

# **SUCCESS through MANIPULATION**

## **Subconscious Reactions That Will Make or Break You**

**Colin Christopher**

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Colin Christopher

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# Foreword

By Steve Siebold.

Colin Christopher offers a fresh perspective to personal development and mind manipulation. As a world-class clinical hypnotherapist, he shares the unequaled power of the subconscious mind in a way that is certain to shake the rafters of conventional self-help wisdom.

This book breaks down the mental laws one by one and offers a clear and concise understanding of a complex and often confusing subject.

Whether you wish to earn more money, get in shape or enjoy more enriching relationships, this book will detail the subconscious strategy required to turn your dreams into reality.

Don't let the word manipulation turn you off. The truth is we are all being mentally and emotionally manipulated every day of our lives, sometimes by others and more often by ourselves. Some of this manipulation serves our best interests; such as the emotional self-manipulation of motivating ourselves to stick to a budget, exercise more or eat less. Just as often we experience negative manipulation that holds us back and keeps us from realizing our own potential.

The difference lies in understanding the mind mechanics behind the manipulation and directing that knowledge to help us become our best selves.

This book takes you behind the scenes and dissects the laws that create both positive and negative results. Colin explains these laws in easy to follow, layman's terms that anyone can follow and immediately put into practice. As you read and study these laws you will find yourself both shocked and surprised at their simplicity and at the personal and professional impact of fully understanding them.

Most personal development books repeat the same principles over and over, but Success Through Manipulation cuts through the clutter and elevates self-help to a new level. This is Psycho-Cybernetics for the 21<sup>st</sup> century.

As a successful author and professional speaker, I have a backstage pass to the best of the best in the industry, and Colin Christopher was the first person I called when a family member was experiencing trouble relaxing and sleeping. Within days the problem began to dissipate and a few months later it had completely disappeared.

Colin understands mind manipulation at a higher level than anyone I've ever seen, and his extensive knowledge is carefully detailed in this book.

Study his work, set your goals and get ready for the best results of your life!

Steve Siebold  
Author, *How Rich People Think*  
December 25, 2012

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## Introduction

Your thinking is being manipulated right now, whether you know it or not. Manipulation is everywhere, and it is affecting you, no matter what level of success you currently enjoy.

Do you realize you are being manipulated, or are you oblivious? Do you know who or what is manipulating you? Can you identify the manipulation? If you can identify it, can you do anything about it? How is manipulation affecting you? Can you change these effects? Can you use them to your advantage?

As a hypnotist, I routinely use thought manipulation. On stage, I use it to entertain. One-on-one, I use it to help clients.

How can thought manipulation create more success?

Let me give you an example. Think of a brain surgeon. To save a life, the surgeon manipulates physical tools to remove a tumour from the patient's brain. As a hypnotist on stage, I'm like that surgeon; but I manipulate mental tools to get inside the minds of volunteers to change how they think about themselves.

In general, these volunteers are afraid of being on stage and worried about embarrassing themselves. Despite these mental obstacles, in a matter of minutes, I manipulate their thinking so they can do unbelievable things in front of hundreds of people despite their fears. I do one routine where they think they're driving a race car, crash into a deer, and save the deer's life with mouth-to-mouth resuscitation. Picture that!

In private practice as a clinical hypnotherapist, I've used these same thought manipulation tools to help people lose weight, quit smoking, break bad habits, improve self-confidence, eliminate fears and phobias, heighten sexual performance, increase the quality of athletic performance, improve study and concentration skills, and just plain improvement of personal and work performance in general.

If these mental tools can manipulate someone's thinking like that, they can certainly be used to manipulate your thinking to help you become more successful.

These mental tools can be broken down into individual components that produce specific results in response to thoughts, beliefs and habits. The individual components of these mental tools are called "The Laws of Manipulation." Whether you are aware of these laws or not, they are affecting you right now because you constantly have thoughts, beliefs and habits that fit into the laws directly.

When you keep the same thoughts, beliefs and habits, the Laws of Manipulation create the same outcomes. To change these outcomes, you have to change your thoughts, beliefs and habits so the laws can create new results. In essence, think differently and you change your results... and your life.

So how should you change your thinking? That's up to you, but it makes sense to think, believe and act like highly successful people. This way, the Laws of Manipulation can work for you and affect your results in the same way they do for highly successful people.

So what do highly successful people think? We know they think differently. But how do they think differently compared to poor or average achievers? This difference in thinking is what the Success through Manipulation process reveals. At the same time, it also gives you tools for fostering the change you desire.

In the Success through Manipulation process, the difference in thinking between poor to average achievers and highly successful performers is referred to as "conventional thinking" versus "unconventional thinking."

Conventional thinking refers to the way poor to average performers think. Conventional thinking is predictable and results from instinctual reaction to environment, people and what is deemed socially acceptable.

Unconventional thinking refers to the way highly successful performers think. Unconventional thinking is analytical, proactive and based on conscious evaluation of environment and people.

I use these references throughout this book to make the distinction between the poor to average performers (conventional thinkers) and highly successful performers (unconventional thinkers). The Laws of Manipulation create different results based on these differences in thinking.

I'll give you a quick example:

When you first picked up this book, what was your thinking about manipulation? Take a second and remember.

In my experience, most people automatically think about manipulation negatively. Conventional thinkers say manipulation is bad.

Unconventional thinkers analyze manipulation and say the word itself isn't what's bad. It's the *outcome* of manipulation that's positive or negative.

When you're driving, you manipulate the steering wheel to get to where you're going. Manipulate poorly, you crash. Manipulate like a world-class race car driver, and you could win the Indy 500.

Unconventional thinkers say manipulation is the action you take. How you use manipulation to achieve a specific outcome is what's positive or negative.

When you were first thinking about manipulation, was it based on conventional or unconventional thinking?

If you find yourself saying, "Not all successful people think like that or do that," you are correct. My comparisons are based on my experience as a clinical hypnotherapist on stage and in private sessions with clients. There I have observed differences in thinking between successful performers and poor to average performers with bad habits, afflictions, and performance issues.

Based on my observations, it's obvious there is a huge gap between these performance levels. That gap is a direct result of the laws of manipulation producing different results in response to differences in thinking. If you want to be more successful, it's time to choose to think like a highly successful performer so the Laws of Manipulation can create better results in your life and increase your level of success.

Choosing to change your thinking can be a difficult process. The Laws of Manipulation themselves are tools that you can use to aid you in the process of changing your thinking.

Each chapter of this book covers a specific Law of Manipulation. The chapters will do the following:

- 1) Define the law.
- 2) Where necessary, give background information or common examples to help further your understanding of the law.
- 3) Discuss how conventional and unconventional thinkers react to and/or use the law.
- 4) Provide thought manipulation action steps you can take to critically apply the law to your own situation and change your thinking.

Success through Manipulation is not an easy choice. You won't agree with everything. That's good because not agreeing is a trait of many high achieving successful people. I wish you luck and great success!

Visit my website and let me know how your success is progressing.

<http://www.successthroughmanipulation.com>

I wish you great success!

Colin Christopher  
Juneau, Alaska, United States  
August 29, 2012

**Part I**  
**The Fundamentals**  
**How Your Mind Works**

---

# 1. The Law of Subconscious Habits

## Definition

The subconscious mind responds automatically to a real or imagined environment. These responses become programmed into the subconscious mind and form habits.

## Background Information

The subconscious mind is an automatic response storehouse like the hard drive in a computer. It remembers its responses to stimuli that come from instincts and learned experiences. It processes 20 million environmental stimuli per second and responds habitually to what it processes without the awareness of the conscious mind. This is much like you sitting at a computer and typing. You are consciously aware of what you are typing, but you are unaware of the thousands of processes going on inside your computer and being stored on the hard drive.

The subconscious mind only perceives and makes decisions in the present and is strictly habitual. Because it is habitual, the subconscious mind will produce the same behavioural responses to the same stimuli unless altered with new learned experiences.

For example, going back to the computer, your hard drive has different programs on it that tell the computer to do things in a certain way. Unless the programming changes, it will do the same thing every time because that's what it is programmed to do.

In the subconscious mind, environmental stimulus and learned experiences can either be real or imagined. Whether real or imagined, the subconscious does not know the difference between the real and the imagined. It perceives both as real and responds accordingly. Therefore, what you think about and imagine programs your subconscious habits just as much as real world experience.

A great book that illustrates all of this in depth along with reference to all the scientific research is *The Biology of Belief* by Dr. Bruce Lipton.

## Example

Think about tying your shoelaces. When you first learned how to do this, you put in lots of conscious attention. But think about it. When was the last time you thought about how to tie your shoelaces? Once you learned how, your subconscious was programmed to do it automatically. It became habit, and this habit gives you the freedom to concentrate on other things.

Think about driving. To learn to drive, you put in a great deal of concentration, but once you learned it, it became a habit. You could consciously focus on other things like holding a conversation with a passenger or thinking about your day or navigating the road without crashing into other cars and trees.

The previous two examples illustrate real stimuli that your subconscious habitually responds to. But what about imagined stimuli? Think about yourself sitting in a movie theatre watching a scary movie. There is no physical danger, and yet your teeth clench, you feel nauseated, and scared watching the movie! This real feeling of fear is a subconscious, habitual response created in reaction to the horror movie. Your subconscious responds to the imagined danger in the movie and causes real physical responses in your body.

## Discussion

Conventional thinkers generally spend the majority of their time performing the same habitual behaviours. They let the decisions and programming they put into their subconscious mind in the past control the majority of their life. Their formative years are long since past. Unless there is a major upheaval, they rarely change because there are very few new learned experiences (or none at all) that result in subconscious programming that creates behavioural response shifts.

When viewed objectively, conventional thinkers appear to be followers. They are slaves to their habits, and this makes them seem drone-like.

Unconventional thinkers are usually leaders and creators because they spend their time gaining new experiences through physical, mental, emotional and/or spiritual personal development. Based on this development, their thinking evolves and changes over time. This evolution and change provides new programming for their subconscious minds. This new programming produces new habits that create different results.

### **Thought Manipulation Action Step for Today**

Identify your habits. What have you learned to do that you no longer think about but just do automatically, starting with getting up, brushing your teeth, driving your car, going on coffee breaks, checking Facebook and Twitter (or email, websites and other social media), exercising, preparing food etc.? List good habits and bad ones.

What portion of your day is spent performing habitual behaviours and what portion is spent learning new experiences? What's the ratio of time spent? Is this ratio keeping you in the drone zone or is it helping you evolve and improve?

Change the ratio of your time spent between performing habitual behaviours and learning from new experiences, and observe the results. Then adjust accordingly based on your observations.



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## 2. The Law of Conscious Interpretation

### Definition

The conscious mind interprets a real or imagined environment and makes decisions based on what it understands.

### Background Information

Unlike the subconscious mind that only perceives and makes decisions in the present, the conscious mind is the awareness you have to think in past, present and/or future terms. This allows you to make critical decisions and be spontaneously creative in response to your real or imagined environment. Where the subconscious mind is AUTOMATIC control that PROCESSES 20 million environmental stimuli per second, the conscious mind is MANUAL Control that INTERPRETS only 40 environmental stimuli per second (Lipton, *The Biology of Belief*, 2005). Yes you read that right: 20,000,000 versus 40.

Where the subconscious mind processes overwhelming amounts of information automatically, the conscious mind focuses on much less information so it can interpret and generate new responses. These new responses are the cornerstones for improvement and change.

Again if you think of the subconscious mind as a computer hard drive operating in the background responding to the millions of lines of computer code it takes to run your computer, you can think of the conscious mind as you sitting at that computer typing with the keyboard. You can only type so fast while the computer processes everything else in the background.

### Example

Think about when you were in school. You learned to make decisions based on how you interpret the knowledge that teachers and books gave you.

Think about when you are experiencing something new. Your conscious mind makes the decision to like or dislike the new experience. Based on your decision, you decide whether or not to participate again in the future.

Let's take driving again. Assuming you know how to drive in North America, and you get on a plane to England. You get there, rent a car and start driving.

You know how to drive, but there are three important differences. An unfamiliar place, the driver's side is now the passenger side, and you drive on the opposite side of the road.

Your subconscious habitual response is to drive like you're in North America. Most likely it's awkward to make such drastic changes that go against your habit to drive on the right side of the road. Your conscious interprets the new information of driving on the left in a new country on what feels like the passenger side.

As your conscious mind focuses and interprets the new way of driving, it decides on new behaviour that is appropriate for the situation. This is based on the new experience interpreted with knowledge of your past experiences. While this is happening your subconscious mind records the entire experience and records the interpreted new behavioural responses generated by the conscious mind. This way your subconscious mind can respond the same way in the future based on your new decisions to drive in England.

## Discussion

Conventional thinkers spend little time making conscious decisions. They spend much of their time doing conventional repetitive tasks that require little to no thinking or decision-making. The repetitive tasks they perform may have originally been challenging, but they've been repeated for so long they no longer require conscious thought. In the absence of conscious decision making and constructive action, conventional thinkers spend their time complaining about how bad things are and offer no real useful insight on how to improve a situation or a problem. If they do have insight, they lack the drive to take action. The conventional thinker bases most decisions on past experience and subconscious habitual responses without taking into account much new information. They are usually satisfied with keeping the status quo.

Unconventional thinkers spend more time learning, thinking, gathering new information and then applying that information to current situations and new problems. They spend time coming up with creative solutions and they spend more time creating. Their decisions are based on new learning or the acquisition of new experiences and knowledge to create wisdom. They apply this wisdom to override or compliment their current subconscious habitual responses. They like trying and doing new things.

### **Thought Manipulation Action Step for Today**

Identify the last time you used new information that resulted in making a conscious decision.

How much of that decision was based on prior experience and memories and how much of that decision was based on new information?

Was the decision affected by your subconscious habitual responses or affected strictly by conscious interpretation?

Think about how many decisions you make on a daily basis and decide which ones are primarily affected by your subconscious habitual responses and how many are affected by conscious interpretation.

Decide what action(s) you will perform to change the amount of influence your conscious interpretation has on your decision-making and then execute these actions.

---

## 3. The Law of Brain Waves

### Definition

Brain wave states can be changed to aid learning and direct subconscious programming.

### Background Information

There are five brain wave states defined and measured by electroencephalograms (EEGs). Each state is associated with different brain activity.

Delta – 0.5 to 4 Hz (cycles per second) – Associated with sleep and the predominant brain wave activity of babies.

Theta – 4 to 8 Hz – Associated with a light sleep and/or children 2 to 6 years of age.

Alpha – 8 to 12 Hz – Associated with calm consciousness and an awareness of self.

Beta – 12 to 35 Hz – Associated with active focused consciousness, such as thinking, reading, and interpreting.

Gamma – Greater than 35 Hz – Associated with states of peak performance, such as when a pilot is landing a plane.

Delta and Theta states are the brain wave states where people are the most suggestible and programmable. It's no coincidence that from birth to age 6 (the formative years), children are in these brain wave states so they can observe (with all of their senses and emotions) and record into their subconscious all the environmental stimulus, beliefs, behaviours, and language(s) etc., around them. (Lipton, *The Biology of Belief*, 2005).

People are more suggestible and programmable in these lower brain wave states, and as a hypnotist I take advantage of these lowered states to reprogram the subconscious minds of my clients and volunteers on stage.

## Example

Brain waves are actually very easy to alter and you do it all the time without much thought, from going to sleep to waking up and going about your day. They alter based on the activity you are doing and the amount of focus, concentration, and interpretation you are participating in.

Do a quick search on Google and you'll see (depending on the study) the average American watches between 4 and 8 hours of TV a day.

EEG readings show low brain wave activity while watching TV, so there isn't a lot of interpretation and decision-making going on while staring at the screen. This lowered brain wave activity makes you more suggestible and programmable.

Changing emotional states changes brain waves.

Brain waves change when using mind altering substances, such as drugs and alcohol.

## Discussion

Conventional thinkers aren't usually aware of their brain waves and neither are unconventional thinkers. It's not something people think about.

Conventional thinkers spend much of their time allowing themselves to be in lower brain wave states (watching TV, etc.) and spend this time being programmed by their surroundings and accept the influence their surroundings provide. Instead of operating at peak performance whenever possible, they do the bare minimum to get by and so their brain waves are never pushed to their upper limits.

Unconventional thinkers, whether they are aware of their brain wave states or not, spend more time changing their brain wave states from higher (performing intense thought activity) to lower (meditation and other brain wave calming techniques) and vice versa. They operate in peak performance mode and intentionally challenge their minds much more often. While their minds are challenged, their brain waves are in higher states and they are able to concentrate and focus more easily, more of the time. They may even receive a thrill from heightened concentration levels. To balance their peak performance they seek times of rest or distraction, where their minds are inspired. During these times of rest or distraction, unconventional thinkers select activities that program their brains with something desirable. They may watch TV, but the content is educational versus escapist to pass the time. Where possible, they choose surroundings that allow their brains to be and feel inspired.

## Thought Manipulation Action Step for Today

Purposely pick two constructive activities, one to lower and then one to raise your brain wave state for 10 to 15 minutes. Meditation works well for lowering and for raising brain wave states. Try an activity that requires intense focus, like learning to juggle or reading Shakespeare or other literature you find challenging.

Afterwards notice the differences in how you feel when you lower and raise your brain wave states intentionally.

Examine your daily routine. How have you been lowering or increasing your brain wave states, whether on purpose or by accident?

When you do change your brain wave state (especially when you're lowering them, in cases like watching TV), what are your surroundings programming into your mind?

Is the programming you're putting into your subconscious constructive and useful or is it detrimental?

Is the way you're altering your brain waves constructive or destructive (such as when using alcohol or drugs) to your physical body? If it is destructive, decide on an action to take to eliminate destructive brain wave alteration. If it is constructive, decide on an action to amplify it, such as increasing the length of time where your brain wave state is higher.

---

## 4. The Law of The Gatekeeper

### Definition

The conscious mind is the gatekeeper of the subconscious mind. Any time the conscious mind is impaired, distracted, unconscious, or focused on something intently, the conscious mind's function as the gatekeeper is rendered ineffective and the subconscious mind can be programmed.

### Background Information

The conscious mind keeps the subconscious mind from receiving new programming that would create new (or change existing) subconscious habitual responses. Some of the time the gatekeeper is desirable because you don't want random environmental stimuli and thought bombardment to influence you. Other times you don't want the wrong people influencing you.

Some of the time the gatekeeper is detrimental by keeping you from creating or modify your existing subconscious habitual responses. For example, there are times you want to do something differently, but your conscious mind just won't let you. This is because what you desire to do differently seems opposed to your current thoughts, beliefs, and habits. The gatekeeper just doesn't let new programming in.

### Example

Hypnosis is an excellent example of deliberate intent to bypass your critical faculties. Putting a subject into a relaxed state of mind does this. When relaxed, brain wave states lower, making the subconscious mind more receptive to programming, and your conscious mind is distracted by the relaxation, and the gatekeeper can be bypassed.

Other times when your conscious is impaired or distracted are when you are under the influence of alcohol or drugs. It's not uncommon in the business world to ply potential buyers with alcohol to make them more malleable and receptive to the influence of the seller.

When you are sleeping or unconscious, your subconscious mind is still receiving input from your five senses and your subconscious is susceptible to any programming your five senses deliver.

Magnetic and electromagnetic fields, emitted from fridges, stoves, alarm clocks, TVs, cell phones, computers, power lines, and other electronic units can alter brain chemistry. It is now unclear how much this alteration in brain chemistry affects people's conscious and subconscious minds. However, it is something to be aware of and, if you choose, err on the side of caution when you can to limit your exposure.

Other times the conscious mind is impaired, distracted, or focused on something intently are during times of extreme physical pain, shock, intense emotion, torture, brainwashing, watching TV, playing video games, listening to music, and more.

## Discussion

Conventional thinkers have their gatekeeper engaged almost constantly. They feel better when everything and everyone around them conform to their expectations and beliefs. In extreme cases it's very hard for them to relax, and they are so stressed from overworking their gatekeeper, they eventually burn out. In management situations, they become the micromanager.

When new opportunities and ideas that could be beneficial occur, they miss out because their gatekeeper is protecting and controlling everything. During times when the conventional thinker truly wishes to allow new ideas and opportunities to come to them, they find it very difficult to let go of the thinking, beliefs and habits they currently have. They say, "Change is too hard." They're deluding themselves because change isn't really the hard part for them, letting go of their control and limiting beliefs is what is hard. Their control and beliefs feel comfortable, and they want to hold onto that comfortable feeling. Even if the change is beneficial, the feeling of comfort is more important to them.

In extreme cases, when their conscious mind is finally distracted or impaired, the conventional thinker breaks down and vast amounts of emotions rush out and are vented. This happens in the hypnotherapy chair with clients massively crying to the point of shrieking and wailing.



Unconventional thinkers allow time and space for their conscious minds to be distracted – often several times a day. When required, they trust their gatekeeper to ward off the obvious influence of negative ideas and environmental stimulus that create subconscious programming in opposition to their success. However, whenever they do rest their gatekeeper, they consciously remove influences they believe to be detrimental. They make sure they are doing something or are surrounded by environmental stimulus that they perceive to be beneficial. The kinds of stimulus they prefer offer new ideas and information that can impress their subconscious minds once they begin the gatekeeper rest period. Activities can include meditation, watching educational programs, or even talking to a friend on the phone.

### **Thought Manipulation Action Step for Today**

Ask yourself if you find it more comfortable to constantly be in control because you believe your way is the right way? Or are you comfortable letting go and allowing others to do and say what they believe so you can focus on being successful?

How often do you find yourself letting go and just relaxing in the presence of beneficial stimulus that can impress your subconscious mind? Choose one way to do this at least once a day (three to six times would be better) for five to 15 minutes.

## Part I – Final Note

These first four laws form the basis for hypnosis and *Success through Manipulation*. Hypnosis is a process where a subject (either through guidance from someone else like a hypnotherapist, or through their own self guidance) begins to focus on relaxation.

The relaxation is not necessary, however it serves four purposes:

- 1) Gives the conscious mind something to focus on so it becomes distracted and its gatekeeper function can effectively be bypassed.
- 2) Allows direct access to the thinking, ideas, beliefs and habits, currently programmed in the subconscious mind (through the distraction of the gatekeeper).
- 3) Provides a safe comfortable environment for exploring and analyzing current and new thinking, ideas, beliefs, and habits.
- 4) Lowers the brain wave state of the subject to facilitate new programming of the subconscious mind and substantially speed up the change process.

The *Success through Manipulation* process operates the same way. Each of the *Laws of Manipulation* in this book serve to provide you with ways to directly access the programming of your subconscious mind so you can safely explore and analyze your thinking, ideas, beliefs and habits and program/reprogram your subconscious mind with new thinking, ideas, beliefs, and habits that will make you more successful.

**Part II**  
**Internal Dynamics**  
**How Your Mind Works With Itself**

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## 5. The Law of Language Translation

### Definition

The dominant form of communication for the subconscious mind is language that is easily translated into pictures. Any words the subconscious cannot translate into pictures are ignored.

### Background Information

The conscious mind understands complex communication, and this allows it to understand words that aren't easily interpreted into images. With this ability to understand, ideas can be communicated and understood in the form of language.

The subconscious mind does not understand complex language communication. It receives input from your five senses, and these senses do not include a language sense. As such, the subconscious responds to communication that is translated into your five senses. Your visual sense is the primary translation facilitator for communication, and anything that cannot be seen as a picture by the subconscious is ignored (for the purpose of communication).

To understand this, think of yourself in a foreign country where you do not know the language. In a restaurant, to communicate what you want to eat, you would point to a picture on the menu of the food you desire, or point to another person's meal that looks appealing. Any idea that can be communicated visually (translated into a picture) is easily understood by the subconscious mind. This is how your subconscious operates all the time – using your visual sense.

The old cliché "A picture is worth a thousand words" is true. Magazines and comic books are very easy to understand because ideas are broken down into images.

Apple Inc. under Steve Jobs was excellent at creating products that took advantage of images and pictures and made complex ideas simple. Enter the iPad, iPhone, etc.

Every complex man-made object from a skyscraper to a space shuttle started off as an image (blueprints).

Images really are the universal language and are one of the most useful forms of communication from primitive cave drawings to the Mona Lisa. They are a powerful means to communicate ideas. Picture a purple penguin. What did you see in your mind?

There is much that can be said to illustrate the translation of language to the subconscious regarding the other four senses. But for the purposes of this specific law, images are the primary means of conscious communication to program the subconscious mind.

Reducing a complex idea to an image or a series of images is the fastest and easiest way to have a complex idea impressed on the subconscious and program it with new information. This will be covered in a greater extent in The Law of Visualization.

## Example

When a smoker says, "I will quit smoking," what is the predominant image? What does a picture of quitting smoking look like? A circle with a line crossing out a cigarette is the universal sign for no smoking. But there is still an image of a cigarette in that picture.

The word "quit" does not readily translate into a picture in the subconscious, only the word "smoking" can easily translate into a picture, and the focus becomes "smoking." Since the picture of a cigarette is easily translated, the subconscious perceives that the conscious mind is communicating that it wants to smoke.

The subconscious will respond directly to the images that are received and programmed into it. To change the image the subconscious receives, instead of saying, "I will quit smoking," say, "I will breathe clean, fresh air." That is a completely different image and a completely different focus communicated to the subconscious. Continually focusing on breathing clean fresh air programs the subconscious to breathe clean fresh air, and it will respond accordingly.

## Discussion

Conventional thinkers are bad to mediocre communicators with other people and with their own subconscious. This has nothing to do with intelligence; they can be some of the smartest people you know. They just have difficulty (for a multitude of reasons) communicating ideas in a form that is easily understood in image form. Many (not all) conventional thinkers are unaware of the effect image programming has on their subconscious. Again, they spend their time watching TV and playing video games. Their lack of conscious awareness of what is happening allows these activities to program their subconscious with the images that are on the TV or a video game. Because they lack conscious awareness of image communication, other people's images program their subconscious.

Keep in mind there is a difference between watching TV for inspiration, education, or distraction to allow the conscious mind to rest versus watching it to pass the time. Because there is a different intent, the content of what is being watched is usually different. Content that is educational or inspirational can program the subconscious with images that are beneficial.

Unconventional thinkers can break down complex ideas and express them in language that is easy to translate into images, so internal understanding (themselves) and external (other people) understanding can take place. This makes them excellent communicators. If language can't be broken down into a single image, they break it down into a series of images that communicate a complex idea. The images they create program their subconscious.

## Thought Manipulation Action Step for Today

Identify a complex idea or thought you want to communicate to someone else or a group of people. When you are communicating this idea or thought, does the language you use translate easily into images that you and other people can easily understand and identify?

Can you take the complex idea you are thinking of or working on and translate it into an image? If not, can you break down the complex ideas into a series of images?

Look at the people you like and dislike. Does the language they use translate easily to images? Do you like people more when they communicate effectively or do you like them less?

How much time in an average week are you letting outside images created by others influence you?

How much time in an average week are you actively performing activities, such as reading or listening to audio or watching videos that stimulate your mind with new ideas that create new images for your conscious and subconscious mind to interpret and process for creativity?

## Afterword

I hope you enjoyed your free 5 chapters of my book.

Want to purchase a full copy? Visit:

<http://www.successthroughmanipulationbook.com/>

There is a great deal of information here. You may or may not agree with it. It is my sincerest hope that you take what you have read and use it to discover how you have been reacting to your environment and to your own thinking. When you are reacting without conscious awareness, you are being manipulated by your current subconscious programming.

Again, manipulation itself is not positive or negative; it is the outcome of manipulation that is most important. Take what is here and use it to become consciously aware of how you are reacting. As your conscious awareness increases, you will be able to change your thinking and manipulate your subconscious to react the way you desire.

Again, I wish you great success!

Thank you for reading the first 5 chapters of my book.

Colin Christopher  
Edmonton, Alberta, Canada  
December 12, 2012



## About the Author

Colin Christopher has been in front of over 250,000 people throughout North America over the last 14 years and has shared stages with world-class speakers like Bob Proctor, Steve Siebold and Brian Tracy. Some of his clients include McDonalds, Bell Mobility, and Princess Cruise Lines.

Colin is a clinical hypnotherapist and hypnosis instructor certified by the American Council of Hypnotist Examiners and also holds a bachelors degree in genetics and chemistry.

Colin has been a guest expert on radio and television, and he's been featured in *Psychology Today* as well as other magazines both in print and on-line.

Today Colin helps companies manage change to improve performance, using Success Through Manipulation training. He also teaches people how to become stage hypnotists and travels the world performing fun, entertaining stage hypnosis shows.