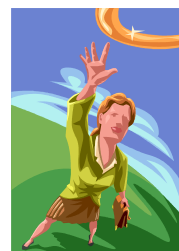


Self-hypnotize your brain to achieve your goals – Step 1

What's the number 1 goal on your New Year's resolution list? How that working for you so far – on track or are you already encountering some temptations or obstacles?



Goals can be great motivators to **achieve more**, to **stretch and grow your skills and abilities** beyond preconceived boundaries and to challenge you to **face your fears and uncertainties** with determination of not being left behind once more.

But, just as easy as it is to achieve a goal, it's even easier to fail at achieving a goal.

In Step 1 match your goals to results producing self-hypnosis suggestions, the **most common mistake begins with goals that are either too vague, too big or too unrealistic**. Take the perennial favorite – *“lose weight”*.

One of the best models to use to increase goal achievability is to use the **SMART goal model**, where each letter stands for a key structure of an achievable goal.

S = Specific

M = Measurable

A = Achievable

R = Relevant, Realistic

T = Timely

Compare these two goals:

Goal #1 My goal is to lose twenty pounds in 30 days

Goal #2 My goal is to weigh one pound less at the end of each week for twenty weeks.

Here's why Goal #1 has a high index of failure –

- Twenty pounds in 30 days is unrealistic and not likely to be achievable. Using a diet aid or vigorous exercising program may get you there but most likely will not have any long term effect.
- The defeating use of the word “lose”.
 - *The brain processes the word “lose” to ultimately mean the opposite. Your brain has been programmed not to lose – “be careful don’t lose your wallet, don’t lose your car keys, don’t lose your purse, don’t lose your money ...” etc.*
 - *When it comes to weight, the body may initially lose weight, but your brain will find a way to put it back on because your brain is following the program to replenish or find a replacement for what is lost. (Sounds strange but true.)*
- It may seem specific and it does have a time frame of 30 days, but there is no measurable process to track success here.

Now, why Goal #2 has a higher index of success

- No mention of “lose” but phrased as a specific decrease – “one pound less”
- The same specific twenty pound goal is identified
- It's measurable for success with one pound units, and timely as “one week at a time”
- It's more realistic and achievable as one pound less per week than twenty pounds in 30 days

Now, that you have a SMART goal part, the next thing is to match it to the self-hypnosis suggestions that are going to support achieving your goal.

But, in order for that to effectively work **you also need the**

“missing link” between the goal and the suggestions.

Think of this missing link as being the bottom line reason *“why”* (*the really, really, want this reason*) that motivates you to achieve your goal.

If, your **“why”** is to look good for an upcoming party, then any quick weight loss program would serve your immediate goal.

However, when your “why” is has a deeper motivator e.g.,

- to be healthier for a longer quality of life, because who knows what insurance is going to cover in the future
- to reduce cholesterol levels before it becomes a serious heart issue, like other members in my family
- to feel more beautiful being able to replace baggy clothes for stylish and trendy ones

Whatever your reason, **you need to get down to the most important key reason(s) why** you want to achieve this goal of yours.

Many times, people define their reasons by what they don't want. *“I don't want to be fat any longer.”* But, your brain is

...

- **a processing organ**
- **it doesn't know what to do with “don't want” items**
- **tries to makes its job simple by just giving you want you have wanted in the past**

So, it's important for your brain to know not only what you do want (lose one pound a week) but also why you want it (so, I can feel beautiful wearing a size of jeans that make me feel comfortable, stylish and sexy).

Once your brain knows what you really want and why you want it, matching it to results producing suggestions puts goal achievement on the fast track to completion.

That's enough for today, tomorrow the second half of Step 1 in how to create your results producing self-hypnosis suggestions.