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# ***Brainstorms, Blueprints & Breakthroughs***

*Your Life Coach Guide Unlocking  
11 Keys To A Better You 2.0*



By  
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*Advanced Life Coach, DDiv*



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# Disclaimer

This book is a guide designed to help you become the better you. The new you. The best you ever. The information provided in this book is for educational and informational purposes only and is not intended as a replacement for medical, legal, or other professional advice.

The content is based on the author's personal experiences, the experiences of others, the professional's quotes, and research and may not be suitable for every individual in every case, nor to solve every problem.

Results may vary, depending on your application, approach and need of the techniques, guidelines and strategies herein. As well as the differences in people, your agenda and objectives. The goal, therefore, is to help you find solutions, not to be the solutions for you. This guide is to set you on the right path in each of the core areas covered herein.

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# Preface

This book is going to change your life if you let it. Brainstorms, Blueprints and Breakthroughs is my compilation of thousands of hours of research, practical application and wisdom on what works as well as what doesn't. Mistakes that were made, mistakes that were both unnecessary and avoidable. All of these are combined into one life-changing guide so you can transform your life to elevate your thinking, ignite your potential, do more, have more, reach higher, excel, and win in every core area of your life that matters. You can see that from a glance at the "Contents" page.

I can guarantee you two things. Firstly, follow the strategies, techniques and practices in this book; they will help you. Secondly, if you don't or don't do so diligently, I guarantee they won't. More than ever in your life, you are about to have what you need to make the changes you have wanted, needed and deserved. But that requires study, focus, belief, consistency, fortitude, action and then some. So, let's get to it.

You see, in almost 60 years, I have made enough mistakes to last a lifetime for both of us. This guide is my sincere effort to help you avoid unnecessary, repeat and avoidable mistakes. I have also achieved everything I set out to achieve, resetting my list of goals as earlier ones were



met. So, let me help you understand why this guide is unique and why I am uniquely qualified to write it. It took sacrifice, compromise, patience, perseverance, consistency, passion and motivation. All of which you will find within yourself.

I had to realize that I am my own SUPERHERO. Once I did, waiting on others to do what I should have been able to do for myself was a thing of the past. No more waiting. No more excuses. Once I realized in each area of my life that you never fail until you quit, I decided not to quit. Therefore, I could not, would not, and did not fail. So, let me give you the reasons I am uniquely qualified through this guide to walk you down the path of where you need to go.

First of all, I saw things done the right way. My parents were married for 54 years until my dad was no longer here. I am the product of two parents who always worked together, even when they struggled. Two parents who never gave up on each other or on any joint endeavor. Two parents who, even when they disagreed, found the uniqueness in their differing opinions and found a way to make things work.

Second of all, I live what I write. When I tell you about the foundations of a real relationship, know that mine is as solid as titanium. When I tell you about money management, I want you to know that my savings, investments, and spending are all under control. All that I

have is paid for 100%. When I speak to you about balance, you will feel comfortable knowing that my life is balanced. Not too much of anything, but enough of everything. I am content but not complacent. Perfect? No. Balanced, peaceful and upwardly mobile? Yes.

Third of all, I can reproduce what I have learned and what I practice every day. Sometimes, life coaches know the information in their heads; sometimes, they can even live it. But if they cannot reproduce that in others, it will not help you. Transferring success, of course, is neither automatic nor instant. It involves a lot of elements, including your maximum participation.

However, the roadmap, principles, mindset, and wisdom can be transferred. When you customize and use these elements to change your life, breakthroughs happen. Hence the title, Brainstorms, Blueprints and Breakthroughs. I can give you two out of the three. I can even energize you initially. But the third one is up to you.

Fourth of all, I have the gift. A gift that is razor sharp. The gift to know, discern and understand people. The gift to see the root of the problems, not just the distractions on the surface. The gift to insightfully analyze, evaluate and dissect the problems while finding effective solutions that work right away and that last. The gift of balance over bias and truth over preference or opinion. You see, there is very little

that can match a razor-sharp gift, ability, or what I will call in this book, “superpower.”

Fifth of all, therefore, my knowledge and approach are balanced. I have a strong base of knowledge in psychology, sociology, theology, the practical application of problem-solving, problem and conflict resolution and money management. This book is not my first rodeo. I have spoken to thousands upon thousands of people, counseled more people than I can count, and always focused on creating a win-win impact. Unlike most excellent in singular disciplines, I am not a one-trick pony. I am a Lion.

Today I have the advanced, awake and focused mindset to listen, learn, apply and achieve. And you can, too. I have the right way of thinking and attitude combined with focus, passion, and the desire to help you win. I do not believe in no-win scenarios. This brings to mind an example of a baseball game, or any sport, for that matter. If you have no chance of winning, you should not have been playing. So, the ability to choose our battles is directly related to the ability to manifest our victories. If the deck is stacked against you, get a new deck. If you cannot get a new deck, play a different game. And if you cannot play a different game, you simply have to learn to use the rules to work in your favor. To make things better for yourself, to win. Whoever said, “It’s not whether you win or lose, it’s how you play the game,” sounds like someone rationalizing that they lost. That need not be you or not anymore. Life has

similarities, but it is not a sport, and victory is not as simple as a game.

For many years and in many areas, I found myself facing walls that were put in place to stop or discourage me. But then I realized I could go through a wall, over a wall with a ladder or rope, under a wall, around a wall, move a wall or go in a different direction completely. Such is true for almost every obstacle in life. Once I realized that, I realized that the walls were not obstacles at all. They were just temporary hindrances or maybe even alerts that I should change direction. Sometimes it's all in how you see what appears to be in your way. A wall can be a warning not to go that way.

Remember, winning must become realism, not just optimism or idealism. Once we step up and step out, we realize we have the innate ability to make things happen and what I call "superpowers" to ensure they keep happening. Sometimes, overthinking can be the culprit when we just need to think through it, step up and do it.

I will not tell you that the path to victory will be easy. Likewise, I'm not going to tell you that it will be hard. I'm going to tell you that it can be done. And you are going to tell yourself you can and will make it happen.

Tell yourself that it will be done much easier than you thought when you have the right brainstorm, blueprints, and picture of what your breakthroughs need to look like.

So, I did not write this book with a lot of philosophical, existential and esoteric fluff. I wrote this book and guide so you can get to work and make it happen. Practical application to win.

## **WHY EVERYBODY NEEDS A LIFE COACH**

We all have biases, preferences, beliefs, fears and even prejudices. Largely based on experiences, environment and programming. Some are good, some bad, some are good for a time, some are good for somebody else, and some are almost perfect. Some are right on target. In each core area of our lives, balance is required in finances, relationships, mental fitness, physical fitness, problem resolution and so on. Sometimes, our habits and decisions are not even made intentionally or consciously. And sometimes, they are based on bad programming. This book can and will help address those areas and the pitfalls that come with them. But while the book is an effective guide, it is not hands-on. So, you will still need a life coach. A good one. That is where I come in.

Each discipline, such as psychology, sociology, anthropology, theology, psychiatry, financial consulting and even allopathic (traditional Western) medicine, only has one toolbox to reach and help the individual. Most of these alone cannot help you attain that essential life balance, especially when other factors in other areas are coming at you and complicating your life. Especially when each

discipline only looks at the problem through that discipline and the schools of thought that come with it.

Therefore, a competent, skilled, intuitive, insightful and balanced life coach is needed to look at the big picture, fill in the gaps, help you with de-programming and reprogramming the new you, then walk with you until you can run and then fly. The most effective life coach is the one who has seen things done in ways that work. I did not say he or she has seen things done “the right way” because there are often many “right” ways that will work with the right timing, in the right combination and in tandem with other ways, methods, strategies, plans or techniques.

The best life coach can live what he or she teaches you, transfer those elements over to you (to be customized, of course), inform you, empower you and ignite real solutions within you. That is where the real solutions are – in you. If people could simply find them alone, they would have done so already. If anyone discipline had all the answers, there would not be so many problems and mental difficulties almost everywhere you turn. Nor would there be a need for the other disciplines. Now you know why you need a life coach and not just any life coach. One like me. And I say this humbly, actually me.

Here is to your continued success as you define success to be. Here is to the positive energy you generate, use and surround yourself with. Here is to every victory in your life

that is long overdue but that you will bring to you. Here is to the superhero within you. Here is to your win, again and again and again. There is nothing mystical or magical about it. You are simply awesome, and you are about to find out just how awesome you are.

# Introduction

Every battle to do anything you seek to do starts in the mind. Whether the subconscious mind or conscious mind, and sometimes both, the battle is there. These battles are often comprised of decisions, choices, fears, past experiences, preferences, and what you have learned from yourself, from others and about yourself.

All the other elements that present problems, obstacles, temporary hindrances, or restrictions in your life are usually external. And those things, even when people use them against you, simply latch on to something in you that is present for them to hold onto.

Let me give you an example of what I mean. Anyone or anything who scares you only does so because there is something in you that holds certain fears in place. External sources simply access that fear. Do you ever wonder why a nightmare is a nightmare? Do you ever wonder why nightmares seem to access exactly what scares you? But if those things did not scare you, it would not be a nightmare but a dream. Keep in mind that I don't want to get too philosophical or existential, so we need to look at some practical examples in a moment.



## **BRAINSTORMS:**

You and I are going to create BRAINSTORMS inside your head. Why a storm? When a storm comes into any environment, it changes things. After the storm, nothing is exactly the same. In real terms, after a storm, the weather is a little cooler or more wet than before. The trees are not the same. The sky is not the same. The ground is not the same. Anything touched by a storm has been changed to some extent. Storms, therefore, change the environment. And sometimes storms don't just disrupt the environment; they clear a pathway. Together, we will use brainstorming to change your thinking so that you can change your environment, situations, and circumstances.

This book is going to help you brainstorm new ideas, new ways of thinking, new approaches, new solutions, and a new attitude toward every area of your life. By the end of this book, you will not be the same because the brainstorm will hopefully change what needs to be changed or at least alert you to necessary changes and how to make it happen.

## **BLUEPRINTS:**

This book is a BLUEPRINT because it will help you map out paths to your destinations. Not just one path but various paths that can lead to the same destination. And various destinations based on new goals. Some paths are easier to travel than others. Some paths take longer than others. But with this book as a blueprint, one thing is

certain: you will know where you are going, how you will get there, why you are going in that direction and how to move obstacles out of your way. Obstacles that were never actually real obstacles at all. You only thought they were.

## **BREAKTHROUGHS:**

BREAKTHROUGHS are victories as you move obstacles, hindrances and distractions out of your way. You should have many by using this guide properly, meaning consistently without dragging your feet. Sometimes, winning the battle takes many small victories, and several battles are won to win the war. So don't set yourself up to expect too much too soon. Failure is a process you need to say goodbye to. But success is a process as well. A process you may not be accustomed to in certain areas of your life. That is why you must learn what breakthroughs in your life look like in each core area. And you will have to learn to persevere, especially when you are very close to a breakthrough. Failure must not be an option because quitting cannot be an option.

## **COMFORT ZONES**

These are the areas of your life where you are most likely to resist change. They hinder you, not help you. They allow you to be complacent and "comfort" you with where you are in any given area instead of nudging you toward where you should be. Comfort zones are those areas of your life

that rarely challenge you to expect more of yourself, climb higher, do more and be better.

Comfort zones play it safe, but they are not necessarily smart. You are also very likely to keep comfort zones in place because your subconscious tells you that what you know is safer, even if it is not better. But together, we will take you into some uncharted territory where breakthroughs have been waiting for you all along. Hopefully, you now see the connection (and necessary disconnection) between breakthroughs and comfort zones.

Breakthroughs usually dwell outside of and beyond the reach of our comfort zones. Let that soak in for a minute. I will say it again. Breakthroughs usually hide outside of and beyond the reach of our comfort zones. For many of you reading this book, that is uncharted territory, yet that is where your solutions and victories await you. So, buckle up because if you want something different and phenomenal, you must be different. And you will.

***SO, CONGRATULATIONS ON TAKING THE FIRST STEP TO THE NEW AND IMPROVED AWESOME YOU FOR THE REST OF YOUR LIFE!*** The life you want. The life you need. The life you deserve. The life that has been waiting on you to find, live, win and enjoy.

Most people know changes need to be made, but there are a few key reasons they never step up to make those changes. It is hard to make changes alone, and most people

fear what they don't know. That's exactly why I wrote this book. Not just to motivate you. Not just to energize you. Not just to inform you. Not just to empower you. Even though I will do all of the above, I will accompany you down the path to where you want to be. I will ride in that car with you, but you will drive. I am going to help you prepare for launch and navigate the rocket. But when all systems go, you will hit the button labeled "lift-off."

You see, the destination has always been waiting for you, but without the right roadmap, the right coaching, and the application of the right elements, most people never reach their goals, potential and successes in most key areas of their lives.

There are a lot of life coaches out there. But ironically, many of them have not mastered the very skills they are trying to teach you. Others have the skills, but they simply give you knowledge or information, not empowerment. You need to remember that knowledge is not power. Ability, willingness, and action in using knowledge to build the life you want and impact the world around you is power. That is real power and very powerful.

In this book, I will not give you a bunch of clichés that people throw around and repeat. I will not get you excited, only for you to settle back down into a rut weeks after reading the book. I am not going to make you a parrot. I will unleash the eagle within you so you can fly and soar, land

when you need to stay grounded, take off as often as you have to, and develop insight to see, plan, get, and stay ahead.

I live everything I teach, and you will, too. Some of it will not happen overnight, but some of it will. But it is going to happen as soon as you begin to make it happen because you are not going to wait on anybody to make it happen for you but for you. I will show you that the solutions you need to move forward, rise higher, and hit the bull's eye right are within you and have been all along. You just didn't know it, people didn't tell you, or they couldn't help you unleash them. I can, and you will.

In this book, I am going to cover money management, time management, problem resolution, relationships, mental fitness, awareness and readiness, habits and decision making, de-programming and re-programming yourself to win, and a lot of superpowers you never realized you have at your disposal.

You see, people can give you all the information in the world. But until you think differently, know what you can do, believe that it can happen, make a plan and make it happen repeatedly, things will stay as they are. All that is about to change. And it's up to you to make it happen. Nobody else but you. Yes, you. Great expectations with greater ones to follow once you have met those.

I will not spend much time, if any, with fluff. We are going to get to the point, drill down to the core of the problems, look them straight in the eyes, blow the obstacles out of our way and head straight at the solutions full force.

This book will begin by helping you deprogram self-sabotaging thinking, actions and reactions. So, pay close attention to the first chapter because it is essential. Sometimes, you have to move your old self out of the way so your new self can succeed. Sometimes, you have to reposition yourself. Sometimes, you must improve your inner circle of friends, energy, and influencers. On that path, you will generate a different type of energy and elevate to resonate on a different frequency than before. The energy that works with the laws of the universe and that draws success to you in the core areas of your life because YOU make it happen.

The time is now. **The Superhero of your life is you.** And together, we are going to access, unleash and employ all the superpowers within you to take your life exactly where you want it to go, to be exactly who you want to be, who you need to be, who you were born to be. Because the success you have been waiting on has actually been waiting on you. Waiting for you to step up. Waiting for you to move down the right path. Waiting on you to envision reaching the destination. And waiting on you to win without making excuses for your inability.

## **HOW TO GET THE MOST OUT OF THIS BOOK**

First, look at the Contents page and place a (–) next to each area where you need the most help, work, or improvement. As you improve, turn those minuses into pluses. Next, go to the corresponding sections of the book and read those sections. Then read them again. Study it and let the principles, strategies and techniques sink in. Ponder what you have read. Look at what you can apply to your life and situation immediately. Do it and keep doing it. Monitor yourself. Complete the exercises or assignments in each chapter. Then repeat the process throughout the book. As you do all of the above, watch the results start to happen, and things start to change.

The next step is to utilize some form of self-enhancement every single day. Get away from watching so much passive television or listening to so much music on the radio. That passive activity and TV watching places your mind in an Alpha wave state, which is not good when trying to change things around you. I will explain more about brain waves and how they impact you later.

When you are in your car, listen to instructions in the area where you need help. YouTube is obviously free of charge, and there is a wealth of knowledge at your fingertips. You can even listen to talk radio, including stations where you disagree with the hosts. That will help you to focus. By engaging in these simple activities, you are

stimulating your cognitive brain functions, practicing critical thinking and inducing Gamma and Beta waves in your brain.

To sharpen your mind, you have to listen to even disagree. Therefore, listening to what you disagree with can build your awareness while sharpening your critical thinking skills. That is how I have also helped many people when they read my articles they disagreed with.

I recommend that you add apps to your phone that help you in each of the core areas I have covered in this book. Smartphones should not be used for simply communication, passive entertainment and other superficial activities. You need to add two types of apps to your phone. The first is apps that inform, teach and train you to be better. The second is where you practice mental workouts via critical thinking. These can even be select games that you play, games with a higher and more important purpose other than simply entertainment. We should always be in learning mode because none of us knows everything, none of us knows as much as we can absorb, and none of us knows all that we should know.

I heard a very wise saying online, and even though the origin of it was not cited, it is important enough for me to share it with you anyway.



*“Smart people learn from everything and everybody.  
Ordinary people learn from their experiences. Stupid  
people have all the answers.”*

**-Author Unknown**

You must associate yourself with people who are filled with positive energy, people who think success, and people who are on track. Don't just associate yourself with them; engage and interact with them. Listen to them talk. Listen for what they don't say. Highly successful people tend to share on a need-to-know basis. But you can still learn a lot from what they don't say.



# **Chapter 1**

## **De-Programming and Re-Programming The New You**

This chapter is the most powerful chapter of this book. It sets the tone for everything else you will read, comprehend, discover and apply. It is the first new brick and part of the core foundation for the new you. Take your time, read this chapter carefully, slow down when needed, and grasp what is said before you move to the next area or thought. I can give you all of the logistics of money management, building great relationships, solving problems etc. But some things will bounce off until you have read this first chapter. So, let's start with how your mind works.

### **UNDERSTANDING HOW YOUR MIND WORKS**

Your mind is extremely powerful, and that is without you even using most of it. That includes both the conscious and subconscious mind. Both are a part of you. Both are extremely effective. But you are about to find out just how powerful your mind is by the time you finish this book.

Your mind is powerful enough to play tricks on you. It is powerful enough to shape your actions, reactions, attitudes, beliefs and behaviors. It is powerful enough to

drain your energy, energize you or tamper with your potential in all sorts of ways. Your mind is powerful enough to heal you or make you sick by stressing you out and reducing your immune system. Your mind can make you give up or keep going, no matter what. Your mind can infuse your entire being with positive energy or un-motivate you even faster. Your mind can cause you to hesitate, fear, procrastinate or ignore all of those things and do exactly what is needed.

Your mind, at its best, can find solutions to practically any problem that you encounter if you understand how your mind works and how to use it effectively, efficiently and consistently. You have heard the term “mind over matter,” which is very true. Keep in mind that thinking about something, making a decision, and planning cannot make things happen unless you step up and do it. Wishful thinking, therefore, is not Power. It is just wishful thinking. Hope, chance and luck are not power. The people who are successful in life do not just think about it; they work at it and pursue success. You have to be willing to do the same, working smarter, not harder. Nobody owes you anything, and nobody will guarantee you anything. You need you!

Your mind is powerful enough to control and manipulate the circumstances, conditions, and outcomes around you. But many of you have never been told that, and most of you have never been taught that; therefore, the power of your mind stays dormant.

**Case in point:**

A long time ago, I worked for a major Fortune 500 company on a sales team that only had five people. We had an entire floor to ourselves, just five people. But just five of us combined brought in over \$3 million in sales revenue for the company. You see, with help, I had the power to make \$600,000 a year. That is how much I made for the company annually. Yet they only paid me \$40,000 a year and a small bonus. Do you understand what I not only had the potential to make but what I, in fact, was making? I just didn't get most of it; they did. They kept over 90% of what I made.

Yes, they had the product, and yes, they had the pipeline. But how productive was any of that if people like me who had the job did not find the customers? Obviously, it was a team effort: the company, our sales team and me. Look at what I had the potential to make; again, in fact, what I did make. I just made it for somebody else who gave me less than 10% of what I made for the company. Talk about others benefitting from my potential. When I realized I was working to produce almost 14x more for someone else than for myself, I knew I needed a new formula, so I became a business owner and changed the dynamics of my finances completely.

It hit me. *What if I could make that type of money for myself?* I simply needed the product and the supply chain. So, while this book is not about me, I will let you know that

I built a company from scratch that paid me more than I was making for the Fortune 500 company and made my company more than I had been making for them. The company I owned, in fact, more than quadrupled my salary. I am not trying to say that money should be what determines success.

That's not my point. Nor am I saying you should do exactly what I did and leave your job. My point is about how powerful the mind is once it gets to work and joins with better and more powerful re-programming and the actions necessary to make things happen. An example of what you can do in your life in every key area. And guess what? The company I owned before I sold it was not a product of my four-year college education. So, if you don't have a college education, you can still do what you must. Your mind is not limited to academics. Your mind is just that powerful. Your mind is not even limited to what others think you can do. Your mind unlocks your potential, and you may be surprised at yourself when that happens.

When it comes to our children, we tell them to dream. We tell children if their minds can conceive it, they can achieve it. But many of the people who say that are either not doing it themselves, or they don't walk the children through how to do it. What have you been telling yourself, and who have you listened to?

Life coaches, pastors, advisors, counselors, etc., should not just tell you that you can do something but fail to give you the building blocks you need to accomplish it. That is what motivational speaking has done for a long time. Energize people without giving them the rest of the building blocks and then send them home, only for the energy to dissipate a week or two later and the people to end up right back where they were. That's why I would never call myself a motivational speaker or counselor limited to one discipline or one school of thought. Those professions leave too much left undone. So, get excited, but stay awake. Get excited, but rise up, step up, stay up and make things happen. You can do it! It's very much a matter of identification, motivation, de-programming, re-programming, attitude, action and consistent follow-thru. That's the short of it.

## **RE-PROGRAMMING YOUR MIND: WHERE TO START**

The first thing you must acknowledge about reprogramming is that you cannot use old bricks to build the new you, not for the foundation and not for the skyscraper of monumental progress and achievement you will place on top of that foundation. Largely because many of those old bricks have not worked for the old you, they will hinder the new you. And because you will build a better you, which requires different, larger, and stronger bricks for a more resilient, efficient, and effective foundation.

Ironically, occasionally, you can use a few of the old bricks because they were simply in the wrong place to begin with. Sometimes, you have to start over to lay things out differently in your life. So, if you don't have to use old bricks, don't use them.

A better foundation in your finances can withstand inflation, loss of a job and unexpected expenses. A better foundation in your personal relationship can help you withstand the struggles and challenges the two of you encounter at work, with family members, and/or with each other. A better foundation in problem or conflict resolution has the building blocks to solve the problems that shake or destroy many hopes, dreams, visions and relationships. A better foundation in time management will help you get things done, eliminate distractions and remove what should not have been there in the first place. A better foundation in mental fitness, awareness and readiness will help you avoid the mental health crisis that seems to be a modern-day plague on America. Pandemic or not.

It is much easier in life to let other people think for you. Easier but not smarter. Easier but not wise. Easier but not as productive. Easier but not customized to suit you, especially the new you. Expect to be in the minority in America regarding thinking for yourself because people generally think in groups, and experts do most of the thinking for them. The doctor, the attorney, the pastor, the mechanic, the home renovator, the employer and the



plumber are all examples of where they do most of the thinking for most of the people. I am not saying you have to become an expert in all of these areas. But I am saying this. **You must always be proactively involved and mentally engaged in what involves you.** There is no way around it, especially when you are the one who will experience and live with the results, the good, the bad and everything in between.

Let me share an example with you. I can still remember when I had cancer before they removed it. Some of the nurses told me to just do whatever the doctors said. My response? Cancer does not remove the brain, and I need to be involved in the things that involve me. Then, I met a nurse I will never forget. She confirmed what I already knew, but I needed to hear it again anyway. This angel of a nurse told me that she could lose her job for telling me this. But she did tell me anyway, so and I thank her for the wisdom of her advice. Here is what she told me. The nurse told me that I was the “quarterback” of my life and that everybody else on the field was on my team. Therefore, I had to act like the quarterback and call every play, even if I was afraid.

Even if I didn’t know how, even if I was not a doctor. The lesson? You cannot exempt yourself from taking the lead in the areas of your life that are most critical. Most critical to who? To YOU! Nobody will ever care more about what and where you need to excel and win in life than you.

That prompted me to do even more homework, dig deeper with my research, and do my due diligence. That nurse told me that with the technology available, even on a cell phone today, there was no excuse for me not knowing what was going on and all my options.

Even options that the doctors either did not know about or did not tell me about. And yes, I had some phenomenal doctors. She reminded me that doctors don't know everything. Many of them stay busy, so it is difficult for them to keep updated on every new process, procedure, treatment, or breakthrough. I knew that to be true on one level; many of you do, too. So, since you know, act like you know and do your part. **Never give up the right and responsibility to think for yourself.** N-E-V-E-R. As long as you can think for yourself, you should, you must.

This nurse helped me even more to understand that I had to be proactively involved because I would be the one who would have to live with the results of the decisions that were made. I still remember her telling me that all the doctors and nurses were on my team, but that I needed to be the quarterback. And that I did not have to be a doctor to do that. I needed to simply be a person who wanted to live. So, while I did not become an "internet doctor," I did make decisions that some of my doctors disagreed with. I also found information, procedures, breakthroughs, and treatments that my doctors did not know about. I don't fault them for not knowing everything.

Eight years later, I can hold my head up high and say that I did my part. I was the quarterback of my life, and I am today. You have to be your own quarterback.

It is, therefore, never smart to let others do all the thinking for you. It is always smart to engage your mind, do your homework, and involve yourself in the things that involve you. I know I have said this more than once, but that is because you need to hear it over and over and over again.

The core areas of your life will never be more important to anybody else than they are to you. In fact, many people will even regard them as important only on the level of importance you assign to those areas. I still remember two of my doctors telling me they wished they “had more proactive patients like me.” But they said they encounter patients all the time who will not think for themselves. People who want doctors to do all the thinking for them.

These doctors knew they themselves were not perfect. These doctors also knew that they did not know half of everything. Even so, to this day, I thank them. Get used to thinking for yourself.

## **YOU CANNOT AFFORD TO BE LAZY-MINDED**

Re-programming the new you involve feeding your mind, both your subconscious and conscious. Feeding your mind, the right things that can take you higher and move you forward. Feeding your mind with mental nutrients that are catalysts to

problem-solving. No more gorging yourself on passive and superficial junk food that does not cause you to think. **No more wasting your mental energy on people who do not matter, things you cannot fix and battles you need to walk away from.** More on the battles I speak of later.

Your mind produces the results of what you feed it and what you train it to contemplate, strategize, analyze and do. If you feed your mind passive entertainment such as sports, music, social media and other superficial mental junk food, your intellect will slowly decline. It has, in fact, been proven that people who watch less TV or passive entertainment tend to be more focused, more aware and more productive. I will explain brainwave patterns later in the book. **You do not need to relax your mind nearly as much as most people do; you need to put your mind to work more.** You need to bombard yourself with the food of what works, what creates victory, what helps you get ahead, what helps you make fewer mistakes, what teaches you, what challenges you, what empowers you and what helps you repeat the process of success once you have achieved it. That is a mental workout, a critical key to building a sharp mind.

## **NEW DEFINITIONS MEAN NEW PERCEPTIONS**

*“Words become actions, actions become habits, and habits become behaviors and character. Then, all of this becomes who you are.”*

**-Marque Anthony Payne**

Your mind is programmed with several definitions, and you utilize those definitions to shape your perceptions of practically everything in the world around you. How do you understand everything, and how do you act or react to everything in every circumstance? But what about when those definitions are wrong, incomplete or obsolete? What about when those definitions do not apply to you any longer or never did? Most people just hold onto them anyway, even though squeezing square pegs into round holes does not work.

Instead of upgrading their definitions, most people just keep trying to force the square pegs into the round holes until they get discouraged and/or confused, then give up. Maybe you have done this yourself. But no more of that. If the course of action you have been taking is not working and you have been consistent in your sincere efforts, it's time to change course. **If you want something different, do something different.**

I offer this to you. The definition of "insanity" may be "doing the same thing over and over again, but expecting a different result." But the definition of "excellence" needs to be "turning up your mind, doing the right things, correcting and eliminating the wrong things, making adjustments and adapting until you win the victory." Surely, the latter will neutralize the former.

Did you know that the wrong definitions regarding areas of your life you need to tackle can make the solutions seem almost impossible or out of reach? Yes, because when the definition does not fit, your perception will not elevate. And when your

perception is stagnant or off, your actions will be too. If you are not careful, you can “define” yourself right out of the breakthroughs you need. I have seen it happen many times. For example, that is one key reason people do not stay on a budget prepared by a financial planner or adviser. Because the budget is often too complicated and unnecessarily complex, in principle, it defines you right out of the simple, easy, and practical application.

Let me give you two more examples. If you read all the books out there on how to write a book, you will probably get discouraged and never write one. Keep this in mind. Scientists say the bumblebee should not be able to fly because his (or her) wings are too small in proportion to his body and the mass of his weight. The good news? The bumblebee does it anyway because, apparently, he does not know man has defined him out of being able to fly. So, it's time to upgrade your definitions based on a broader perspective focusing on solutions. Sting like a bee because you need to learn to fly.

Generally speaking, there are two types of definitions. The definition of denotative is a strict dictionary definition. The connotative definition and other uses of the same term are a little more unique and, very often, even customized. For the information, objectives and approach outlined in this book, it is necessary that we connotatively redefine some terms with definitions more suited to the goals I am going to help you reach.

Most people know that words are powerful, but definitions assigned to those words can be equally as powerful and shape perceptions, obstacles, victories, and defeats. The definitions that follow are going to realistically stack the deck in your favor without letting you avoid looking in the mirror at the same time. Why? Self-empowerment has everything to do with self-assessment, self-expectation and self-reliance. That being said, let's dive into new definitions.

### **Excuses**

Invalid, bogus reasons and false justifications for not doing what you should have done or doing what you should not have done and making yourself feel better about those actions. Your enemy.

### **Procrastination**

Dragging your feet results in living far beneath your potential: not stepping up when you need to and taking too much time that you do not have. An enemy and thief of time.

### **De-programming**

Locating or identifying, admitting to, recognizing and getting rid of ruling but negative thoughts, beliefs and ideas that hold you back from who you should be and what you should do.

## Re-programming

The replacement of negative thoughts, beliefs, and ideas with positive and effective ones to help you be all that you should be by changing your actions and reactions.

## Subconscious

The subconscious refers to the part of the mind that exists below the level of conscious awareness. It influences thoughts, feelings, and behaviors without us being fully aware of it.

From an existential perspective, the subconscious can be seen as a realm where deeper, often unacknowledged aspects of our existence reside.

Existentialism emphasizes individual responsibility and the creation of personal meaning in life.

With its symbols and archetypes, the subconscious can be a source of creativity, intuition, and deeper understanding, helping individuals navigate their existential journey.<sup>1</sup>

*Note: It has been surmised that the subconscious mind, via its contact with and influence over our conscious mind, controls as much as 90% of our thoughts, fears, actions and reactions.*

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<sup>1</sup> subconscious. (2024b). In *Merriam-Webster Dictionary*. <https://www.merriam-webster.com/dictionary/subconscious>



Fortunately, there are effective methods for accessing your subconscious, finding out what is there, what should not be there and what needs to be placed there or replaced.

### **Sub-Routines**

Small patterns of thoughts or beliefs programmed into your mind, consciously or subconsciously, add up or connect to cause your decisions and behaviors.

### **Credit**

The computerized non-monetary method allows you to buy and be enticed by what you cannot afford as if you bought it with money.

### **Failure**

Defeat that only happens when you quit.

### **Success**

The destination of achievement, progress, and accomplishments are determined only by an individual for himself or herself, not by society. Success must always be existential and internal first. Peace, passion, purpose, potential and power must be in play to make it all happen. Those must be your accomplishments. Whatever brings these things to you is simply the tool for finding them, not the measurement of success and not success itself. Therefore, money is a by-product and result of some success, not the definition of “success” itself.

Real success should never require external validation. It is internal satisfaction, first and foremost. Until you learn this, believe and practice this new way of thinking, the power of your identity will rest in what other people think, what other people have and what other people say you should have or be.

Material things can never measure real value and real identity because everything I just told you is priceless. And none of it can be bought. Therefore, material possessions, including money, are not true success.

### **Asset**

Any person who adds peace, success, and overall wellbeing to your life.

### **Liability**

Any person who takes, distracts or detracts from your life, success, peace and overall well-being.

### **Habits**

The implementation of your choices into repeat behaviors that can work for or against you.

### **Decisions**

The direction you choose from available options to pursue in any area of your life.

## **Insight**

Your mind's practiced ability to think ahead, look ahead, anticipate what is coming and plan accordingly so things come out the way you need them to. Sharp insight is extremely powerful.

## **Zombie**

A living human being who, knowingly or unknowingly, has allowed his/her intellect, awareness, mentality, potential and actions to be dumbed down to very basic but functional levels.

## **Obstacles**

Temporary blockades and distractions only appear to be able to stop you until you learn how to move them out of the way, go over them, around them or change direction to avoid the hindrances altogether.

## **LIA**

This is my homemade term, but the definition has existed in the realm of good judgment for a very long time – or at least it should have. LIA means “Leave It Alone”. Simply put, to walk away from confrontations, circumstances, ignorance, traps, conditions, events and people bringing confusion, distraction and disruption to your life. Wisdom not to choose a particular battle.

## **Fear**

Compelling, controlling and often paralyzing resistance against changing your path or moving forward because of people, beliefs, obstacles and/or experiences (past or present) that intimidate you just until you know how to confront, bypass and/or remove them.

## **THINK FOR YOURSELF**

You may say it is not necessary for me to tell you this, but actually, it probably is. You may say that you think for yourself daily because you make your own decisions all day. But I'm more concerned about who influences those decisions, how they are influenced, and how often you let others make your decisions without knowing it is happening. It's time to dust off the brain and turn the lights on in your mind. You are about to discover that you have been asleep much more than you ever realized.

This is your wake-up call. Don't you dare hit the snooze button? I am not saying you have been a "zombie," but I still encourage you to look back at the definition of "zombie" in this book. Then, keep in mind that in 2010, the CDC created a "Zombie Preparedness Plan," and in 2011, the Department of Defense created theirs (CONOP8888). Both jokes or both the reality of intellect and awareness across America today? All I can say about that, in this book anyway, is that otherwise, I would never have known the CDC and the Department of Defense to joke about anything,

especially when it seems to be happening. Don't be a zombie.

Thinking for yourself requires critical thinking but does not just require critical thinking alone. It requires making a conscious decision to think for yourself and making sure that decision is firmly implanted into your subconscious, which can become first nature on autopilot. It requires research and due diligence. That is work, and that is why many people don't want to do it.

Thinking for yourself requires acting on those thoughts by making decisions and taking actions that YOU will have to be responsible for. Another reason people would rather have others think for them is so others can take the blame or find the solutions. Think for yourself! You should not be a puppet, and you must not be a parrot. You are so much more.

So, let me run these by you and see if any of them apply to you. If you get into a legal situation, do you say you are not a lawyer, so you let the lawyer do all the thinking for you? Or do you at least research the problem, the current laws and your options? With search engines and AI, all of that is now only a few clicks away. If you need medical assistance or have a doctor's visit, because you are not a doctor, do you let the doctors do all the thinking for you? Do you even read the medication and look up the ingredients and the side effects to see what it can do to

you? Or do you just let the doctor think about all that for you?

When you go to the church or the mosque, are you actually studying from the book you hold dear and seeing what it says? Or are you simply digesting what you are told that it says? I do not say this to degrade any belief system but rather to illustrate by analogy that there is no substitute for thinking for yourself and doing your homework. You cannot and must not just hand that right, responsibility, and authority completely to anyone else.

## **THE POWER OF YOUR SUBCONSCIOUS**

*(Sometimes Called the Unconscious Mind)*

Sometimes referred to as your “unconscious mind,” I prefer to call it your “subconscious.” Why? Because I would contend that unconscious decisions are stored in your subconscious, not in your unconscious. And I am endeavoring to help you understand that subconscious hard drive of programming.

Numerous experts have said that your subconscious mind controls and impacts 90% of your waking thoughts and behaviors. You can see the reference data below. That is awesome and scary at the same time. Awesome in the sense that once you learn what is in your subconscious, what needs to be deleted and how to reprogram that part of your mind, you will be able to achieve all sorts of things

you thought were out of your reach.<sup>2</sup> But it's scary because you don't know what's hiding in there. What elements, fears, implanted thoughts, experiences and misconceptions about life lurk in the recesses of your mind, blocking you from reaching your full potential? Well, it's time to clean your house and start with the closets of your mind.<sup>3</sup>

You may say the idea of de-programming and reprogramming your subconscious sounds strange. But people, experiences, training, propaganda and marketing have been programming your mind almost from the time you were born. Your behaviors are not all learned behaviors. Many of your actions are not based on conscious decisions. Many of your habits are not sociological. Some of your actions and reactions are on "autopilot," and you didn't even know it.<sup>4</sup>

Since the outcomes in the most important areas of your life are largely coming from the influences of your subconscious, it only makes sense to see what is hiding in

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<sup>2</sup> Bias, O. (2021, June 6). *Your subconscious mind creates 95% of your life*. Thrive Global. <https://community.thriveglobal.com/your-subconsciousmind-creates-95-of-your-life/>

<sup>3</sup> chloe@cacfp.org. (2024, June 26). *The Unconscious mind: Implicit bias - National CACFP Sponsors Association*. National CACFP Sponsors Association. <https://www.cacfp.org/2024/01/08/the-unconscious-mind-implicitbias/>

<sup>4</sup> CCHt, M. M. C. P. (2023, May 12). *The power of your brain | The 9010% rule*. <https://www.linkedin.com/pulse/95-5-rule-michele-molitor-cpcpcrtt-c-hyp>

there, clean out your subconscious and reprogram it to work on your behalf. Especially before somebody or something else programs it instead. Let's look at effective techniques you can use yourself beginning tomorrow morning. Keeping in mind that consistency is key and changes take time. They very rarely happen overnight. So, stick with it.

Here is a summary of the top eight techniques that many experts agree are effective in reprogramming your subconscious. These techniques are not necessarily in order. They can be used individually or in tandem with each other.

### **Positive Affirmations**

A long time ago, people used to say if you were talking to yourself, you were crazy. My thought is that talking to yourself is only crazy if nobody is home in your head to listen. Positive affirmations involve self-talk. Words are very powerful because when you string them together, they create complete thoughts that can help combat self-destructive memories, negative thoughts or bad experiences from the past. We have all had them, but some of these take root and interfere with the person we can become. Some of these impacts and sabotage our potential for our entire lives. But it does not have to be that way.

Positive affirmations are where you use the power of words to generate positive energy and neutralize negative



thoughts. You are actually speaking to yourself. Yes, this technique works, but you will have to do it over and over again.

Examples of positive affirmations are telling yourself that you can, will, and are capable. That you are not afraid. That you will not fail because you will not quit. That you deserve the best. Most obstacles are only temporary until you find out how to get around them that you are unstoppable. That you are no longer a victim. You don't have to wait for anybody else to bring the changes you need. You are phenomenal. You need to bring about the changes.

You know what scares you. You know what discourages you. You know what makes you angry. You know what motivates you? So, you must come up with the second half of your affirmation list. Words that directly neutralize what is holding you back. Words that you speak to yourself.

## **Visualization**

The word visualization means exactly what it says. You have to see yourself as successful. You have to see your finances being where they need to be. You have to see yourself out of debt. You have to see yourself happy. You must see yourself in the relationship you need, not just the one you want. You have to see yourself in the career that takes you higher; you are going after it and getting it, not waiting for it to fall in your lap. You have to see yourself healthier. You have to see yourself mentally stronger. You

have to see yourself focused and organized. You have to see your life balanced. You have to see yourself solving your problems. So don't just think about it; sit down, close your eyes, and see it happening.

## **ASSIGNMENT**

Complete this exercise then continue reading here from where you left off. Lay down in a quiet room with soft, peaceful music. Or you can use energizing, powerful music. Your choice, depending on what you are visualizing. But instrumental music only. Now, as you lie down quietly with your eyes closed, you must take slow, deep breaths. Concentrate on a particular area of concern. Think about solutions, nothing else. Then, you need to actually visualize these things happening. At first, visualization may not kick in. But keep practicing this technique, and it will. Then, when you open your eyes, get to it.

You can also use this technique just before you go to sleep at night, as you fall asleep. Your subconscious is so unique that if you give it a problem to tackle, once your conscious mind gears down, your subconscious may dwell on the problem (and solutions) all night. Many people find the solutions to their problems while they are asleep and wake up with the answers in the morning. That is because the subconscious does not have the limitations and distractions that your conscious mind has because of the environment around you and your five senses

concentrating on that environment when you are awake. Nor does the subconscious mind grow wearily as your conscious mind does. The subconscious mind does not stress; it focuses. It concentrates. It searches. It illuminates.

*TRAIN YOUR MIND TO BRING UP THE WORD "SOLUTION" EVERY TIME THE WORD "PROBLEM" POPS UP IN YOUR HEAD! DO THIS ANY TIME YOU ARE AWAKE!*

Visualization can also be done in tandem with meditation. So, you don't have to always lie down, keeping in mind that meditation and visualization are more effective when you are distraction-free. Like meditation, visualization can be done while you are at work. It can be done while you are sitting in your car waiting on someone. It can be done in the most interesting places, with short periods of time limitations, depending on where you are. Once you have practiced visualization, and it starts to kick in regularly, you will be able to do it more places, more often.

In this book, I am going to teach you how to go beyond visualization and into a new arena. An arena that goes beyond naming things you want, printing out pictures of those things and placing them on a board. Your mind is much more powerful than that once you know how to put it to work. So, we will get to the unique technique I am sharing with you in a moment.

## **Hypnosis or Self-Hypnosis**

Hypnosis is not something all weird and out there. It is a natural process that accesses the subconscious. During that time, negative thoughts and experiences can be identified and confronted. Very often, thoughts, ideas, or experiences you did not realize were still embedded in your subconscious. Hypnosis allows you or the practitioner to talk to your subconscious and share the thoughts needed for reprogramming the new you.

A word of caution. I would not personally suggest that you undergo self-hypnosis until you have done more research, if at all. Even then, I have to say be careful. You should have another person present to monitor your reactions along with what is identified in the sessions. As for a hypnotherapist, like any other field or practice, there are some very good ones, and there are some crackpots. So be careful who you select, and take another person with you when you go. I am not recommending hypnotherapy or hypnosis. Nor am I speaking against it. I am simply addressing this as one of the methods used.

## **Subliminal Messaging**

Subliminal messaging is all around you. On television. In music. At the movie theater. Even in that music, you hear playing softly at the store or in the doctor's waiting room. Subliminal messaging is another way to reach the subconscious without the conscious mind getting in the

way. This is done with frequencies that carry messages to your subconscious by way of audio and/or video. Frequencies that are outside the range of the conscious mind and the natural ear.

Think of it this way. You are a huge antenna. Your cells and your molecules vibrate at a certain frequency. Your brain is operating on a frequency. There are magnetic fields all over your body. There are essential metals that your body is also made of, metals that conduct frequency and relay signals from one system in the body to the other. Your brain carries electrical brain wave patterns. That is what an EEG detects: disruptions in those patterns to determine when a person has had a stroke. So, in essence, you are one giant antenna programmed so that each element of your body can communicate with itself and the other cells, elements or systems. Each system uniquely communicates with itself. Your mind can do the same thing, and it does every day. The goal is to gain awareness of these functions and improve how they work on your behalf in the core areas of your life.

## **Meditation**

Meditation should not be confused with positive affirmations. Meditation is a relaxed and focused state of mind where you can use positive affirmations to reach your subconscious, but it is not the same thing as positive affirmations.

So, what, then, is meditation, and how can it help reprogram your subconscious? Meditation is not some cosmic “mumbo jumbo,” as some would have you believe. It is simply taking your mind, concentration, focus, consciousness and subconscious to a place where they can all meet. Where distractions are tuned out, and solutions are turned on and tuned in.

### **Journaling**

Simply put, journaling is writing down your thoughts and experiences in a journal, which is a log of your thoughts and/or activities. Journaling helps you catalog and hopefully connect the dots between your thoughts, actions, failures and successes. A journal provides a reference guide to your state of mind and the behaviors that came from it. Sometimes, reflecting back on that information later can help you understand why you did what you did and help you plan ahead.

### **Willpower**

Sometimes, you can blow obstacles and distractions out of your way using sheer willpower. But for most people, it usually takes more than that, and it is not that simple. Still, sometimes it can happen, depending on what thoughts, attitudes, beliefs and ideas you have in your mind to keep those obstacles in place. As every great boxer, gymnast, swimmer and winner knows, you got to want it – and want it bad. Your will does have quite a bit of power.

You will constantly hear me say your mind is incredibly powerful. It can get in your own way; hold you back or even catapult you forward. So maybe, just maybe, YOU are holding you back. Make a decision. Read this book and focus on the Habits and Decisions section because nothing will move forward for you or out of your way until you decide and commit to making it move. Believing is not enough. Planning or strategizing is not enough. Being ruthless, relentless and fearless is not enough. Not until you line up your willpower with a decision. That is the master link in this chain.

### **Autosuggestion**

According to the Oxford Dictionary of Languages, *“autosuggestion is the subconscious adoption of an idea that one has originated oneself through repetition or verbal statements to oneself in order to change behavior.”* In other words, you use repetition of ideas to talk to and reprogram your own subconscious. Once your subconscious is reprogrammed with what it needs, it will go to work to program your conscious habits, thoughts, decisions, reactions and behaviors.

### **References For Further Reading:**

- *The Power of Your Subconscious Mind by Dr. Joseph Murphy*

- *Mindset: The New Psychology of Success by Carol S. Dweck*
- *The Subconscious Mind: How It Works & How to Reprogram It by Brian Tracy*

## **Picture This**

This is the technique I told you about earlier. I am adding this one, and it goes beyond visualization. I recommend that you draw a picture on white paper of what every core area of your life should look like. Buy a few legal pads, sketch pads or tablets. One page per area, one category per tablet. It's alright if you can't draw well, but do your best anyway. Why am I asking you to do this? People have often asked others, "Where do you see yourself ten years from now?" I want you to draw it. And to draw it, you have to see it. Therefore, the techniques of Visualization and "Picture This" work together.

When all of us were growing up, in our most formative years, we began learning with pictures, not words. Then, we moved to picture/word associations. Nevertheless, we started with pictures first. We drew pictures for our parents and in school. We learned with pictures such as flashcards. We practiced connecting the dots. But somehow, once they grew up, most people forgot how to do these things with their lives. Today's presentations use pictures. People use vision boards. Movies and television are what? Moving pictures (or rather often called motion pictures). GPS is a



moving picture map that talks. Architects, builders and engineers use blueprints. In fact, civilization began using pictures to describe experiences and places and tell stories, whether hieroglyphics, pictographs or cuneiform. So, I want to help you use pictures beyond visualization. Picture this.

When you draw a picture of how you want your finances to be or how you want your relationship to look, you can see from a “bird’s eye view. Just like the old connect the dots, you can see what goes together, what stands in the way, what needs to be added and what is unnecessary. You can even see what does not make sense and what is going in the wrong direction. Brainstorming is required to draw the picture. Place everything in the picture you believe needs to be there, not excluding any of the elements nor prioritizing them, at least not yet.

Draw it all out on paper. Remember, one page per category. Then, look at what is missing, what connects to what and what needs to be erased. As you refine and revise the picture, you will come closer and closer to seeing what you need to make your goals and solutions happen. Of course, there is more to it, but these basics will get you started, and I think you get the idea. So, if you have seven core areas of your life to “design,” you need seven blank sheets of paper. Place the core area (such as money management, mental fitness, relationships, time management, problem resolution etc.) at the top of the paper and start drawing.

The more you do this, the more your pictures will evolve into exactly what you need them to be. A sketch, blueprint and roadmap that gives you the foundation, structure, elements and pathways of exactly what you need to reach your destination. Do this exercise after reading this section before you go on to the next section of the book. Obviously, you will not finish each page in one sitting.

Especially because other elements that need to be drawn will come to you over time, but keep working on all of your pages until you finish. I use a legal pad for each core area because sometimes I need to see how the picture evolves. And that requires drawing it again and again. This is important because this is your life, so keep at it.

## **LET'S GO DEEPER INTO YOUR MIND VIA BRAINWAVES**

There are 5 primary brainwaves that impact cognitive functions of the brain, such as how you think, how fast you think, your reasoning power, perception, information processing, learning, memory, mental health, mood, your ability to solve problems, your attention span and therefore your success. Gamma, Beta, Alpha, Theta and Delta waves. These brainwaves can be strengthened or weakened through artificial means, many of which are at your disposal. And how do I say what I am about to say without sounding like a “conspiracy theorist?”

Artificial means can reduce your mental capacity by controlling your exposure to these waves, their longevity and their intensity. That means manipulation of these brainwaves can become brainwashing and even mind control when used for the wrong agenda. But that is another book for another time, and yes, I have the verifiable proof. What am I saying? That cognitive ability can be turned up and dumbed down through artificial means. Now, back to your awesome mind. Because you can increase these wave patterns to work for you.

You have heard people say they are “not on the same page.” Or that they “think differently”. Maybe you have even gotten overwhelmed because you said you had “a lot on your mind.” Or maybe you tried to go to sleep, but your mind was “racing,” and you could not relax. All of these

analogies are examples of your mind in one brainwave pattern or another or crossing over from one pattern to another. Many of you are on “Alpha Wave autopilot,” a routine that is on the lower Alpha brain wave function and does not require higher levels of thought (cognitive function).

The good news? Because you can increase the speed, flow, exposure and intensity of and to the most effective of these brainwaves (Gamma and Beta preferably), you can also increase concentration, think on a higher level and solve problems easier, to name just a few of the things you can do once you know how. And in this guide, I am going to show you how. So, let’s go down that rabbit hole.

**Remember, GAMMA, BETA, ALPHA, THETA, DELTA!**  
**All of these can be artificially induced for your benefit.**

## **GAMMA WAVES**

Gamma waves are the fastest brain waves and play a crucial role in various cognitive functions. Here’s a detailed overview:

### **Frequency Range**

Gamma waves oscillate between 30 and 100 Hz, with the 40 Hz point being particularly significant.

## **Associated States**

**High Alertness and Consciousness:** Gamma waves are most prominent when you are highly alert, focused, and actively engaged in problem-solving.

**Cognitive Functions:** They are linked to higher cognitive functions such as perception, attention, memory, and information processing.

## **Functions and Benefits**

**Learning and Memory:** Gamma waves are believed to help link information from different parts of the brain, facilitating learning and memory

**Perception and Consciousness:** They are thought to play a role in creating a unified perception by synchronizing neural firing rates across different brain regions.

**Problem-Solving:** High gamma activity is associated with intense focus and active problem-solving.

## **Health and Imbalances**

**Mental Health:** Altered gamma activity has been observed in various mood and cognitive disorders, including Alzheimer's disease, epilepsy, and schizophrenia<sup>1</sup>.

**Meditation and Neurostimulation:** Practices like meditation and neurostimulation can increase gamma wave amplitude, potentially enhancing cognitive function. <sup>5</sup>

## Detection and Measurement

*EEG and MEG:* Gamma waves can be detected using electroencephalography (EEG) and magnetoencephalography (MEG), which measure electrical activity in the brain. <sup>6</sup>

## Historical Context

**Discovery:** Gamma waves were first recorded from the visual cortex of awake monkeys. Subsequent research has focused on gamma activity in various cortical regions. <sup>7</sup>

## Controversy

**Measurement Challenges:** Some researchers question the validity of gamma wave activity detected by scalp EEG due to potential contamination from muscle activity. Advances in signal processing aim to address these issues.

Gamma waves are essential for maintaining high levels of cognitive function and consciousness. They play a significant role in how we perceive, process, and respond to the world around us. <sup>8</sup>

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5 healthline.com

6 webmd.com

7 en.wikipedia.org

8 blog.mindvalley.com

## BETA WAVES

Beta waves are one of the five main types of brain waves, each associated with different states of consciousness and cognitive functions. Here's a detailed look at beta waves:

### Frequency Range

**Beta waves** oscillate between **12.5 and 30 Hz**. They are faster than alpha, theta, and delta waves but slower than gamma waves.

### Associated States

**Active and Alert States:** Beta waves are most commonly associated with active, alert, and focused mental states. They are prevalent when you are engaged in problem-solving, decision-making, and other cognitive tasks.<sup>9</sup>

**Concentration and Attention:** High levels of beta wave activity are linked to intense concentration and attention. When you're deeply focused on a task, your brain is likely producing beta waves.

### Subtypes of Beta Waves

**Low Beta Waves (Beta 1):** Ranging from 12.5 to 16 Hz, these are associated with relaxed focus and light concentration.

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<sup>9</sup> en.wikipedia.org lucid.

**Mid Beta Waves (Beta 2):** Ranging from 16.5 to 20 Hz, these are linked to active thinking and problem-solving.

**High Beta Waves (Beta 3):** Ranging from 20.5 to 30 Hz, these are associated with high levels of alertness and anxiety.

## **Functions and Effects**

**Cognitive Tasks:** Beta waves play a crucial role in various cognitive tasks, including logical thinking, planning, and critical analysis.

**Motor Control:** Over the motor cortex, beta waves are involved in muscle contractions and motor control. They are suppressed during movement changes and increased when movement needs to be resisted.

**Sensory Feedback:** Bursts of beta activity are associated with strengthening sensory feedback during static motor control.

## **Health and Imbalances**

**Mental Health:** Imbalances in beta wave activity can be linked to various mental health issues. Excessive beta wave activity is often associated with anxiety, stress, and insomnia.

**Neurofeedback:** Techniques like neurofeedback aim to regulate beta wave activity to improve cognitive functions and mental health.



## Historical Context

**Discovery:** Beta waves were discovered by Hans Berger, the inventor of electroencephalography (EEG), in 1924. He identified these waves as the smaller amplitude, faster frequency waves that replaced alpha waves when the subject opened their eyes. <sup>10</sup>

Beta waves are essential for maintaining an alert and focused state of mind, but it's important to maintain a balance, as too much or too little beta activity can affect mental health and cognitive performance. <sup>11</sup>

## ALPHA WAVES

Alpha waves are a type of brain wave that plays a significant role in various mental states and cognitive functions. Here's a detailed look at alpha waves:

### Frequency Range

Alpha waves oscillate between **8 and 12** Hz, placing them between theta and beta waves in terms of frequency.

### Associated States

**Relaxation and Calmness:** Alpha waves are most commonly associated with states of relaxation and calmness.

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<sup>10</sup> me.zimbardo.com

<sup>11</sup> aloharmony.com

They are prevalent when you are awake but not actively focusing on any specific task.

**Meditation and Mindfulness:** These waves are often observed during meditation, mindfulness practices, and daydreaming.

**Pre-Sleep:** Alpha waves are also present in the moments before you fall asleep, particularly when your eyes are closed, and you are in a relaxed state.<sup>12</sup>

## Functions and Benefits

**Stress Reduction:** Increased alpha wave activity is linked to reduced stress and anxiety. It helps calm the mind and promote a state of relaxation.

**Creativity and Problem-Solving:** Alpha waves are associated with enhanced creativity and problem-solving abilities. They facilitate a state of relaxed alertness that can be conducive to creative thinking.

**Mental Coordination:** These waves help coordinate mental processes, making it easier to switch between tasks and manage multiple streams of information.<sup>13</sup>

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<sup>12</sup> healthline.com

<sup>13</sup> verywellmind.com

## Health and Imbalances

**Mental Health:** Imbalances in alpha wave activity can be linked to various mental health issues. For example, low alpha wave activity is often associated with anxiety and high-stress levels.

**Neurofeedback:** Techniques like neurofeedback aim to regulate alpha wave activity to improve mental health and cognitive functions.

## Detection and Measurement

**EEG:** Alpha waves can be detected using electroencephalography (EEG), which measures electrical activity in the brain.<sup>14</sup>

## Applications

**Meditation and Relaxation:** Practices like meditation, mindfulness, and deep breathing can increase alpha wave activity, promoting relaxation and mental well-being.

**Therapeutic Uses:** Increasing alpha wave activity is being explored for its potential therapeutic benefits, including reducing symptoms of depression and anxiety.

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<sup>14</sup>[verywellhealth.com](https://www.verywellhealth.com)

Alpha waves are essential for maintaining a balanced mental state, promoting relaxation, and enhancing cognitive functions.<sup>15</sup>

## **The Downside of Alpha Waves and Watching Too Much Television**

Watching a TV screen can indeed influence your brain wave patterns, including increasing alpha wave activity.

Here are some key points:

**Relaxation and Alpha Waves:** Alpha waves, which oscillate between 8 to 12 Hz, are typically associated with relaxed, meditative states. When you watch TV, especially content that doesn't require intense focus, your brain can shift into this more relaxed state.

**Visual Stimuli:** The visual stimuli from TV screens can induce various brain wave patterns. While alpha waves are common during relaxed viewing, more engaging or stimulating content might increase beta waves, which are associated with active thinking and focus.

**Research Findings:** Studies have shown that different types of visual stimuli, including TV and computer screens, can influence brain wave activity. For example, watching TV can lead to increased alpha wave activity, which is linked to a state of relaxed wakefulness.

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<sup>15</sup> news.mit.edu

So, while watching TV can place your brain into an Alpha wave pattern, the exact effect can vary depending on the content and your level of engagement.

The Alpha waves state is induced by the flicker effect of the screen, even though it happens so fast and so discreetly that you don't notice it. As confirmed in

Psychmechanics.com, "Alpha waves are typically associated with relaxation and a meditative state." This means that while you are in an alpha wave state, your mind is more susceptible to suggestions, just like when people are being hypnotized.

## **THETA WAVES**

Theta waves are a fascinating type of brain wave with a frequency range of 4 to 8 Hz. They play a significant role in various cognitive and emotional processes. Here's a detailed look at theta waves:

### **Frequency Range**

**Theta waves** oscillate between **4 and 8 Hz**, making them slower than alpha waves but faster than delta waves.

### **Associated States**

**Deep Relaxation and Meditation:** Theta waves are most commonly associated with states of deep relaxation, meditation, and light sleep.

**Dreaming:** They are also present during REM sleep, which is the phase of sleep where dreaming occurs.

## **Functions and Benefits**

**Memory and Learning:** Theta waves are believed to play a crucial role in memory consolidation and learning. They help process and store information, making them essential for cognitive functions.

**Creativity:** High theta wave activity is often linked to increased creativity and problem-solving abilities. This is why theta waves are sometimes referred to as the “creative waves.”

**Emotional Processing:** Theta waves are involved in emotional processing and can help in managing stress and anxiety.<sup>16</sup>

## **Health and Imbalances**

**Mental Health:** Imbalances in theta wave activity can be linked to various mental health issues. For example, excessive theta activity while awake can be associated with ADHD and other attention disorders.

**Neurofeedback:** Techniques like neurofeedback aim to regulate theta wave activity to improve cognitive functions and mental health.

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<sup>16</sup> healthline.com

## Detection and Measurement

**EEG:** Theta waves can be detected using electroencephalography (EEG), which measures electrical activity in the brain. <sup>17</sup>

## Applications

**Meditation and Mindfulness:** Practices like meditation and mindfulness can increase theta wave activity, promoting relaxation and emotional well-being.

**Therapeutic Uses:** Theta wave stimulation is being explored for its potential therapeutic benefits, including enhancing learning and creativity. <sup>18</sup>

Theta waves are essential for various cognitive and emotional processes, making them a key area of interest in neuroscience and psychology. <sup>19</sup>

## DELTA WAVES

Delta waves are the slowest type of brain waves and play a crucial role in various aspects of brain function and overall health. Here's a detailed look at delta waves:

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<sup>17</sup> [mentalhealthdaily.com](https://www.mentalhealthdaily.com)

<sup>18</sup> [mybrainrewired.com](https://mybrainrewired.com)

<sup>19</sup> [en.wikipedia.org](https://en.wikipedia.org)

## Frequency Range

**Delta waves** oscillate between **0.5 and 4 Hz**, making them the slowest brain waves. <sup>20</sup>

## Associated States

**Deep Sleep:** Delta waves are most prominent during deep, restorative sleep, particularly in stages 3 and 4 of nondream sleep.

**Unconsciousness:** They are also associated with unconscious states and are less common during wakefulness. <sup>21</sup>

## Functions and Benefits

**Restorative Sleep:** Delta waves are crucial for restorative sleep, which is essential for physical and mental health.

During this phase, the body repairs tissues, builds bone and muscle and strengthens the immune system.

**Growth and Healing:** Delta wave activity is linked to the release of growth hormones, which aids in healing and regenerating.

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<sup>20</sup> Lucid. me

<sup>21</sup> verywellmind.com



**Emotional Processing:** These waves help in processing emotions and memories, contributing to emotional stability.<sup>22</sup>

## **Health and Imbalances**

**Sleep Disorders:** Disruptions in delta wave activity can lead to sleep disorders, such as insomnia and sleep apnea.

**Mental Health:** Abnormal delta wave activity has been observed in various mental health conditions, including depression and anxiety.

## **Detection and Measurement**

**EEG:** Delta waves can be detected using electroencephalography (EEG), which measures electrical activity in the brain.<sup>23</sup>

## **Applications**

**Neurofeedback:** Techniques like neurofeedback aim to regulate delta wave activity to improve sleep quality and overall mental health.

**Meditation and Relaxation:** Practices like deep meditation can increase delta wave activity, promoting relaxation and healing.<sup>24</sup>

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<sup>22</sup> [tryhealium.com](https://tryhealium.com)

<sup>23</sup> [clarkebioscience.com](https://clarkebioscience.com)

<sup>24</sup> [en.wikipedia.org](https://en.wikipedia.org)

## Historical Context

**Discovery:** Delta waves were first identified in the early 20th century with the advent of EEG technology, which allowed researchers to study brain activity during sleep.

Delta waves are essential for maintaining physical and mental health, particularly through their role in deep, restorative sleep.

Remember, GAMMA, BETA, ALPHA, THETA, DELTA!

## TRUST, BELIEF and EXPERTS

In this country, and in our communities specifically, we are taught to trust the advice, recommendations, competency, research, motives and determination of experts. Mechanics, doctors, financial planners, therapists, college professors and so on. Therefore, when they tell us something, most people are likely to believe it, even if it is incorrect.

- Even if it is incomplete.
- Even if it does not apply to them.
- Even if other agendas are at play.

**The moment you trust what you have been told is the same moment that your mind substantially decreases its efforts to find other options and solutions.** The moment you blindly trust is the moment you make it your reality. The moment you trust what you have been told is the moment you accept that as your fate or your future, even if it does not

have to be. That is why, for example, educators and parents have to be very careful not to brand young people as lazy, useless, or not college material. Positive programming can program you to succeed, but adverse programming can program you to fail.

So, what I want to teach and encourage you to do is to question. Not to criticize but to question. To analyze. To fact-check. To double-check. To scrutinize the information, you are given. Use the resources at your disposal to identify alternatives. To apply critical thinking in the area where you need to succeed, where you need to change things or both. To ask WHY. It is important to know why you think what you think, believe what you believe, act the way you do, and react the way you do. You see, there is not just intent in all these areas; there is also programming.

Belief is belief, and we all have it in someone, something and/or some outcome. We also have opinions and preferences. These are not necessarily bad things, but they can be if those beliefs, opinions and preferences are not rooted in fact, especially if they are rooted in bias, hurt, fear or error. For many people, the programming of their beliefs, opinions and preferences establishes their reality, attitudes, actions and reactions. And that determines the outcome of their lives. But facts are facts, and you must allow the facts to shape your reality and reset your expectations more than preferences, opinions, blind beliefs, fears or even experiences.

You can change the facts, but you should never deny them. The more facts you have, the more options you have that can provide real solutions to whatever problems you are facing. That is how you move beyond the experiences of the past, which interfere with the present and can impact your future. That is how you influence your new reality. **You are not just the sum total of your experiences.** You are much more, and you can move beyond those experiences, taking with you the lessons you should have learned and leaving the pain, fear, reluctance or mistakes behind you. That is why you do not need to look back; you are not going in that direction. If you try to look back while you are moving forward, you will stumble through the present and fall into the future of balance.

Let's go back even further than your doctor, your attorney or your mechanic. When you were a child, you were taught what was right and wrong, good, bad and best, by your parent or parents. And much of what they said was likely true. But some of it wasn't. Some of it was true, but it doesn't apply to you, at least not today. Or maybe not anymore. And some of it, unfortunately, was not the best way to go. So, as you move toward breakthroughs into success in each area of your life, now it's time to take a closer look at what needs to be revised, what needs to be updated, what needs to be neutralized and what needs to be excluded.

At this point in your life, you need to look at what works best, not just what you have been taught or told. And that includes looking at what works best for you today and your specific

circumstances. You need to use what consistently helps you excel, succeed and win.

I am not saying that you should not believe what experts are telling you. Not necessarily. But not automatically, either. I am saying that none of us know everything, including them. I am saying that it is up to you more than it is up to them. I am saying that this book will help you elevate your thinking to see things that you did not see before, to see them in a different way than you saw before and no longer look at roadblocks in the areas where you need breakthroughs as having the power and ability to stop you. I don't care who said they could. They can't anymore.

You are now moving into an arena where roadblocks are simply temporary distractions until you learn how to go around them, through them, over them, change directions, or bypass them completely.

When you were seven years old, driving a car was "impossible" for you, at least at that time. That was not because it was actually impossible. That was only because you were not big enough, you were not ready, and you were not trained to drive a car. Now, you see things differently because you are a different age and at a different level. So, your approach to driving a car is based on skill, knowledge, time and training that you did not have before. Not to mention that you have grown into the ability that was always within you. The exact same thing is true in how you approach each core area of your life that you want to change.

## **CONTACT INFORMATION**

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Youtube Handle: @ALCNavigator



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Marque-Anthony, Life Coach

## ABOUT THE AUTHOR

Marque Payne is a native of Georgia, where he attended the University of Georgia and majored in Public Speaking with a concentration in Nonverbal Communication. By the time he was 27 years old, Marque was a senior pastor and

Bible scholar who would go on to study world religions and cultural solutions around the globe for decades.

Marque is a gifted empath who is well versed in psychology, sociology and theology. He has 28 years of experience in public speaking, lecturing and he is a master instructor with 11 years as a professional negotiator and mediator, 9 years as a problem and conflict resolution specialist and counselor, 14 years as a money management consultant, 7 years conducting business development training and 10+ years as an Advanced Life Coach.

He is a published author of research and instructional materials and articles that have gone viral. He is ordained and holds an honorary Doctorate of Divinity for the work, accomplishments and contributions he has made to society. Having been on both radio and television, Marque specializes in empowerment solutions through positive and effective behavioral modification by helping others to de-program themselves from self-sabotaging habits and decisions then re-program themselves for success in every core area of their lives. And uniquely, he can live what he teaches.

Marque lives what he teaches. With the help of his beautiful and supportive wife, he overcame cancer, built a successful, financially stable life, marriage and business. He can help you define your success, find it and keep it.



Everybody needs a Life Coach. **Brainstorms, Blueprints and Breakthroughs** is the first, last and only life coach guide that you will ever need to unlock the new and improved You 2.0. Together we are about to change how you think, how you see everything around you, obstacles you thought had the power to stop you, your ability to make things happen, how you react and unleash the potential of who you were born to be.

This book is designed, written and created to keep you from learning life the hard way, and avoid making unnecessary, repeat and costly mistakes. Move most of that out-of-the-way and you have an excellent chance at succeeding in every core area of your life.

These 11 Keys can change your life and transform you into the awesome person you were meant to be:

- De-Programming and Re-Programming The New You
- Transforming Challenges Into Strengths
- Awakening The SuperHero Within You
- Harnessing Your Superpowers
- Habits and Decisions To Change Your Circumstances
- Problem and Conflict Resolution
- Money Management That Works
- Relationship Building and Re-Building
- Mental Fitness, Awareness and Readiness
- Goal Setting and Career Management
- A+ Time Management



Every Eagle was built to fly. And yet every eagle has to be taught to use the dormant gifts it was given because at first it does not know they are there. To you this book says why crawl then walk when you can simply learn how to use the invisible wings you were born with to fly and soar and win? Consider this guide as your sledgehammer to breaking chains, your key to self-improvement, self-enhancement, and self-empowerment, all rolled up into your path of overcoming, winning, succeeding and excelling in every core area starting today!

The reason you are not content with who you are is because you were meant to be so much more. Now the good news! Step by step, **Brainstorms, Blueprints and Breakthroughs** will inform you, excite you, ignite you, transform you, your life, your surroundings and your circumstances with real methods, strategies and solutions from the inside out, top to bottom and failures to successful victories. All you have to do is read the book and follow what it says.

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