



Reprogram Your Subconscious Mind for Business Success

Cheat Sheet

- All problems (including financial and business issues) result from **data** held in the **subconscious**.
- The subconscious is constantly referring to the data it holds (memories), and **prompting the brain to trigger the organs, to produce chemicals**.
- These chemicals cause **sensations, feelings, emotions and impulses**.
- The **conscious mind** gives **meaning** to these feelings, sensations, emotions and impulses, and **we respond accordingly**.
- The **End Goal** is to have **completely rewritten all negative subconscious references** that have been determining your financial and business patterns.
- You may not be able to change circumstances, markets, and people, but you **CAN** change **how you respond to them**, and whether you **make the most of those factors** or not.





The CMT (Childhood Memory Transformation) Process:

Before you start, make sure you've watched: [The Introduction Video](#) and [The Recording of the Live FTSR Business Success Session](#).

Phase One:

1. Ask Yourself these three questions:

- How do I know I have a problem (what is challenge or issue I want to address?)
- How does that feel?
- Where have I felt that feeling before? Remember: It may not be the same topic (in fact it may seem completely unconnected to money or business), but it will be the same feeling.

2. Find the earliest childhood memory of that feeling. This will be one of the foundation pieces of “evidence” the subconscious is referring to – that is providing the “proof” for what you’re experiencing in your business now.

3. Ask yourself what would be the opposite and positive version of that experience? What would that younger you have preferred to have happened that day? And remember: The subconscious doesn’t know the difference between reality and imagination; cannot use logic or reason; and cannot judge something as unrealistic – so there is no limit to the budget or special effects inside your mind! Therefore, make it as wonderful as possible. The better you make it, the better your results will be, since this is the new “evidence” you are giving to your subconscious to “prove” what you really want in your life.

For example: If you were being made to feel stupid, make sure the person is now praising you, and admiring you, and telling you how clever you are. This may seem





like a “stretch” at first, but this is the end goal you’re aiming for – and the idea is to do the following process until you’re able to create this new memory.

4. **Think of something or someone you feel compassion for**, or that makes you feel really good. This could be:
- A pet
 - A child/baby
 - A hobby you enjoy
 - An activity that makes you feel excited/uplifted
 - A person you admire
 - A wonderful memory

Whatever you choose needs to be something that makes you feel really good when you think about it.

As you think of that person, animal, or thing, notice where the good feelings emanate in your body. Notice, and then start to grow that feeling – sending it to the top of your head, down to your toes, and out to your finger-tips.

Notice if there’s a color associated with this feeling, and make that color brighter, more vibrant, and more beautiful.

5. **Now, “pause” that feeling** for a moment, and go to the early memory you found in Step 2. Take only 2 or 3 seconds to notice how it’s represented in your mind. There may or may not be a picture, feeling, words or phrases, actions – or even just a “knowing” that it happened. All you need to do is notice – very briefly – what’s there when you think about the memory.
6. **Repeat Step 4** until you can feel that good feeling again – all the way through you.
7. **Repeat Steps 4 and 5**, alternating between them – spending more time in the good state than in the bad memory – until you are able to change the bad memory to the opposite and positive – similar to the idea you came up with in Step 3.





8. **Play the new memory** in your mind, three times in a row, and then make a note of it, to remind you for later. You will need to practice this new memory every day for the next week, in order to establish it as the new reference.

Repeat the steps above with each childhood memory you can recall that contains the feeling you identified in Step 1. Address them in order of approximate age, starting with the earliest.

Phase Two:

1. Think about how you would like your business to be. If you could wave a magic wand, what would your business look like, and feel like? What would you look like and feel like? Take a moment to notice how it would feel.
2. Now, rewrite your parents' childhoods (by following along with the recording of the live session: [Recording of Live FTSR Business Success Group Session](#)) – and end by imagining they were/did/had what you want to be/do/have now! Whatever you want from your business now – imagine that you grew up with parents who had the same business. In fact, you could rewrite their parents as well – so that you come from a long line of people who were successful in that particular business.

For example: If you want to run a successful online consultancy business, imagine you grew up with parents who did just that (remember, your subconscious cannot use logic or reason, and cannot judge something as unrealistic. So, even if the internet wasn't invented yet – or your parents were technophobes – your subconscious won't question it.

If you find yourself questioning it, that's only your conscious mind. And the answer to the questioning is: My subconscious will believe whatever I give it because it has no ability to use logic or reason). Imagine yourself as a child, spending time with your parents while they worked on this business they loved so much and that was so successful. Notice how much they enjoy sharing it with you, teaching you





what they know. Notice the wonderful connection, love, affection, and fun, between you, your parents, and the business activity.

The main role of your subconscious is to keep you safe. And one of the ways it does this, is by keeping you in alignment with your “tribe”. As humans, we are not designed to thrive alone. Evolutionarily, if you’re rejected by your tribe, you are in danger of not surviving. For this reason, whatever records (memories) your subconscious holds about your parents – are providing the blueprint for who you are, what you can do, and what you can have now.

Change those references (memories) to provide the “evidence” for what you want now, and your subconscious will then be doing whatever it takes to keep you in alignment with that new version of your “tribe”. As a result, you will start to feel differently, see different opportunities and solutions, and you will be prepared to take different action.

Phase Three:

Zero Tolerance. From now on, whenever you think of your business, or any of the aspects of your business, immediately go to Step 4 of Phase One, above. Then, play the new memories you’ve just created, of your parents and your new childhood. This will help to establish the new blueprint – until it becomes automatic.

By Zero Tolerance, we mean: don’t wait until you feel bad, to do this – be vigilant and aware, and as soon as you notice the slightest negative thought or emotion, immediately play the new memories. The sooner you catch it, the easier and quicker it will be to change it.

Every moment you’re focused on a negative thought or emotion, you are pumping stress chemicals into your bloodstream. And the longer you stay focused on that negative thought or feeling, the higher the percentage of those stress chemicals. The earlier you catch it, and switch to the new childhood memories, the quicker and easier it will be to reduce the effects of those chemicals.

Enjoy Your New Power to Create the Business Success You Want and Deserve!

