

INCREDIBLE YOU

Unleashing the Power of Your
Beliefs and Intentions to
Achieve an Extraordinary Life

CHRIS WALTON MSc

Test yourself to see what you believe in your subconscious mind...

In this ground-breaking book the new understanding of the mind-body connection is revealed and you are guided on a journey toward the life you want but haven't yet achieved. Your level of confidence, health, wealth, happiness and success is a direct reflection of the beliefs hidden away in your subconscious mind. Now you can identify any beliefs that are self-sabotaging and update them with self-affirming beliefs to allow you to create the type of life you desire. You will learn the amazing research that explains just how powerful and Incredible You really are. You will learn the scientifically validated Mind-Body Belief Change Technique, The Optimal Brain Technique© and The Emotional Balance Technique© that will:

Remove subconscious self-limiting beliefs and blocks to success.

Eliminate any emotional stress, worries, fears and doubts.

Reprogram your subconscious mind to reach a new level of goal achievement.

Repattern your brain and body for optimal health and happiness.

Access the deepest parts of your mind to find solutions to your problems.

If you are ready to create the life you want, then reading this book may be the most timely and important decision you make.

"Incredible You is a wonderfully effective tool for personal growth for it offers valuable insight for self-diagnosis as well as a strategic plan to more effectively redefine the path of our evolutionary journey. I highly recommend Chris Walton's inspiring book as a guide for experiencing a life overflowing with peace, happiness and love."

Bruce H. Lipton PhD. Cell biologist and bestselling author of *The Biology of Belief - Unleashing the Power of Consciousness, Matter and Miracles*.

"In this really motivating, enjoyable and easy to read book Chris Walton shows you how to program your brain, mind and body to create a successful life. It is cutting edge and something we all need to know to help us to live a happy and fulfilling life."

Kazadi K. N. Kalangu, MD. Brain surgeon - Professor of Neurosurgery

"An eye-opening, habit-changing, life-enhancing book. It deserves to be a bestseller."

Graham Hancock. Bestselling author of *Fingerprints of the Gods* and *Supernatural*

"Out of the hundreds of books on personal development I have read, this book stands out from all the others. It is transformational and totally inspiring."

Vlatka Hlupic. Professor of Business and Management, University of Westminster, London



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INTRODUCTION

Your beliefs are the most powerful force in your mind and body. They massively affect every aspect of your life, from your wealth and finances to your health and fitness and the quality and passion of your love life. They can determine your failure or success, influence how you create and maximise opportunities and determine how you overcome challenges. They can even foster what seem to be miracles...

Every year, Australia hosts a 543.7-mile (875-kilometre) endurance race that winds from Sydney to Melbourne. Experts consider it to be among the world's most gruelling ultra-marathons. The race takes on average a week to complete and is attempted only by world-class athletes. The majority of these athletes are 30 years old or younger, and they are supported by a full medical crew of doctors, massage therapists and nutritional experts. The race receives so much attention and is so serious a sporting challenge that runners are funded in their training by the big sports companies.

In 1983, a 61-year-old potato farmer named Cliff Young showed up, dressed in overalls and wearing work boots, and signed up for—and received—a runner's number. To everyone's amazement, especially the athletes', he took his place at the starting line.

The press and athletes were beyond curious about whether Cliff was truly going to attempt to run the marathon. When Cliff assured them he was serious, many of the runners tried to dissuade him, telling him he was crazy and could never finish the race. Cliff is reported to have replied:

Oh, yes I can. You see, I grew up on a farm where we couldn't afford horses or tractors, and the whole time I was growing up, whenever the storms would roll in, I'd have to go out and round up the sheep. We had two thousand sheep on two thousand acres. Sometimes I would have to run those sheep for two or three days. It took a long time, but I'd always catch them. I can run this race.¹

When they learned he was serious about running, the medical doctors stepped in to try to talk some sense into Cliff, concerned as they were that he would seriously injure himself or have a heart attack. They reminded him how exceptionally challenging this race was, not just physically but also mentally and emotionally. Cliff did not listen. And so the race began.

It became apparent from the start that Cliff had an odd style of running—more of a shuffle than a run. The other runners almost immediately left him behind.

Long ago the experts had worked out the best way to run an ultra-long-distance race. The received wisdom was to run for eighteen hours and then sleep or rest for six hours, alternating running and sleeping periods on the same schedule throughout the race. Cliff was not aware of this race strategy. He did not sleep. He simply shuffled along, at his strangely slow pace, all day and night, and on into the second day. Members of the press ran up to him to interview him, asking him about his tactic for the race, astonished as they were at his style and that he was not taking sleep breaks. Cliff assured them he intended to continue to the end of the race with no such breaks. And he did. And each day he got closer to the lead pack of racers—which included some of the world's top long-distance runners.

On the fifth night, Cliff crossed the finish line—first. He had run the race and won it in record time—five days, fifteen hours and a couple of minutes—beating the course record by two days! It was an amazing story: a 61-year-old potato farmer in boots and overalls shuffled his way to a record in one of the world's most gruelling races. How had he done it? Without a doubt, one reason for his success was his invincible belief that he could do it.

But there was also science behind his win. After studying Cliff Young's unusual running style, sports experts were forced to change their beliefs about the best strategy to run ultra-long-distance races. The preferred method became the 'Young Shuffle', for the sports physiologists discovered that the shuffling style Cliff used expended less energy than the traditional running style. This technique has been adopted by many ultra-marathon runners since, and at least three of the subsequent winners of the Sydney to Melbourne race have used the Young Shuffle to win.



Cliff's story is one about self-confidence, about his unshakeable belief in himself and his abilities. By all accounts—especially in the opinion of the sports and medical experts—Cliff should have failed, and failed miserably. But he defied all the odds. A sceptic might say that experience accounted for his success, not his belief in himself. After all, he had been running long distances on the farm since he was a boy, so perhaps it was not so unusual that he could pull off the marathon win. It may have been that his record-setting victory was a one-in-a-million occurrence, but it was not entirely out of the realms of possibility.

If you believe that Cliff's shepherding experience or an energy-saving running style are the primary explanations for how he did what he did, instead of the power of his belief in himself, then read on. Here is a true account about the power of belief that defies any rational explanation.

Mr Wright had just hours to live. He had tumours the size of oranges throughout his body, his lungs were filled with fluid, his spleen and liver were enormously swollen, and he couldn't breathe without the help of supplemental oxygen. His physician, Dr Klopfer, had done everything he could using standard medical therapies to try to help Mr Wright—to no avail. Now that the end seemed near, Mr Wright was willing to consider non-standard treatments. One of these was a cancer drug, called Krebiozen, which, even though it was still undergoing clinical research, was being hailed by the popular media as a possible wonder cure for cancer. Dr Klopfer had access to the still-experimental drug, and when Mr Wright begged to be allowed to try it, Dr Klopfer agreed, even though doing so would go against medical protocol. He gained access to the drug and administered it to Mr Wright on a Friday, and then he left the hospital for the weekend, believing that Mr Wright would be dead by the time he returned on Monday. But when Monday came, Dr Klopfer was shocked to see Mr Wright up and walking around the ward, as if he had never been at death's door.

Tests were run, and the results were stunning—the tumours had shrunk to half their original size. Dr Klopfer continued the

Krebiozen treatments, and in less than two weeks Mr Wright was tumour free. Soon he was released from the hospital, returning home a healthy man.

A couple of months later, the media reported on the preliminary results of the clinical trials of this supposed wonder drug. The verdict: Krebiozen did not appear to be effective against cancer. Mr Wright heard these reports, and soon thereafter he felt unwell again. Examination revealed that his tumours were back. As his health deteriorated, he was readmitted to the hospital.

Dr Klopfer was at a loss to explain what was happening with Mr Wright. The dramatic disappearance of the tumours and their reappearance seemed to be more than a remission and relapse. He suspected that somehow Mr Wright's beliefs were involved, and that, in fact, those beliefs might be the strongest factor in what was happening. To test this theory, he gave Mr Wright injections of sterile water but told him that it was a 'new double-strength version' of the wonder drug Krebiozen.

Again, Mr Wright's tumours melted away, he regained his health, was released from the hospital and resumed his normal life. Shortly thereafter, there was a lot of press about an official report from the American Medical Association, the most respected and recognised medical professional organisation in the United States, declaring unequivocally that Krebiozen didn't work. In fact, one headline declared, 'Nationwide Tests Show Krebiozin to Be a Worthless Drug in the Treatment of Cancer'. Upon hearing this news, Mr Wright felt devastated, and, sure enough, a short time later his tumours reappeared and his health declined precipitously. He died two days after being readmitted to the hospital.

Dr Klopfer published a paper about his experience with Mr Wright, concluding that Mr Wright's optimistic beliefs appeared to be the main factor in the disappearance of his tumours and the regaining of his health, and the loss of that optimism and belief the main factor in their reappearance and Mr Wright's death.²

As this true story demonstrates, our beliefs are exceptionally powerful. And their power is pervasive, affecting us at every level of our being—from our moment-by-moment feelings about ourselves, to what we think we can achieve and accomplish, to what we expect to receive from those around us and to our perception of the state of the world at large. Our personal lives conform to our beliefs, and our world reflects back to us our collective beliefs. That's why the ancient mystical texts say, in many different ways, that we are not in the world, the world is in us. We, in effect, create the world through what we believe is possible and probable.

Belief is so powerful an agent of creation that it has become the subject of study in its own right. For example, as I will discuss later in this book, current science shows us that our beliefs strongly determine the amount of happiness, inner peace, optimism and other such qualities we experience, and influence our potential and how well we use our gifts and talents. Our beliefs largely determine the depth of connection we experience in our relationships and the level of success we can achieve in our work or creative endeavours. In fact, our thoughts and beliefs are so important to the state of our overall well-being that they are the object not only of psychological study but also of physiological, sports performance, medical and biological research. As leading neuroscientist Dr Andrew Newberg says, 'I have come to realise that the study of beliefs may be the single most important quest, both scientifically and spiritually.'³

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We are at a unique time in human history, at a juncture where insights from quantum physics, the new biology and leading-edge psychology are joining forces to provide us with a deeper understanding of the mind–body relationship. The integration of this knowledge reveals to us our vast and powerful innate abilities—abilities as yet unrealised or untapped in most of us. Without overstating the facts, the evidence from the frontiers of research is that when we fully realise the power of our minds and expand our consciousness accordingly, our potential explodes, and is perhaps even limitless. Our beliefs are the measure of how much we can achieve,

how exceptional we can be, how deeply we are fulfilled—and just about everything that determines who we are and the quality of our lives.

If you are sceptical about such claims, please read on. It is my intention in this book not only to educate you, but also to persuade you that changing and updating your beliefs is the most powerful and important thing you can do! I show you how to do this using techniques from the latest understanding of how the mind and the energy systems of the body function. These techniques will allow you to identify and then eliminate self-sabotaging patterns of belief and integrate empowering, goal-specific beliefs to assist you in creating the life you want.

As a performance psychologist, I specialise in change and performance improvement, and I have worked with thousands of people, in teams, groups and one on one, around the world. I have worked with organisations large and small and with world-champion athletes. I have seen the results attesting to lives changed and dreams realised by changing and updating belief systems. I share some of these testimonials at the end of this book. If you want to be inspired, I invite you to flip to the back of the book to read these stories from people just like you—regular people living regular lives with all the normal responsibilities, but who knew there had to be more to life and took the initiative to find out how to improve their lives. Quite literally, changing your beliefs is the fastest, most powerful and comprehensive way to improve your life.

Using the knowledge and techniques in this book you will remove subconscious limiting beliefs that have been hindering your potential and performance, perhaps for decades, perhaps for your entire life. You will discover how incredible you really are. I predict that you won't at first believe how easy it is to liberate yourself towards your fullest potential and deepest joy. Here's what I offer to you in this book:

- ❑ I will show you how to identify the beliefs that are holding you back, beliefs that are subconscious and so not even in your realm of awareness right now.

- ❑ I will show you how, working with and without a partner, you can release and reprogram these self-sabotaging subconscious beliefs in only one or two minutes each.
- ❑ I will show you how to completely release negative emotions from your mind–body in seconds, a release which for most people leads to huge increases in their mental, emotional and physical energies.
- ❑ I will share the leading-edge research and theory that underlie these change techniques and that will help you foster a new way of looking at the world.
- ❑ I predict that by using these techniques you will increase your success and attain greater levels of creativity, performance, happiness, love, health, wealth and whatever else you deem important in your life.

These techniques and processes are not primarily attitudinal; that is, they are not based on affirmations or positive-thinking processes. You certainly can practise positive thinking and use affirmations and motivational techniques to improve your confidence, performance or other aspects of yourself and your life, but in all likelihood you will achieve only short-term, transitory results. However, when you access your deepest, most fundamental and mostly subconscious self-defeating beliefs and repattern them, you achieve lasting and often profound change.

Are you ready? Ready to completely excise self-limiting thought patterns and belief systems from your mind–body and totally align yourself with a new reality of health, wealth, happiness, vitality and success? Then let's get started!