



MENS FREEDOM
— FORMULA —

FREE GUIDE

TAKE CHARGE OF YOUR LIFE



**WHAT GETS IN THE WAY OF CHANGING YOUR BEHAVIOR
AND 3 POWERFUL STEPS
TO GETTING WHAT YOU REALLY WANT**

WHAT GETS IN THE WAY OF CHANGING YOUR BEHAVIOR AND 3 POWERFUL STEPS...

TO GETTING WHAT YOU REALLY WANT

We all have patterns of behavior we wish we could change... patterns that get in the way of our job promotions, sufficient income production or career satisfaction... behaviors that sabotage our ability to find and enjoy sustainably-loving relationships... those seemingly harmless, yet exasperating habits, that consistently irritate our partner... or perhaps it's those unconscious beliefs that block us from living our 'dream life' or simply keep us from being the kindest most generous person we know we can be.

What a drag... really... so why not "just change"? Why not just decide to transform the irksome behaviors? Or, as the saying goes, why not "**Just Do It**"? Well, if it were *that* easy, I imagine we'd all be walking around in a state of sublime perfection... ha, ha... welcome to humanity and humility.



"It's our negative unconscious thoughts and beliefs that block us from living our 'dream life.' They're the ones truly running the show behind the scenes."

So here's a quick story you may have heard before that illustrates the point (with a little good humor)...

A man walks down a street... there's a large hole in the middle of the road and he stumbles into it... at the bottom of the hole he's angry... he can't believe that anyone would allow such a gaping hole to exist in the middle of the street!

He climbs out, dirty, nursing his aching muscles and pouting all the way home, muttering under his breath... "This kind of thing always happens to me... I feel like such a klutz... I'm so stupid."

The next day, the man walks down the same street with the same hole... he falls in again... at the bottom of the hole he's now feeling really angry, and resentful... truly a victim of someone else's stupidity!

He climbs out, sore all over, mumbling obscenities and beating up on himself for making the same mistake... "I'm such a fool... I feel so inadequate... I can't do anything right." But this time, there's also a dim light that begins to glow in the recesses of his consciousness... he's beginning to have a niggling suspicion creeping into in the back of his mind... and it has something to do with self-responsibility.

*The following day, the man walks down the same street, and again, he falls down the hole! "What a blockhead! I'm such an oaf. I'm not even worthy of living!" Sitting on his sore bum for what feels like hours, a light bulb finally goes on in his head, and it's accompanied by the mere whisper of a voice... the voice declares that maybe, just maybe, if he wants to avoid blundering into this darned pit, that **he's the one** who needs to do something different.*

Pensively, he climbs out, once again nursing his bruised body and Ego as he wanders home... but this time, there's a glimmer of hope that things can be different... and he's determined to make a change.

*The next morning, the man walks down the street... he sees the hole... he gingerly touches his sore ribs... he scratches his head, and in that instant **he remembers who he really is...***

...in that moment he remembers that he is the creator of his reality... he has the power to change his beliefs... he alone has the power to shift his perceptions... he remembers that he's had many successes in life, that he's no fool... that he actually deserves much better.

The voice in his head is growing louder now, and it reminds him that he can choose to do something different to avoid the pain and embarrassment of falling down the hole yet again. "I am wise... I am resourceful... I am whole," says his confident inner voice.

Slowly, tentatively at first, he tries something new... he walks around the pit. Safely on the other side, he glances back at his old nemesis with renewed esteem and self-authority. Feeling empowered by his affirmative self-beliefs and self-responsible actions, he smiles and skips joyfully down the road.

Sure, it's a silly story, 'cuz anyone in their right mind would simply have walked around the hole the first time and never have fallen in at all. But we're human, and we make foolish mistakes like that all the time... and repeatedly!

So why don't we "just do it"? Why don't we just break the negative patterns and make the needed changes in our behavior at "point easy"? Point Easy is that moment in time when we wake up to realize that repeatedly falling down a metaphorical "hole" causes nothing but pain and unwanted consequences. So, c'mon man, just change it! Bring a wooden plank to span the hole! Walk around it or at least leap over it! Or heck, why not choose a different street?!

Well, here's the crux of it... focusing on changing behavior rarely works. **If you want to change an undesirable behavior, you have to dive beneath the surface issue to find the deeply-hidden negative self-beliefs**, that unbeknownst to you, **are the true drivers of your behavior (your "shadows")**. In fact, neuroscientists estimate that at least 95% of the choices and decisions we make are driven by our subconscious programming [source: www.brucelipton.com/resource/article/epigenetics].



"At least 95% of the choices we make are driven by our subconscious programming."

Can you believe that? Ninety-five percent... that's huge! Without our conscious awareness, the subconscious mind is constantly hijacking our emotions... and our bodies, too. If metaphorically, your life was a car, then how fast it goes, which way it turns and when it stops would be determined by your inner child 95% of the time (i.e., a 6 year old is behind the wheel, driving your life, usurping your choices). Frightening, right!

Personal difficulties such as bad habits, addictions, procrastination, relationship problems, lack of success, weight gain, disease, etc. can often be traced back to negative beliefs that are operating in the background.

*In order to take charge of our lives and gain a true sense of freedom, we **must first uncover, and then transform,** our shadow beliefs.*

So where in the world do these negative shadow beliefs come from? We're not born with them, right?! NO, of course not! In fact, we enter life as pure, innocent, divine children with a whole lot of needs, and no verbal skills to communicate them. We start out entirely dependent on others to fulfill our needs, to ensure our lovability, and our survival.

Lacking the skills to communicate what we need, we begin to make a variety of bids for attention. Over time we learn that some tactics work better than others. At the same time, with grossly underdeveloped reasoning capacity, our brains start developing their ability to "make meaning".

As infants, in order to make sense of why we either do or do not get our needs met, and why we receive a combination of positive attention, negative attention and non-attention for our various attempts to attract kindness and care, we create meaning in the form of made-up “stories” or “judgments” about the world around us, our caregivers and about ourselves.



Developmentally, we’re also at the stage where we believe that everything is about us, i.e., *“I am the center of the universe”*.

As the stories you create get repeated, they get internalized, and become your beliefs about you. So, for instance, if daddy or mommy are consistently neglectful, you might make up the story that *“There must be something wrong with me”* or *“I am unworthy of time, attention or love”*. On the other hand, if you receive consistent loving attention, you internalize beliefs such as *“I’m OK”*, *“My needs matter”* or *“I’m whole and loveable just as I am”*.

As you continue this game of “make beliefs”, you experience and feel a wide variety of things like love and fear, connectedness and belonging, attachment and separateness, and in the case of the negative stories, you typically internalize them with thoughts such as: *“I am unlovable”*; *“I am broken”*; *“I am unwanted”*; *“I am unworthy”*; or *“I’m not enough”*.

These negative beliefs don’t come with expiration dates. I know, it sucks, but they just don’t. They stick around and keep operating even though they’re no longer needed in adulthood. They become a drag on your life,

And to make matters worse, new negative beliefs keep getting added on top of the previous ones. Once a belief is set in place, it continually creates the same behaviors and experiences. Usually, it does this very subtly, in the background. That's why old feelings re-surface, catching you off guard. You can't seem to ever get rid of them no matter how many self-help books you read, therapies you undergo or workshops you endure.

Eventually, these innocently-fabricated stories you make up about yourself become solidified as "your truth". Subsequently, these so-called "truths" lead you to make reinforcing choices and to attract reinforcing people and experiences (triggers) throughout your life, i.e., you unconsciously make choices that help prove that your shadow beliefs are true (e.g., "Another partner left me... see, I told you I was unworthy of love").

Now here's another insidious aspect of beliefs... rather than take responsibility for the fact that a very young and immature part of you is the one who created the stories in the first place, and to mistakenly protect yourself from feeling pain, you instead project your self judgments on to others as if **they** were the creators or perpetrators of your pain. The object of your outwardly projected self-judgments, or shadow beliefs, thus becomes your mirror – a way of actually seeing into your subconscious.

*Beliefs don't come with expiration dates.
Eventually, these innocently-fabricated stories
about yourself become solidified as "your truth."*

*However, YOU CAN CREATE new affirmative
beliefs to replace the shadow beliefs with more
accurate and compassionate understanding.*

TAKE CHARGE OF YOUR LIFE... AH-H-H, FREEDOM!

In order to take charge of your life and gain a true sense of freedom from your old ways, you must first uncover, and then transform, your shadow beliefs. This is done, in a sense, by “re-parenting” yourself with your inner ideal parent who provides your inner child with his unmet needs.

Here are the steps:

1. Gain awareness of your unconscious shadow beliefs and bring them into the light by seeing your "triggers" and "mirrors" as gifts that will help expose them as falsehoods. Do this with compassion, remembering that the child you once were was the one who created them in order to feel safe and loved. And, do it with forgiveness for any harm you may have created when you were unknowingly looking at life through the lens of your shadows;



2. Harvest any benefits your shadows beliefs may have helped create in your life. Give thanks and gratitude for the goodness, success and wisdom they may have brought to you in spite of their darkness;

3. Create new affirmative beliefs to replace your shadows. To be successful long-term, you must create life-affirming beliefs and then repeat them consistently. You must also do this with support from friends and loved ones. Support is paramount because nobody changes lifelong habits on their own.



"Make a commitment to do whatever it takes to live the life of your dreams."

"Recognize that there's something bigger and better of which you are capable."

William Grace Frost

Something to keep in mind and watch out for... whenever you attempt to create a new affirmative belief your old beliefs get stimulated to re-assert themselves. I hate this part, but sure as sugar, it's true! It's an automatic counter-force to whatever positive steps you decide to take... it creates second thoughts, doubts, resistance and self-criticism... which can easily destroy your motivation to maintain your new affirmative thinking. This is why so many good intentions go awry, so watch out for your second guessing, and stay positive.

When you expose and fully integrate your shadow beliefs in this way, you can then make more conscious healthy choices. You can respond rather than react. When negative beliefs are fully integrated, energy begins to flow again. It feels like relief. Complete healing can now occur.

Your adult-self can now take back the steering wheel from your child-self. You'll be more fully in charge of your thoughts, beliefs, responses, actions, opinions, behaviors and you can steer your life's "car" in any direction you choose... and no more "falling down holes in the middle of the street"!

Take charge of your life with solid grounding, authenticity and integrity.

By focusing on changing your beliefs rather than the resultant outward behaviors, the Men's Freedom Formula has the potential to shine healing light on negative self-beliefs to create lasting transformation.

Take your next courageous step at
[**MensFreedomFormula.com**](https://MensFreedomFormula.com)



MENS FREEDOM
— F O R M U L A —