



MIND OVER MATTER

**A GUIDE TO STRENGTHENING YOUR MIND
TO UNLOCK YOUR FULL POTENTIAL**

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The mind, whether consciously or unconsciously, is constantly occupied with making decisions. Those decisions are based, to a large extent, on your wants and your fears. *Mind Over Matter* is about training yourself to accomplish goals by continually making the decision to go after what you want most and either block-out fear or use fear to your own advantage.

When making effort to accomplish any task, whether large or small, the determination of the outcome is often related to how well we align our mind with the completion of the task. The cliché



words of encouragement “You can be anything you want to be and do anything you want to do,” are true to a large extent. The key words in that sentence are “want to.” The problem is that most of us have many different layers of wants, some that are obvious and some that are not so obvious. For example, we may want to have millions in the bank and be able to travel around the world. However, we also want to watch the next episode of our favorite TV show or we want to watch the Monday night

football game.

Though these things may not be mutually exclusive, it is often the small wants that chip away at and kill the big wants. If given the choice, very few people would choose watching a football game over having millions in the bank, but it is often the accumulation of many small decisions that prevent us from doing the things we truly want. Instant gratification is often the enemy of achieving long-term gratification.

As another example, you may want to start a business and feel very strongly it will be successful. You also know that, if you start this business and it is successful, you will feel an immense sense of accomplishment and be in a better financial position. However even though you feel very strongly this business can and will be successful if you pursue it, you may feel keeping your current 9 to 5 is less risky and know that success can never be 100% guaranteed when you start a business. You

have a want to start the business but you also have a want to have guaranteed income. Depending on which want is greater on a deep internal level, you will either decide to continue with your current job or to go into business for yourself.

This brings us to the greatest motivator, which is fear. Fear has its place on a limited scale but it can be one of the most destructive emotions a person can have as it relates to success in life. Fear causes people to make illogical decisions. Fear amplifies problems and paralyzes. Fear is ashamed. Fear makes excuses and justifies bad decisions.

Most people are unaware of how much of the time they are actually acting out of fear. In the example above, fear of losing the steady source of income would likely be a large part of the reason one might decide not to pursue the thing they say they want to. The good news is that you can learn to use your own fears to your advantage. With effort you can teach yourself to fear the right things and use it as motivation to accomplish your goals.

Instead of fearing what could happen in the worst case scenario or if things don't go as planned, train yourself to fear what could happen if you don't act when presented with good opportunities. Teach yourself to fear making irrational decisions. Teach yourself to fear being around negative influences. Teach yourself to fear having the wrong type of fear.

Once we begin to understand how our wants and our fears play a part in our decision making process and therefore our results for all our endeavors, we can begin to understand ourselves and how we can begin to accomplish our goals. If you're interested in going deeper into this topic, there's a good course about the [Art and Science of Getting What You Want](#) you can check it out [here](#). Now that we understand more about these two basic motivators, we can begin to delve into how we can go from making our minds work against us to making our minds work for us.

Block Out Distractions

Before you can hope to accomplish anything new, you should first start with a clean slate. This

means getting rid of distractions. Distractions come in several forms. First, there are distractions caused by your environment, which may be noise distractions or visual distractions. Then, there are distractions by people, who may give misinformation or who are constantly negative and bad for your moral. Then there are personal distractions, which are simply thoughts or activities that are not helpful in accomplishing your goal.

Your environment plays an important role in your brain's ability to function optimally. Visual and auditory distractions prevent you from being able to completely focus. The more you can eliminate these distractions, the more of your mental energy you can use toward completing your desired task.

Distractions caused by other people can sometimes be the most destructive to creativity and productivity. Doubters and detractors, often lack your vision and drive, so they believe what is impossible for them is also impossible for you. For that reason, they inject negativity, which if you are not careful, can become self-doubt, which of course is a form of fear.

This brings us to personal distractions. These can be caused because of self-doubt, or lack of focus related to other issues in our lives or because of the complexity of what we want to accomplish. Many times we can't move forward because of analysis paralysis, meaning we spend so much time weighing different options that we never actually do anything. If you want to master yourself, you must learn how to eliminate or block out distractions as much as possible.



Decide On a Course of Action

Once you've gotten rid of as many distractions as possible, it's time to begin the process of deciding on a course of action. This means gathering information, weighing risk vs reward and

deciding on an overall time frame for completion of your project. Once you've made a decision on a course of action, you should commit to stick with it until completion.

Gather information from competent sources. For example, if you want to start a cafe, speak with other people who own or have owned cafes. Talk to people who frequent the type of place you would like to have. Then, once you have spoken with everyone you know who has knowledge in that area, look for materials online or in books to help you make an informed decision.

Analyze your potential for risk versus reward. Weigh all relevant factors. Be honest with yourself. Thinking in terms of risk and reward is a way to take feelings out of it. Instead of thinking in terms of your wants and fears, this allows you to analyze things more objectively. It's also helpful to think of yourself as your own client. If you had a client who was coming to you asking you for advice, what would you tell them regarding the proposed project or venture?

Make Detailed Plans

Once you know what you want to do, it's time to figure out exactly how to do it. The first thing you should decide on when making your plan, is how long to actually stay in the planning phase. This prevents going into analysis paralysis. There is a fine line between under-preparation and over-preparation, but there inevitably will come a time when you need to stop planning and start doing.

Depending on the complexity of your project the planning phase may need to be weeks or even months and there are Project Management Professionals (PMP) that specialize in taking projects from idea to

completion. The process they use is very specific and detailed. The full project management process is far beyond the scope of this manual but if you have a really big project consider hiring a PMP to assist you going forward. For do-it-yourself projects I suggest using the [Fractal Planner](#) which is a [Personal Task Management Software](#).



Once you have allowed for sufficient planning time, divide your project into phases and assign a date for completion to each phase. Be sure to also make note of any resources you will need at each phase of the project. There will inevitably be unexpected issues that arise but with good planning you can minimize the impact of these issues.

Focus on the Task at Hand

Once you have a detailed plan, complete with phases of completion, it is important that you do things in the proper order. It can be tempting to jump around to different phases of the project, but avoid this as much as possible. It's better to complete each phase in order. This helps you stay on schedule and also gives you a sense of accomplishment after each phase is completed.



Whenever your brain has to switch gears back and forth between two different tasks you suffer a productivity hit. Also, having two or three uncompleted tasks will likely cause you to lose focus and daydream about the other incomplete tasks. Preventing this fractionation of your thought process is a key idea behind the Fractal Planner mentioned above. If you have multiple people working with you, it's good to ensure the same for each of them, i.e. that each person is working on completing one task at a time. This will not always be possible, but typically the more you can focus on completing one task at a time, the more efficient you will be.

Believe in Yourself

Your attitude toward whatever project or task you want to complete will be the key factor to success. You have to believe in your vision in order to see it come to fruition. Henry Ford said "The man who thinks he can and the man who thinks he can't are both right!" Everything you decide to do first starts with the belief that you can do it.

Notice I did not say, “Everything you try to do.” The word “try” implies failure. Think about anything you were unsuccessful doing in the past. If you are asked to speak about it you will likely start by saying something like “Yeah I tried that,” or “I tried it but it didn't work out.” Eliminate the word “try” from your vocabulary as much as possible. Don't try; just do. If you have put together a good plan and are implementing that plan, you have every reason to believe it will be successful.

Keep Believing and Keep It Exciting



The times when your belief will be tested the most are during adversity. No matter how well you plan and execute your plan, there will almost always be adversity. This is when it's hardest to keep believing and maintaining the initial excitement for your project. Adversity can come in many forms whether it be an unexpected expense or just lack of motivation.

There is an excitement related to starting a new project and sometimes the excitement can wear off before the project is even completed. This is when you have to reboot. Think about the reason you started the project in the first place. This is when you use your wants and fears to your advantage. Think about how terrible it would be if you spent all the time you've dedicated to your project without completing it. Visualize the desired outcome and how the adversities experienced in the present will just be an interesting story once you've achieved success.

When you're lacking drive and motivation to continue or you run into adversity in your project, go back and review what you've completed and allow that to get you excited. If you need to adjust your original plan or purchase a new resource, do so. Find a way to complete what you started by any legal and ethical means available to you. Then give yourself a little pat on the back for what you've already done and refocus on the next task at hand.

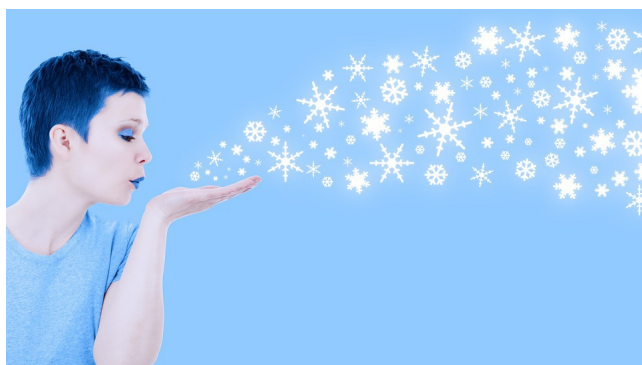
Be Influential

Earlier we spoke about not allowing negative environmental factors adversely affect you. However, it is not enough just to prevent negativity from affecting you. You must learn to be

influential so that your belief and excitement is contagious. Most things we want to accomplish involve other people in one way or another. Whether it is creating a new product, opening a new business or even achieving a fitness goal, almost anything you could endeavor to do can benefit from having the belief and support of others. Certainly, if it relates to having any type of customers or business partnerships, you must learn how to influence people, to some degree, in order for your project to be a success. It doesn't do any good to make the world's best widget if you can't explain what your widget does and show people why they would need it or want it.

Being influential is essential to being successful in almost any facet of life. The words we use, the tone of our voice and our body language greatly influences our self and others. In fact *Mind Over Matter* is nothing but a means to influence yourself to accomplish your goals. The importance of being influential cannot be overstated.

People who master influence make millions from their business endeavors and live happy and fulfilled lives. In fact influence is a science unto itself. Neuro-linguistic Programming (NLP) is the science of using words, voice-tone and body language to influence change in ourselves and others. You



could say it is the science of *Mind Over Matter*. It is scientifically proven to work and may be one of the greatest advantages a person can have in accomplishing any goal and being successful in any human interaction. If you'd like to go deeper into the subject of NLP and see how it works, you can click [here](#) for an [NLP Blueprint](#).