

“Think for Yourself Control Your Life”[©]



- YOUR MIND IS YOUR MOST PRECIOUS POSSESSION
- BE AN ORIGINAL THINKER
- CHANGE YOUR WORLD
- YOUR LIFE WILL NEVER BE THE SAME
- FEEL BETTER, BE BETTER, AND DO BETTER
- SEE THROUGH ALL OF THE PROPAGANDA

Think For Yourself: Control Your Life

By Brian Thomas

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Introduction

Your mind is your greatest power. How you think will determine what your life will be like. Our mind has unlimited power. Einstein, for example, only used about 1% of his mind's power and look at what he accomplished.

This book will show you how to think independently and not be subjected to other people controlling your mind with their thoughts and ideas. It will teach you how thoughts originate, come alive, and eventually cause you to pursue a course of action. You can and will be free of other people's desire to influence your thinking. You will learn to be an independent thinker where your thoughts will benefit you and you alone.

The world is controlled by rich and powerful people who have a vested interest in how and what you think. They use the tools of advertising, mass media, and powerful and influential leaders. People who think independently will not be duly influenced by all of the above. They will wield their thinking process to do what is best for them.

This book is an attempt to teach you how to think. When we learn to think, we will make less mistakes and have a smooth life. This is because when you think before you act, you are able to take most, if not all, of the emotions out of the situation. You will be calmer and more in control of yourself. When you react, you have set your intellect and thought process aside, and you strictly act out of emotion. The same holds true on decisions -- if you make a decision based on emotion, it will be, on the average, 99% wrong.

Learning how to think before you act or make a decision will eliminate a lot of problems in your life. In days gone by, when you went to school, you were taught how to think and to see all sides. The best debater could put together a valid argument for the opposite viewpoint as well as his own. Today as I see it, pupils are taught what to think instead of how to think. Seeing only one side leads to radical thinking and action. Their mind is no longer free but is a prisoner of an idea or a set of ideas. Their mind is boxed in. This can never be to their benefit.

After reading this book, it will hopefully make you think

differently about thinking. This is the purpose of this book.
And remember, you can embrace a culture which functions below
the waist or a culture which functions above the neck. Your choice.

Chapter 1

The Benefits of Thinking for Yourself

There are three kinds of minds, the open mind, the accepting mind, and the closed mind. The open mind will give consideration to any thought or ideas, but not without questioning every aspect of that thought or idea. The accepting mind is also open to a limited range of thoughts and ideas and will completely accept these thoughts and ideas without question. The closed mind has already determined what ideas and thoughts are true and real. The closed mind will not tolerate any thought or idea that comes into conflict with these predetermined thoughts and ideas.

People who choose to think for themselves, and it is a choice, will have an open mind. They will allow their minds complete freedom to consider each and every thought to its logical conclusion in both a positive and negative way.

They will allow their minds to go anywhere it wants to go. No inhibition or personal bias or prejudice will be allowed. It will not be swayed by any emotional concern, positive or negative. Logic and reason will reign over emotion, bias, and prejudice. Allowing your mind to think this way will allow you to have the best chance of making the right decision which will be in your best interest.

Thinking for yourself will free you from ideas and thoughts that others will try to impose on you to serve their own interests. You will not be held captive to any ideology or philosophy. Your mind will have the freedom to change according to the circumstances that may prevail at any given time.

No one will ever be able to accuse you of having a closed mind.

You will be a free thinker, which will allow you to be a free person, free of any irrational fears.

You will have the best chance of having true peace of mind because you will be able to see yourself and others in a true light and accept things the way they are.

You will be able to live in the true world of is instead of being confined to the imaginary world of would, could, and should.

Those who blindly accept the ideas, thoughts, and ideology

of others will become and are victims. Their lives are empty since they have no thoughts of their own.

These are the benefits of thinking for yourself. You can choose how to think for yourself or you can choose what to think by others.

Chapter 2

Where Thinking Begins

Thinking originates and begins in the subconscious mind, so you must be aware of what is in your subconscious. One of the best ways to do this is to ask yourself, “Why did I do this?” after you have committed an act. You will get an answer from yourself, but you will instantly know it is not the real reason. You might keep asking yourself, “Why did I do this?” until you finally get the answer of the real reason you did what you did.

It may not be pretty or nice, but it’s the real reason, and that is what your subconscious mind has told you -- it’s the reason that has been dwelling within your subconscious, too. Keep repeating this process with every act you commit, and you will begin to know what is in your subconscious mind. Your subconscious mind is where your impulses are born and begin. You will begin to know yourself and what brought the thought or thoughts to your mind.

We have two minds: the conscious and the subconscious. Basically, they are considered as one mind separated into the two parts. The mind can be compared to an iceberg. The conscious mind, which represents about 10% is above the water and the other 90% or subconscious is below the water and cannot be seen. We are aware of what is in our conscious mind, which essentially consists of choice, will, awareness, learning, suggestion, and logic. We are what we think and suggest to ourselves.

The conscious mind makes the suggestions, and the subconscious mind carries the thoughts out. Every action tends toward self-preservation, the mechanism of which is controlled by the subconscious mind.

Our subconscious controls the life inside of our bodies. It automatically causes the heart to beat, our lungs to inhale and exhale, our digestion system to take what we eat and convert it into energy and eliminate it, and for the heart to pump oxygen, energy, nutrition, and stimulate every atom, molecule, cell, and tissue every few seconds for 24 hours a day with no conscious effort.

The suggestion of the conscious mind begins with either the instinct, ethic, conscious or sensory part of the conscious mind.

The subconscious mind either accepts or rejects the suggestions. If it is accepted, then it will be instilled by the subconscious after the inhibitions against it have been removed. After it has been instilled, it will then be impressed in the subconscious and sent to a nerve center. Once in the nerve center, the suggestion becomes an impulse. After it becomes an impulse or number of impulses, it results in and becomes action, reaction, and ends in reality.

Therefore, what is in your subconscious mind determines what becomes reality. The question then becomes what is in our subconscious mind? First of all, everything one has seen, heard, felt or done is stored in our subconscious. The subconscious can protect us from recalling certain memories and serves as a self-preservation mechanism. Our subconscious is basically a computer which stores, organizes, classifies, and retrieves the information in order to solve a problem. This subconscious mind computer is wired into an infinite life force. This could be the reason why we use less than 1% of our mind. The power of the subconscious is virtually unlimited. Only those who can see the invisible can do the impossible. Our subconscious, which contains everything we have seen, heard, read or felt, has the power to automatically turn one or all of the above into an idea. We do have the power to unleash our minds and take us where others have never gone.

Lastly, our subconscious mind has the job of protecting us through a self-preservation mode. Anything or anybody that has impacted us or had any kind of impression on us either good or bad, results in a conditioned reflex. Our personality and who we are is a mass of conditioned reflexes. What and how we think will be determined by this mass of conditioned reflexes and our subconscious mind.

Chapter 3

Instinct

Instinct comes from what has happened in your past and what influences it has had upon you. Your subconscious mind retains everything you have done or felt. It is the storehouse of your feelings and the impact they have had on you. Your conscious mind does not have the capacity to remember all that has happened to you, and so you are probably not aware of their impact.

Instinct comes from down deep inside of you; it alerts you to a danger or to a good feeling about something. Instinct should not be ignored because it has a basic say in what you have seen, heard, tasted, smelled, touched, and it helps shape your beliefs, which were formed from all of the above.

Your instincts can warn you of danger or direct you to something which will benefit you. Your mind has these instincts in place for your best interests and listening to them is part of your thinking process.

Chapter 4

Impulse

Impulses arise through nerves, instinct, and ethics. They also stem from your conscious and the sensory part of your mind; after it has been impressed on your subconscious and nerves, it will become an impulse. When an impulse or impulses are accepted, it initiates action, reaction, and finally reality.

Impulses are the beginning of action that will be taken by you and are not to be ignored. They will form the basis for your various feelings. Your impulses will eventually cause you to act. This is all done by your mind and nervous system. Impulses are a significant part of your thinking process. In other words, your thinking process will become your reality, good or bad. Your thinking process begins with the acceptance and understanding of your instinct and impulses. Your life will be determined by what you think and how you think.

If we want to know how to think, we must first ask why we think the way we do. It all begins with an impulse. A thought comes to us and then an impulse. The question is “Now where did the impulse come from?”

Was it something we heard, read, felt, something we had seen or something that had happened to us? Was the impulse positive or negative? Impulses are important because they usually result in action. When you break it all down, the bottom line of all thinking is asking questions. Since the outcomes of our lives will depend on the actions we take, then it becomes of primary importance to know how and where that action started. It started with an impulse. If you want to control your mind, your actions, and basically your life, then you have to keep asking yourself where did this impulse come from? You need to keep asking and when the correct answer comes to you, you will know it.

Chapter 5

Action and Reaction

Remember that impulse produces action. A great number of times, the nerves causing this action hit, what we can call, an emotional button -- mad, sad, glad, or any of the range of emotions can occur. When this happens, it triggers an emotional reaction.

Reactions can be bad because of lack of thought involved. The choice, learning and logic mind, have been bypassed and the action is purely emotional. Fortunately, the mind does have an inhibition factor if we choose to use it. Our instinct and choice mind can activate our inhibition mind, which will say stop and think. When we begin to stop and think, our logical mind starts to operate and ask questions such as, "What will happen if I do this? What will be the end result if I make this emotional decision?"

The logical mind also knows the decision based on pure emotions are for the most part wrong and usually lead to very bad consequences. The bottom line is that when you are on the verge of doing something due to an emotional reaction, stop and think.

This is one of the processes in learning how to think independently. The habit of using your mind instead of acting on your emotions, and thinking instead of reacting, will eliminate a lot of problems and lead to a better quality of life.

Chapter 6

Oppose Yourself

The courtroom is the home of conflict. Each side will present their argument either for or against. A person who wishes to think for themselves and be an independent thinker must be able to formulate a valid and sustainable argument for any question or conflict of ideas or interests. The independent thinker must then be able to formulate an equally persuasive argument for the opposite side.

A debate team must be able to present an argument for something that they were previously against. This requires that you have a totally open mind and you are willing to concede some ideas that you previously held. In other words, you must be able to think for both sides of an argument. This is not possible if you hold onto ideas or thoughts which have captured your mind and held it prisoner. You will have put part of your mind in a cell and thrown away the key. An independent thinker's mind is and must be free to consider any and all ideas and concepts.

This is not easy if emotions factor into your thinking. If you become a prisoner of your emotions, your mind will lose its freedom, and your thinking will be anything but independent. You must be able to have your mind consider both sides of any idea or concept. This is not easy, but if you wish to use the full capacity of your mind, then it is necessary. This is all part of thinking independently.

Chapter 7

The Robot Mind

If your mind has been reduced to a two-line slogan such as “Hell no, we won’t go” used in the Vietnam War, which we saw people chanting in unison in the streets, then you have become a robot. You are in the hands of the person or organization who put this two-line slogan in your mind. You have given them your mind. Your mind will be like a sponge that absorbs everything they say and believe. You are a true believer.

A book was written by Eric Hoffer called just that, *The True Believer*. You will probably go to your grave with the person or organization’s ideas, thoughts and beliefs still in your mind. You will have spent your entire life with a closed mind except for their ideas. This is a total waste of your mind. Perhaps you could have done great things using the full capacity of your mind. You will never know because your mind is like a commercial that played over and over to sell a product in a store. These commercials are short as is the sponge of your mind.

You have become someone’s or some organization’s robot, and you are being used and you don’t even know it. You will probably lead a wasted life missing out on experiences that only your mind could appreciate. You will have given nothing to no one except the person or organization that controls your mind. Welcome to robot land.

Chapter 8

The Four Corners of a Puzzle

When you buy a puzzle, you get a box of pieces which you have to fit together to get the total picture. Each piece has to fit in a certain place or you will not have completed the puzzle. When you are finished, you will have four corners. You will usually try to find the corners and work inward. Now instead of a puzzle, let's suggest the puzzle is a problem, a problem of any kind. This problem no matter what it is has the same four corners which are:

1. What do you know
2. What is it that you don't know
3. What do you need to know
4. What do you want to know and achieve

You have to start working toward the center to complete the answer to your problem. All four questions must be asked and answered. If you leave out any part, the problem will not be solved because like the puzzle, it will not be complete.

Let's start with what you know about the problem, when did it begin? What is the nature of the problem? Do you have the power to solve it? Do you care enough to solve it? Who are the other people involved, or what are the inanimate things involved, such as metals, liquids, and so on? What is the common concern, or what is connecting animate and inanimate? What is it that you don't know?

Are there things that you are not aware of? Do you know the true nature of the people involved if it is a people problem? If it is a thing problem, then what element could be needed that may or may not exist?

What do you need to know? If it is a people problem, you need to know what each person stands to lose or gain; you need to know their background and thinking. You need to know about their past, their present condition, and their future hopes. If it is a thing problem, you need to know the tolerance of the metals, for example, or their composition and which inanimate thing is compatible with the others. This is only the beginning of what you need to know.

What do you want to know, why and what will you gain or achieve and what and how will you benefit from the solving of the problem, and whose problem is it?

You may find that in solving this problem, especially when people are involved, that you may find answers you didn't know and don't always like but are needed to solve the problem. If things are involved, you may find that you over or underestimated the strength or tolerance of these things and that you may be ignorant of their true properties. You may have to live with your own inadequacy. You may have to look at things in a different light to solve the problem and find the truth.

There is no such thing as a simple problem.

An Example of the Four Corners of a Puzzle

All problems can be compared to a puzzle. Problems are composed of many segments like a puzzle and the problem is not completely solved if there is even one segment missing. The same holds true if one piece of the puzzle is missing -- you will never have a complete picture. The same is also true if a piece of the puzzle is in the wrong place. The way we solve a problem is to put the four corners in place and begin to work inward. This does require one to think and examine each piece and assume nothing. The problem we will use as an example is starting a new business. The first corner we fill in is answering, "What do you know?"

1. What Do You know?

You know what kind of business you want to start. You know that an investment is required. You know that you must have some knowledge. You know that there is a chance the business will fail.

You know that you are going to need help of some kind whether it be economic or people with experience you can rely on. You know that it is going to take a period of time to get this business off the ground. You know that you will need a source of income until the business becomes self-sufficient.

You know that you need the support of your family and

friends to get the business started. You know that without such support, the chance of failure increases. You know this is going to be a learning experience. You know you are going to make mistakes. You know that some of these mistakes will be costly. You know your resources are limited. You know that you are primarily responsible for the success or failure of this business.

2. What You Don't Know

You don't know exactly how much this will cost to start. You don't know the exact location of the business. You don't know how much your rent will be.

You don't know how many employees you may need. You don't know what you will pay them. You don't know how many suppliers or who they are. You don't know how much volume of business you will have. You don't know how much money you will make or lose in the startup process.

You don't know what employee problems you may run into. You don't know where you will get the help you need or how you will get it. You don't know how many expenses you will run into that you hadn't planned for.

You don't know how much to spend on advertising and where you will advertise. You don't know how much your advertising will cost. You don't know what results your advertising will create. You don't know who your competition is or where they are.

You don't know what your employees will do. You don't know how much it will cost for you to finance your business or who will finance you. You don't know how many government regulations you may run into or what you will have to do in order to comply.

You don't know what you will wind up selling, your products or service. You don't know how to price your product or service after you have counted in all of your expenses. You don't know if you have the temperament or ability to run a business.

3. What Do You Need to Know?

You need to know where your business will be located. You need to know how much rent you will be facing. You need to know

how much money it will cost to start the business and the expenses for the first year.

There is an old saying which goes something like this -- Figure out how much it will take to run your business for a year. Figure out how much you will do in business the first year, and then take the amount you figured it will cost to run for a year and double that figure. Take the amount of income you expect to have in the first year and cut it in half, and you will probably be very close to reality.

You need to know how to deal with employees. You need to know how much you will pay them. You need to know what kind of employees you are looking for. You need to know how to pay them. You need to know the name of a good CPA. You need to know all the government regulations for your business. You need to know government laws regarding employees. You need to know when to pay your employees.

You need to know which bank to use and how much help they will be if you need financing. You need to know how your mate or friends view your ventures. You need to know much support you can rely on from your friends or family. You need to know how much you will charge for your product or service.

You need to know who will supply you with the goods you will need to run your business. You need to know the cost of those suppliers. You need to know how much of each of the goods you will need to ensure your success. You need to know the name of a good lawyer in case you need one. You need to know what you are going to do if you fail.

4. What You Want to Know

You want to know the answers to all the questions in #3 and more. You want to achieve all of your goals, but first you must know what your goals are and how are you planning to achieve them and in what time frame you think you can achieve these goals. You will want to know if you achieve these goals, will you be satisfied?

Conclusion

As you can see, problems have many segments and aspects that you need to know and that you must think of and then keep putting the pieces of your problems together until you have arrived at a solution. You must think out of the box if you ever expect to solve any problems. You must consider everything and assume nothing.

Chapter 9

Anatomy of a Cult Program for Total Control of Minds

The Four Steps:

1. Relaxation and Acceptance
2. Automatic Movement and Obedience
3. Inhibition of Movement and Thought
4. Release of Inhibition and Total Control

People who wish to find followers of a cult look for people who are bored, have no goals, and who are looking for something that they don't know what it is. Along comes the cult people and they hold out the promise of giving them a purpose, being accepted, and belonging somewhere.

Relaxation and Acceptance

Always a smiling friendly face. Finding as much in common as they can to establish a rapport. Telling things about themselves so that you in turn will tell them things about yourself. This is the first step in getting into your mind. Establishing a deeper rapport by saying something like, "You're just like me." They get you totally relaxed and to the point that you like them and accept them.

No one will accept what you say unless they accept you.

Now that you are totally relaxed and accept them, they begin to have you do simple task performance. This is the beginning of control and may appear harmless such as "Hold this sheet of paper for me" or "Sit in this chair over here," or a number of simple things.

This is the point, they are training you to obey them in the small things, so that you will be conditioned to obey them in the bigger things. The point is to have you do things for them without thinking about if it's big or small.

The next part of the program is to put you among people who have accepted their purpose so that you will have a desire to be accepted by the group which will give you a sense of total acceptance.

Now, when they tell the group to perform a task, you will obey without thinking. We now have a “herd” mentality. This “herd” mentality is so strong that if someone in the group were to express an opinion, idea, or question a command, the herd would turn on them with disdain or even exclude them from the group perhaps even saying, “You don’t belong here.”

The next step is automatic group movement.

The herd is assembled into a large room or auditorium and may be made to stand up and wave their hands back and forth. Then out comes the “guru” or the “Father” or what other name the head and founder of the group is called. This is the person who has the answers they are all looking for. They sit in awe, awaiting his words. He stands in silence for a few minutes to increase the anticipation and tension. He begins to speak and tell them exactly what they want to hear because he knows their mind. They are now going into a hypnotic trance; the conscious mind has been set aside and their subconscious mind is in control and completely susceptible to any suggestion the “Father” would give. When the suggestions are given it will be something like “as long as you are in the group or herd, you will be happy, you will have peace of mind, you will be totally accepted and you will have a purpose or mission.”

The next step will be to separate the herd into smaller groups with a group leader who will oversee the group and give them directions or suggestions which they will follow to the T, whatever that is.

The followers will have lost their personality, and the ability to think on their own. Other people will tell them what to think and what to do. Someone else will control their life. They will be given suggestions to do things which they would not do if they had control of their minds. They will be given suggestions to perform, to bring other people into the group, provide money or engage in sexual acts, all for the good of the cult. The cult would have gotten into their mind and exerted complete control over it and what they do.

An Example of a Cult Program: The Cult of Jim Jones

1. Acceptance

Jim Jones was the perfect example of a charismatic preacher. People were attracted to him because he accepted everyone into his church. He also used mind reading and faith healing with anything from eye problems to heart disease. He promised his followers utopia and a better life. It's no wonder that people who felt they had no life and who were looking for a purpose and peace of mind became his followers.

2. Automatic Movement and Obediance

Jones opened his church in Indianapolis and eventually called it the Peoples Temple. He moved his church to California telling his followers this would be the best place to be in the event of a nuclear war. They obeyed him and went with him to Redwood Valley. Some people obeyed him and pledged all their material possessions. Some members even signed over custody of their children to him. Upon his orders, sex and romantic relationships were discouraged. He told them to sign over their homes to him and they did.

He began to establish services in San Francisco and Los Angeles, which attracted thousands of followers who obeyed his every word and began calling him "Father" and "God."

3. Inhibition of Movement and Thought

Jim Jones' paranoia set in and he began to believe the federal government, especially the CIA and the FBI, were going to go after him since he was going to write an exposé article. As a result, Jones believed it was better for him to leave the country, so he moved the Peoples Temple to a South American country, Guyana, which proved to be the perfect choice for him. He located his Peoples Temple in a wilderness far from the seat of government in Guyana. The government of Guyana was already overloaded and understaffed, so they exercised little or no control of the area outside of the Guyana seat of power.

Jones therefore was able to have complete control in his

settlement. His followers were isolated and some even subjected to physical and psychological abuse. His followers, for the most part, were living in a state of isolation, which created a state of total inhibition. His followers were completely inhibited and lived in what could be called a prison camp, surrounded by guards. They received little food and weren't allowed to leave. He began to condition his followers by giving them a cup of liquid, which they were told was poison and asked to drink it. After about an hour, they were told it wasn't poison and they had just passed a loyalty test. Their thought processes were monitored under Jim Jones, and they were completely inhibited. They were in a state of total inhibition.

4. Release of Inhibition and Total Control

The best way to describe this phase is mind control and brain washing. When a state of total inhibition exists, all emotions are repressed. All natural behavior is repressed and a tremendous pressure builds up. The mind becomes like a spring. When you press a spring down, it builds up a lot of pressure, and when it's released, the spring will go out of control. The spring will have a power all of its own. A mind that has been subjected to a state of inhibition is like that spring. Jim Jones had total control of their minds and they were conditioned to obey him. They automatically did what he told them to do.

Due to complaints from his constituents, a congressman from California came to Jonestown, which is what Jim Jones decided to call his settlement. The congressman was accompanied by several newsmen, who spent a day at the compound. The congressman and the newsmen left along with several of Jones' followers who had wanted to get out. Upon their arrival at the airport, the congressman and four other people were shot dead by Temple members on the order from Jones.

Jim Jones realized it was all over so he enacted his suicide plan, which had been practiced many times. He ordered his followers to line up and drink the Kool-Aid, which consisted of cyanide and sedatives. They obeyed as they were conditioned to do. Their inhibitions were released. A total of 913 of his followers

died, of which 276 were children. Most cult members do not suffer their fate; however, a great number of cult members are exploited sexually or economically.

The least that can happen to cult members is that their lives are changed forever unless they are lucky enough to receive help, which will allow them to have a normal, neurotic-free life.

Chapter 10

Why and Why Not

There are two whys. One can be answered and the other can't. Knowing how to think will help you answer the why that can be answered.

When someone asks a question like, "Why do bad things happen to good people?" or "Why were they taken from us at such an early age?" These why questions have no answer that we can understand because these questions are of a spirited nature and beyond our comprehension or understanding. A young woman of around fifty was dying from stage 4 breast cancer. A group of relatives would come to the house every week. They would sit around the table and ask why this is happening to her or why is she leaving us at such a young age? It was a never-ending process. Finally, someone got up and said, "If God would come down right now, sit at this table, and explain in minute detail why this happened, you would still not understand because we are not meant to understand. It is of a spiritual nature, which will always be beyond our grasp."

Should we spend any time trying to get a why answer to a question of a spiritual nature, we are wasting our time and brain power and being frustrated in the process. The why question that can be answered and usually does need an answer involves the physical world we live in. organic or inorganic, animate or inanimate, such as why did the side of a building suddenly cave in, or why one chemical is not compatible with another.

Little children will sometimes, out of their natural curiosity, ask why something happened. Someone will give them an answer to which they will reply, "why did that happen?" and someone will give them another answer and the child will come back with another why question. This goes on endlessly until the adult gives up or gives the answer. The child that keeps asking why is thinking for himself and not just accepting any answer he is given. When we ask why, we are looking to get to the bottom of the question or the truth. In order to think for yourself you must analyze every answer given and reject any answer that doesn't make sense or answer the

question in full.

Many questions will need to be answered and evaluated to the full extent if we have any intention of thinking for ourselves. The bottom line or truth is not easy to come to. Those who wish to do our thinking for us avoid why questions like the plague. Remember it is your mind and no one has the power to tell you what to think unless you give it to them.

Again, some questions cannot be answered because there is no answer in the realm of our intelligence. Some “why?” questions can be answered and do have an answer. Example: Someone makes a statement such as, “This problem cannot be solved.” The answer which will be given by someone who thinks for themselves will be, “Why not?” The why not question will continue to be asked until the truth is arrived at. A person who thinks for themselves will not accept bogus answers. Our mind is to be used not abused.

Chapter 11

Life is All About Gain

Life is one giant game. Everybody is out to gain something for themselves and other people are out to gain something from you. This game is played on a daily basis and people who do not think for themselves will lose. People will say, “He makes a lot of money.” This is not true unless the person is a counterfeiter. The truth is we don’t make money, we take money. The real winners in this world we live in are those who take the most money and use this money to take the most power. When someone or some group presents you with an idea, a philosophy, or what they call a fact, the only logical way of thinking is to ask, “what do they expect to gain from what they are saying?”

Do they expect you to “buy” what they are saying so you will become a believer and join their cause, or will you give them money to support their cause so they can gain more money and power? The idea of people taking money from other people is usually not bad if it is a fair exchange. *Quid pro Quo*. Conmen on the other hand take and give less or nothing in return, whether it is your money, your body, or your mind.

The problem arises when someone is saying or doing something for their own personal gain. You shut down your thinking process and accept what they say without thinking or questioning what do they have to gain? These appeals to gain something are usually made on an emotional basis. Your emotions push aside logical thinking and you accept what they are “selling.” You are being used and you don’t even know it. They are looking to gain something and you don’t even know what it is because you have not used the power of your mind to question and think what they may have to gain through a logical process.

There are people in this world who wish to gain control of your mind, so you will submit to their beliefs. Again, you are being used. The question thus becomes how can a person prevent their mind from being controlled by another person or group? The first principle is to believe nothing and question everything. What some people present as facts may merely be conjecture. Someone saying

it is a fact does not make it a fact.

The “fact” might be something they need you to accept to bolster their agenda. Let there always be a doubt in your mind about anything that is presented as factual, and consider what and how do they gain by you accepting this as a fact. It is almost too convenient to accept these “facts” if you go along with their premise. Your own mind and accepted beliefs have become your worst enemy. It may be too hard or too inconvenient to question or assume a contrary position. Your mind is yours to use or lose.

Chapter 12

Perception

We believe what we perceive. Perception has become reality for a large percentage of the population. Perceiving is easy. It doesn't take any thought or effort. We see something that appeals to our beliefs and emotions and we accept it as is. A man may appear to be honest, kind, and sincere. This becomes our perception of the man. We believe what we have perceived. This is our perception and we own it.

Should we be around this man long enough, his real self may come out. It always does. Then we can see him for who he really is and our perception changes; we are given a dose of reality. Does this mean that we will begin to try to look and consider what is real rather than what we perceive as reality? Probably not. The world looks a lot better when we can tailor our beliefs and personality to what we can perceive it to be. Reality is sometimes hard to come by. It takes the mind's effort, plus we now have to accept what is real rather than what we would like to perceive as real.

Reality can be very distasteful and unpleasant at times, but it's real and it's true. The truth shall set you free, but not everyone wishes to be free. It's too much responsibility. We prefer to create our own world. A world we like, are content with, and has fewer problems. Then along comes the mind, if you choose to use it, and changes our perception. Our mind has the power to give us a choice if we choose to use it. This is what we have a mind for: choice.

Chapter 13

The World of Would, Could, and Should

This is a world unto itself. It can be whatever you want it to be. It is a world free of problems and hardships. It is a world where things are exactly the way they are supposed to be. In this world, everyone should be fair and honest and get along in harmony. Your children should be obedient, caring, loving, and do well in school. Your husband should be hardworking and responsible and let's not forget faithful. Our friends should support us right or wrong and stand by our side. Our parents should not be critical of what we do and love our mate as if they were their own child. Things should be better and no one should have to be without. Criminals should be punished for wrongdoing and drugs should not be tolerated. These are just a few of the things that should be.

Then there is the world of could, such as, "I could get a better job if I had more education, patronize the boss, or was not put in a dead-end job. My kids could do better in school; if the teachers were fair and impartial, they would take more time to help them or be more accepting of their personality.

My husband could get a promotion if he knew the right people, did not stand up for himself. I could be happier if my husband made more money, if I had less problems with the kids, my in-laws weren't as critical and overbearing. If I had more free time to myself and my husband would be more affectionate and caring. I could be happier if I lived in a better neighborhood, had a nicer house, and some new furniture.

Things would be so great if I could get out of this rut I'm in. Things would be better if it weren't for all the crooked politicians and greedy corporations. Things would be better in the world if there was not so much materialism and people cared more about each other than they did things. This would be a better world without all the drugs. Things would be better if we all just tried to get along with each other. We could be happier if things weren't so complex and complicated.

The world of would, could, and should does not exist. It is a product of your imagination and exists only in your mind. It is a

dream in living color that we can view any time we want to. It is our wish, but which can never come true for the most part.

We all live in two worlds. There is the world of would, could, should, and then there is the world of is. It is what it is and is. It is the world of reality. We can't change this world. We can change our world, but we first have to accept our world as it is, not what we think it would, could, or should be. Our mind knows the ultimate truth. We chase to accept it or reject it. We have power in our minds to accept things the way they truly are, but we also have the power to change what we can and accept what we can't change. When we think for ourselves, we have that choice. Let the illusions end and reality begin.

Chapter 14

Our Fluctuating Mind

Everyone is in one state of mind or the other. We all are in a state of hypnosis or we are in a state of non-hypnosis. Most people do not realize that part of the time we are in a state of high suggestibility. When we are in this state, suggestions, either verbal or non-verbal, enter our minds and thoughts; and we are easily influenced or controlled and we don't even know what is happening. We will accept the suggestions of others and come under their control to an extent. There are those in certain businesses such as advertising, self-help seminars, public speaking, politicians or someone selling a product on TV with certain goals. Understand their goal is to take advantage of the fact that people are constantly going into a state of hypnosis and give them suggestions to "buy" whatever the person is "selling" -- be it a product, an idea, a philosophy, or a way of looking at things. This is mind control.

So how can we be aware that this is taking place and we are being influenced without being aware of it? One of the ways is to recognize when we are doing something automatically and not realizing we are doing it, such as tapping your fingers, moving your foot back and forth when your legs are crossed, vacant staring, rubbing your hand on your face, etc... the list goes on, but the main point is that you are doing something you are not consciously aware of. This is called hypnosis.

When you find yourself doing something that you are not thinking about, realize and recognize you are susceptible to having your mind controlled and you are being used or about to be used. Ask yourself this question: What are they "selling" and why?

This one simple thought alone will enable you to think for yourself instead of coming under the influence of someone else. You will be aware and you need to be aware; your mind belongs to you not someone else.

Note: The process of going in and out of a state of hypnosis continues even while you sleep. When you lapse into a state of high suggestibility, you will have what is called R.E.M. This means that your eye movement causes your eyelids to flutter. When your

eyelids flutter, you go into a dream state. This is when you dream. You dream every night, but most of the time we don't remember our dreams. If you give yourself the suggestion, "I will remember my dreams" every night just as you are beginning to fall asleep, you will have a good chance of remembering your dreams. A dream is a projection of your subconscious and will help you know what is going on in your subconscious mind.

Chapter 15

The Mindset

The mindset is one of your mind's most powerful weapons, if it is a positive mind. There can be a positive mindset or a negative mindset, or there can be a neutral state of mind. A mindset is a series of self-suggestions coupled with absolute belief, which leaves no room for doubt. The mindset is made stronger by constant success until it becomes an unbreakable and an irresistible force. When a person has a true mindset to accomplish something, they have the power to overcome an unmovable force.

People who have set out to control others for their own personal gain and benefit have a mindset with that objective. Let there be no doubt. There is a war that has been going on since the beginning of civilization and longer. This is the battle for the mind. Unless we use the power of our mind to think, we will become victims. A positive mindset to let no one or no organization control your mind in any way will give you the power to be your own person.

A negative mindset on the other hand will turn your life into a nightmare of failures and depression. You have the choice, positive or negative. You can also choose to have a neutral state of mind. This state of mind chooses not to think, period. Your mind will be like a leaf in the mud. Your mind will have no objective or direction. The positive mindset has the power of belief, which is one of the greatest powers the mind possesses. If you can truly believe with absolutely no doubt in your mind, you can accomplish things you never thought possible. Again, it's your mind, your choice.

Chapter 16

The Stare

People who wish to control us or dominate or intimidate individuals or groups have a mindset to do exactly that. They use many tactics, but all with the same purpose, intimidate, dominate, then control. One of the ways they do this is with the stare -- that is staring people down. It's called gaze control.

When you can stare a person or a group down, then you have made them feel less, inferior, and weak. If they can do this, obviously they are in a position to control what people think and have them accept being dominated along with their ideas, philosophy, and beliefs. There is a way to prevent you from coming under this spell.

First, you must acquire a mindset that you will not be dominated or controlled by others. When a person tries to dominate with a stare, their eyes will move back and forth one eye to the other. When you are in the presence of such a person, focus your gaze right between their eyes. Do not look into their eyes. Stare at one spot right between their eyes with your mindset being that you will control the situation. They will never be able to stare you down because their eyes are moving back and forth. They will blink first. They will also feel the power of your gaze and mind. You will be amazed at the results of this one simple technique. Your mind has the power to use it.

Chapter 17

The Organized Mind

There are two basic principles to the organized mind. The first principal is to divide the subject matter or problem into compartments. Separate everything. The second principle is to arrange the compartments in order of importance. Example: Moving into a vacated house that needs repaired and is filled with clutter left by the previous owners. First, you put the clutter into compartments.

Let's say outside clutter, clutter in the bathroom, clutter in the kitchen, clutter in the bedrooms, and clutter in the attic. Once you have categorized the clutter, then you must decide the most important to get rid of, the second most important to get rid of, and begin to remove the clutter.

The next category to be considered and put into compartments is repairs, and then separate what needs to be done such as repair or replace the roof, repair the floor, or plumbing, or stairs, or basement and areas which need to be painted, etc... The order of importance must be established of what needs to be done. The third area to be considered is what furniture you will need: bedroom, living room, bathroom, kitchen, including pots, pans, etc... miscellaneous things to decorate with and so on. The order of importance must be established. So here is a breakdown of how to best organize for the situation.

1. You have established the order in which the clutter is to be removed because you cannot begin to do the repairs until the clutter is gone.
2. Begin to do the repairs in their order of importance.
3. After all repairs have been made, select the furniture in the order of its importance.

Everything needs to be organized in your life or your life will be chaos. Example: You are called on to give a speech. You must first organize what you are going to say. Identify each area or topic that needs to be covered and give them a rank of importance. Once this is done, each area or topic should be written down. In the

order of importance, there are three things that need to be included, and they are introduction, conclusion, and humor. Humor must be incorporated or you will have a flat talk. If you can incorporate humor into each category, you will have a successful speech if you have properly categorized each topic.

In conclusion, your mind must categorize and then establish an order of importance. Your mind will function better in each and every way when it is organized.

Chapter 18

Decision Making

When you make a decision the first question you have to ask yourself is, “Was this decision based on emotion or a logical premise?” If the decision was based on emotion only, it’s probably going to be wrong and is followed by regret. The other question which must be asked is, “How long did it take for me to arrive at this decision?”

Did you thoroughly consider all of the alternatives? In each of the options, both pro and con, did you ask yourself, “What will happen if I’m wrong and what is the best I can expect to achieve?” Did you ask yourself, “what will happen if I’m wrong” with your final decision? Did you make a hasty decision or did you take the time to consider all of the ramifications and consequences be they pro and con?

When you think about it, we are making decisions almost every minute we are awake, such as, “Should I get up now?” and “What is the first thing I need to do after I’ve gotten up?” and “What am I going to eat for breakfast, and what is the first thing I’m going to do after I eat?” “What clothes am I going to wear today?”

And as small as they are, each decision has a consequence such as if you eat something at breakfast that gave you indigestion or you make a bad impression with your choice of clothes. The list goes on and on, and plus the decisions that you make minute by minute, there are more questions such as, “What school should I go to, or should I get a divorce, or should I buy something I can’t afford?”

Some thought should be given to every decision, large and small. This is one of the big reasons that you have a mind that has to think through a decision by asking, “What if?” And now the big question and decision to make, “Am I going to use my mind to the fullest or am I going to go through life just making random choices?” Or worse yet, let others influence your thinking or make decisions for you. It’s your mind. It belongs to no one else.

Chapter 19

Imagine That

Your imagination is your mind's entertainment center. When you read a book, especially fiction, your imagination takes over and you see in your mind; the crowded streets, the beautiful cottages in the woods, the old lady with a cane, etc... it relaxes you and puts you in a good mood. Your imagination will even begin to work in a nonfiction book, especially a biography or even one about mechanical or chemical processes. You can see chemical reactions or how parts fit together. Your imagination is a terrible thing to waste.

You can imagine war, being without food, being the victim of a vicious gang, or a bleak future. These voyages of the imagination can create fear and anxiety in your mind. Anxiety is being under a dark cloud that you do not know what is above, just that it's bad. A person in a state of fear or anxiety is easily manipulated or controlled. Those who wish to manipulate or control us must first create a state of fear or anxiety. This is done through mind manipulation. They wish to control us so they can control the area in which we live.

They give us confidence with a friendly smile and tell us what they are going to give or do for us. Next, they begin to have us do things automatically, raise a clenched fist, repeat a phrase over and over. Then they begin to inhibit us by telling us what we can or cannot do.

Those who oppose them will be made the bad guys and thus the people are divided. United we stand, divided we fall. Last but not least, they release the inhibition they have put us under and people who have been inhibited go wild and chaos ensues. This then gives them an excuse to assume total control to stop the chaos and restore order. This kind of order is total control. This can only happen when people have lost the ability to think or do not use their mind to think. When a person uses their mind to think for themselves, they will be able to see through those who wish to control their mind.

They can use their imagination to see what this fate might

be. It doesn't take too much imagination to see what life was like in Nazi Germany. This has been done throughout history. The principles of mind control are not new. They have seen will tested over time. Your imagination is the key. You can see beyond the present and imagine what the future will hold. Your mind belongs to you as does your imagination. Beware of anyone who has a desire, for whatever reason, to control your mind and imagination.

Chapter 20

Unleash Your Mind

How many times have you heard, “I don’t even want to think about it”? When you say this, you have put a leash on your mind and put away any thoughts. This is about putting your head in the sand. Something bad is about to happen and you shut down your mind, which almost guarantees you will become a victim.

You choose to let things happen and become and be a victim. This is obviously a mistake. In a situation, it would be best for you to consider what is the worst that can happen and begin to prepare for it. If you cannot do anything about what is to happen then you must accept it. Do something or accept. This all takes place in your mind. We can choose to be positive or negative about any situation. We must unleash our mind rather than restrain it or close it.

A person with a closed mind has not only put a leash on their mind, they have put it into a cage. When we unleash our mind, we will have more control over our lives because we will be able to consider any and all outcomes. We can choose to be positive in the worst of times. When we unleash our mind, we are free to make positive suggestions and refuse to make any negative suggestions about people or situations. Your mind has power beyond your imagination.

Our lives will be better because we are in control of our mind instead of shutting it down and letting our mind only go so far. You will begin to be free and think for yourself rather than have someone put a leash on your mind and lead you around to their way of thinking, accepting their ideas, acting on their behalf, and closing our mind to everything else. This could be called political correctness. Unleash the power of your mind and you will be able to do and accomplish things you never even imagined or dreamed. Your mind is you and who you are. Unleash the most powerful force you have. The choice as always is up to you. Use it or lose it.

Chapter 21

A Position of Strength

Throughout our lives we will deal with people and situations with either one or two ways. We will deal through a position of strength or from a position of weakness. We can use our minds when we deal from a position of strength to a position of strength, whether real or imagined. The power of your mind provided the imagined part. Dealing through a position of strength, whether real or imagined, will give you the power to control most situations and have control of your life.

You will be able to change your world. Your mind can bring to life the imagined. When you believe this and have the power of a mindset that puts you in control, it will not be known if it is imagined strength. The strength you project will be perceived as real. The assumption will be arrived at by your opposition that it is real. This changes the game in your favor. It is not known whether the strength you project is not real.

This position of strength, whether real or imagined, can be used in all parts of your life. It will create a difference in all areas of your life to your dealing with people, organizations and just normal everyday stations, which arise in all of our lives. We have the strength to do this if we think we can by the power of your mind to think what we choose to.

If you don't use the power of your mind and choose not to think, you will stay in a state of weakness with no real control of your life. Your mind will take the path of least resistance, which our nature tends to do on its own. Your mind will have a tendency to absorb the ideas and thoughts of others. There is such a thing as being weak-minded. No matter who you are or what you are, your mind has the power to make a choice to operate from a position of strength. The choice will always be yours.

Chapter 22

Jumping Off the End of a Cliff

Recently a friend of mine, who runs a strictly charitable organization for cancer victims, was telling me about the time he first started. There were a good number of donors who were interested in seeing the organization established. They started a fundraising effort to get a large amount of money to get it off the ground. After a month of a serious fundraising effort, they only were able to raise less than \$3,000. The donors panicked and got very negative. They were calling it a lost cause and were giving up.

They were upset and became very emotional since it was close to their heart. They let their emotions rule their thinking and as my friend said, “they all were jumping off the end of a cliff.” This is what happens when your mind becomes shut down and you are unable to think and consider the possibility of a positive out. Had they used their mind to think that there could still be a positive outcome, they would have saved themselves and everybody connected to the project a lot of emotional upset. As it turned out, donations began to pour in and the organization wound up with over \$180,000. Which is more than they needed.

When we think negative, we cannot control our emotions. When our emotions are in control, we lose our ability to think. That’s when the problem begins because we have lost our ability to find a solution since all solutions are arrived at by our ability to think. A problem is a reason to find a solution.

Chapter 23

Teach Your Children to Think

When you teach your children to think, it is one of the most precious gifts that you will ever be able to give them. It will change their life and the direction it goes in. It can determine if they will be successful in what they do or not know what to do. Thinking for themselves can also determine what their mental attitude will be and their relationships with other people.

You can't depend on the school to teach them how to think. It is more likely that the school will teach them what to think, depending upon the political system in the school district. Biased political ideas, philosophies, and beliefs should not be in a school curriculum, but in some schools it is. This is why a child or a person should think for themselves instead of their mind becoming a sponge for biased ideas and beliefs, which only benefits those who stand to gain by people who accept these ideas and beliefs. One of the best ways to teach a child is through examples that they understand and relate to.

An example might be someone who has two boys. They are told to be home at a certain hour or there will be serious consequences. One boy thinks, "I don't know what the serious consequences would be, but I don't want to find out." The other boy didn't think about the consequences and did what he wanted to do and stayed out longer than he should have. The boy who came back in time, because he was responsible and thought about his decision, was rewarded. The other boy didn't think; he just reacted and did what he wanted to do. He was also "grounded" for a month. The price of not thinking.

Children must be taught consequences. That is because everything you do will have consequences. They must be taught that they have to think of the consequences of what they are about to do. Will the consequences be good or bad? When you can teach a child what consequences are, and to think before you do something so you can avoid bad consequences, you have taught him the basics of thinking for himself.

The same holds true for acting and reacting. When a child is

taught to think before he acts, then he is using his mind. When the child is taught that if he acts without thinking and just emotionally reacts, the results will not be good. This child must be taught that there are two sides to everything and he must think and find out all the facts on each side, good and bad. If you can teach your child these three basic principles and get them to understand there are consequences to everything, the difference between acting and reacting, and that there are two or more sides to everything and to explain the facts on all sides by using his mind to think things through, you will have given them a good base on how to think for themselves. They should also be taught that they will always have the freedom of choice, but they will have to live with their choices.

Chapter 24

A Sales Pitch

What is the process of a sales pitch? How do you wind up being sold something whether it be a thing, ideas, belief, or a philosophy?

You bought it and now it is yours. You can return most things you bought; you can even return or change ideas, beliefs, and philosophies. After you bought it, you can still think of questions: Is this right for me? Do I need it? How does it benefit me? Only you know the answers to these questions, but you must think to get the answers. We are constantly buying things, ideas, beliefs, or philosophies and will be all of our lives.

If we are sold something, as aforementioned, we need to ask, "How does this work?" There is a sales process. A good salesperson begins with establishing a rapport and likeability. They will find things they have in common with you whether real or imagined. They want to establish a rapport that they are just like you and find common ground with you. They may even say, "You're just like me." They are friendly and smiling and exert a positive attitude.

After you have accepted them, then you are more likely to accept what they say. It then starts with defining and establishing a problem. The problem may be that you are unhappy, depressed, or negative about your life. For example, you may have leaky plumbing, or need or want a new car, the list is endless. There is a big difference between need and want. Your problem must first be acceptable by you as real. You have accepted the fact that you truly do have a problem.

Now the salesman will begin to convince you that he can help you solve the problem. He will begin to convince you that he has the solution and begin to describe the benefits of having your problem solved. He will tell you how much better you will be, how your mind will be relieved and how good you will feel. He will use picture words to describe what the solution he has proposed looks like and all the benefits you will have. He will begin to move your mind forward with the excitement of what you see and feel.

There is an old saying that “nothing happens until you get excited”, and what he is saying should get you excited to the tipping point. The close. The close is always a positive. During this entire process the only questions that he will ask will be questions to which the answer is “yes.” Each yes brings your mind forward. The more you say yes, the less your mind will be used to question or analyze the situation.

And now comes the big and final yes. Do you want to put this on a two-year or three-year installment, or when did you want to begin, or can we depend upon your support, or do you totally understand and agree with what I’ve said? You have just bought a thing, plan, idea, certain belief or philosophy. Sound familiar? You will be buying something all of your life. When you think for yourself, you will understand that you have the choice to return things or change your mind about anything. It’s your choice, believe it or not.

Chapter 25

Our Concepts Become Our Perceptions

Concept: A general idea or understanding one derived from specific instances or occurrences. A thought or notion.

Our perceptions or the way we tend to look at things are derived from our basic concepts. If for instance, we are given a ticket for speeding when we were driving at the speed limit, this occurrence will leave us with a negative concept of law enforcement in general. This affects our perception because we now perceive police as unfair and view them in a negative way. Our concepts for the most part are based on our experiences. When we experience anything, it will leave us with a positive or negative concept. When we think, we will arrive at the conclusion that holding negative concepts and perceptions are not in our best interest. They will affect our mental stability, but we must first be aware of them. We must think in order to do this or we can be overwhelmed with negative thoughts and ideas.

Other concepts come when we listen to and accept the ideas, beliefs, and philosophies of other people or organizations or groups. These concepts are “sold” to us. We have concepts about almost everything. If you wish to think for yourself, you must examine each concept that you have and be honest with yourself as to how you arrived at that concept. Was it “sold” to you or did you gain it from an experience? Is the concept helpful or hurtful? Does it make you feel good or does it make you feel bad to have it? And do you only associate with other people who share the same concept or do you have an open enough mind to consider other concepts which are contrary to yours?

We live in our minds. Concepts determine what kind of mind life you will have, happy or unhappy. Think and then do what only you have the power to do, make a choice.

Chapter 26

Knowledge Can be Power

Knowledge. What is knowledge?

Knowledge is what you know and hold in your mind. What is your knowledge based upon fact or something someone has told you? How did you acquire this knowledge, from a book, from a lecture, from a friend or through experience?

The answer to that will help determine how valid the knowledge is. Knowledge from a book depends upon who wrote the book and how they acquired the knowledge in the book. Knowledge from a lecture depends upon how biased it is and what they have to gain if you decide to mentally accept what they are saying. Knowledge from a friend can be very questionable since it could be hearsay or rumor. It can also be factual.

Knowledge can also come from experience, which is probably the most reliable since it comes firsthand. You must think and decide what kind of knowledge you will fill the vault of your mind with. What you think is who you are. Now that you have all of this knowledge what are you going to do with it? Are you going to keep it to yourself or share it and with who? Are you looking to acquire knowledge for personal gain and power, or is it your wish to share this knowledge to be of help to someone? A charitable act?

The older you get, the more knowledge you acquire. The more knowledge you have changes the way you think about yourself, the world, and other people. When you think for yourself, you must be aware of the changes taking place in your life and what knowledge is causing this to happen. You can open the vault of knowledge in your mind and look inside, you make a choice of how you intend to use all of this knowledge you have.

Chapter 27

The First Time

There is a saying that goes, “The first time you do anything, you will foul it up.” This is true most of the time, but not all of the time. We need to think before we do things for the first time, such as what is the best way for this to be a success? What do I need to make it a success? What do I need to know to make it a success?

What will happen if I fail?

Why is needing to know all the above that important? The reason we need to think things through, especially the first time, is because doing things for the first time is going to be happening to you all of your life, from the age of reason to old age. We will always be doing things for the first time all of our lives. Our success or failure in life depends on what we do the first time and how we look at it. If we fail, we have a choice. We can view this failure in a positive or negative way.

If we choose through the power of our mind, we can view this as a positive. You can say, “Hopefully I did my best and I learned something in the process. I think I know what I did wrong, so I’m going to try again and maybe I will get it right next time.” So, you keep trying.

You can also choose to take the negative view. “I can’t do anything right. I’m not good at anything I try to do. Everything backfires on me. I’m a failure.” When you begin to believe this, you will make it come true using the power of your mind.

Life is a series of firsts. You can usually try to redo what you did the first time. With the right mental attitude, you can turn failure into success. Think for yourself and do not be influenced by others who would like to see you fail because they are failures themselves, and are always looking for company.

Chapter 28

Don't Blink

Every once in a while, everyone on the face of the earth will go through a crisis. There are two kinds of crisis. One is a natural crisis and the other is a man-made crisis. A natural crisis is something you have to accept, but you can “keep your head on” if you use the power of your mind to think.

Think: What is the first and most important thing to do? After this, you have to think what else do I have to do? If you think and don't blink you will come through this natural crisis. Do not be beset with fear. Think for yourself because in a situation like this, no one can think for you.

The other kind, a man-made crisis, can be political or economic. Both of these were created by man and those responsible created a crisis for political or economic gain. The crisis does not bother them, nor does it bother the people who were in the know and in a position to benefit from this crisis. The only people it had an impact on were the people who didn't see it coming and were caught flatfooted. They, for the most part, were overcome with fear and anxiety. They lost control of their lives. Fear and anxiety took hold. They became victims.

When a crisis like this occurs, you must think for yourself so that you don't become a victim. Those who were responsible for this crisis are dependent upon most to be anxious and fearful. Anxious and fearful people can be controlled much easier. Use your mind and look at the reality of the situation. “How will this affect me if I just remain calm and don't blink?”

This is the first thing you do. This gives you time to think about what is best to do under the present circumstances. “What actions can I take which will benefit me the most?” Do not be deceived by propaganda. Those in the know have this down to a science. Do not listen to people who are overcome with fear and anxiety. Your choice is not to become a victim. You can choose to think for yourself.

Chapter 29

Fear Itself

Franklin Delano Roosevelt was president during one of the most difficult times in American history. The Great Depression had begun in 1929 and decimated the economy of the US, which was left in poverty and bankruptcy. People were standing in line for soup and bread, families were destroyed, businesses were lost, and a state of depression ruled in the minds of most Americans. It seemed anxiety had no ceiling. Most felt all was lost.

On top of this came Pearl Harbor, which was almost a death-dealing blow to the American military who was weak and unprepared. The major part of our naval force in the Pacific, which was our only line of defense against Japan, was destroyed. The American people were overwhelmed by fear and anxiety. They were unable to support their family and put food on the table and then were attacked by an enemy bent on the destruction and occupation of this country.

America was in a state of crisis. It was against this backdrop that President D. Roosevelt made his famous speech. The theme of which was, “You have nothing to fear except for fear itself.” Where does fear live and exist? This is a simple question, which everyone knows the answer to: The mind.

Now comes the big question of how do you overcome this fear? When you think for yourself, you first conclude that the fear of anything is a problem. Like any problem, it must be identified and analyzed. Then it must be broken down into parts, like the old saying, “That’s just part of the problem.” There are all kinds of problems and when you think for yourself, you will be able to identify what kind of problem you’re dealing with. When a problem puts fear in your heart, the chances of solving the problem go way down. Fear is an emotion and like all emotions, it can be controlled by your mind. You have the power in your mind to overcome the emotion or be a victim. When you think for yourself, you will not be influenced by outside sources.

The American people rallied around this speech and made the decision to overcome their fear and deal with the problem. The

result was what was called the War Effort. Everyone became of one mind to overcome the problems and win the war. Everyone made sacrifices, worked hard, and joined the Armed Forces. The power of positive thought prevailed when the nation as a whole thought for themselves.

Chapter 30

Pavlov and the Human Factor

Most people have heard of Ivan Pavlov and his famous experiment with dogs. Pavlov was a turn of the century psychologist who was mainly interested in digestion. The part of his experiment that is famous was discovered by accident. He implanted a tube into the dog to collect the saliva. Pavlov then put a meat-like product in front of the dog and expected them to salivate when they smelled the meat. Then something happened which was totally unexpected. The dogs began to salivate when they heard Pavlov's assistant walk up the stairs to bring the meat-like product. The dogs associated the sound of the assistant and the steps with the meat product itself and began to salivate. This is called a conditioned reflex.

How do humans fit into this equation? The conditioned reflex will apply to any animal including the human animal. Each and every one of us, rich and poor, young or old, are reflexed by certain sounds, words, or happenings. Here is an example: You are driving along and the radio is playing a certain familiar song when a car comes out of the blue and smashes into the side of the car. You are critically injured and almost died, as did your passenger. It is an absolute certainty that when you hear that song again, you will relive the whole experience all over again -- the fear, pain, panic and everything associated with the accident. This is a conditioned reflex. All of us have had traumatic, painful, and humiliating experiences and all of these experiences will be associated with something that happens at the same time.

The basic fact is that who we are and what we do and think and feel is due to these traumas and what is associated with them. We are, in effect, a mass of conditioned reflexes, and for the most part are unaware of the effect this is having upon us. We are who we are and do what we do because of our experiences and what has happened to us. Now the question turns to how to benefit from this situation by thinking for ourselves. When you think for yourself, you will consciously be aware of your conditioned reflex and the effects they are having on you. It begins with a single question. Why did I do just what I did? How is that connected to a past

happening? You must think this out for yourself because no one else can do it for you. Whatever it was didn't happen to them or have the effect it's had on you. Once we know, then we have the power to choose if this will continue to impact our life in a negative way or if we can neutralize this with a positive attitude. Think for yourself, no one else can.

Chapter 31

Mind Over Matter

There was a man in my life who was like my mentor. He used to say, “Life is mind over matter, if you don’t mind it won’t matter.” I thought this was funny and I would laugh. He used to tell me that one day I would understand. It took me over seven years, but one day it came to me. You must conceive it in your mind before you can turn it into reality. You must see it in your mind’s eye and visualize it before you can create it and turn it into reality. It then becomes matter.

A saying goes, “Only those who can see the invisible can do the impossible.” You see it, put it on paper, a plan, a diagram, and then you begin to construct it. This holds true of anything, a product, a business, or an organization built around one idea. This example comes to mind because a lot of people are familiar with the person and story, which is true. The mobster Bugsy Siegel was driving through the desert on his way to or from Los Angeles. The mountain and the terrain of the desert must have enthralled him and then he saw it, a giant casino in the middle of the desert. He told the driver to stop the car and he got out. He said something like “this is the spot.” He got the financial backing, had an architect draw up the plans, and construction began on this monster casino in the middle of nowhere.

He never lived to see his dream come true, but it did. The casino became famous and attracted other casinos and businesses until an entire city, Las Vegas, was built around this man’s dream: The Flamingo. Never underestimate the power of your mind; if you can see it, it can become real. Think for yourself and you can experience this. It’s called projection. Life is mind over matter because when you mind, it can become matter.

Chapter 32

An Open Mind

“Man would fain be great and sees that he is little; would fain be happy and sees that he is miserable; would fain be perfect and sees that he is full of imperfections; would fain be the object of the love and esteem of men, and sees that his faults merit only their aversion and contempt. The embarrassment wherein he finds himself produces in him the most unjust and criminal passions imaginable, for he conceives a mortal hatred against that truth which blames him and convinces him of his faults.”

– Blaise Pascal, *Pensées*

We all live in our mind. It determines our life, who we are and what we think, whether we have a positive or negative attitude. An open mind is considered to be one which will listen to and consider the validity of everything they see or hear. When a person has a truly open mind, they will consider all sides with no prejudice of thought. They will make a determination based on fact and validity. This is a mind that thinks for themselves. It is truly objective and free of any prejudice. There is also the open mind that accepts all or most of all that they see and hear, especially if it has an emotional appeal without any reservation what so ever. This then becomes their “truth.” Everything else is false. They have completely opened their mind only to completely close it all in one process. They have created a circle in the mind which cannot be penetrated.

Everything in that circle is real no matter what. Everything out of that circle is unreal. The circle will accept any idea, thought, or belief that will enhance what they have accepted as true. Nothing outside of the realm of this circle will even begin to be considered. They have gone from a completely open mind to a completely closed mind in a short time period.

Eric Hoffer, a longshoreman, wrote what was to become a classic about people who maintain this type of mind. The title of the book is *The True Believer*. The book was and is a tremendous success because it spells out how they got there and their part in mass movements. Seig Heil. He wrote a total of ten books among

which was *The Passionate State of Mind, The Temper of our Time, and The Ordeal of Change*.

The person who chooses to think for themselves will be free of closed circles in their mind.

Chapter 33

Original Thinking

Who is the original thinker and where does his original thinking begin? Original thinking has a beginning but no end. Original thinking begins with the unreal, that is what is non-existent at the time. It is not original if that thinking is present at the moment, if the thoughts already have been stated by others. Original thinking begins when the mind projects itself into a world which does not exist. A world of unleashed imagination.

If the imagination is on a leash, there can be no original thinking or thoughts. Original thinking can begin when an idea, belief, or philosophy is turned around in a 360-degree angle and each and every angle is examined, processed, and put to the utmost test of what would happen if using the imagination to contemplate the results of each scenario. Original thinking can also begin with yourself.

You have the ability to go inside of yourself and unleash your mind; as an example, ask yourself, “In my wildest dreams, what would I think if I had the genius of Einstein? Or had unlimited power, or was free of any emotion whatsoever? What if I could have the ability to see everything going on in this world from above?”

Your mind is capable of original thinking when you think for yourself.

Chapter 34

Discipline Your Mind

Focus. The main ingredient of any discipline is focus. Goals follow focus in order of importance. Method follows goal and last but not least, a mindset. We must first focus our mind on our thinking.

There is no alternative other than positive. If our thinking made it not positive, we will not be able to focus, and if we can't focus, discipline is impossible. Once we have a positive focus, we will be able to define our goal. Our goal is not only to have a disciplined mind, our goal is to have a strong mind rather than a weak mind, which is subject to acceptance of emotional and/or false claims, no matter how irrational they may be. A weak mind can also be taken in by ideas, beliefs, and philosophies which have no basis in reality and are used by an organization to foster its own agenda.

Method -- our minds must have a procedure to separate the true from the false by an examination of facts and a thorough analysis asking only the truth and reality. The last part of mental discipline and critical to the harmony of all of the other parts, is the mindset. The mindset works like cement to hold everything together. The mindset is set in stone and is impervious to all external forces. You can only have a disciplined mind if you think for yourself. No one but you is capable of creating and maintaining mind discipline. We must believe that we can discipline our mind with absolutely no doubt what so ever. We have the power to do this should we choose to use it. Your choice.

Chapter 35

Brainwashing

Brainwashing, the expression says it all. Your brain is removed, not literally, but in a manner of speaking, and all of the old habits, impressions, and beliefs are washed away so that your brain clears of all old thinking. Your brain is now clean, open, and free to absorb new beliefs, ideas and a new reality.

This chapter is short but not sweet and is simple, but not pretty. The main theme from beginning to end is the use of waking hypnosis. The process of brainwashing is hypnotic in every sense of the word. It all starts with a state of rest and relaxation which is necessary. Things must be calm so that what follows may be effective. It begins with a person's state of mind. Nature tells us it will not tolerate a vacuum. It must be filled. A person's mind may have a need. They know they have a need, but they don't quite know what it is.

It's like the saying seen on a rundown apartment wall, which said, "All my life my heart has sought what I cannot name." The person may have this sort of vacuum or they may be the victim of feeling confused, frustrated, angry, but not truly knowing what at or what subject the endless disappointment stems from. They have a problem.

Brainwashing begins by getting that person to admit they have a problem. The fact is everyone has a weakness or sensitivity of the brain, which can be exploited. What they are feeling is described to them in terms they can relate to. This is where they begin saying to themselves, "yes, this is me" and they accept the way they are. Their problem is then accentuated all leading to increased anxiety and heightened fear, which causes emotional stress and heightened suggestibility. Pavlov held that man integrates impressions from his environment into his reflexes. The problem has been named, defined, and accepted. At this point, being in a heightened state of suggestibility, they are "open" to a solution.

They want an answer to what ails them. Phase two of the brainwashing begins. They are given the solution and are told how good they will feel when they accept the agenda set before them.

They will now have a purpose. They will now have something they can believe, depend, and rely on. They will be accepted by others who also believe the same way. Total social acceptance. They will be part of something great. They now have a purpose and a reason to live.

Fire burns inside of them as they endlessly chant two sentence slogans. They have arrived and are now secure and feel good. They are of course being used by someone or an organization that has their own agenda. A person can be brainwashed for almost any purpose. In most cases, they become victims since they are living on illusion and don't even know it. This can happen to almost anyone unless they think for themselves.

Chapter 36

Propaganda: The Good, The Bad, and The Ugly

Propaganda: The systematic propagation of a given doctrine or an allegation of its view and interests. A common definition would be that propaganda is a promotion of an organizations' ideas, beliefs, philosophies, or a product used to achieve an agenda through advertising, public relations, mass media, and or social internet outlets such as Facebook, YouTube, Twitter, etc... A percentage of the public view propaganda as a spin, disinformation, counter information, exaggerated claims, hype, or the big lie.

Some public relies on propaganda to be currently informed, educated, and kept up to date on the latest developments of an industry or organization of which they are a part. Such as associations, different societies, or industry journals such as National Grocer, the New World, a Catholic Weekly, National Retail Lumber Dealer and hundreds of others. Each of these publications have a specific agenda, which is that they wish to further their information. Not all propaganda is exaggerated claims, hype, lies, etc... There is a good propaganda.

The reality of propaganda lies somewhere in the middle. The beginning of propaganda can be traced to 1622. The Catholic church was in disarray due to an alarming spread of Protestantism. The pope at that time was Pope Gregory XV. He set up the Office for the Propagation of the Faith. This effort involved sending missionaries all over the world to counter the spread of the Protestant religion. This propagation evolved into the propaganda of today. From a few missionaries looking to advance the agenda of the Catholic church and stop the spread of the Protestant religion, we are now faced with an endless avalanche of propaganda. We are bombarded on every front: TV, radio, social internet media, mail and signs. And in addition to propaganda by organization and institutions, the public is getting in on the act by being able to express their views, beliefs, and opinions on Facebook and endless websites. We are virtually being assaulted by truth, half-truths, downright lies, hype, spin, and exaggerations 24 hours a day.

The major part of the propaganda that influences the public are agendas decided by a few dozen individuals which we do not know or ever will know. The group mind doesn't really think as we know it. Instead, it is guided and influenced by impulse, emotions, past experiences, which are conditioned responses also known as conditioned reflexes, or knee jerk reactions. What people desire will determine the success of failure of any propaganda effort.

On the other hand, desire can be created by propaganda. Now comes the big question, how do people who want to think for themselves and control their life deal with this blizzard of information? The good, the bad, and the ugly. We can only decide what we need to know and determine the merit of that information. The alternative is to join the group mind and resign ourselves to be one of the herd. The choice still remains yours.

Conclusion

Now that you have seen the choices available to you of how your mind can process your thoughts, you have a clear-cut choice. You can think for yourself or let other people, organizations, etc... choose your thinking for you. If other people or organizations dominate your thoughts, and you accept their ideas, beliefs, or philosophies, you are no longer free. The fact is you are probably being used and will wind up being a victim. Thinking for yourself allows you to control your life.

Let there be no mistake, we are trying to sell you the idea of thinking for yourself, but you are being given a choice. The propaganda and other selling pitches give you no choice. It has to be their way or no way. We want to thank you for getting the book, and thank you for reading it. We can only hope you enjoyed it, and perhaps learned something in the process. If this book has helped anyone in any way, then it has served its purpose.

WARNING

We live in a world of unrelenting propaganda in the press, on television, radio, through politicians and political parties as well as in academia and social media. We are bombarded 24 hours per day with other people's opinions and ideas. The object of all of this propaganda is to control and influence what we think. All of this spin is done by people who only have their own self-interest in mind.

Think for Yourself: Control Your Life cuts through all of this and shows you how you can come to your own conclusion, which will be in your self-interest rather than having opinions and ideas forced upon you. This allows you to control your own life rather than having others control your mind and thoughts.

