

Zero-Pressure Goal Achieving



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13X4
"Zero-Pressure Goal Achieving"

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Preface

The following content was adapted from a live teleseminar on March 27, 2012. Included is a mixture of information, diagrams and dialogue about how to get what you want with minimum pressure using the 13x4 System and other helpful tools.

The concept of zero pressure is very attractive because as soon as you say “pressure,” people say, “Oh no, pressure feels bad.” Typically, goal setting and achieving tends to be a bit of a pressure situation. But consider this... though there are a number of ways to approach goal achieving – whether you want to make more money, attract someone, attract nice things into your life, have a great relationship with your kids, develop your company further, etc. – the only reason why you want to achieve any of these things is a feeling you get as a result of achieving them.

Ultimately, that’s our goal too, to feel good. We talk to people about personal development and practical skills to improve their lives because we love doing it and because it makes us feel good to do what we love.

However, we’ve noticed a cultural thing that’s keeping people from feeling good, doing what they love and achieving the goals they have for their lives. It goes something like this: “You can’t feel good at the moment, because you haven’t got x, y and z.” And that pertains to whatever it is that you want... the car, the job, the partner, the house, whatever. The message comes through loud and clear, “You haven’t achieved the goals that you wanted to, so you need to put your feelings on hold until you achieve them. So work really hard (and live in the future), and when you achieve them, then you can start feeling good.”

We work with a lot of people who are in career transition, some of them unemployed. They often say things like, “I’ll take any job at this point because the pressure is on me. I’ve got to pay the bills.” We suggest to them that it would be best to go after something they’ll love doing. Some are surprised by that because they think it’s too selfish to pursue what they love. However, it’s not selfish to nurture ourselves first so that we can turn around and have more energy and better feelings to give out to others. If we’re happy, then the other people around us, especially our loved ones, are going to be happy, too.

So, in addition to the concepts and tools you’ll read about in this e-book, we want you to know that when you go after the things you want, and when you incorporate the focus areas that we suggest into your plan, you will feel happier. That’s why we encourage you to come to yourself first – to develop yourself. In fact, your only duty is to make the most of yourself. And, we want you to know that the zero-pressure aspect in life happens when you realize that your feelings are not dependent on having done something.

Are you ready? We are about to show you how to bypass what the culture has been telling you. We’re going to show you how you CAN get what you want with little to no pressure.

1 The U-Tube

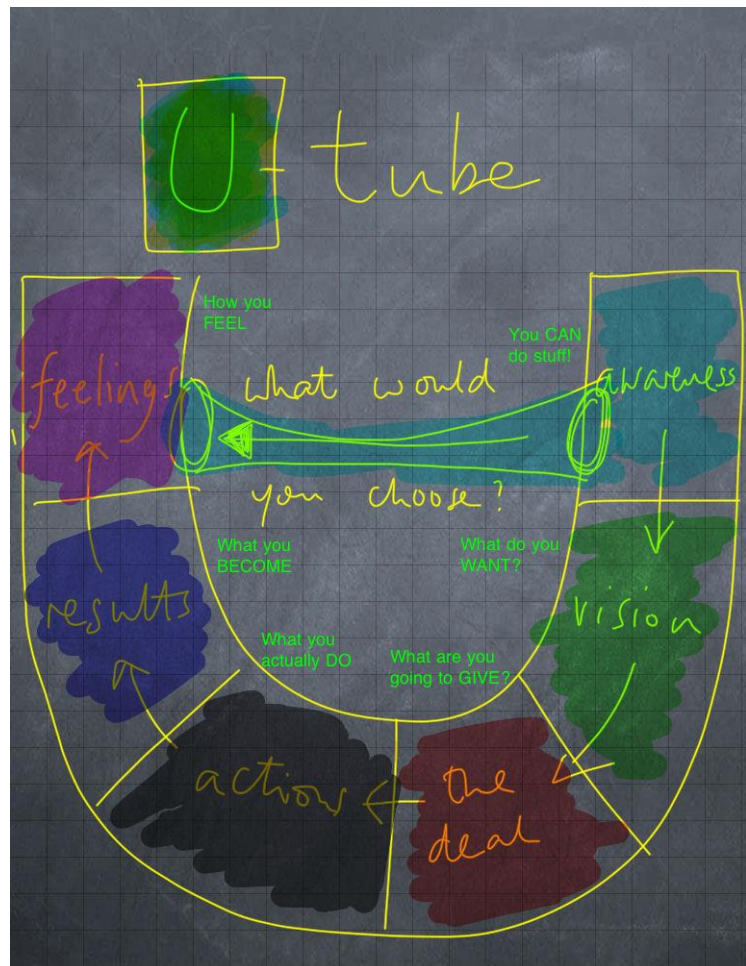
The “U” in the U-Tube concept comes from the shape of a U, as you’ll see in the diagram below. It’s a model of the process that people go through to create any kind of change in life.

The first step is that you get to *Awareness* – the awareness that you can actually do stuff. It IS possible for you to do something, for you to create something. You’ve read a book, you’ve bumped into someone, you’ve had an epiphany, and you get the awareness that it’s possible. So, awareness is “you can do stuff.”

Then the next stage of the process is to work out exactly what it is you want. You create the *Vision* for yourself. What you want to have. What you want to do, to become, the relationships you want to have, etc. Vision is what you actually want and getting clarity behind that.

Following that is *The Deal*, the plan of the deal, the concept. If you’re going to get something that you want, you have to give it. You have to be able to give stuff to get in return. You need to give value to other people... whether you’re kind to people in relationships, or you’re offering to help them, or you’re going the extra mile in your business. Whatever it is, it all starts with you giving more – and certainly more than you take – if you want to achieve the vision you want for yourself.

As you can see, the first three stages around the U-Tube are all at the level of thought. Next up is the *Actions* stage. This is what you actually do. Obviously, in order to be able to achieve some of these goals, you have to take some action.



So, in this stage, you act on what you want, and because of the actions – what you actually do – it leads to the stage of *Results*. It's what you've become. What you do, what you have, what you've attracted into your life.

Then, as a result of the results, you have some *Feelings*. It's how you feel as a result of having gotten these things, of having achieved whatever it is that you've wanted.

The shortcut from awareness to feeling happens when you ponder the question, "What would I choose?" If you doubt that you have those feelings inside of you, we assure you do...

The Wormhole

Now, look at the diagram again, and you'll see a wormhole or shortcut straight through from awareness to feelings. And this is really the whole concept. If you have the awareness in the first place, you don't need to do all that other stuff – you don't need to get the vision, and then get the deal and then do the actions, and then results to get the feelings. You can actually have the feelings right away.

Next to the wormhole, you'll notice the question, "What would you choose?" This is a great question because what if you thought it was possible for you to have the end results of everything that you wanted, and what if you could have the feeling of what that would be like? If it was possible for you to have that feeling right away, wouldn't that be wonderful... and much easier?

The shortcut from awareness to feeling happens when you ponder the question, "What would you choose?" If you doubt that you have those feelings inside you, we assure you that you do...

Tom: The best example of this is the story of my dad who wanted a Mercedes his whole life. He saved up a lot of money and eventually when he was in his 60's, he bought himself a Mercedes. He was a family man – there were five of us growing up and so he never had any money to spend on cars. He finally bought a classic car, a Mercedes which was probably only worth about \$10,000 or something like that. But he loved it and was really proud of it. Now, a friend of mine, Jason, who attended Oxford with me, went into trading and derivatives and equity and he made a lot of money at one of these investment banks. He likes cars as well – but he had a glass garage...

Angela: So he could see all his cars!

Tom: Yes, this garage was joined onto his house, like a lot of people's garages, and he had it made of glass. So, as he is walking up and down his house, he could actually see his cars. Now let's imagine there is a banking collapse, and the Lehman Brothers thing exploded even more. And more and more banks got sucked in. And there was a huge bail out. And he ended up losing his job as an equities trader and had to sell 2 of his 5 houses and maybe 3

of his cars. And instead of having a Porsche Carrera that's worth \$400,000 and the Ferrari Dino and all those expensive cars, imagine he had to swap all of those for a Mercedes, which is a fairly ordinary family car. Now, it's exactly the same car as the one my dad has really dreamed about and saved up for. Every time my dad looks at that car he has a feeling of "wow, this is awesome, this is amazing, I'm so chuffed with myself, I'm really proud." But poor old Jason, if he looks through the glass wall of his garage and sees a Mercedes there instead of his Ferrari, what that does is generates a completely different feeling. It's the same car. But it's generating completely different feelings as a result of the perspective. As soon as you realize that the feelings totally come from inside, then what you can do is say, "Okay, great, I'm going to go straight to the feeling." You can short circuit the process – you can go straight through the worm hole. Now, if you feel great about whatever – your life, your relationships, everything – how long do you think it will take you to start attracting really cool things into your life? And that's the next step.

The Sausage Machine & The Script

We can almost bet that there is a part of your brain right now that is saying..."Yes, it sounds good, but it can't be that simple." So, what we're going to do now is satisfy that part of your brain. We're going to give you all of the steps to make it happen.

Let's take a minute to talk about the concept of *The Sausage Machine*, which is a great metaphor for life. Basically, if you want beef sausages, you put beef into the sausage machine. If you want pork sausages, you put pork into the sausage machine. If you want to feel good about your relationships, if you want to feel good about your job, then you need to put those feelings into the other end of the sausage machine. So you don't need to put in anxiety, frustrations and tension, "if only I get this goal, then I'll feel great."



But here's what's happening... There's a part of your brain that is programmed while you're growing up by society, the media, school, church, parents, etc. – we call this programming *The Script*. The script will say, "Well actually, no, you can't have the feeling, until you've got the car or the house." It tells you that once you've achieved the goal, then you can have the feeling. As you've probably guessed, what we're

saying is that it can be the other way around. You simply have to start off with the feelings.

Tom: Look at any successful person. They start off being successful, and they'll have that feeling that the goal they have achieved will give them. But they will start off with that feeling. And you might think, "Does it really work like that?" Absolutely. The times that my life is amazing is when I'm at the end of the sausage machine and putting in the great feelings. I'm putting in the positive expectations. I'm putting in "this is awesome." I'm putting in "this meeting is going to go well." I'm putting in that my relationships are going to go well. And what happens with goal setting is that the pressure only comes when something external to you has told you that you can't feel good until you get that aspect of your life sorted.

Angela: This reminds me of some work that's been done by Dr. Jeffery Schwartz, a research psychiatrist in California. He works with obsessive compulsive disorders patients, OCD. What happens with people who have OCD is that they get stuck in a thought pattern, and they can't get out of it. They keep tying a shoe over and over, or they get obsessive about germs and have to wash their hands over and over. What Dr. Schwartz does is to get them to "act as if." Act as if your hands are clean. Get unstuck and move forward.

Dr. Schwartz' work proves that your brain will change when you start to tell it to feel in different ways. Brain scans show that the pathways in the neural net will disconnect from the way that they are connected and re-connect in new ways. Because you've now changed the long term memory of that feeling and you shift it. So when you think you can't have that feeling, because you have to have that thing before you can have the feeling – you have to have the results before you have that feeling – that's not true. You can "act as if" you're telling your brain the truth of it, and your brain will say "Oh, okay, cool," and your brain will change. If the physical reality in your brain will change because you've told it to, then this shortcut will work too.

Tom: I know. Just think about a goal that you would really like to achieve. If that goal is right now causing you to have a feeling of "oh..." with a bit of a sick feeling, butterflies and anxiousness, just ask yourself, "Okay where is this pressure coming from? Is this pressure to do with the fact that I can't feel good until I achieve this?" Ask yourself about the result of achieving that goal. Is it possible to actually feel as though you had achieved that goal right now? And then ask yourself, "What would you choose?"

So, in terms of zero pressure, if you do this, you will have achieved the biggest goal ever in your life, which is the ability to access the feelings just through awareness. How cool would that be?

Angela is telling you this. I'm telling you this is possible.

There is an awful lot of brain science that's telling you that it's possible. I'm giving you examples that show the feelings do come from inside. You know that the feelings come from inside. At some level, you totally know that. So given that there is enough evidence out there – even though it's not about proof or putting enough evidence together in order to believe it; it's about "What would you choose?" – would you choose that you can access the feelings you'd get as a result of achieving the goal? Obviously, you would choose that. And *right now* you can access that feeling.

Is that not the biggest goal you could possibly achieve? The ability to access the feelings right now? So, in terms of zero pressure, if you do this, you will have achieved the biggest goal ever in your life, which is the ability to access the feelings just through awareness. How cool would that be?

The Script Doesn't Go Away

Of course, we're not saying that you're going to silence your script. We know it's going to keep staying things like, "Hang on, I want some stuff. I need a job. I need to feed my family. And when I get this, then I can feel good." You are going to still go through that, and we're not

saying you should even try to silence your script. Just be aware of it. Ask yourself, "What would you choose?" and know that you *can* access the feelings. Because you'll go through life, and all of a sudden you're dead, it's all over. Think about this... when people are on their deathbed, they never say they wish they had spent more time in the office.

Tom: My dad died unfortunately of cancer when he was 70, and he was in a hospice... what an unbelievable place, anyone that works in a hospice knows it's an amazing place. It makes no sense. You expect Wal-mart to be a much happier place because people are out there buying things. A hospice is an amazing place. People suddenly realize that they don't need anything in order to access those feelings.

2

From The U-Tube To The 13x4

Taking the visions, actions and results from the U-Tube diagram, we move to the diagram of the 13x4 Wheel™ to explain zero-pressure goal achieving.

But first, what is the 13x4?

The 13x4 is a proven minimum willpower system for making things happen that's based on the principles of science and the teachings of the wisest minds.

Notice we aren't saying zero willpower – we are saying minimum willpower. You're still going to have to do the work to achieve something. Other than having the feelings, you also want to have the result. Maybe you want a better job, a bigger house, etc. That means you have to mean something valuable to other people in order to achieve things like that. You're going to have to do some sort of work, but most people believe that if it involves doing some sort of work, there are two things you have to do: 1) either become amazing at being self-disciplined and acquire the skill set of an Olympic athlete, or 2) steel yourself to do 8 extra hours of work per day on your particular goal. Or you can use a system which helps you do it with less willpower – one that doesn't require you to have the self discipline of an Olympic athlete.

Tom: Where I live now, I moved here about 4 months ago. From the highest place you can park to the front door, it's 31 steps uphill. That's quite a lot of steps. And I'm thinking, "That's going to be a lot of hassle." But, do you know what? I love it. I'll try and go up and down those steps 2 or 3 times a day. That's because without really doing much work – just putting out the trash or mucking about in the garden – I've lost nearly 14 pounds. I haven't really done anything, although I'm still doing the work, going up and down the steps. But I'm not having to inflict any will power, as I don't have a choice. So this system, of buying a place where you've got a whole bunch of steps, does the work for you. It's almost like the 13x4 is a personal trainer for your mind. It's a brilliant system.

The Genius Of Ben Franklin

The 13x4 is based on an idea that was originally created by Ben Franklin about 280 years ago. Did you know that Franklin wasn't just one of the founding fathers of the U.S.? He invented all sorts of great things like the lightning rod and bifocals. He also established the first lending library system in the U.S. and the first fire



department in Philadelphia. His is a classic rags-to-riches story. He started off his career as a self-educated, working-class man who later made a fortune in business, enabling him to retire from his profession in his 40's. He dedicated the remainder of his life to public service until he died in 1790 at the age of 84.

Clearly, Franklin was strongly motivated to be an achiever. As a young man, he was very conscious that there were certain components of his life and certain characteristics that he either wanted to improve or to attain. So he undertook what he called his "bold and arduous project of arriving at moral perfection" and came up with a system to carry it out. Franklin chose 13 virtues to focus on, and he focused on them one at a time. In his autobiography, he wrote: "I judged it would be well not to distract my attention by attempting the whole at once, but to fix it on one of them at a time; and when I should be master of that, then proceed to another; and so on till I should have gone through the thirteen."

By focusing on one thing at a time, you're more apt to stick with it.

Focusing on just one thing each week, he left the others to their normal chance, and, after a while, he gained more mastery over them all.

As you might have already noticed, 13 fits into 52 nicely. So you have 13 weeks, and then another 13 weeks, and another 13 weeks.

By the time you've done 52 weeks of a year, you've actually had a chance to run four passes through the 13 focus areas.

It's the best system we've ever come across, and what we've done is to simplify and customize it, making it a lot more accessible.

Why Does It Work So Well?

The short answer to this question is: *Adherence*. What we mean is that it's a simple system that enables you to maintain focus on the things that you know you ought to do – things that you know would be more helpful – but in the heat of the day, you get distracted, and you're not putting the good stuff out there. By focusing on one thing at a time, you're more apt to stick with it.

Another aspect of its genius is that even if you don't do it very well, you still feel okay because there's no pressure on you to have done a particular number of things on a daily basis like would happen if you are trying to master a number of things all at once. You might find yourself saying, "Well I didn't actually focus very well on that area this week, but I'll soon have another week to take a shot at it." And because you're sticking to the whole process, you still feel that achievement as you go through the cycles.

Then as you move through the 13 focus areas, something interesting begins to happen. They began to cross-pollinate. An earlier focus will flow over and influence what you're doing with your current focus area while you're in that week. The unconscious mind will remember what you've focused on before and so the other focus areas interplay with each other. Their influence never goes away even when they are not the focus of that particular week.

So, in doing a 13x4 Wheel™ you simplify your goals. And in doing these goals with an approach of "one thing at a time" you reduce pressure on yourself. The fact that it worked as well 280 years ago as it does today shows that it stands the test of time.

Below, you'll see the diagram of our zero-pressure goal achieving version of the 13x4. Notice that it's configured with 4 different domain areas: *Actions, Awareness, The Deal* and *Vision*. To make it easier to distinguish between them, different colors have been assigned to each quadrant.

Each of the quadrants contains 3 focus areas, and these plus the center focus equal 13 focus areas. We'll walk you through each focus area, explaining the approach in relationship to the overall concept and to its quadrant. You'll find out why we suggest you incorporate this system into your life for increased effectiveness with minimal willpower.



3

It's Based On Science

The essential or center focus is that *It's Based On Science*. That's because this system is personality and character independent. You do this, and it will work for you, irrespective of your previous experience. That's what science is all about. If you do something, and you do it again and again, and you get the same results, the chance of someone else coming along and doing the same thing and getting the same result is assured. Otherwise you can't call it science.

And that it's based on science is the gateway to belief. You have to believe that as a result of it being based on science, it's going to work for you. Just like it's going to work for everyone else.

The Genius of Wallace D. Wattles

We strongly recommend the works of American author Wallace D. Wattles, especially his *The Science of Getting Rich* and *The Science of Being Great*, which were published right after the turn of the 20th century. Wattles based some of his conclusions on previous works by philosophers like Hegel, Spinoza, Descartes and Ralph Waldo Emerson. Interestingly, *The Science of Getting Rich* was the main influence for the extremely popular movie and book, *The Secret*.

Reading Wattles' books will help you understand many of the focus areas in the zero-pressure goal achieving wheel more fully. But, basically, you need to know that he taught that we all come from the same stuff – that we are all part of the same thing. Wattles also brilliantly pointed out that it's based on the conclusions of science. Even though he was talking about stuff that wasn't known experimentally at the time, he recognized it was science because it was known practically... by the results. And now we have the quantum mechanics to back it up in the laboratory.

We echo what Wattles said, which is that because this is based on science, and if you can learn to follow the system, then it will work for you too.

...it was science because it was known practically... by the results. And now we have the quantum mechanics to back it up in the laboratory.

4

Become Self-Active

Wattles also said that the greatest joy you can ever have is the realization that you're becoming self-active, that you're becoming aware that you are the architect of your life. Stephen Covey calls this "being proactive" in his book, *The 7 Habits of Highly Effective People*.

Basically, *Become Self-Active* is about being the opposite of the victim and seeing everything as "happening to you." Some people in life never have the awareness that, in fact, they are probably causing a lot of the things that are happening in their life. When they see themselves as the victim, they have a whining mentality.

But talk to anyone who has achieved goals or is successful. Of course, they realize that bad stuff is going to happen no matter what they do, and that it's not because they're bad or because they're victims. They see it as, "That's just what happens sometimes."

So if they can do it, you can think that there is going to be good stuff happening as well. Good and bad, everyone has to deal with both. But if you take the responsibility for becoming the architect in your life, then you know that the decisions and choices that you make now will affect the outcome tomorrow.

We think that's really exciting. It's like learning a foreign language. You get more and more excited about it as you get better and better. So we advise that you become self-active and enjoy being the architect of your life.



5 Believe In Possibility

The next thing you do within the domain of *Awareness* is to believe it's actually possible. So now that you know you are in charge of your life, you have got to believe that it's possible to attain what you desire. This means that you've got to look around you and see at least one other person, who's been able to achieve what you're trying to achieve.

Let's look at Roger Bannister, the English runner who, in 1954, became the first person to run a mile in less than 4 minutes. That was a remarkable feat, but what was even more incredible was that as soon as he broke it, within 12 months, 5 other people around the world did too.

During the previous decade, no one had been able to break the 4-minute mile. But then it became, "If Bannister has done it, it IS possible." So then others started to believe in the possibility.

If you look at a goal that you want to achieve, ask yourself, "Has at least one other human actually done this?" If so, then great... it IS possible.

Believe in Possibility helps you reach your goals with zero pressure.

6

Everything's Perfect But Not Complete

The next thing to do in the domain of *Awareness* is another of Wattles' philosophies... to realize that *Everything Is Perfect, But Not Complete*. What this simply means is that we used to be amoeba. Ten thousand years ago we were living in caves, barely scraping by as a species. Two hundred years ago slavery was still okay in the U.S., and we were fighting on the streets. If someone looked at your girlfriend or wife in an unkind way, it was time for a dual. Today, we have some problems with the legal system, but would you rather be slugging it out with pistols at dawn?

When you really look into it, you'll find that the statistics prove we are actually living in the safest time in human history. We've got the lowest infant mortality rate globally, and the majority of the planet's population now has more human rights than ever before.

Of course, it's very easy to focus on all of the negative stuff – all the stuff that's not correct. But we're perfect for where we are now. For what we believe – the consciousness of everybody, what people want – this is where we are. When people start to gradually want more for everybody, more for everybody will happen too. So we are on a journey to completion.

Tom: This is important for awareness because there is nothing actually wrong. The only thing that could be wrong is your attitude if you're out of alignment with the awareness that there is a path created for humanity. Sure individuals have bad events, serious misfortunes, but overall, humanity, though not complete, is perfect for where we are now. And we're getting better. Of course, the media will have you believe the exact opposite. Now if some disbelieve me, then I say "Okay, well which period would you like to go back too?"

Angela: In Wattles' time, women didn't have the right to vote in the U.S. – it wasn't until a year after he died that it became legal. That's hard for us to imagine now. Also, during his time, child labor was the norm in society. Then, later, it was decided that child labor is wrong. We have to get to a collective state where we say "Oh, yes, we need to evolve." But it's not complete, there are still things that we've got to work on.

Tom: So that is why this particular awareness is really important...

7

What Is Your Vision...?

Switching over to the domain of *Vision*, we will only make a few points because this will be different for everybody. It is really important when you're trying to achieve goals that you think about "what the vision is for yourself, for your relationships and for your contribution."

...For Yourself?

The vision for yourself might be what you have. It might be things that you do.

... For Your Relationships?

What is your vision for your relationships? What do you mean to your partner, to your children and to your family and friends?

...For Your Contribution?

Think about your contribution. What is your contribution to this journey that we're all on?

When you start thinking at this level and getting real clarity about what it means to be you, what you want for yourself, what you want for your relationships and what you want for your contribution, then that's when the real excitement starts. Because now you believe that you're the architect, and it all suddenly clicks into place for you.

The Voice In Your Head

Before we forge ahead to *The Deal* side of this 13x4 Wheel™, let's take a moment to acknowledge that little voice in your head saying, "This sounds great, but it can't be that simple." Well, to that we would always say, "*What would you choose?*"

Do you have scientific proof that it isn't what we say it is – that it's not as simple as this? No? Well, so what would you choose? You can't prove that it isn't true, so let's go with what you would choose. We can show you thousands of people who had the vision first and then created it. The point is that we know it works, and we know you would choose for it to work.

Okay, now that you choose to believe that it will work for you, time to move on to *The Deal*, because even though having vision is great, the deal is where the Universe starts to say "Great! They get it. They know they need to give before they get."

8

Want For Everybody What You Want For Yourself

As we move into *The Deal* side of this 13x4 Wheel™, and if you've read any Wattles, then you'll notice that these next three focus areas are out of either *The Science Of Being Great* or *The Science Of Getting Rich*. If you want to dive deeper into the concepts we're about to discuss, we encourage you to go read those two books. They are out of copyright, so you'll be able to download them for free.

This particular focus area, *Want For Everybody What You Want For Yourself*, simply means that when you're considering or encountering someone else, do you want for them what you want for yourself? Do you want the same success, the same happiness, the same joy? Do you want them to be okay, and you don't want to judge them. Do you want them to treat you the same way that you treat them?

The following is not a line from the Koran, but is from the writings of the prophet Mohammed: "None of you truly believes until you want for your brother, what you want for yourself."

And it's a fundamental belief in Christianity, as well. Some would say it's like The Gold Rule, "Do unto others as you would have them do unto you." Yes, it is like The Golden Rule, and yet it is more than that... because it's also wanting for everybody that same thing that you want for yourself.



9

Give The Impression Of Increase

The next thing is to *Give The Impression Of Increase*. Whenever you're talking to people, you're going to appeal to the subconscious part of their brain. The subconscious part of the brain has learned over billions of years of evolution to be attracted to people who can give more. More life, more money, more happiness, more fun, more energy, etc.

When you think of the people in your life, you can probably easily point out those who give the impression of increase. You think that they are great to be around because you sense there is something going on with them. It's something you want to know about, and you want to have that feeling for yourself.

Of course, if you're one of those people, then others will be massively attracted to you. They'll just love being around you.

And, as a result, you'll find that the things that you want - the vision that you have for yourself - will start magically falling into place.

And you give this impression of increase by believing everything is perfect, yet not complete. You know you are part of this journey, part of this perfection right now. When you project that belief to the world, then you become a like a magnet. Others think, "Yes, I want to hang around this person."

It's really important that people want to hang around you if you want to achieve your goals. We can't think of any goal that you totally create in a vacuum – that doesn't involve having something or being something. Anything that involves having stuff or being something to other people in your relationships means that you're going to have to involve other people.

So if you can go about giving this sense of increase, people are going to want to be around you. They are going to want to deal with you. They want to interact with you and work with you. And, as a result, you'll find that the things that you want – the vision that you have for yourself – will start magically falling into place.

10 Read Less, Think More & Trust Your Intuition

You're perfect yourself. And if you can get out of your own way, you'll find that your intuition is downloading stuff to you all the time. So, we suggest that you *Read Less, Think More & Trust Your Intuition*. We know it seems contradictory... We're saying, "Listen to us because we're teaching you something, but listen to what's going on inside."

*...give yourself some space
and time to reflect on what
you're telling yourself.*

Well, of course we want you to listen to us. Just don't listen *only* to us and others. Be sure to listen to yourself as well. We also encourage you to challenge what you read and hear, even what you are reading and hearing from us.

Tom: Of course, we don't mean to say that you should read nothing – that's why we say, "read less." From a practical standpoint, you get the goals in life not by listening to the noise on Facebook, or listening to the noise on LinkedIn, or the news, or all that sort of stuff. Because that is basically cutting you off from you and your own intuition. Sure, read a bit of it, just a little bit to start you thinking. When I go to what I love, I love a movie or a book that makes me think. I love being in a lecture where I start thinking, and then I start processing my own thoughts. I love really long plane journeys, not so much now that I've got three children under the age of 5 that come with us to Texas, but after 8 hours of being totally unplugged, by the end of the journey there might be millions and millions of avenues to think down.

Angela: It's interesting that we are talking about this because a friend recently gave me a little book by Paramahansa Yogananda. It's a spiritual book about how to listen to God and how to talk to God, and in it Yogananda says if you want to communicate with God, you need to read less. He advises reading less if you really want to hear what else is being said, not necessarily what someone else is saying, but internally – whether you define that as the intuition, the genius, etc. And I found this exact same wisdom in another book by Christian writer Parker Palmer called *Let Your Life Speak*. In essence Palmer says, "You know, here I am with pages of pages for you to read to help you, but, in the end, I'm trying to tell you not

to necessarily go by what I'm saying, but also to give yourself some space and time to reflect on what you're telling yourself."

Tom: You're bang on. One little tip... think of the Karate kid movies. The boy was so annoyed by the old man who was teaching him to wax on and wax off and all these sorts of things. He was annoyed because it didn't seem to make sense, but what I'm going to encourage you to do first is to listen to your intuition on the real basic stuff. The little things like, "Do I have a cup of tea? Do I take this route to my meeting? Do I talk to this person?" Just the real basic little stuff. What you're doing, on a spiritual level, is learning to read the mind of God, or the Universe, or whatever your beliefs. Now, if you do it on the basics, you'll get better at it. Of course, you'll make lots of mistakes, and you'll get things wrong. And you'll trust your intuition, and it won't get you to where you want to, but you're learning to hear it. You're learning to listen. So the more you learn to listen to the basics – the little things – the more you'll be tuned into it. If you just say "Well I'm not going to trust my intuition on anything, just the big stuff," you'll risk never getting it. You'll never get the big stuff because you haven't learned the small stuff.

11 Do More

Now we enter the domain of *Actions*. This particular focus area of *Do More* is a really easy one to understand... basically, when you do stuff, just do more of them. And do new things, too.

A 10-year study by psychology professor Richard Wiseman, which he talks about in his book called *The Luck Factor*, found that really lucky people just do more. They have a lot more stuff happening in their life. Though, it's not necessarily about being busy. They are just trying more things, and they are trying new things.



So when it comes to achieving goals, simply do more things. This means that you don't need to always worry about doing something specific towards your goals, just do more stuff in general. Because it's been proven that if you think about your goals a lot, and if you've created a vision for yourself, then they'll "magically" start appearing and/or happening.

12 Choose Easy

On a daily basis you'll be given a choice. There will always be, "Well, we can do this or do this." You can make the harder choice or the easier choice. Think about what's the easiest thing you can do and just choose that.

Choose Easy means taking the path that has zero pressure or, rather, the one with the least resistance. It's a great habit... actually, it's a great discipline. Because we know that most people will choose a complicated way of doing things.

For some reason, the majority of people in our society put a greater value on things that are more difficult and complex. Why is that? Why do we need it to be hard in order for it to be of more value? We think that is an illusion.

Again, it goes back to reading less, thinking more and trusting your intuition. Ultimately, by looking within to determine the easiest course and by forcing yourself to do the easiest thing, it becomes a great discipline to be simple and to keep things as simple as possible.

We agree with what Einstein said, "*Make things as simple as possible, but no simpler.*"

13 Notice

The last focus area within the *Actions* domain is *Notice*. This one is the simplest of them all.

What we mean by focusing for a week on simply noticing is that you don't make a big deal about doing stuff.

All week long just notice. Just start noticing what's going on. Start listening to your intuition. Start noticing if you're giving an impression of increase and so forth.



A Final Tip

As you begin to use this zero-pressure goal achieving wheel, we suggest that you don't do it successively around the wheel like we have explained in this book. In other words, don't do all 3 weeks on awareness in order, and then all 3 weeks on vision in order and so on. We do recommend that you start with *It's Based On Science* as your first focus area and then move around the wheel, picking one from awareness, and then one from vision, and then spend one week in the deal and then one week on action. After going around once, loop around again.

Did you notice how the wheel is numbered in the diagram on page 9? That is the order in which we suggest you follow the process... so that you get a nice balance. And, really, there's no rush because if you're simply applying this wheel as an overall way to achieve your goals and as a way to remember to feel good whether or not you have attained them yet, you've got as much time as you like. You're going to be with yourself for the rest of your life!

Postscript

When we tell people about the 13x4, sometimes they get impatient, saying that they can't wait 13 weeks to reach their goals.

Our reply to that?

"Well, how long have you been waiting so far? 20 years, 30 years, 40 years..."

But, really, you will be amazed at how it might not even take you as long as 13 weeks to start achieving what you want. That's because there's this wonderful undercurrent that happens with the 13x4. While you're focusing on something for one week, you'll be surprised to find that there will be a flowing over of the other focus areas. They will suddenly pop in to support you wherever and whenever you are in your cycle, and sometimes in surprising ways.

And you'll notice that you're manifesting stuff based on something that you focused on a while back even though it's not front and center anymore. It's easy because your subconscious is helping you to becoming much more competent at this as time goes on.

For example, imagine the possibilities that can come if you're reading less, thinking more & trusting your intuition because of the practice of that focus a few weeks before, and now you're in the *Notice* week. On top of that, add in that you're increasing your awareness of what you are putting in – that you are making specific choices about what feelings you are putting into each day. Without even trying that hard, you'll experience incredible personal growth in many areas of your life.

So, don't be concerned about time. The inherent way that the focus areas interact with each other will have you achieving your dreams before you know it, and you'll be doing it with little to no pressure.

Wow! Just thinking about it has us excited... since you are perfect now, when you do all this, you are going to evolve into a pretty awesome specimen of a human being!

About The Authors



Angela Loeb: author, speaker & self-development consultant

It started when Angela was a child... she would frequently raid her mother's bookshelf where there was a wide selection of books on spirituality, self-improvement, psychology and inspirational fiction.

Ever since, she's been talking, writing and thinking about philosophical questions like "What in the heck are we doing here on Planet Earth?"; "Why do people act the way they do?"; and "Can we really create things with our mind and change our reality?"

Today, she writes extensively about life purpose, mind mastery, goal achieving, spirituality and career and has become known internationally for her work in the area of professional and personal development. She offers programs through her firm, InSync Resources, as well as through other collaborative ventures.

More details: <http://InsyncResources.com>



Tom Cassidy: international speaker, career design expert & author

Tom is from the UK and is married with 8 children, 2 wives* and 0 cats. He loves jazz, football and messing about with Quantum Mechanics, having studied Physics at Oxford back when the Higgs boson was just a massless fantasy.

He has spent the last 25+ years as an educator, a school founder and business-owner, and more recently has become the UK's leading authority in career design. Tom's particular skill is his ability to create and teach people advanced algorithms that make it easy for them to get their dream career and lead their chosen fields.

His mission is to bring the conclusions of science to the business of getting what you want out of life. When not saving the world with salad dressing, he writes books on problem-solving, plays jazz piano in bands and generally larks about with his beautiful wife and kids.

* Wives arranged in Series not Parallel

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