of 100 times, the change is **temporary**.

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4 For those interested, that means 500 calories. If you choose to eat 250 calories less than a standard daily intake and burn 250 calories with exercise, a person will lose a pound a week.

That is a far easier goal than even one pound. Especially, if you’re only thinking about it for today.
The environment of the seminar is conducive for you to act differently and feel differently. But, within a month, you’re mostly back to your normal self.

Even total immersion trainings and hard-core bootcamps don’t have much of a higher retention record after 1 year.

Change occurs in the seminar room, or for the first two weeks that you read a book, listen to audio or watch videos. That’s because you can consciously push yourself through to some levels.

But the subconscious is a lot more powerful and will forcibly reintroduce its old, more familiar patterns. And then you’re back to where you were near the beginning.

Your subconscious has to be prepared for a rapid change like that. After all, you’re revising your identity and killing off a part of yourself. Even if it enjoys the new you, part of that new identity scares the shit out of your subconscious.

Now, I think that boot camp training, immersion and rapid change does work on occasion. And it definitely is important (especially to show your subconscious new levels of possibility). But what I’m addressing here is that, for an obscenely large percentage of the time, change cannot happen that quickly.

And our goal is to be able to change consistently and permanently, not temporarily.

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5 We won’t get into total specifics of why seminars and boot camps are a good environment for rapid, albeit temporary, change. It has to do with being taken out of your normal routines, as well as being surrounded by like-minded people who also seem to change. There are other factors, some of which also contribute to the change’s impermanence.

6 And even then, a large percentage of people for whom it’s a success have done something else to support the rapid change.
Step 1:

Pick one goal out of your list. In the beginning, pick one that doesn’t mean as much to you (don’t pick your most important goal just yet).

**Break this goal down to a barely noticeable daily chunk.** Mentally rehearse (with physical movement) your accomplishment of that goal through your own eyes, feeling what you’d feel, hearing what you’d hear, and seeing what you’d see.

After a little while (anywhere from 1/2 hour to 2 hours), go and do the thing you mentally rehearsed.

If what you want to change is something that brings up strong emotions of fear and uncertainty, then you must make certain that you’re not still thinking about the long-term goal. Remember, *your goal is only what you plan on doing today.*

If the fear persists, then make sure you’ve broken the goal down to its smallest, most palatable chunk.

For some people, even at the smallest level, there is a level of excitement and fear that gets mixed in. This is infinitely more true when the intended behavior change is tied into a person’s identity (and even more when regarding sexual identity). My advice is that you go ahead with today’s goal in any case.

There are some ways to reinterpret and redefine that fear, and that’s part of the fifth product in this series. If you’re tackling sexual confidence as an issue, you may want to look to that as a solution. I’ll talk about that at the end of this report.

In the meantime, even if the fear is there, as long as you’re repeating the same minor goal daily for a number of days, its impact will diminish.

If, for some reason or another, you cannot accomplish your minor daily goal, do not add it to the next day. That is, if you’re writing a paragraph a day, don’t write two tomorrow if you didn’t write one today.

The idea is not to trigger a backlash from the subconscious. Piling up goals, however, will send the wrong signal.

No, it’s better to advance to two paragraphs after a steady stream of single paragraphs from before. That is, after the subconscious has acquired the intended...
one paragraph behavior, then you can push it to two paragraphs and expand on a behavior it has become familiar with.

**It’s Not THAT Simple**

So far, all I’ve said is to make an easy daily goal that you mentally and physically rehearse, stop becoming goal-minded and forget about the long-term, and make your “only” goal the one for today.

If you’re on my [mailing list](mailto:mailing_list), then you know it can’t be *that* simple. It’s far too linear and none of the habits you acquired were set that way.

In fact, all of your behaviors are the result of several component beliefs. The type of job that you have, as an example, stems from your self-esteem, your beliefs about money, and a whole host of behaviors you’ve trained yourself for (which are, in turn, heavily influenced by other beliefs).

Mind you, Step 1 is a damn good start. If that is all you did, and started pushing yourself a little bit further down the road, the changes you make to your behavior would be more or less permanent.

But I’d like to guarantee it beyond that. So, with that in mind, you may incorporate the following.

You see, we’ve been talking about the subconscious as though it were standing in your way. I’ve likened it to a five year old that doesn’t know what’s good for it.

And, while my analogy is sound, it’s not altogether healthy to always see your subconscious in that way. It’s a part of who you are, and resorting to trickery for the rest of your life doesn’t lend itself to congruence.

It’s far better to train your subconscious to work with you.

But how, exactly, does that happen? The subconscious is set to protect you from the unfamiliar; it has a particular purpose. Change, by its very nature, is at odds with that purpose.

However, if you truly understand and accept the role of the subconscious and work with it, the subconscious can become a great propulsion system.

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7 For more on congruence, refer back to the Rapport Report.
Done the right way, the subconscious can help you change your behaviors much faster.

In the Rapport Report, I talked about writing down all objections you come across so that you can become more aware of the subconscious patterns you follow.

Have you actually done those exercises at the end of that report?

I know writing down thoughts doesn’t seem as powerful as some NLP trance ritual. But, believe me, it’s far more than anything NLP could ever hope for.

You see, if you’re focused on the right things, and you chronicle your behaviors (and then examine the patterns that emerge), two things happen:

1. You create a detailed roadmap that’ll help you find out the causes of your subconscious resistance (your secondary gains), and the path to easily modify old behaviors into better ones.

2. You increase your own levels of self-awareness to a point where the distinction between conscious and subconscious thinking gets more and more blurred: your subconscious helps put new behaviors in place.

When you start journaling, you’re turning your awareness inwards. The process itself is trance-inducing and, therefore, a more receptive state to change behaviors. And, when you eventually come across the patterns that are holding you back, your subconscious loosens its grip on them, allowing you to change even easier.

Outside of relatively rare moments in a person’s life caused by trauma or catharsis, subconscious patterns don’t just make themselves known. However, if you’re writing things down with a specific purpose, patterns emerge if you inspect what you’ve written.

Over time, your subconscious starts to reveal more and more of itself to your conscious. If you keep it up, both conscious and subconscious start acting in unison. The subconscious starts to notice newer/better patterns of behavior and strives to put them in place without having to trick it into doing so.

You’ll even begin to notice that, even though you had an intended linear path to achieving your future goal, your subconscious points the way to other root causes. It’ll show you other beliefs you also must have in order to cement your new behavior into place.
The subconscious pathways to new behaviors are never a straight line. If you simply follow Step 1, you’ll be headed in a direct path, but it will take you longer. If you add Step 2 into the mix, it’ll take you on a zig-zag route that will get you to your new behavior much, much quicker.

Following Step 2 will help approach your target from multiple angles and will get you closer to what a progressive conditioning program does. I’ll talk more about that at the end of this report, but if you want to build one yourself, the only way to do it is to follow Step 2, see what patterns emerge, and incorporate it into your daily goals.

There is absolutely no down-side to self-observation and journaling. In fact, it is the single smartest thing you can do for behavioral change. **If you truly want change to become permanent, start writing.**

If you want a new behavior, you need a roadmap. You need to know where you are, where you want to go and what stands in your way. You also need to know what roads exist already and try to take the one that comes closest to your destination.
Step 2:

Part 1: Start by writing down all your possible identity statements in relation to your goal. Who are you now, in relation to where you want to be?

How much do you weigh?
How many packs do you smoke?
How do you feel around women?

Whatever it is that you feel you are today, write it down.

And be brutally honest with yourself. It’s not for anyone’s eyes but your own. Write down what you truly feel is “you” right now in relation to where you want to be.

Next, write down what you think you do in a particular situation. In The Rapport Report, I had you map out your objections and hesitations. Now, I want you to write down what you do instead.

For example, if you’re supposed to exercise, you come up with an excuse like “I’m too tired.” But, do you go to sleep? Or, do you surf the internet? What do you do and how does it relate to your excuse and your identity?

Remember, we’re not worrying about where we’re going. At least, we’re not writing it down. We’re only concerned with today.

So, really, don’t write down your long-term goals. Not for the next six months.

Besides, don’t most of us already know where we actually would like to be? We fantasize about it more than enough. We can write about it later, but not until we’re comfortable with just doing our daily goals and recognizing our patterns.

It has been told over and over again that research shows written goals are more likely to be carried out. It’s not true. There is no research that supports the claim.

You will never find an academic study that focused on the effectiveness of written goals, because no academic study ever did. It was just something
one personal development guru said decades ago, and everybody since has taken the liberty to quote.\footnote{The fictional research study is most often quoted as one that was conducted among the graduates of Yale University in 1953. The 3\% that had written goals were making more than the other 97\% combined, twenty years later. It sounds so good. But, really, it was just meant to sell a lot of books for the guy who made it up.}

I’m telling you the opposite. **Do not write down your long-term goals.** You already know where you want to be. There’s no need to write it down.

If you insist on writing down goals, write down your daily ones. But don’t write down your long-term ones.

Your writing should be used for self-examination and evaluation. Do not use it to make grandiose proclamations of who you think you’ll be in 6 months.

Every 2-4 weeks, write the Identity/Action list again in relation to your intended goal. If you’ve revised your goal, write it in relation to the new one, not the old.

If you start to notice changes in your behavior (and you should, since you’ve been chipping away at them in small chunks), acknowledge it in this step.

But, don’t celebrate it. Don’t get ahead of yourself. Remember, the more emotional you get about changing, the less likely you’ll change permanently.

At least, that’s true in the beginning. If you continue doing this every 2-4 weeks, as well as the exercises laid out in the Rapport Report, then your subconscious will become more and more an ally. Just don’t get cocky.

All the while, follow the exercises laid out in The Rapport Report.

**Part 2:** Once you’ve familiarized yourself with who you are (and, from the Rapport Report, where your obstacles lie), now it’s time to create a path.

The trick is to make the new behavior the norm without putting your identity on the line or triggering subconscious resistance.

When you’ve written enough for Step 2, Part 1 and from the steps in The Rapport Report, it’s time to examine your behaviors and look for patterns.
Now, don’t get discouraged if you don’t find any for a while. It’s not the easiest thing in the world.

The important thing, at first, is to just do it. It’s a skill that builds upon itself. In my experience you’ll look for patterns of consistency (and inconsistency) and won’t find anything that you can use for a while. Then, all of a sudden, it’ll hit you and you’ll see it.

Just look at the identity statements you’ve written, the objections that get raised, what you do instead of what you ought to be doing. Just see if you can reduce it to something. Think of any memories it brings back, feelings that it evokes.

It won’t make sense till it just hits you one day. And, don’t worry about it if it never does.

**The very act of examining yourself in this way, whether you find anything or not, puts your subconscious in a state more conducive to behavioral modification.** That is all that matters. Everything else is a bonus.

If you get frustrated because you haven’t found any patterns for months, the very act of getting upset will trigger subconscious resistance. Remember, emotional investment is a no-no. You need to play it cool.

It’s hard to make people understand this: there is certain knowledge that isn’t actually “knowledge.” There’s nothing to “get,” nothing to “learn.”

That is, when you’re learning something skill oriented, you can “see” whether you have the skill more than you had it before. Even when you’re changing certain thought patterns and behaviors; you’re either thinking and acting in the new way or you’re not.

But certain thoughts and behaviors are in themselves invisible to introspection. You cannot “see” that it’s changing. You cannot even feel that it’s changing.

It has subtle effects on *everything* in your life, but you won’t notice it until weeks or months later.

You will have to trust me on this; even if none of it makes sense, even if no patterns emerge, you need to keep doing Step 2. Its effects only become visible when you look back far enough.

If you do find patterns that make sense to you, you can more easily build on them. Or get rid of them by adding other behaviors. But, just the act of looking is powerful in itself.

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Other ideas and beliefs may also start to emerge. Your subconscious will start pointing out what you need to concentrate on, what behaviors you need to add. It will help you take a less linear path and change as quickly as possible.

If you start to examine your life on a regular basis and notice the changes, your subconscious creates newer, more acceptable patterns and discards older ones because it melds with the conscious. It will more readily follow through on the gradual daily goals, and allow you to jump further and further, faster and faster.

Pretty soon, your gradual daily chunks grow larger in magnitude.

**Step 3:**

While the subconscious is resistant to anything unfamiliar, there are a few ways to minimize that resistance.

For example, if you change little things in your life that are unrelated to your actual goal, then the idea of change becomes more acceptable.

As an example, when was the last time you went to your favorite restaurant and ordered something off the menu you've never had before?

It’s a simple, unemotional detour to order a new dish. It doesn’t affect your identity in any way. It’s not related to your desired goal. At least, not in any way that the subconscious can foresee.

What if you were to sprinkle your life with all sorts of these "one time" events? If you pick ones that don't have any real emotional relevance to your existence, your subconscious starts to loosen its grip on all the others, too.

It’s not immediate, but it can be profound. What you’re doing is creating these simple little diversions that don’t seem to create a pattern, but still help create a new you. All without triggering a response from the subconscious.

It’s important to pick random one time events that aren’t related to each other. That is, it shouldn’t always be about food or clothes.

And it should never be something important. That is, don’t quit your job one day, break up with your girlfriend the next, and buy a new car on the third day.⁹

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⁹ Incidentally, I did all these in one week, six years ago. So, I'm talking from experience.
If you tie the opposite shoelace first, it’s not like you’ll be able to have more self-confidence. But, you will be chipping away at the resistance that limits your confidence, because you’re changing patterns in general.

So, find small little things to just do a little differently. Walk a different path than normal, eat something new, get a different type of coffee from a different shop, buy a new shirt you’d normally never wear.

There’s a million small little things you’ve never done before. Do them.
Further Options For Permanent Change

Changing behaviors and breaking past resistance is a topic that I could talk about for a lot longer than 20 pages. And while I do have a lot more I could say, what you have in your hand is a complete blueprint on how to change your life permanently.

If you follow the relatively simple guidelines laid out here and in The Rapport Report, you will change your behavior without fear of reverting back to your former self. I promise you that.

And while there are faster ways of changing yourself, this is one of the most reliable methodologies when you want a behavior permanently changed.

But you actually have to do it. You can’t look at these exercises and make any judgments on them, no matter how many years you’ve been at it. I don’t even care if you’re a practitioner who teaches this stuff; if you haven’t done these exercises on a consistent basis, you just don’t get it.

If you want to pursue some faster options, there are some available. But most of them don’t lean toward permanence.

NLP, for example, can work well. It’s easy stuff, but its effects usually last less than a week. For some serious problems, the techniques only last for a few hours. For actual behavior change, I don’t recommend it. The only time its effects are permanent are when the techniques are coupled with hypnosis.\(^\text{10}\)

I also don’t recommend most hypnosis audio CDs, especially when tackling a problem with large emotional baggage. The more important the problem (and the more tied to a person’s identity), the less effective a recorded session will be. It’s just not individual enough.

Mind you, there are some recorded hypnosis sessions that can be very effective. The more specialized and specific they are, the more effective they can be.\(^\text{11}\)

\(^{10}\) But then, it’s my belief that the hypnosis is making the changes permanent.

\(^{11}\) As an example, I’ve found that recorded hypnosis sessions for lucid dreaming are very successful.
As a general rule of thumb, only listen to recorded hypnosis tracks that deal with issues you wouldn’t have any mental objections to.\textsuperscript{12}

That rule also applies to group hypnosis. For all practical purposes, group hypnosis works the same as recorded hypnosis. Since the suggestions are not tailored to an individual’s needs, it can be tricky. The sessions can still work, as long as the topic is something the subconscious has no pre-conceived notions about. If it’s an emotional topic tied to your identity, group hypnosis will not work.

That brings me to one-on-one hypnosis sessions with a well-trained hypnotist. Far and away, this is the fastest (and best) method for permanent change.

Hypnosis can change the way your subconscious behaves by changing the pattern itself. If a hypnotist knows what he/she’s doing, he can re-create the “groove” the subconscious runs on. He can even make the subconscious believe it has always been following that pattern, even if it never has, even if the conscious still believes in the old, unwanted pattern.

With one-on-one hypnosis, the resistance disappears because the subconscious doesn’t think there’s anything to resist. Hypnosis alleviates all four symptoms of unconscious objections in the fastest way possible.

That being said, make sure you find a hypnotist who knows what the hell he’s doing. You have to find one who doesn’t work by reading a script, where the sessions are individually tailored to your specific needs, and one who actually engages you while you’re in hypnosis.

If you can find one that fits these criteria (and who seems to incorporate some of the ideas presented in this report), then a hypnotherapist is worth every penny.

There is one more technique that incorporates permanence with speed. It’s not as fast as hypnosis, but not nearly as drawn out as the techniques laid out in this report.

\textsuperscript{12} You’ll note that the only recorded hypnosis session I’ve ever released deals with an esoteric topic like pheromone production. That’s because it’s very likely you have no mental objections to increasing your pheromone production. You may have subconscious resistance to being more seductive, but not to increasing your pheromone production.
It’s called progressive conditioning and most people consider it to be the holy grail of personal development.\textsuperscript{13}

Out of all the options except for one-on-one individualized hypnosis, \textbf{progressive conditioning is the fastest methodology for permanent change.}

Progressive conditioning builds on the foundations laid out in this report, and takes it several steps further. It gets much more detailed into eliminating a particular problem and adding on new behaviors.

In its simplest terms, a progressive conditioning program takes a particular behavior, breaks it down to its component parts, and strategically installs those parts in a non-linear fashion. If you take months of what you find out in Step 2 and build a sequence around it like you do in Step 1, you’ll have something close to a progressive conditioning program.

A progressive conditioning program installs a core belief while simultaneously installing other beliefs that make the core stronger. And because it’s moving in a zig-zag pattern (sometimes even seeming to move backwards), it doesn’t trigger subconscious resistance to accepting the new behavior.

Therefore, \textbf{what would normally takes months to install can ideally be done in just 3 weeks.}

For example, if you were to condition yourself to become more confident with women, you’d have to install confidence in approach, remove the fear of rejection and failure, improve a man’s state control, give him higher self-esteem in every other aspect of life, get him comfortable with expressing his sexuality (and turn it down whenever he chose, so that it wouldn’t get in the way), and give him a fearlessness in all walks of life.

There are more elements than that to incorporate, but you get the idea. Instead of installing these beliefs and behaviors bit by bit, progressive conditioning builds on behaviors that fit together. That way, the process of change happens much much faster.

While this report is your most basic blueprint for any type of progressive conditioning, the 5th product in the Power and Control series is the ONLY Progressive Conditioning product on the market \textit{specifically} designed to \textbf{eliminate the fear of approaching and engaging women.}

\textsuperscript{13} That is, the few that have heard about it and used it!
If confidence with women or eliminating approach anxiety are some of the beliefs you need to work on, then this system is exactly what you want.

Now that I’ve released this report, I’m finally announcing the product release:

It’s called the **Demonic Confidence Progressive Conditioning System**, and you can find it at [http://www.DemonicConfidence.com](http://www.DemonicConfidence.com).

It is a **21-day** program designed specifically to give you **incredible confidence with women**, and eliminate all fear of approach or rejection.

And it does so **permanently**, in just 3 weeks.

If you lack confidence in your interactions with women, visit [http://www.DemonicConfidence.com](http://www.DemonicConfidence.com). It is absolutely the best program in the world for getting rid of approach anxiety and sky-rocketing your self-confidence.

Demonic Confidence doesn’t take the exact approach that this report lays out. In fact, there’s a lot more psychological tricks and years of research, far more advanced than I could cover in 20+ pages.

For example, Demonic Confidence will train you to reinterpret the fear of talking to a woman into something more useful and enticing. The Demonic Confidence system also uses emotional triggers to propel you closer to your goal instead of further away from it.

If you need to increase your self-confidence and eliminate your fears, there is nothing better out there than the Demonic Confidence system.

As I said earlier, a guy who’s successful with women is likely to always be successful with women, or anything else that requires the same set of skills. The **Demonic Confidence Progressive Conditioning System** installs those skills in just three weeks.

It always *feels* difficult to change. The mind likes to do what it's been doing, no matter what "it" is. Any attempts to change “it” and you meet with resistance.

But the good news is, **all you have to do is change what your mind is doing once**. Once you've changed your mind, it will continue to do what you've changed it to, because your subconscious will think that’s what it’s always been doing.

You just have to change it once. With the proper tools, you can do it. This report, along with The Rapport Report, gives you all those tools.

For Product 5 in the Power & Control Series:
Log on to [http://www.DemonicConfidence.com](http://www.DemonicConfidence.com)
That’s it for this report. Do the exercises and check out

And keep me informed of your successes.

Yours for more Power,

Lucas West
http://www.DemonicConfidence.com