

The Barriers

So we're building this great system. Go back to the first map if you've not printed that out, or have it alongside of you, you know. Your software, your history doesn't matter, you can re-interpret it, these things aren't the challenge and limitation, you know, function past the bumper life, all this excitement that's going on. All of a sudden, generally somewhere in here, we get what we call the barriers. "Oh, my God," you know, "I've gotten excited before, I've gotten my hopes up before, you know, too much has got to change, [inaudible 00:00:38]. I don't really know, I'm not buying into this yet." We run into the barriers. So at the introductory level, I wanna give you some great new tool structures for how to look at the barriers, how to look at the I can, how to look at the bumpers.

Broken Leg/Limper

The very first one that almost all of you will experience at some point is called the broken leg limper tool. So what this tool is about is... And I always have to explain to people, this is a metaphor, this is not actually my leg. Even though I'm gonna say, "I was skiing in Vail last winter." You know, it's a metaphor. But there I am skiing in Vail, I have this horrible leg break, I get evaced off the mountain, you know, get down ton the emergency room. The nurse looks at it, is like, "Oh, my God, that's an awful leg, that's one of the worst I've seen. But I've got good news for you, one of the best orthopods are in town today." He comes in, he looks at it, he goes, "Oh, my God, that's one of the worst leg breaks I've ever seen. But I have good news for you. I'm a badass, I can fix that. I'm gonna operate on you, it's gonna get fixed. Two, you're gonna walk. This is really good news, you know? You're not horribly crippled, you're gonna be... I'll fix it, you'll walk. But I do have bad news for you, I just want you to know. 90% of my patients with that kind of break, I just don't want you to get your hopes up, 90% have got a limp."

Now again, I'm at a metaphor and it's really, really important you understand what we're gonna cover in this slide. So if any of you have any challenges, any of you wanna ask a question, please do so. There's studies out the wazoo that back this up. When we study 90% of that guys patients, what do they do? They limp.

Now in a parallel universe day, same awful break, same ski patrol took

me off the mountain, same nurse in the ER uttered her, "Oh, my God, that's terrible, one of the best." But today, one of the best is a different doctor. She walks in, and she looks at that, and goes, "Whoa, that's awful, it's one of the worst I've ever seen. Yeah, I've got good news for you, I'm a badass. I can fix that, and continuing with the good news, you're gonna walk, so that, you know, hold that near and dear. And the last piece of news that I have for you... Now, I do have to caveat it because the rehab, oh, my God, the rehab is gonna be arduous, it's gonna be very, very challenging. If you do the rehab I specify for you, 90% of my patients walk fine."

When we look at her patients, what do they do?

Walk fine. Again, I'm at a metaphor, same leg break. Let me give you what you're supposed to...the two big points that you're supposed to take out of this.

Number one. When people limp into my office, they can physically limp, they can emotionally limp, they can spiritually limp, whatever their limp is. And I ask them, "Why are you limping? What do 100%...it's not 99%, it's not 95%. What 100% of them tell me about their limp? They say, "Oh, Bill, I had the worst leg break Vail Mountain had ever seen." They describe the accident. They don't say, "I got dicked on a parallel universe day," that, "I got a doctor that didn't know current rehab theory," and, you know, "That's why I limp," they described the accident.

It gets better, this is what you really wanna take away from this. And I've done this in medical, we have paramedic for everybody, EMTs represented here. We've got smart people that when you hear the answer, and I've even given you a hint, that's not the first answer that comes to mind. Think about this, when your body looks at it, and goes, "Oh, my God, that was a horrible..." Full autoimmune distress, full healing, autonomic nervous system goes to town, the body begins to heal. Do you believe that it's the body's intention to return that leg 100%, good as new? And even my doctors will say, "Yeah, well, of course, 100% good as new." No, no, no. No, no, no, no. This is better than that. The body always makes it better than new because new wasn't good enough.

When we autopsy this individual... Again, these are medical facts. Which femur is the stronger femur, the broken or the unbroken one?

Male: The broken one.

Bill: The broken one. It's the stronger one. If you're doing curls, you're in the gym, you're doing your biceps. It's only on the tenth rep, it's not on the fifth. You're using good form, you got proper weight, you're in good shape, you're ready for this, you get in the last, the tenth rep up. What's happening at the cellular level inside of a bicep?

Male: Tearing down.

Bill: Tearing. Violent cellular death and the body goes, "You know, a little bigger, a little stronger is needed here." So it will spend precious resources, food, energy, healing to make that cell a little bit bigger, a little bit better if you know the rehab on what you consider to be your limp. And if it's a broken heart, do you think... A broken mind, a broken thought, a broken feeling, an emotion. Do you think that it is your limp that defines you? Or do you believe with the right rehab, it's your greatest strength?

This is why software and data is used. If the software is, "I'm a limper, one of the best..." I even wanted to be in the 10%, and I came back and tried traditional rehab and I couldn't break out of that 90%. Oh, I get there's other people on the planet that can have a different outcome than me. "I just can't. I've tried. I'm not bad, I'm not evil, I'm not stupid. I'm just...it just doesn't work out for me. It's not in the cards for me." No that's not true. You just have to know the rehab.

So the first barrier that people put up for why they can't accelerate their life at some extraordinary level, can't be some amazing individual, can't tap into some extraordinary potential for themselves is, "Hey, I broke my leg. My parents did this, my neighbor did that, but a coach or a teacher did this. This happened to me. I was good until I was 24 and then this is what happened," or, "I was good through high school I went to a sorority, I went to my fraternity this is what happened, this is the broken leg, it's terrible. I did the best I could." You put up a barrier.

Again, in the course of this work, this is why people are in this coaching system. "Oh, Bill, I've got a limp. I really want to know what rehab I would do for that limp." "Yeah, I've been doing this for 20 years and OP has been around for almost 50 years. Yeah, we can rehab broken things about you."

I've already covered in the 10, that's when we really have to rehab this. When the stress is full on, anxiety is full on, intensity is out of control,

that's when the broken rehab has even more power and effect.

Again, remember what I told you earlier, the pristine logical way in which the mind flows through equations, it just never occurred to you to rehab this broken thought. Who knew that there's a thing called subconscious commands? Who knew that the things that you believed in about yourself, how you got there, what is real about why I can or can't be successful? Why I can or can't get promoted? Why I can or can't get the love that I want? Why? Who knew that there was something under...I kinda knew, but it's so intangible and I went, and I got help, and it didn't work, and it is, and it's not." Yeah.

Fear

Barrier number two, fear. You know, you gotta define fear for you. You know, what is it? You are a ghost, right, and you're in a meat-covered skeleton made from stardust riding a rock floating through space. Fear nothing. That was kinda fun, kinda catchy. You go into your life, you go into your business difficulties, your life difficulties, the challenges. Remember, we're in the barrier section.

Yeah, most people believe, you know, "I went to that author, I went to that lecture, I read that book, I got the breakthrough that I wanted. Oh, my God, I've been stuck here for so long, I defeated, I found the rehab for alcoholism in my family, I got the rehab for my ADD label, I got the rehab for this or that. Yeah." My question for you is, on the other side of that breakthrough, do you believe that fear goes up or down as a result of your breakthrough? And most people would like to believe it goes down because you've been battling this fear.

Truth is, if you've had this fear or you've battled this fear for a long time, it really stops being scary at some point. It becomes comfortable. You act fear, you think fear, you know if you permitted yourself to feel fear, you would feel fear. But, today, when you're in the middle of this log jam, and you know this very well, you've wondered all over this point of rock on the planet. Yeah, I know this place very well, and I'm not giving up, I'm still gonna get past it yet. Yeah, I know I'm not gonna get past it far because I've been breaking my pick on this axe for a long, long time. No, no. When you break through, you're now on another part of the mountain you've never been on, or, at least, you haven't been on for a very, very, very long time. And when that happens, fear goes up.

So when you understand one of the barriers, you'll feel starting to happen as I get excited about my potentiality, what I'm gonna now commit to in my sales plan, what I'm now gonna commit to my significant other, my relationship, what I'm gonna do different with my children because, because, because. That feels a little bit uncertain, that feels a little scary, that feels a little different, harder, "I'm gonna, I'm gonna take a step back."

And as you shrink back from this, you are building fear as a barrier on a place you've never even been to. Whereas a little four-year-old, do you ride a bike? What four-year-old do you know, have you ever met? Again, there's a few virtual, but this is 99 out of 99. What four-year-old has said, "You know, I've given this a lot of thought, put a lot into this. Riding a two wheel isn't gonna happen for me. Can you look at my elbow, do you see what happened to me? I tried that, a number of times. Kept falling, it's really... Tricycle, good. It's not the fastest on the planet, but it's good. I'll get from here to there. A tricycle is good for me."

No four-year-old does that. They cry, they hate their bike, they throw their bike, they go back, they're going to ride a bike, they want what they want. We have to go through a divorce, go through a chapter seven, go through getting fired, go through some trauma happening to us, and we learn. "Yeah, you know, a tricycle's better than people who don't have anything, better than people who are walking, better than other people. I feel pretty good, I've done the best, I'm not evil, broken, stupid, bad, I'm just a limper. And, you know, on days that I don't feel good about it, I can, but I can, I do, I went, thought, could." Yeah, I know, now we're in the software equations. Fear is going up, becomes a very hard barrier to overcome.

Failure

Failure, still in barrier two because fear and failure are a very interesting tandem. Big, big, big, big tool, very sophisticated, one of the hardest tools I have in the system, you need to get a little further down the road. If you're ever in this video watching this, or you guys today, if you ever...I'll send you the material on this, fear and failure operate in a tandem. And it's not, again, much of NOP [SP], it's not the tandem that you think it operates in.

Failure. Now we said if I've got this breakthrough, but I guess... So go back to where we were. There I am, there's the breakthrough, it

happened. Whoo-hoo, I'm climbing this mountain. Now if fear is going up because I got the breakthrough and I've been saying, "I've been afraid of failure, I've been afraid of success," all of these fears going on, now that I broke through, what's happening to failure on the other side? Is failure going up or down, do you think?

And most people would say, "Well, I got my breakthrough, I've been failing at the break point. I haven't succeeded. Now that I'm through, I've gotta get better, right? Failure should go down." But for the very same reason that this is a mountain side you'd never been on, failure is also going up on the other side of your breakthrough.

Picabo Street

So this is called the Picabo Street tool. Now, again, in the nature of my audience, there's actually a lot of people that don't know who Picabo Street is. There's a reason why I use her, I actually know Picabo, but Lindsay Vonn, if you're in a younger generation, and women's gold medalist. She was the first downhill women's gold medalist.

You know, Picabo Street, when her skis hit the top of Vail Mountain, and this is a law, and I will use law consciously. Law means it's a law. The law of gravity is not a principle of gravity. The reason why it's called the law of gravity is it's not occasionally someone floating off the planet. "That law, it's not a law for David because he just floated off the planet." No, no, it works for everybody, no exceptions. This is a law, there's no exceptions to this. When her skis hit the top of Vail, she's gonna ski today. Who's fallen more than anyone on the mountain? And it's going to be her, because green slopers haven't fallen enough to get to her number, blue slopers, the whole point about being a blue sloper is to ski all day and what? Not fall. "I had a great day, I didn't fall."

Any time I'm in a bar and someone's talking about like, "Oh, I had a great day, I never fell." I'm like, "Yeah, you didn't learn anything either. You didn't grow at all because the only way we grow, or when we learn is in the time when we're falling. We have to go fall." And to win the gold medal, we have to fall at horrific levels so that, you know, there's Picabo coming over the mountain that day in Nagano, and the announcer actually goes, "Bob, I think she's going to die." Because she was winning by a second that day, and, you know, skiing is like where a hundredth of a second is, like, you know, five car lengths in a car race. I mean, it's...she won by a minute and a half because half the women's field had fallen, and the other half slowed down by a minute and a half.

She went over and held her edge because she had fallen on that edge at that speed, at worse speeds over and over again.

Eleanor Roosevelt

And if you dominate all... My favorite, one of my favorite characters on the planet, not here any longer, Eleanor Roosevelt asked a great question of us, "Is failure the opposite of success?" Yes or no?

Female: No.

Bill: Got a no. Again, in this video, you're going like, "Well, of course, it is. I know what the answer is, but Bill's asking it, there's gotta be a trick to it, and, no, this is Eleanor Roosevelt. It's not only the opposite, not the opposite, it's integral to success. You must fail in order to have success. And the greater the success that you want, the greater the failure you gotta have. So Picabo has fallen more than anybody.

So in the law of attraction world, in the barrier world, are you saying, "Hey, Bill, I want you to, you know, go out there and start falling and start failing?" And, like, no, no, I'm not telling you that. What I'm telling you is go out there and go fast, and don't be afraid to fail, don't be afraid to fall, don't be captive to your adrenaline and fear. Rehab your adrenaline. We have tools in the tool box to make things adrenaline feel great. Adrenaline junkies, by the way, are not people associated with deaths, risking death, afraid of death, defying death. Those are all the "don't spill" categories, right?

Real adrenaline junkies, that's a pinnacle of life. If you ever seen someone doing something highly adrenalized, generally, their meaning is, "I've never been more alive than I am in this moment." This mountaintop, this speed is the speed of life. So you wanna go fast and, now, where you develop rehab strategies.

Sabotage

Now always included with Picabo Street, it's very, very important you understand what sabotage is because it's gonna come back a bit also in this video on greatness. Now why is sabotage different from falling and failing? For this very simple reason. And, again, for any land lovers and

flatlanders that is watching this video, I'm a mountain boy, so a lot of my metaphors are mountain. If I'd spend too much time in Tampa, I'll put some flat water, flat land metaphors in here. But if you've never skied before, think about putting those little boards on your feet and heading downhill and all of a sudden, speed starts going out of control.

So whether you're a green and you go to blue, you're blue and you go to black, you're black, you go to double black. The point is when you start skiing, remember I said you got your breakthrough here, so you're now in a part of your business model, love model, parenting model, life model that you've not been in before. So you start going down that slope, the very, very first thing that happens, you start going fast. So if you start going fast, you start to wanna brake. Go faster because you don't know how to brake at that speed. Go faster, you trying to carve. Faster, carve, brake, fast.

What happens in the first 10 feet for most people, you see them fall. But they didn't fall because they fell, they fell because they were using a failure as a braking strategy. So they fall over on their side in a fall that they can manage, and go like, "Wow, that's really hard." And so they might slip, and slide, and fall all the way down the mountain, but they're not falling. And here's how you know the difference, of a little eight-year-old points downhill, do they fall in the first 10 feet, generally? Yes or no? Or do they go [inaudible 00:21:12], they're heading downhill out of control, 100 miles an hour, then they fall. [inaudible 00:21:21]. Big long garage sale down the side of the mountain.

Now here's what most parents do when they ski up, they see their kid do that "Little Billy, are you all right? That was so awful. Are you okay, are you okay?" How many parents ski up? Now we're all the way back to the habitual sentences, poor, carefully structured. That's why we do this over and over again. How many parents ski up and go, "Oh, my God. That was the best fall I've ever seen. That's awesome. Way to go, give me a high five on that." Because it's not 9 out of 10, let's say 7 out of 10 kids start to cry because they, and you, like, go, "That was awesome," and they go, "[inaudible 00:22:00] Yeah. Well, that's kinda cool, isn't it?" Because you programmed them to believe they can or they can't, they will or they won't.

And, again, even if this is as a skiing metaphor. If this is your mom and dad talking about your mom and dad's business over the dinner table, and your mom and dad are sitting there going, "Well, this is our truth, this is our fail, this is our sabotage, we gotta slow down the business.

Because we're going too fast, because we're too scared, because we are 'don't spill' people, that's where success comes from." So in this sabotage... Sabotage is not failure. It looks like failure, it's a form of slowing down, and it's a form of avoiding speed.

So, in this sequence of overhead braking, carving not working, you know, well, how do we do this sabotage in life? "Oh, well, let's just procrastinate on some reports, and we'll rush them at the last second and turn them in. Not our best work product," or, "Oh, we were supposed to make 10 phone calls today, but, you know, we got a little email, we did a little Facebook, got a little social media going, and oh, I'll make those phone calls tomorrow." We don't make the calls. We're supposed to write somebody back timely and we don't. We procrastinated or we're hurrying, or we know we should write the memo and then take some time and think about it, we left something out, you know.

How many people are late? And I'm not talking about the occasional late because traffic, really, it's the chronic, habitual, always five minutes late. That's sabotage, that's not failure, there's nothing wrong, there's something that says, "If I'm on time, there's something really bad that's gonna happen to me." So turning your reports in on time. Doing a level 10, you know, picking up the phone call, and making your calls, and looking like that, you know, ending up upside down because people hang up, people get mad, people say they can't. But you are learning to be Picabo Street, you're learning where your gold medal lines are. You're learning falling at real speed.

So you're focused on speed, which is poor, carefully, you're not focused on not falling. "Because when I fall, it hurts, when I fall, it means I can't, when I fall, when I do this, if I turn my report in on time, it's still not gonna be good enough," or, "I do this right, it's still gonna be a problem. I'm gonna make my 10 phone calls, but I'm not gonna get the results that I want." No, no, no, no and no, that's all connected to the old software. Because even if you make the 10 phone calls, you're not engaged like that little eight-year-old. You, like, bombing down the slope making these phone calls because...for the joy of your business, for the love of what you're doing, for the excitement that you're gonna get on the other side of it turning your reports in.

Really putting your heart and soul into doing this on time as best as you can. And then going on to the next thing, and the next thing, and the next thing, instead of like, "Oh, but I can't screw this up, but what if

somebody's worried about it? [inaudible 00:25:10]." These are structure problems, these are software problems.

Law of Attraction

Barrier number three. Now I call this law of attraction, that's what you'll see it in my shorthand. You know, it's new age-ish, I admit, if you actually see in my MOW [SP], it says I call it the law of attraction, but whether or not you're new age-ish. All the schools of thought, I don't care if it's quantum physics, I don't care if it's Zig Ziglar, and Napoleon Hill and it's traditional, real, real hardcore traditional. I don't care if it's biblical. It could be spiritual, religious. All the systems, in essence, say the same thing. "What you think and what you focus on is what you get."

Antibiotic Tool

Now, remember I said I'll give you a tool called the Antibiotic Tool, because even in...It's a law, the law of attraction. What did I say about laws? No exceptions. "Well, Bill, I manifest what I want and I don't get what I want, so it's not a law for me. So I'll calibrate." This is a common one, to calibrate, you know. It's in my model world, there's a calibration section at the bottom. There's four things that you calibrate, one of them is, the fourth one is, scale of 1 to 10, 10 being it's a law with no exceptions, you get it, you focus, you blah, blah, blah. Seven eight nine, above average, you mostly believe in the law. There are some exceptions for you and others, just you. Five, average, below average.

This is a tough one for people. Even when they give me a high number, this is one of the places where you need to understand that reality's binary. Oh, binary, a computer term, software, where have we heard that before? Binary. Why is it binary? I don't get that. Why can't I believe in the law of attraction at a nine? Yeah, here's why. Now for my medical people, this is a metaphor, so don't jump up and down. I know this isn't exactly how antibiotics work, but in general, it's close enough to make the point that I wanna make.

What's the number one instruction they tell everybody when they're given an antibiotic? What must you do? Come on, EMTs, whip it on me.

Male: As directed.

Bill: As directed and?

Male: Finish.

Bill: Finish. Take all 10 days. Now, here's why. Let's say you take four days and you're feeling a lot better because, let's say, you killed off 40% of the bacteria that you were fighting, which means of the 60% that remains, your body's immune system has now been brought down to a level that it can fight them. So when the immune system starts to supplant the antibacteria, the antibiotic could take over so you feel better. So people are like, "Oh, I'm gonna save them," or, "I don't wanna develop these drug resistance strains." They think all these stupid thoughts that are not real.

Where else have we think stupid thoughts about how our bodies work, how greatness works, how... Bless you, bless you. How immune systems, and what's really going on. Four days, 40%. Now let's take it to an extreme here. Let's say you're gonna take it for nine days because you believe in the law of attraction at a nine. You're even a 9.9. The theory being, that if you took 9.9 days of your antibiotic, you've killed off 99%, but what you've also done is left 1% standing that has withstood the onslaught of 99% of your attacks.

What would we consider that 1% to be? Really weak and about ready to cave? Or the meanest, baddest, little mamma jamma, mo-fo on the planet? It's counter-intuitive when you think in your power at a 9.9 the one thought, the one action, the one feeling, the one thing that you believe you cannot be will contain the seed of your destruction because you're gonna get an "in the 10" moment. Nobody's life goes through a series of cyclical moments that the economy doesn't get bad, our health doesn't go up and down, a loved one doesn't have something, you know, somebody that works for you, or that you work for, you got a great company and the CEO changed out.

Whatever it is, we cycle in a planet where, occasionally, we get sick. We cycle in a planet where we're trying to lead, manage, grow, believe, focus on. When you hold back one molecule of fear and doubt, it will, at a counter-intuitive level, that's the one thought waiting to destroy your hope, destroy your dream, destroy you at the... And you know it because you've already said, "Hey, at a 9.9..." Busy saying, "9.9, everybody else is seven, eight, nine. 9.9, I'm really awesome, 9.9, yeah, yeah, yeah." And then the back, the embedded command is, "Oh, I hope I never face that 0.1 because I can't overcome it."

"Whereas a seven, eight, nine, that's a seven. If it's between seven and eight, if it's an eight, I'll fight it. If it's an 8.5, I'll fight the nine. Yeah, yeah." No, no. You know at some point, this is incredibly destructive. So why we have to believe and it is a law, and I've already told you "The Secret" has nine things critically wrong with it. Again, if you guys are watching the video, or you guys today say, "Hey, Bill, we want the little one hour on it," I can tell you that. But here's what's interesting about the law of attraction. You know, you can enter the law of attraction and, look, I've got them all over the place. I just pulled up a bunch, they're all kinda good. You know, ask, believe, receive, you know. Once you make a decision, the universe conspires. That's Ralph Waldo Emerson, that's a traditional...

You know, there's "The Secret" itself, you know, the power of our beliefs, to bring anything, imagine it's there, we're like magnets. People go, "Yeah." But here's one of the biggest reasons why 9 out of 10, I didn't track the crap that happens to me. I didn't attract Hurricane Katrina. I didn't manifest Sandy to come through and blow my roof off. And, again, and even... I should have mentioned it in the sabotage example. Yeah, there's times when kids fall down and they really break their arms and legs. You're not gonna like high-five them and they're skiing with a broken leg. I get that there are times in life that something really injurious happens, something really negative happens. You just gonna go rehab it and overcome it, which, by the way, will be your greatest strength, growth, lesson, success.

At some level, again, not attracting it, but you want speed more than anything in your makeup. We are destined beings of speed. You just have to sit down, shut up, look like the others color in the lines and realize, "Well, if I can get an A and I'm above average, I can't get my potentiality," whereas great women, great men, they wanna go as fast as they can. And once they conquer that mountain, then they go find a bigger mountain.

So in the law of attraction, when, you know, people are saying, "It's never the storm that I attracted," here's why it... Because I've told you what about reality? It's not real. So, "Well, wait a second, Bill, the storm is real." No, no. No, no, no, the storm is not real. That's a data point. There's the storm. It did happen, but here's what your reality becomes, it's the aftermath of the storm. What did I do as a result of the storm? You know, there's actually some people that are excited to lose a roof because they needed to replace it anyway, now insurance money

replaces it.

There's some people that had something horrific, had someone they loved, a pet they loved, possessions they can't replace. It doesn't matter. As a great woman, as a great man on this planet, what matters is, "What am I determined to build in the aftermath of the storm? Because that becomes my reality." There are always storms coming through.

And then when you think about it, when you really think about it, and this is, again, all through nature, all through our truth. We look at a fire as being horrifically destructive, but what does fires always create?

Male: New growth.

Bill: New growth. The forest, in fact, that's one of the biggest things our forest, U.S. Forest Service had to learn because when they stopped fires, they build up fuel that would have been burned off. So in an old growth forest that has all the bottom and the trunks are black because the fires go through periodically when we stopped all the fires. When a fire finally hits that old growth and all that fuel's down there, it's too big for even the old growth. That's a conflagration, that's when, that's a Hayman fire, that's when the whole place goes up in smoke. It's a result of we can't handle little fires.

So when you are busy not allowing fire to burn in your life, because you're busy not falling, because you're busy, busy, busy thinking this is who you are, this is what you can and can't do. That's why this all... Now, you're in the barrier because, "I don't wanna believe in the law of attraction because I can't get past my barriers." Oh yeah, yeah, these are not real barriers, they're all not real. They're a function of the software.

Quantum Glass

It's called the Quantum Glass. Like a lot of the many questions I ask, is the glass half full or half empty? The answer is? You know it's supposed to be full, for many of you, it is full. I challenge you to ponder, "I'm a master at creating, it is full when it's a crisis. There's my child in danger, there's my spouse in danger. Oh, it's half full? Yeah, no, no, it's not." Okay, half full or half empty? David has said, "It's both."

It's even bigger than that, just like the broken leg limper. It's a trick question. Because it's never, ever, never, ever, ever about the glass. The glass is reality, right? And what did I say about reality over and over? Not real. So half full, half empty, glass is not real. The real question, remember, I said this is questions, you gotta know the right questions. The question is, who are you when you look at the glass? And if you're half full, the glass is half full. If you're half empty, the glass is half empty. It's never the storm that creates reality. Now we take it one step further, it's never the glass that is real.

Amnesia Tool

So now, let's go look at the Amnesia Tool. Let's say after this awesome seminar, after this awesome video experience that you've had, you go home. Now, again, we're in a metaphor, but this is real stuff,. Anybody that says, "I don't get how this is real," talk to me, I'll give you the science and I can expand on this.

You go home, you wake up tomorrow morning, and you have amnesia. Now, there's a medical amnesia, it's unexplicable [SP] most of the time. There are reasons for amnesia. So your spouse, your significant other, someone goes, "Oh, my God," you wake up and like, "Who are you and what's going on?" And you race them off to the ER, and they go through these battery of tests and they see all these specialists, and a handful of days later, they come to you and say, "You know what? Yeah, this is medical amnesia, we don't know what causes it. Y don't have a stroke, there's no aneurysm, there's nothing organic that we can determine that's causing it. And here's a sad reality, you know, it might be a day, it might be a week, it might be a month, it might be a year, it might be never. You might not ever regain."

So you go home, maybe you spend some time upset, trying to figure it out, but your spouse says, "Wait a second, that guy who programs reality. If we've got to start programming you all over again, why wouldn't we program you in an epic, awesome, extraordinary way?" Because it's the family of origin that's installing the software, you then run the programs. It's the software that's creating the thought, the feeling, the action, the very sentence. So if somehow in this experience because we're gonna be the aftermath, not the storm people, the aftermath of this is, "I'm gonna rebuild your personality, your life, your truth in an epic extraordinary fashion." Then you have new programs, new everything. You're brand new.

My question for you is this, let's say we work hard. You, I and your significant other because the data never changes, remember. What happened in '67, '77, '87,

'90, those are real data points. So we're gonna say, "You know, in 1997, this happened to you. This leg broke, this pain occurred, this problem happened, and here was the epic strength that you got as a result of it." Do you believe that you would say, "Well, I have a question. Did I develop that strength in 1997 or are you just selling me this crap now?" Or you would say, "Really? Really, that happened and that's who I am? That's really who I am?" Yeah, this is the thought you can have, this is how it feels, this is the image you're associating with, this is the dream, this is... We're gonna program this, man. You are...

Number one, first of all, "Is this BS or is this real? Are we just BS-ing you or is it real, do you think? It's never about, "Oh, there was something wrong with you when you came to see me. Again, if you can afford me, you're above average, trust me, you know. So we already know you're the best in a great lot. And if we're gonna both, A, tap into more and then the very rare times when I get a real superstar in here, and they'll come see me in a heartbeat because they always look for little, little, little..." If I can affect the air flow and get one more knot of speed out of my air frame, oh, I'm gonna go do it.

So they come and see me. The biggest challenges they have particularly in a leadership, management, or a visionary role, it drives them crazy because people don't understand how to be a superstar. Here's how you be a superstar, just go do it. Do what a superstar does, you get superstar results. "Oh, not me, I've tried to be a superstar before and I've stunk. I can't." No, no, no, you stopped being it. And we're still not done in this toolbox, we'll come back and add to this.

But I'm saying, in 1997, this thing happened, and now we're gonna take them... And by the way, if we did the Amnesia Tool, if this is 2018, or 2020, or 20... If we did it five years from now, would we build on it even more if you got amnesia five years from now? Would you always be taking the latest rehab, the latest in neuroscience and extracting even more strength and value out of that incident in '97?

Female: Sure.

Bill: Yeah. So my question is, because I'll just tell you this. A lot of people get the logic of it. A lot of people understand the point I'm trying to make to them, but they say, "But it's BS because that didn't happen in '97." So most people say, "This isn't real because I didn't have that. That's not who I really am." In fact, because the second question I'm gonna ask you is, let's say we hardcore pounded this for six months, which takes every broken leg and turns it into an epic strength. It tooks [SP] every moment, etc., so we're pounding this process to redesign, reprogram you. This is who you really are. I said, nobody said,

"Well, was I really that in '97?" Nobody says that, they say, "Really, that's me? That's pretty exciting."

The truth is at a very, very high level, people will go, "Yeah, I get it, it's theoretical, makes sense, yeah. I'd find a way to be me. I am who I am, but you could tell me all this great stuff all you want, I'm still gonna be me because I am who I am." And then there's other people going like, "No, I'd be different. I'd be different."

So my question for you guys is, is this BS and if it's not, which, clearly, I don't think it is, but I want you guys to challenge and say, "I think it's BS." So then I can answer more great questions.

In six months of just hammering this new software, new program, you are epic in love, money, health, everything you want. At the end of that sixth month, 30th day, are they the old person because somehow that will creep out? Or are they a hybrid of old and new because, "Well, I get that you'll have some impact on me, Bill, you'll have some changes on me, but I ain't gonna be this epic dude you designed me to be," or you think you're this amazing dudette that you're extraordinary exactly as we've designed you to be?

So there's not a, "I'm right, you're wrong, I win, you lose." There's people that will give me the right answer, don't buy into it, give me a theoretical answer, emotionally try to apply it to something. Again, there's all kinds of responses to this. The point is, no, the science is, the law is... I would argue with you, and we could do studies to back up you're the new person. And like all the other tools I teach, it's going to get better and better and better. There's a number of other things we're gonna deal with that really bring this home. Remember, I said this was a big, big, big, big tool in the process.

So for six months, now the question becomes, the next thing I wanna quiz you on is... It is the morning of the seventh month. Day one, seventh month, and [inaudible 00:44:50], all your memories return. Now if I've argued yesterday you were new, what are you now? Because now you have the new programming, and you have everything that you've remembered not only the last six months of me hammering the crap out of you, but you also remember exactly what happened to you in '97, what you thought, felt, believed then and through the years until we arrive at today.

Who are you on the morning...? We have the same...I revert all the way back to old because that's now real. Do you have a hybrid where you keep some of the good stuff, but now you remember old you? Or do you go, "Bite me, I like the old me. I like that woman, I like that guy, I like... But I want this guy, this gal,

this is who I am now." Do you hang on at, you know, all effort and energy and you remain in the new software, the new point of view of your life? Which do you think it is?

Again, you get all kinds of answers. Some people like, "Well, I'll keep some, I can't [inaudible 00:46:04]." The point is it's whatever choice you make. You get to choose this if you say, repetitively and intensively, "I'm the new person," that's what you get. If you use those habitual sentences, "I'm not gonna go back and use the old habitual sentences, I'm gonna do the new." It's the habitual sentences you use on that first day of the seventh month.

And then point number four is, do you need amnesia to make this tool work? And that's where Lisa was ahead of us, and the answer was, "No, if you change the habitual sentences today, you begin to wire in whatever the habitual sentences are." So if you find the rehab for your broken leg, if you believe in the law of attraction and you focus on the aftermath because you didn't attract the disasters, and now you don't think about the older version of you, you probably didn't want the broken leg. And what did I tell you, it's not about not manifesting the fall, it's manifesting the speed.

So the structural changes is not about, "I don't want that trauma, I don't want that identity, I don't want that limp, I don't, I don't I don't, I don't." It's, "I want the strength, I want the value, I want the greatness that's associated to it. I've already gone through it, I want the positive from it." And this is how you can really begin, like, for instance in trauma work. You can really begin to see someone's identity and reality shift, they go from being a victim to a survivor, to a champion.

The problem with being a survivor, which is better than being a victim, but the survivor's still defined by the broken leg and the accident. They're surviving the accident, and what they're not doing yet is they're not a champion now as a result of the epic strength. And why are you a champion? "Well, I've had this long list of mentors. I've had a long list of villains. I've had a long list of time that, you know, that everything I overcome." Now when you...and it's not about, "I wanna fall in love with the perpetrator of the crime." It's that I love the strength that happens, so it's not even about forgiving who your perpetrator was or what the perpetrator was, be it a tree in Vail that broke my leg, be it a next-door neighbor that did something horrific to me. It's about, "I have this extraordinary strength." It's the speed, it's the value, it's the new. You change the habitual sentences, you become new.

And the last point and this is now point six. And this is the Flipping of Software. This process, by the way, have you ever done this before? Or has

anyone else ever done this to you? It happens to all of us, this is the Windows 3161 process.

Yeah, and, again, when you think about what sentences did I change? Again, it's always this bell curve. There are gonna be some sentences that your family told you and you were like, "F off, I want new sentences." There are gonna be sentences that they told you about that you're still struggling with. "Well, yes, no, good day, yes, bad day, no, [inaudible 00:49:35]." And the reality is there's still some sentences in there that you hate and you can't, won't, don't change them and then you're tell yourself why? "Well, because, you know, they're real, they're right, I hate them for being, blah blah blah blah." No, no, no and no and no. All of this becomes plastic, all of these is neural elasticity, all this becomes when I say, "Not only do I want to become Windows 18, Windows 2020," as the years go by, you're designing. In essence you're doing the same process every year because if I redesign myself 5, 10 years ago and I was brand new Windows 2011, if I've not done that process since 2011, am I new and epic in this year or am I new in epic and aged out in the old year that the design was done?

So to understand, this is a forever process, it's not about, "I'm trying to fix broken crap, I'm trying to constantly limp better, limp better, limp better and better." It's like, "No, no, no, no, I wanna take the epic strength and get even stronger." Once you go to the gym and build a certain level of fitness, you wanna get stronger the next year, you wanna get more fit the year... When do you stop wanting more fitness? Oh, when we believe that we're old and we can't have more fitness, and then you modify blah, blah, blah. It all follows a neural pattern, a neural structure, so this fourth barrier...

Remember we got all excited about, "We're software, we're new, we can design, we can go pass, we..." Then the barriers are, "Yeah, but, you know, I limp, and there's in the 10, and, you know, law of attraction, and I don't manifest, bad storms have swept through my life, and therefore, I can't believe, become, do, act, because I'm a 'don't spill' in the 10, there's a storm coming, I don't want the meteor to hit me." Now these become all these incredible structural moments.

So if you wanna go back, you know, and write a paragraph, journal a paragraph, pick a data point of your life, the love you have, the money you have, the health you have, the leadership you have, the business model you're in, and write a paragraph about what you think is real about that. "Well, my business is this big because, you know, I worked hard, and I'm pretty good. But it's not bigger than

this because, you know, 2008, and then there was this, and then [inaudible 00:52:00] that, and then I [inaudible 00:52:21], you know."

When you start looking at these programming sentences and go, "Well, wait a second. Is it really true they're not real? Is it really true they're BS and I can just use new habitual sentences and I'm gonna restructure, you know, 'don't spill,' go support, carefully and we're gonna add this to that. I'm gonna think this, I'm gonna feel that, I'm gonna... That rewires my hard drive?"

So for example, and not getting too deep into this per se in our intro, but this is the power of this. I do a lot of trauma work, you guys can probably sense that, you all know, big, big, big, PTSD. I never ever labeled PTSD in my kind of work. It's always "Post Traumatic Stress Growth." What did you grow out of it? I know you got traumatized, I know you know that very, very well, but what was the strength? What? "Well, I don't have a strength." Really? What trauma do you think you have in life that doesn't produce a strength because what did Eleanor Roosevelt say? If we look at the embedded command of what she didn't say, if you had epic trauma, the more incredible the trauma was, the more what is on the other side? The broken hope you'll never be great, or the more great potentiality capabilities are actually developed in you?

You're never defined by your potentiality. Think about this. Again, these are things that you would know, these sentences, you just didn't really believe them. You're never, ever defined by the potential that you have. You're always gonna be defined by the villain that's holding you back. Because the minute you climb that mountain, now you either go for the next mountain and if you can't climb, yeah, well, there you're stuck. So you either give up, get on another mountain, say, "I can't, I don't, I won't, it's not, I don't believe," or, "I'm gonna beat this, I'm gonna solve this problem. And if I can't solve it now, this is now a new body of work." If you can't solve it, I'll guarantee you one thing. You're not asking the right question, you're in the wrong question. Why? Because we're humans, we always solve challenges put in front of us.

The only challenges we cannot solve are challenges that don't exist. So if you're busy saying, "I can't have love for this reason, I can't have money for this reason, I can't have professional success for this reason," and lo and behold, it's true for you, then I'm gonna tell you, it's not the right reason. You gotta figure out, and that's...now we're doing the science of, "Look at the format, look at the context, restructure the command, what's embedded, what's hidden?" It's never the things that we wrestle with.