

Psycho-Cybernetics 365

Psycho- Cybernetics 365

Thrive & Grow
Every Day of the Year

Maxwell Maltz with Matt Furey



SOUVENIR
PRESS

First published in Great Britain in 2025 by
Souvenir Press,
an imprint of Profile Books Ltd
29 Cloth Fair
London
EC1A 7JQ

www.souvenirpress.co.uk

First published in the United States by St. Martin's Essentials,
an imprint of St. Martin's Publishing Group

Copyright © Matthew Furey, 2025

Designed by Steven Seighman

1 3 5 7 9 10 8 6 4 2

Printed and bound in Great Britain by
CPI Group (UK) Ltd, Croydon, CR0 4YY

The moral right of the author has been asserted.

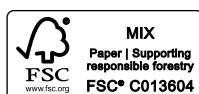
All rights reserved.

Without limiting the rights under copyright reserved above,
no part of this publication may be reproduced, stored or introduced
into a retrieval system, or transmitted, in any form or by any means
(electronic, mechanical, photocopying, recording or otherwise), without
the prior written permission of both the copyright owner
and the publisher of this book.

A CIP catalogue record for this book is available from the British Library.

Our product safety representative in the EU is Authorised Rep Compliance Ltd.,
Ground Floor, 71 Lower Baggot Street, Dublin, D02 P593, Ireland.
www.arccompliance.com

ISBN 978 1 80522 5690
eISBN 978 1 80522 5706



INTRODUCTION	1
JANUARY	7
FEBRUARY	41
MARCH	71
APRIL	105
MAY	137
JUNE	171
JULY	203
AUGUST	237
SEPTEMBER	271
OCTOBER	303
NOVEMBER	337
DECEMBER	369
RESOURCES	403
ABOUT THE AUTHORS	405

WHenever you are looking for a shift or upgrade in your life, the techniques Dr Maxwell Maltz championed in the classic *Psycho-Cybernetics* are the keys that unlock the doors to greatness. The process of taking the time to get clear about what you want, and mentally picturing a specific result or process before you act, leads to changes in your life that can be not only stunning but, at times, seemingly magical.

My first reading of *Psycho-Cybernetics* took place in May of 1987, shortly after finishing college. I had opened a personal fitness training business in California and was struggling to make ends meet as I battled feelings of not being good enough yet needing to train the athletes and parents who wanted me to coach them. This feeling of not being good enough was present despite the fact that my credentials told a far different story. As one client said to me after enrolling, ‘There aren’t many national champions walking around in any endeavor. I want to train with a winner.’

A winner? Me? I silently thought.

Yes, I was a winner despite having self-defeating thoughts to the contrary.

When I got started in business, some clients noted the self-help books on the desk in my gym that I was currently reading. These books contained motivational maxims that I used, not only to uplift my own spirits but also the attitudes of those I trained.

One client, Jack, a successful broker, never needed to be uplifted, as he was always upbeat. He was incredibly focussed and followed everything I taught him. At fifty-seven years of age, he had a lifestyle I could barely imagine. He appeared to have it all.

On one particular evening in May of 1987, Jack asked me if I had ever read *Psycho-Cybernetics* by Dr Maxwell Maltz, a book he called

‘the bible of self-development’. When I told him I hadn’t, he mentioned that reading and applying the methods in this book would improve my sales, increase my creativity, bring me more clients, and make me a more confident, happier human being.

As soon as our session ended, I drove to the nearest bookstore and began skimming through the book to see if it was everything Jack told me it was. I was so impressed that I purchased the book on the spot and began reading it at traffic lights on the way home.

Prior to reading *Psycho-Cybernetics*, despite having already practised goal-setting and various forms of visualization for many years, I was stunned to learn that it wasn’t just my future goals I needed to focus on, but rather my mental pictures of who I was in the past when I was at my best. I learned that if I only focussed on the future, then I was short-circuiting my results. The positive past was not to be ignored. It was to be utilized in the present to add fuel to my future.

Now how could that be? All the other books I read were telling me to focus only on what I wanted in the future. These books, no matter how helpful, were not instructing me to look at my previous victories and success memories and use them to catapult myself to even greater accomplishments.

Before reading *Psycho-Cybernetics*, despite having numerous success memories, I was predominantly focussed on my mistakes, setbacks, and failures. I didn’t realize that I was carrying these images and feelings of failure from the past into everything I was working on accomplishing in the present, and that these negative mental pictures were holding me back. The even better news was that these negative images and feelings could be eradicated and replaced with positive ones that would ultimately create a new self-image, one that would lead to far greater results in the future.

The big question remained: Would this system of self-image psychology work? There was only one way to determine this, and that way was by testing and experimenting with the techniques to see what would happen. As Dr Maltz advised, the principles and techniques were not something you merely read about. They had to be ‘experienced’ by ‘practice, practice, practice’.

The techniques Dr Maltz wrote about were indeed life-changing.

I went from worrying about how I would make ends meet to prospering. I went from having a dream of someday becoming a writer to being a bestselling author. I went from being single to getting married and having two amazing children. I went from being a martial arts practitioner to winning a world championship. I went from not seeing much of the world to travelling around the world. All of these changes came as a result of making friends with my positive past, eradicating internal scars, and learning from negative experiences.

Fast-forward to 2003.

After years of applying the teachings of Dr Maltz, I found myself in a unique position when Dan Kennedy, who greatly contributed to spreading the teachings of Dr Maltz throughout the world, chose me as the master licensee to promote the concepts of psycho-cybernetics. Two years later, Kennedy sold the Psycho-Cybernetics Foundation to me. This then led to me doing an audiobook of Maxwell Maltz's *Theatre of the Mind*, as well as the updated and expanded version of the original *Psycho-Cybernetics* book.

And then the surprise of a lifetime came to me when my agent Jeffrey Herman, and his wife, Deborah, who has served as my editor, presented me with the opportunity to be the decoder of Dr Maltz's teachings in this book, *Psycho-Cybernetics* 365. What a great way to show people how to systematically integrate Dr Maltz's timeless wisdom into their daily lives. From my studies of his work, I believe that is what he hoped to accomplish. Psycho-cybernetics is meant to be a catalyst for change and not merely a philosophy one reads for inspiration and then shelves along with all the books that purport to be motivational.

In this book of daily reflections, you will begin each day with a quote from Dr Maltz that I then expand upon, giving rare insights and details that make the teachings more accessible than ever before.

Putting this book together was a monumental task. What first appeared to be a fifty-thousand-word project turned into one hundred thousand words.

Over the course of writing, I was doing far more than explaining the principles, concepts, and techniques. I was using them to finish the job.

One day, while teaching my daughter, Faith, my method of writing daily emails, she told me that she was having trouble coming up with ‘good ideas’ to write about. I immediately pounced on this statement, saying, ‘Who said you need a good idea to write about? Just write and the words will come.’

What I was telling Faith is, in fact, a psycho-cybernetics principle: Writing is the same as speaking. You do not think about every word you will utter before talking, otherwise you will never say anything. Much the same as you would open your mouth and begin talking, to write you stretch your fingers and begin, regardless of whether you think it is any good. In short, you allow yourself to be spontaneous, and that is when the surprises happen.

The truth is, I was relaying to my daughter what I was often confronted with while writing this book. Numerous times I found myself in this same trap of wanting to write something good so much so that nothing was being written. At times I found myself flustered, especially when I thought about how big the project was or how long it would take. Many times, when I looked at a Maltz quote, I had no idea what to write about it.

To bring the book to completion, I engaged my subconscious mind with questions, then took naps or walks that led to the answers. I also used a principle called ‘splitting the atom’, or ‘microtizing’. You take what is big and reduce it into ridiculously small actions. Instead of scaring yourself by thinking big or getting out of your comfort zone, you get yourself going by thinking small, by finding your comfort zone of action. This process then led to me doing far more, naturally and organically, from a state of relaxation, than I would have otherwise attempted.

As I told Faith, I did not write one hundred thousand words by trying to write something good. In fact, to get myself going, I would often say to myself, ‘Just write the first sentence’ or ‘Open the file and stare at the quote’.

These seemingly inconsequential actions led to a big result. When you focus on a daily process, you will surprise yourself with how much you can accomplish.

Let the above serve as two examples of how *Psycho-Cybernetics*

365 dives deeply into the principles of the original book. I not only decode and expand upon what is found in the original writings, I lay them out for you in easily manageable chunks.

A poem I wrote to summarize this goes as follows:

*Focus on the big
And you'll stumble
On every twig.*

*Focus on the small
And you'll realize you
Can have it all.*

Yes, I focussed on the small stuff in order to bring this book to completion. I focussed on the message I would write, and if that idea was too big, I made it even smaller. By focussing this way, I gave myself permission to jump into action with a small step. This seemingly small action, when repeated, lead to greater confidence and momentum, which inevitably catapulted me to the bigger goal. The small step pushed me beyond my comfort zone but did so from a place of comfort.

This may come as a surprise to you, because so many people have been told that the only way forward is doing what you are uncomfortable doing. I do not champion such an adage, and you will learn why as you devour this book. For now, though, I'll give you a hint: Dr Maltz didn't teach 'getting out of your comfort zone' either.

Oddly enough, I neither believed nor disbelieved that I could write a book of this length. I didn't focus on my beliefs at all. Instead, I kept my mind attuned to the mental pictures of seeing one sentence, one entry being written at a time. Doing this ultimately led to me seeing the final manuscript in my hands.

Yes, there is a time when it is to your advantage to think big, which you will read about, but doing the opposite may be what works the best for you in various situations. You will figure this out, and once you do, your future will burn even brighter than it currently is.

As for the overall decoding of this book, keep in mind that Dr

Maltz made his mark as a plastic surgeon, then as a writer and speaker, whereas my early successes came in sports, then in martial arts, then as a writer. Even so, you will find that both of us have explained the principles of psycho-cybernetics with stories and metaphors involving sports, as well as many other relatable occupations and interests, including teaching, coaching, selling, writing, art, and business. You can apply these principles to your life, no matter who you are.

Some of the daily entries have exercises for you to do. Please feel free to apply this type of self-reflection to all of the quotes. The more proactive you are with the material, the better.

Before I started this project, I had continuously researched and studied *everything* about psycho-cybernetics principles and techniques – and I have been coaching people in them for over two decades – but I must say that I didn't expect this project would take me leaps and bounds deeper into the work. In writing this tool kit containing 365 days of Maltzisms, I learned far more than I expected. The beauty of psycho-cybernetics is that it is something living and growing inside of you as you explore your self-image. This is why this book is something for you to read daily and once you are finished, begin again. Read it at least once each year as you continue to express far more of your latent talents and abilities. Exciting, isn't it?

In closing, I am immensely grateful to God for the opportunity to write this book and for the grace and assistance I was given to bring it to completion. And I encourage you to write to me through the Psycho-Cybernetics.com website with any questions or comments you may have, as well as for coaching, seminar, and certification opportunities.

Matthew Furey
President of the Psycho-Cybernetics Foundation

JANUARY

‘Discovery of the self-image represents a breakthrough in psychology and the field of creative personality.’

WHEN MAXWELL MALTZ WROTE HIS flagship book, *Psycho-Cybernetics*, in 1960, he combined the word ‘psycho’ for mind with the word ‘cybernetics’, a term stemming from the Greek that means ‘to steer or govern a ship to port’. Even though Dr Maltz’s career began as a cosmetic surgeon, he saw personality changes appear after people noted the changes in their facial features. Although most people Maltz operated on experienced an immediate improvement in their personalities, some of his patients showed no improvement. The lack of changes in the personalities of these patients perplexed Dr Maltz, which led him to the discovery of self-image psychology and the science of cybernetics. He learned that just as a thermostat is programmed cybernetically to maintain a certain temperature, human beings are programmed to succeed or fail based on the mental imagery or ‘software’ installed in the mind. This software, however, is malleable. Just as the temperature on a thermostat can be altered, so can a human being’s personality, actions, attitude, and level of accomplishment. These positive changes occur by altering and improving the mental pictures you focus on each day.

Dr Maltz noted, ‘When you change a man’s face, you almost invariably change his future.’ But it is also the image that creates the real change. Some of his patients, although their faces were changed, still carried with them the scars of their internal wounds.

Your self-image is the key that unlocks and drives your personality, your feelings, your behaviour, and your results. It is the blueprint that tells your brain and nervous system what is and isn’t possible for you. This blueprint can be changed by shifting how you use your imagination. How you see yourself in your mind’s eye changes how you feel and the results you experience in life. As soon as you change your mental image about the future from one of fear to one of courage and confidence, your feelings automatically improve.

On this first day of the new year, you can learn to expand your

self-image beyond the limitations and boundaries of what you thought was possible. Your new self-image, the way you see yourself, will break down barriers and open the door to new capabilities, new talents, and the achievement of your goals.

As you change your mental picture, you will see that you have the power to change your life for the better.

Begin your journey through psycho-cybernetics by asking yourself these questions:

Is there an uncomfortable image playing in my mind?

How do I feel when I picture it?

What would happen if I changed that image to one that is positive?

What did I notice when I changed it?

‘Success – one goal at a time.’

DID YOU KNOW THAT WITHIN your brain, there is an automatic guidance system that works subconsciously to help you reach a goal? How this mechanism works for you depends upon how you picture things in your mind. You are the one who will set the goals and decide the outcomes. You can have a sense of what you want, but once you set a goal, your internal mechanism will begin to find ways to achieve it. Start with a goal for today – something you want to accomplish or create before the day is done. Focus on it, and then do what you focussed on.

Setting a goal using psycho-cybernetics is easy when you focus on one goal for each day. Eventually, when you have momentum, you can focus on more goals, including longer-range goals. Anyone can make a long list of goals, but too many goals can confuse the mind. Too many goals or too many long-term goals can overload what Dr Maltz called the Creative Mechanism, causing it to jam. Your initial goal can be as simple as seeing yourself with kind eyes or seeing the times in your life when you were happy, energized, and creatively alive. Remember, when you change the images you focus on, you change your self-image, leading to changes in your results. Start with a simple daily goal first, and greatness will come from it.

‘Steer your mind to a useful goal.’

THE PHYSICAL BRAIN AND BODY function similar to a machine. No, you are not a machine, but when you use your mind effectively, automatic changes happen inside the brain and nervous system, much like a machine that is programmed correctly. The change in you does not occur through willpower but through the proper use of your imagination. As the saying goes, in the battle between imagination and willpower, imagination always wins. You can easily walk a plank that is a few inches off the ground, but if you put the plank twelve feet above the ground, you begin to imagine falling, which causes you to become paralysed with fear. This is an example of why imagination is your greatest tool. When you direct your imagination toward positive goals, it works for you. When you use it to picture something negative, it works against you.

‘This same Creative Mechanism within you can help you achieve your best possible “self” if you form a picture in your imagination of the self you want to be and see yourself in the new role. This is a necessary condition for personality transformation, regardless of the method of therapy used. Somehow, before a person can change, he must see himself in a new role.’

—**Maxwell Maltz**, *Psycho-Cybernetics: Updated and Expanded*

‘Dehypnotize yourself from false beliefs.’

WE MAY NOT REALIZE IT, but to some extent, we all are hypnotized in our day-to-day lives. We are told a multitude of things about our world, about other people, and about ourselves that we unconsciously buy into and believe to be factual. Some of these beliefs come from our earliest experiences with family members, teachers, and peers, including situations we don't even remember. As children, we absorb messages and ideas before we learn to speak, and throughout our lives, we tend to look to those outside of ourselves to define who we are and what we are supposed to think. If what we think about ourselves is helping us get the results we want, there's nothing to change. But if what we believe to be true is holding us back, we can eradicate those false ideas and beliefs by taking in new information and using our imagination in an empowering way.

In this first week of the new year, begin to look at the false ideas or limiting beliefs you have bought into about yourself. Begin by choosing one aspect about yourself you want to question or challenge.

Ask yourself, ‘How do they know? What if they were wrong? What if all I had to do was form a new mental picture and begin to practise?’

Start with something simple, such as making your bed today. You may resist this simple task and think it is tedious. But before you make your bed, see yourself making it with a smile on your face. Note the changes in your experience after you do this.

‘Compete with yourself.’

THERE IS AN EXPRESSION IN AA (Alcoholics Anonymous) that you should never measure your insides by someone else’s outsides. There is great wisdom in this because you never know all the details about another person’s life. When we dwell on external observation alone, we buy into illusions that don’t hold up under scrutiny.

‘Inferiority and superiority are reverse sides of the same coin. The cure lies in realizing that the coin itself is spurious. The truth about you is this: you are not inferior, you are not superior, you are you.’

—Maxwell Maltz, *Psycho-Cybernetics*

The takeaway from this quote is that you do not need to compete with anyone other than yourself. You are a unique individual created in the image of God. So, rather than looking outside and comparing yourself to what others have or do, concentrate on a goal that appeals to you. Be your own competition. Compete with yourself, bettering your previous best.

‘Procrastination can drain your energy.’

YOU CAN'T BE HAPPY FOR long if you continually put off until tomorrow what you can and ought to do today. Most of the time, when you put off something that you want or need to do, you lose energy. On the other hand, taking a break to let your subconscious do its job leads to ideas that give you more energy. In this case, you aren't really procrastinating. You are using the subconscious part of the creative process. When you understand how the process works, you don't beat yourself up when you take a break because you realize that your best ideas often come when you aren't consciously working on them.

Taking a walk, cleaning a room, jumping in the shower, and making time for a nap are all activities that may seem frivolous, but trained eyes see it differently. These eyes can see the process you are following, one of letting your internal Success Mechanism help you reach your goal. Negative procrastination drains you of energy, whereas creative procrastination gives you the energy to accomplish your objective.

‘When making changes, reserve judgement
for a minimum of twenty-one days.’

ROME WASN'T BUILT OVERNIGHT. Keep this in mind as you begin to change your self-image. It typically takes twenty-one days for an old mental image to be transformed into a new one. This doesn't mean you won't see any changes before then. You probably will, especially when you focus on taking action that leads to accomplishing a daily goal. Start with one goal, one objective. Practise seeing yourself at the end of the day with your goal accomplished.

It is often easier to look at other people and think about how these people could change their ways with this book. Avoid this tendency. Take care of yourself first. Approach this new process without questioning whether or not change is even possible. Allow change to come of its own accord, without effort, just as you would if you planted a seed in fresh soil. A new mental picture is the same as that seed. Plant it, water it, then leave it alone so nature can do her work. You'll be amazed at how this same process that works with plants and seeds works with you.

‘Start with short-term, daily goals.’

GOAL SETTING IS ONE OF those concepts that can set us up for failure if we do not understand the process of creative living. Focus on the *getting* of your goals, not just setting them. See yourself at the finish line, celebrating your success. If you can't think of successes, let your mind wander back to your happiest moments. Relive those moments. This will begin to activate your Success Mechanism to create more happy moments. You will find these happy moments are also successes.

Many people have unrealistic expectations about goal setting, immediately crafting a list of long-range goals that are ten or twenty years in the future. In the beginning, concentrate on daily, short-term goals that build momentum and confidence. Over time, with greater confidence, you will realize that you can achieve short- and longer-term goals. Each goal you accomplish becomes a memory, one you can relive to fuel your tank toward achieving other objectives.

Success truly does breed success.

‘The ultimate goal is peace of mind through a self-image that is continually improving.’

MANY PEOPLE THINK OF SUCCESS as acquiring wealth, prestige symbols, and awards. There is nothing wrong with having those things, but they will come to you as a consequence of seeing yourself in a better light, in a more empowering way.

You can have all the wealth in the world but feel as though you are a pauper. You can be a model with stunning outer beauty but feel empty inside. This is why Dr Maltz referred to peace of mind as the greatest port in the world, the ultimate goal. With peace of mind, you have everything; without it, you have nothing. You can have goals for more money, a new home, a better car, and so on. You can picture yourself winning awards, getting superior grades, and moving up in a company.

These are all good goals – but seeing yourself as someone unique, someone created in the image of God, is even better because if your focus is only on acquiring trinkets and toys, this can lead to frustration, neuroticism, and emptiness. When your focus is on continually improving the image you have of yourself, and you engage in regular daily practice of positive mental imagery, your practice not only leads to peace of mind, it leads to far greater accomplishments than you can currently imagine.

‘The accomplishment of one goal builds
momentum toward others.’

ACCOMPLISHED GOALS CAN BE IGNORED and forgotten or strategically used to create a brighter future for yourself and the world. Anything you achieve, no matter how long ago, no matter how small, can be used as a positive memory you relive and recall to boost your self-image and increase your ‘winning percentage’.

When you achieve a goal, it is wise to replay and relive it in the theatre of your mind, using it as rocket fuel that guides you toward your next goal. Many people choose to ignore their victories and accomplishments. This is a mistake. Ignoring your previous positive memories is similar to lighting a single candle, but instead of using it to light ninety-nine more, you strike another match and begin all over again.

Once one candle is burning, use it to light the others. This is also why you want to start with one goal, preferably one for today, to gain confidence in the process. You light your first candle.

As you begin to accumulate a series of daily victories that you relive in your mind’s eye, the fire of desire spreads, and you become unstoppable in other areas of your life.

‘Live in the present as you accomplish a goal.’

ONE OF THE MOST POWERFUL tools you have in learning to use psycho-cybernetics is forming the habit of relaxation. By relaxation, I do not mean that you sit on the couch passively watching television all day. By relaxation, I am referring to responding effectively in the present moment.

When you let go of unnecessary tension, you are able to act in a way that feels effortless. True professionals are those who make their work appear easy. They often give the impression that the work they are doing is incredibly easy. This is far from the truth.

Professional athletes, surgeons, speakers, and salespeople always perform better when their body is relaxed. When the body is relaxed and focussed in the here and now, the mind leads you to act with far greater ease.

If you feel nervous before an event, the nervousness is there to help you. It is a spark of desire within that is there to help rather than hinder your performance. It's energy you're being given from the Creator to help you accomplish your objective.

‘There are fourteen hundred and forty minutes in every day.’

TIME IS AN ASSET THAT is both misunderstood and under-appreciated. As we age, we become aware of it passing more quickly, but do we see the potential given to us with every minute of every day? No matter your age, you can use your internal Creative Mechanism and a few minutes of relaxed visualization to change how you feel and the results you get.

For example, a young baseball pitcher may be having trouble throwing strikes. But if the athlete sits for a few minutes and pictures a different outcome, such as the ball being a strike, reality can quickly change. Those few minutes of mental imagery can turn balls into strikes.

Think about who you want to be and the result you want to accomplish before you jump into action and begin doing. Relive a memory of a time when you handled a situation with ease, seemingly without effort. Then see it happening again today. This process only takes a few minutes, but every minute you spend seeing the outcome you desire before you act *will* pay huge dividends.

‘You may be a mistake maker, but you
are also a mistake breaker.’

NO ONE IS PERFECT. All of us are only human. This means that part of creative living is making mistakes. We zig and zag toward a target before we get there. Just as a missile is off course most of the time before it reaches its target, so are we when we are in pursuit of our goals. When we keep moving forward, our servomechanism takes in our mistakes as corrective feedback and helps us make adjustments.

If we are in learning mode, we accept the feedback and keep going. If we are in reactive mode, we get upset with and reject the feedback. We think we shouldn’t be making mistakes. Remember that the corrective feedback is there to show you the way to success. A student who fails a spelling test may identify himself as a poor speller and say, ‘I can’t spell.’ Or even worse, ‘I am a failure.’ It’s far better to think, ‘I am a mistake maker but also a mistake breaker.’ We all make mistakes no matter how hard we try not to make them. It’s part of living. The key to growth is accepting and learning from our mistakes and then using the feedback to do better next time.

‘A negative feeling can be a stimulus for you to make something of yourself.’

ONE OF THE MOST VALUABLE pieces of advice you will ever hear is to use a negative feeling as an internal alarm bell. This bell sends a signal telling you that you are off target; it gives you an opportunity to change your outlook on a situation.

For example, a salesperson was nervous about whether a prospective client would buy from her. The worry consumed her so much that she didn't want to give a presentation to the prospect. Then her internal bell went off, reminding her she was imagining what she did not want. After she changed her mental image to one of the prospect of smiling and enjoying her presentation, she immediately felt at ease and the man ended up buying from her.

Think of this feeling of worry as an alarm bell going off in your mind, telling you to shift your thinking and picture what you want instead of what you don't want. If you feel fear while driving, picture your vehicle arriving safely. If you are worried before taking an exam, picture yourself relaxed, knowing the answers to all the questions. Use your negative feelings to trigger a shift where you consciously replace them with the positive outcome you want.

‘Growing means adjusting to the realities of every day.’

OUR DAILY HABITS HAVE an effect on our self-image. If we begin a routine of walking each day, this will change our emotional state and lead to us wanting to walk more often. We could start with walking a mile, and if we do this each day for a week, chances are we will be walking two or three miles per day in a relatively short period. The more often we walk, the more our perceptions and feelings about ourselves and the world we live in change. Some of these changes in us can be subtle, others can be dramatic.

As a result of our walking, we may begin to communicate with others more skilfully; we might also find that we sleep better. Changing this one habit will automatically lead to changes in other areas.

When we consciously and deliberately develop new and better habits, our self-image will shift. Old habits you’ve wanted to discard will go by the wayside, while others you have wanted to implement will come naturally. As you cultivate the walking habit, it becomes easier to be in the present moment, aware of your breathing and posture, and to picture a brighter future.

Changing one habit may initially be uncomfortable, but the results will be worth it.

Start with small goals that get you going, such as walking for five or ten minutes. It is very likely that after walking for a short time, you will want to go for a half hour or so. Let yourself go with this urge. What began as a simple exercise is now an essential part of your day.

‘Opportunity rarely knocks. You must look for it yourself and bring it to your doorstep.’

HOW YOU PERCEIVE OPPORTUNITY is directly related to how you see yourself navigating through life.

When you see an opportunity and act upon it, you do so because you see yourself playing a pivotal role in life. If you see yourself as someone who will inevitably fail, you will either ignore or be unaware of the opportunity.

If you picture yourself as a failure instead of a creatively alive human being, you make it difficult for yourself to act.

Start by changing the mental picture you have of yourself. See yourself as a person who was born to succeed, not to fail. As you do so, you will begin to see more and more opportunities for growth and change, and you will start to act upon them. And as you act upon those opportunities, more will begin to come your way.

When one door opens, it leads to many others.

‘Daily adjustment means daily growth.’

CHANGING HOW YOU ACT IN your everyday life is much easier when you see yourself doing what you want to do before acting. So many people find it hard to change because they have never relaxed and visualized themselves doing it before moving forward.

When you imagine yourself doing what you have never done before, you move yourself in a new direction, one that you saw inside your mind first. Without conscious effort, your subconscious mind leads you to act in accord with the new action being pictured.

A simple example of how this played out in my life was when the dogs began barking while I was talking on the phone with a client. The dogs love to bark at anyone, including family, who walks to the door, and my response used to be one of irritation. I would put the phone on mute for a moment and holler for the dogs to stop. Then, one day, I decided to picture myself calmly walking over to the dogs and telling them to be quiet when they barked. The next time the dogs barked, I was amazed that I didn’t get annoyed. I remained calm and did what I had pictured myself doing.

This process is so simple it is stunning. When you observe your mental images taking hold in such day-to-day situations, you realize that your reactions, even your automatic reflex responses, can be adjusted for the better.

‘Nervous energy is useful energy.’

WHEN YOU HAVE A GOAL that is within reach you may have nervous thoughts and feelings about it. You may feel butterflies in your stomach or sweaty palms. This nervous energy is part of the process when you are moving closer toward a goal. It is not to be avoided or fixed.

The ‘money players’ in sports recognize this nervousness as a gift and use it to perform better under stress. They accept these nervous feelings and focus on what they want to accomplish. They react aggressively and positively to these feelings. They do not sit passively, hoping and wishing that their nervousness will go away.

Nervousness is there to help you, not to hinder you. When you encounter feelings of nervousness, don’t fight them off. Accept them and let them help you perform better than ever.

‘A certain amount of “excitement” – if interpreted correctly and employed correctly – helps, rather than hinders, performance.’

—Maxwell Maltz, *Psycho-Cybernetics*

‘Dwell on today’s opportunities, not yesterday’s blunders.’

MANY PEOPLE MISS OPPORTUNITIES FOR advancement because they replay memories of previous failures instead of previous successes. When you habitually replay negative memories of failure without learning from them, you unwittingly activate your servo-mechanism to move toward more negative experiences. All human beings make mistakes and have setbacks and failures. Success-prone personalities learn from their failures and then replay their victories to get more of them. Failure-prone personalities focus on their mistakes and refuse to learn from them. This tendency to replay the negative deepens the negative programming of your self-image.

A Zen master of calligraphy paints a circle, called an *enso*, with one continuous stroke. He paints the circle with his entire body, not merely his hand. Yet he never attempts to paint a *perfect* circle, as perfection is not the goal. The goal is to make the circle look as though a child did it. That is art. I call it imperfect perfection. Your mission is to accomplish your goal, period. Even a pitcher in baseball who throws a so-called ‘perfect’ game is far from perfect. Yes, the pitcher got all twenty-seven outs without anyone reaching base safely. But did the pitcher throw nothing but strikes? Did the pitcher strike every batter out? Not a chance. The pitcher threw an imperfectly perfect game.

‘Calm mind, calm body.’

BEING ABLE TO RELAX ON command is one of the hallmarks of a successful person in a pressure situation. In basketball, the athlete who can remain calm when shooting from the free-throw line will be more accurate than the person who is tense.

The calm salesperson can respond more effectively to a prospect's questions or concerns. The key to mental and physical relaxation begins in your mind.

You can start to learn how to do this by sitting in a chair, closing your eyes and giving the command ‘calm mind, calm body’ to yourself. When you do this, imagine and feel the tension in your face fading away. Feel yourself letting go. Then, move to your neck, shoulders, and so on until your whole body is light and relaxed.

If you practise this daily for five minutes, within thirty days you'll be able to relax on command, a skill you can take with you into any situation. Although this exercise appears to be nothing more than a relaxation technique, note that you are also practising the art of visualization.

You don't merely tell yourself to be calm. You see and feel yourself calming down as you do so.

‘Relaxation is a built-in tranquillizer. Use it continually in your daily life.’

IT MAY SEEM COUNTERINTUITIVE THAT relaxation is as important, if not more so, than struggling to achieve your goals. Sometimes, the harder you work, the more difficult you make the task at hand.

Imagine a golfer with a beautiful swing. She positions herself, relaxes, brings the club backward, and follows through with a feeling of effortless effort to finish the swing. If the golfer tries harder or ‘muscles up’, her chances of hitting the ball where she wants it to go will be negated. Despite all her efforts, the swing will not be a work of art.

This same secret applies to every situation. The harder you ‘try’, the worse your results will be. This doesn’t mean you don’t work hard or use zero effort. You relax the unnecessary muscles and use the important ones to hold your physical structure in place. One of my coaches said it best: ‘Constantly strive to make your skills as easy as possible.’

Consider: how can you make your work, job, sport, hobby, or communications as easy as possible? The answer will change your life for the better.

‘Relaxation is learned.’

RELAXATION ISN'T SOMETHING YOU'RE BORN with; it's a skill you learn, similar to driving a car, sewing, or performing surgery. These tasks all require a mix of precise skills and a relaxed approach. This relaxed state is essential for activating our built-in Success Mechanisms.

When you relax, you let your subconscious take the wheel. This part of your mind handles complex tasks smoothly, provided you don't hinder it with stress or anxiety. Consider surgeons: they need to remain calm to make precise decisions; any tension could disrupt their accuracy.

Relaxing means setting aside the nagging worries of your conscious mind, which tends to focus on stress. This shift allows your subconscious to step forward, enhancing your performance in tasks requiring creativity and precision and boosting your overall well-being. Learning to relax is cultivating a state that lets your mental and physical abilities shine.

Like any skill, relaxation takes practice and awareness. With dedication, you can effectively train yourself to access this relaxed state, making it a powerful ally in enhancing your personal and professional life. This isn't just about doing better; it's about being better. Relaxation helps you put the concerns of the conscious mind to the side as your subconscious mind takes over.

‘Relaxation is a built-in tranquillizer. Use it continually in your daily life.’

RELAXATION IS A WAY OF immunizing yourself against external stimuli by refusing to respond to them.

It is interesting that few people ever get instruction or coaching in this skill of relaxation, except for athletes, martial artists, and people who use certain exercise systems. I am increasingly called upon to assist professional athletes in developing their ability to relax and deliver under pressure. You’ve probably had quite a bit of training in the technical aspects of your career. But have you received comparable training in the art of relaxing under pressure? If not, get some.

To get started, why not try guided visualization? It’s a simple technique where you enter the theatre of your mind and picture yourself acing challenging situations with ease. Practising this visualization regularly can make a real difference in handling stress.

Another great tool is progressive muscle relaxation. By tensing and relaxing different muscle groups, you teach your body to let go of stress, which can help keep you calm and focussed, no matter what’s thrown your way. Both methods are not just good for your performance; they’re great for beating everyday stress, too.

‘Learn to listen to others.’

WHEN YOU LISTEN TO WHAT people are saying, you show respect to the person who is speaking. To truly listen to others, even those you disagree with, you must relax and put yourself in learning mode. You will always learn something when you take the time to listen. Rather than cutting the other person off to express your opinion or argue, you practise the calm mind, calm body technique (this is taught in great detail in the Zero Resistance Living course, available at psycho-cybernetics.com), and let the other person talk. As the other person talks, you form mental pictures of what she is saying. You see what is being expressed as though you’re watching a movie unfold before your eyes, and the truth is, you are.

It’s been said that we have two ears and one mouth for a reason. With this idea in mind, imagine you will listen to others a bit better today. Picture someone you regularly communicate with, perhaps ineffectively. See yourself listening more today than you ever have before. Ask questions that get the other person to feel comfortable in your presence. Forget about what your responses are going to be. When you allow others to speak, don’t be surprised when they tell you you’re a great communicator, even though you didn’t say much.

‘Cultivate respect for your own individuality.’

DO YOU WANT TO BLEND into the crowd and be the same as everyone else? Can you imagine a world where everyone is the same? A world where no one is unique in any way?

Every human being has unique attributes and skills. Just as no two people on earth have the same fingerprints, every one of us has a unique spark within.

Many people want to fit in, erroneously thinking there is only one way to be accepted or successful. But the most successful people in the world respect their own uniqueness and let their light shine. They don't try to fit in as this would stifle their creativity.

Yes, you will want to learn from others, and in the beginning, you may even want to model those who have a skill you want to have. But as you begin to acquire your new skill, always make room for your own twist on things. When you express yourself fully, you come alive and make yourself more attractive to other successful people who appreciate the courage it takes to be yourself in a world where so many are trying to fit in.

‘Cultivate a calm and cheerful attitude.’

YOU MIGHT NOT FEEL SO cheerful when you get out of bed each morning. You might still be drowsy, possibly even a little grumpy. This could be an indicator that you didn’t get enough sleep. It could also mean that you watched something negative before bed or were overly engaged in social media before falling asleep. When Dr Maltz wrote *Psycho-Cybernetics*, the world we know today was different, yet people are still people, and our tendencies will always be the same. This means that the same principles Dr Maltz wrote about still apply today.

Before sleeping, one of the best things you can do is to refrain from using all your devices for one hour. On the flip side, it is also a good idea to refrain from looking at your devices for one hour upon rising. This helps you take advantage of the Golden Hour of each day when you can read, pray, meditate, visualize, journal, and plan your day. Giving yourself this Golden Hour helps you relax, be at peace with the world, and program your servomechanism for a successful day.

Before going to bed, tell yourself you’re going to wake up feeling fantastic and energized. Form a mental picture of yourself being refreshed upon awakening. See yourself cheerfully engaging in the first activity of your day. Give your mind breathing room before bed so you can program positive mental pictures for tomorrow. When you repeat this process upon awakening, you’ll be amazed at the difference it makes in your life.

‘Smile as often as possible, at least several times a day.’

ONE OF THE KEYS TO positive living lies in the corners of your mouth. Taking charge of your facial physiology leads the brain and nervous system in the direction you want to go.

Look in the mirror soon after rising. Regardless of how you feel, look into your eyes and lift the corners of your mouth. Smile at the person you see in the mirror for at least a minute. As you look at yourself, begin to see yourself with kind eyes, something Dr Maltz taught in *Zero Resistance Living*. Let go of all your doubts, worries, and fears. See them dropping through the floor and being flushed away. Allow the weight of the world to fall off you. Imagine and feel your eyes smiling back at you as you smile toward them.

Repeat this exercise throughout the day and you will begin to cultivate the smiling habit. The more you smile at the face looking back at you in the mirror, the more you will smile at others. As you begin to smile toward those you meet each day, more smiles will come your way. Change in your outer world starts when you smile at the person looking back at you in the mirror.

‘Nothing succeeds like success.’

IT’S EASIER TO GET A JOB when you already have one.

It’s easier to get a loan when you don’t need one.

But what do you do if you’re feeling down and out? You begin by remembering the job you once had, even if it was a small task done for a neighbour. You go back in time and recall a small victory that your critical mind may think of as inconsequential.

Your ‘no big deal’ memories contain tremendous forward energy and momentum. Picturing a brighter future is only half the winning equation, though. You also want to see yourself as someone who has already accomplished something of value, even something small that you forgot about or took for granted.

Your positive memories are a treasure trove of internal wealth and abundance that make you feel good about yourself. Relive these memories, and they will go to work for you, carving out a path of successful living that you didn’t see before.

‘Everyone understands a mental picture.’

MANY PEOPLE ERRONEOUSLY BELIEVE THEY cannot visualize or think in pictures. This is not true.

One of the tests I give the people I coach is an open-eyes visualization where you see the letter *A* in front of you. You can picture this letter as written on a whiteboard or in the open air before you. You can picture the letter as a white cloud of smoke or as a red letter on a screen. You can see the letter suspended in midair or floating past you from left to right. After you have pictured the letter *A*, you let it go and replace it with the letter *B*, followed by the letter *C*, and so on. Go through each letter in the alphabet, and you’ll soon be convinced that, yes, you can and do think in pictures, even when your eyes are wide open.

All of us use mental imagery all day long, every day, often unconsciously. This exercise makes you conscious of the process you use, even when you’re unaware of doing so. Dr Maltz wrote that your imagination is part of every action and every thought you have all day long. You might think this idea doesn’t apply to you because you ‘just do it’. But no one can truly ‘just do it’ without engaging the imagination first. Even those convinced they take action without using mental imagery see themselves acting before they do so.

‘Everyone has the ability to form mental pictures and draw meaning from them.’

HERE’S A GRAPHIC EXAMPLE THAT will convince you that you are seeing mental pictures all throughout the day. Suppose you were watching the news with the audio muted. Upon the screen, you saw yellow tape cordoning off an area where several police officers were looking down at a chalk silhouette of a body on the pavement. What mental picture immediately comes to mind? Don’t you immediately begin to assume, in the form of a visual image, that the chalk outline represents where a dead body was previously lying?

Now, imagine you are inside a cave with wildlife sketches on the walls. What thought comes to mind when you see these sketches? Chances are that you immediately imagine that these sketches were drawn by cavemen. You may also deduce that these sketches were drawn to get a tribe of men ready for a hunt.

All of this picturing was done with your eyes wide open. These are examples of how you visualize all day long, even when your eyes are wide open and you’re not conscious of the process. We take in information with our eyes and form imaginary mental images about what we see.

‘A mental picture is a scene played
upon the “screen of the mind.”’

WHEN YOU WATCH A FICTIONAL movie and are pulled into a scene to the point that you begin to laugh, cry, or feel fear, your mind is taking in the information on the screen as though it is real. After the movie, you may talk with a friend about what grabbed you the most, and as you do so, are you not picturing a memory of what you saw?

Suppose you are watching a ball game by yourself, and someone who missed part of the action shows up, sees the score, and asks you what happened. What do you say in reply? Most likely, you do more than tell the other person the score. You probably run through a few plays in the game that explain how the change in points showed up on the board. What are you doing with your mind when you explain the details? You are remembering what you saw in the game, you are recalling the ‘footage’ you are seeing in your mind’s eye. You are using the power of mental pictures to remember what happened and to explain it to someone else.

You see scenes in your mind all day long, whether you’re doing so to recall something from the past or to ponder what you want to do in the future.

Are you now beginning to see what great power lies within you?

FEBRUARY