

Your New Identity

We have already seen identity is the most powerful predictor of behaviour in Humans and that we create our own identity by stacking rocks on the scales of our beliefs.

By shifting these rocks and thus shifting our beliefs we can shift our identity and we cannot help but see MASSIVE change.

Of course this is even more powerful when the change in identity is accompanied by changes in the physical world as well. It's much easier to identify as a slim person if you are actually losing weight hand over fist, it's much easier to identify as a rich person if you are making loads of money. Indeed this combination of mindset shift (moving rocks) accompanied by actual physical change sets up the ultimate feedback loop. And is exactly why this program attacks the problem from both a mindset perspective and a physical perspective. Indeed it's what makes this the most powerful program out there.

Indeed this is the basis of the most powerful force in the universe. Also known as the 80/20 principle.

The 80/20 rule is a law of nature and it simply states that 20 of the input in any system will be responsible for 80% of the output. So for example you wear 20% of your clothes 80% of the time, you walk on 20% of your carpet 80% of the time (have a look at the wear marks on your carpet right now if you don't believe me. What's more it's often even more skewed. 4% of all Hollywood films account for 96% of the revenue.

By understanding this and harnessing it we can start to leverage massive change.

The 80/20 rule exists because of feedback and compounding. Once a system starts to generate success it breeds success. So for example when a city starts to grow it attracts more and more people, the more people it attracts the more powerful becomes its ability to attract and so it starts growing at an exponential rate. When a person starts to gain wealth they can use that wealth to generate more wealth, setting up a positive feedback loop.

This occurs in all systems, whether man made or natural. And once we understand this we can start to harness the power of:

Feedback loops and compound interest.

You see we have mental feedback loops. So one thought leads to us thinking about that thought, which creates a thought which leads us to think about that thought in a never ending cycle and each time we think about it we place more rocks on that side of the scale which makes the likelihood of us thinking about that thought again increase..

Before we know if a mind virus is born as we continue to think about that thought.

This is how we can create such MASSIVE change in just 6 weeks on this program, by utilising the 80/20 principle and setting up positive feedback loops

You have to become the guardian of your mind, you have to control which thoughts you allow to grow and which you choose to kill. Because at the end of the day:

It doesn't matter what is true, only what you believe is true because with work it will *become* true.

Ok now that being said let's move on to how you implement this and actually shift your identity.

The good news here is, nature is on your side.

GROWTH MINDSET

There is a lot of study going on at the moment into the study of how peak performers think. This research has discovered two totally different ways of thinking. One of which is very conducive to peak performance the other which, quite frankly, is not.

Most of us have what is called a fixed mindset when it comes to intelligence. We believe we are either born dumb or born smart. That no matter what we do during life we have an intelligence set point which just isn't going to move.

On the other hand when it comes to getting fit almost everyone on the planet has a growth mindset. We believe that if we go to the gym enough and lift enough heavy weights we will get stronger.

For most other things in life we are somewhere on a scale between one of these 2 absolutes and we will move up and down on this scale all the time dependent on several factors.

To explain this let me use the example of learning to snowboard.

You rock up for your lessons on day 1 full of confidence, knowing you're going to be a natural and fully prepared to push through no matter what. You know you'll crack this. You are fully in a growth mindset.

As you start to fall over a few times your confidence starts to take a bit of a beating, the instructor gets a bit frustrated with you and you start to get a bit tired. Hmmm, suddenly you're starting to wonder if this just isn't for you, maybe you should have stuck to rugby, you were good at that, maybe this just isn't your sport.

As the day goes on and you get more and more tired, the instructor really loses his rag and starts screaming at you, you just can't seem to stay standing up for more than 2 seconds...eventually you unclip your bindings, fling your board at the instructor and scream "*I just can't do this, it's just not for me*" and storm off the slopes never to try again fully believing this sport just isn't for you and you'll NEVER do it. You have now moved all the way to the other end of the scale and are in a fixed mindset.

One of these is good for us the other is not...

Now unfortunately to really fix this it's one of those things you have to think about and I dare any instructor to say to the person storming off the slopes, "*Ah it's easy you just have to adopt a growth mindset.*" I think at that point they would be greeted by a string of expletives and likely a fist to tooth incident.

However there is one way to control this, to ensure you're always in a growth mindset and it's so simple it's often ignored...the simple word, "**YET.**"

If our intrepid snowboarder had finished that sentence with "*I just can't get this..yet.*" How does that change the whole interpretation of the situation. Look trying to learn any new skill or make any meaningful change is tough and there are going to be times when you feel like it just isn't for you, when it's getting tough and you feel like giving up. If at those moments you can just introduce the word, "**YET**" it can change the entire way you judge the situation.

NEUROPLASTICITY

For years scientists used to believe that we were born with a set number of brain cells and as you went through life and drank alcohol and got punched in the face these brain cells slowly declined in number until eventually and inevitably you became senile. What we recently discovered is that you are creating new brain cells all the time. Once created these brain cells spread out into the brain and become incorporated as part of the brain.

Now we've all heard the tale what happens if you go blind. How are your hearing, your sense of taste, your sense of touch all improve. Initially this was just put down to the fact you're concentrating more on those senses as you are now more dependent on them. What we now know is the brain actually rewires itself. It uses space that was taken up by the visual cortex and uses that same area for auditory or kinaesthetic processing. The brain literally rewires itself using these new neurones its constantly creating to do so.

This phenomenon is known as neuro plasticity and it is happening all the time. Whether you want it to or not.

Whatever you do on a daily basis is causing your brain to rewire itself.

Remember how we talked about placing rocks on a scale to determine beliefs? Well this actually has a physical representation in the real world. As you practice something a neural circuit fires in response to that practice, as you fire the same circuit over and over again the circuit gets coated in something called myelin. This insulates the circuit, reduces interference and makes the circuit (and the resulting action) faster and more accurate. The more you repeat this action the more myelin gets laid down and the better you become at that particular action.

Now this is not just restricted to physical actions you do but also what you think. So the more you think or do something the more ingrained that pathway in the brain becomes, the easier and more accurately that response fires. This is awesome if we're learning to play the violin or to juggle. But it is disastrous if we are repeating back to ourselves what our football coach said to us when we were 8 about being a terrible footballer.

But knowledge is power. And we can use neuro plastics to our advantage. By only allowing our selves to focus on the positive outcomes we want we can quite literally rewire ourselves on a neural level to become the person we want to become...you see changing your identity isn't just about changing the software (ie the way you think)it about changing the hardware as well (the actual structure of the brain so those new thought we want to incorporate become instinctive).

However our brain is even more powerful. As we change our software, this change forces the hardware to adapt underneath it to. So we have to be very careful about what we think as it is actually changing the very structure of our brain underneath it.

This is HUGELY powerful.

Talent isn't born....it's grown.

Luckily in this program we're going to be ensuring you prime your software with hugely empowering thought and so in just 6 short weeks you'll have radically rewired your brain for success.

EPIGENETICS

When scientist decoded the human genome they quickly realised it wasn't quite the panacea they thought it would be. There simply wasn't enough variation in the base pairs to account for all the billions and billions of totally unique humans we see on the planet. Something else had to be going on.

They soon discovered that our genes can be turned on or turned off by proteins which bind them and change the way that particular part of our DNA expresses itself. This is called epigenetics.

The way these proteins bind and if they have positive or negative effects is often very much under our control. They are affected by things such as the food we eat, the amount of sunlight we get, the friends we surround ourselves with, the work we do, the emotions we feel, the exercise we do, the thoughts we have.

Yes you can literally change your DNA through the power of thought.

This is hugely exciting as you embark upon this program as again we've stacked the odds in your favour so that just by following the program you'll totally rewrite your DNA for success.

By the end of this program we'll have totally and consciously shifted not just your identity, but your genetic makeup and the way your brain is wired, setting up a positive feedback loop which can't help but see you succeed.

EXERCISE

I tried to give up drinking for about 10 years. When I actually gave up I did it in a day. You see drinking has always been an integral part of my identity. I thought I was a wild one, a bit of a rebel, a trail blazer, a devil may care type free rider. And that drinking was something integral to this image of myself.

Now as I said I'd struggled with this for ages. Upon understanding the power of identity I realised that if I could just shift my identity of myself I could solve this problem once and for all.

So I started looking for role models. I searched for people who I really respected who were tea total. The first one I found nearly floored me, Muhammed Ali, a life long hero of mine was tea total. The Rock, only drunk occasionally (and only high quality tequila) even Richard Branson when pressed said when ever he wants to really get something done he gives up booze.

Armed with some role models I suddenly had the strength to shift my identity. To aspire to more than I was.

I didn't touch a drop for the next 5 years. Now if I do have a drink I have 1 glass of wine and am totally in control of the decision to drink or not to drink...

So for today I want you to go out and find some role models. Some people you really respect who have made the change you want to make. If you can read about their story of how they got to make the change.