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Introduction

The Power of Words

How would you like to be able to clear negative emotions and limiting beliefs to make space for success in less than a minute?

How would you like to be able to access high-energy states to open up vast internal resources and connect with an abundant universe?

How would you like to increase your dialogue with others and your internal self-talk to the extent that you get all of your needs met easily and efficiently?

All of this and more is possible when we enter the uncharted realms of our very own minds.

A study by Raymond Birdwhistle in 1970 proved that the words you speak to others represent just *7 percent* of the results you get from your communication. The words you speak to yourself, however, generate *100 percent* of the results you'll get in your life, as your own amazing mind interprets and follows your instructions.

You are already a Master Communicator. How well you communicate depends entirely on the response you get, which means that you alone are responsible for how the other person understands you. In fact, your success in every area of your life depends on your ability to make yourself understood.

The nine chapters that follow are profoundly simple yet meta-morphic and will show you how to “switch on” your language,



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leading you to a wonderful destiny that is full of rewards: better communication, better relationships, improved well-being, achieving your innermost desires, and making your dreams come true. You will also learn the difference between low-energy and high-energy words and how they affect your life. All the knowledge, love, success, prosperity, health, and happiness that you deserve are already yours, just waiting for you to use the correct words to connect with them.

Let's explore a little background information before we start.

Where Did Communication Begin?

The use of gestures and body language predates spoken language. Many researchers believe this form of communicating began at least four million years ago, when *bipedalism*, a characteristic of the hominid line, freed up the hands and enabled “expressive” communication.

Evidence of groups and socialization also appeared around this time, and nonverbal communication emerged—waving, gesturing, and so on—which may have evolved as a result of the more cohesive and cooperative social structures that were emerging. One of the benefits of nonverbal communication is its silent nature, a great protective device around predators. Intentional nonverbal communication, such as pointing (an indication of spatial awareness), is not found in other primates and is the one thing that separates us from other species.

In fact, according to a study done at the Max Planck Institute in 1997, human babies point automatically several weeks before spoken words emerge.

The brain has three major parts: the reptilian brain, the middle or limbic brain, and the cerebral cortex, the most recently developed part of the brain. The ancient reptilian brain's focus is physical movement and survival. The middle brain links mainly with our emotions: fear, anger, love, affection, and communication. It's called the family, or limbic brain. This is the group brain system that started to evolve as we began to socialize. Its goals are short-term and focus primarily on good/bad, right/wrong, and yours/mine. It's habitual, hierarchical, and simplistic. It does not have a capacity to visualize or grow because it thinks in terms of *polarities*. The

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newest part of the brain is the cerebral cortex. “New” is relative, of course! It only developed in the last hundred and fifty to two hundred thousand years, and it is here that language began, in the form of gestures.

When we speak today, we still use gestures and body language to supplement our communication. In fact, we unconsciously use body language for 55 percent of all communication. Just ask someone to describe what a spiral looks like using only words!

Complex language as we know it only emerged around sixty-five thousand years ago. Its origin could explain why *Homo sapiens* came to dominate both the Neanderthals of Europe and *Homo erectus* of Southeast Asia, because the amazing property of speech that makes it different from any other form of communication is its ability to be *generative*. Tribes developing complex speech were able to imagine a future, and hence create a place for themselves in it. We can now think back into the past and forward into the future with elegance and speed. We can fantasize and imagine beyond and outside space and time, giving us infinite possibilities that can be conveyed with just a single word!

However, the language that we use now still has words that were formulated sixty-five thousand years ago to describe the feelings and emotions that were emerging from the middle brain’s polarity thinking. If we consciously change our language—the words we use in talking to ourselves and others—then we update our neural patterns to reflect our more sophisticated faculties, and consciously create a different, more open, and happier world for ourselves.

Essential to language is the ability to understand and take on the mental perspective of others. “Mirror” neurons are active when a monkey or human is watching someone’s actions: quite possibly the neural beginnings of establishing “rapport,” which I will teach you how to use in detail later in the book. To date, apart from primates, the only other species we know of that have and use mirror neurons are elephants, dolphins, and parrots.

Open the Magic Inside Your Mind

The neocortex (Latin for “new bark” or “new rind”) forms the top layer of the cerebral cortex and is the most recent part of the

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brain to develop. Neocortical inputs are mainly from the frontal lobe, which modulates initiative, imagination, and social awareness. This higher brain function is where your magic formula for happiness begins as you connect with the higher consciousness. Use of the higher brain produces consistent success in your everyday life. You can now plan your goals and visualize wonderful possibilities with this magical tool. Rather than use the higher brain to rescue yourself when you feel less than happy, it's time to learn to utilize it and live in it by "spring cleaning" your language of antiquated middle-brain polarity thought processes—going beyond what you ever thought possible to achieve.

In chapter five you will learn how to clear the interference patterns of past low-energy emotions and nonsupportive beliefs, so that you can increase your ability to manifest your desires by directly accessing the higher brain. The creative integration of the recently developed cerebral cortex with the older limbic brain allows you to tap into the whole system.

By clearing interference patterns from your mind, you encourage the higher consciousness in the cerebral cortex to develop. You gain clarity. You experience a continuous sense of inner peace and trust, even when things are not going as well as you'd like.

In fact, things will move through your life much more quickly as you leap to higher levels of consciousness. You find, then, that you are always in a state of confidence, feeling empowered, in control, and self-motivated. You can come into your full power as a person. You love who and where you are in your life, and you are hopeful for the progress of humanity. As your trust levels increase, so does your motivation to help other people to be successful.

Using the tools and knowledge offered in this book, you can now connect in a nanosecond to a vast reservoir of previously untapped knowledge and power by clearing low-energy words from your thoughts and language, and switching to high-energy words.

Low-energy words accompany low-energy thoughts and emotions—usually these are unconscious (meaning that we are unaware of them) beliefs and models we hold for ourselves and the world that are less than supportive and keep us from being as successful



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as we would like to be. Most of us have some degree of low-energy self-talk, such as “I’m not good enough” or “I don’t deserve to be happy/rich,” and this low energy spills over into our communication with others. It also acts like static interference internally so that goals and desires might seem less easy to achieve.

High-energy words accompany high-energy thoughts, and unlike low-energy words, we can practice using high-energy words until our thoughts and emotions adjust in kind. Then our life becomes quite simply and profoundly a positive, high-energy experience, with minimal stretch required.

The combination of learning to switch our internal and external dialogue and removing limiting beliefs and negative (low-energy) emotions sends the mind clear and intentional signals that beam rewards directly back to us. When we do this, we create a direct connection to the quantum power of the universal consciousness that we call God, or the Universal Mind: the pure consciousness beyond our known parameters.

How would you feel if you had the ability to clear any negative emotion from the low moments of your life in less than a minute, and could remember them with the same feelings of satisfaction as the high moments? How much better will your life be when I teach you how to consciously use high-energy words? How would you like to learn Magic of the Mind—techniques and exercises for instantly changing your emotional state or mental disposition?

This book offers elegantly easy exercises that help you to transition smoothly into taking charge of your own life. The enhanced knowledge that you are about to discover has the capacity to take you to a new frontier of human behavioral technology.

For over twenty years I have been enriching people’s lives as a therapist and facilitator, practicing and teaching others how to enhance and transform their personal lives and careers through the power of words. Here I use the knowledge I’ve gained from counseling and consulting with thousands of people from all walks of life so that you, too, can discover the specific ways you can direct your destiny.

You’ll learn a new, easy approach to making decisions and will develop, grow, and awaken all of your positive potential. You’ll

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learn to value who you are and transform your self-image. You'll find new ways to increase self-confidence and release negative emotions and limiting beliefs, opening you to the bounteous abundance and prosperity that is simply waiting to be claimed. In close relationships, you'll learn to be more willing to accept deeper emotional commitment, and find a new level of trust and openness in all of your encounters with others. You'll stretch to take advantage of new opportunities once you know that you can accomplish anything you put your mind to. You'll gain momentum and make real progress as you learn to direct your passion and energy in fun, inspiring ways with fast and tangible results. To take advantage of all the great tools in this book, you may want to start by having a notebook and pen ready to take notes and do the easy exercises as you go through each chapter.

Are you ready right now to switch on your word power? Then join me on a pioneering and inspiring journey. Come and learn to speak and think your wonderful future into reality, one word and one thought at a time.

Give life to your words, and your words will bring life, love, and success to YOU.