



You Can Invent Your Own Beliefs

By William Wittmann, M.Ed., LMP

www.BodyAndSoulMentor.com

Did You Know You Can Invent Your Own Beliefs?

Do you believe you need to do unsavory things in order to get what you want in life?

Do you feel you have to pay your dues first, before you can have success?
Do you feel you have to eat some *@#%& before the bluebird of happiness comes to roost in your tree?

Heaven knows these beliefs run deeply through my Puritanical roots. My colleague Dr. Alexandra Gayek and I have been having passionate conversations on the topic of work and action. One time she said, “Any time you do something you don't want to do in order to get something you do want, you prostitute yourself.” (I would say, “Sell your soul in a bargain with the devil.”)

Alexandra clarifies:

“I know this is strong language, but doing what you don't want to do is a setup for resentment. You feel like your body or the person for whom you did whatever you did OWES you, and then should be punished if you then don't get what you thought you were bargaining for.

“Not only do you not get what you really wanted to begin with (something you thought would bring you happiness), you gave up your freedom and happiness to get it. Not the smartest strategy!

“Nothing you want requires suffering and sacrifice.”

What do you think?

A Story

One of my brilliant clients, John, used to work as an accountant, and I am confident he did well, but his heart was not in it. He started to teach yoga classes on the side and liked it. Now, as a full time yoga teacher he is able to support himself at work he loves while contributing to people in a way that fills his heart.

One day he realized, “I am getting away with it.” Cool.

However, when you examine the phrase – I am getting away with it – you see that it points to his belief that you have to work at something you don’t like to get the money to live the life you want to live. John felt and many feel that work can’t be fun, fulfilling, and pay the rent all at the same time.

When you “get away” with something, you believe you are just postponing the time when the happiness police catch and stop you. It is inevitable. Your belief always wins.

Watch this 12-minute short – **The Last Real Cowboys** – then come back and we’ll resume our conversation. (You may have to turn off pop-up blockers as I did. They will show you an advertisement.)

http://www.atomfilms.com/landing/landingIndex.jsp?id=atom_1073

The movie is funny and sad. It points to a variation on the belief – fun will be punished. The film is especially poignant for men, at least me.

Enough pain.

Filters and Menus

You and I have countless beliefs. Many, if not most, of them are invisible to you, like John’s above. He didn’t realize he was operating under a belief – it was simply a fact of his life.

Because you are human, you will always be adopting beliefs. You automatically come into hundreds of them just by being born into your particular family and your culture. You are human. You have a mind. You get an ego. You get beliefs. It's OK.

Beliefs behave like filters. Mostly, your thoughts align with your beliefs. Indeed, you can only think thoughts allowed by your beliefs. It's like wearing the proverbial rose-colored glasses. When you wear them, you can see only rose. The stereotypes you associate with France or the United States or the People's Republic of China exhibit your beliefs and to a degree represent the broadly held beliefs of the people who live there. You will note a similar process at work with our stereotypical views of the religions of the world.

Because of your beliefs, you will only be able to think certain thoughts. When was the last time you thought about having snake for a celebration dinner, for instance? The central character in the Chinese film, **2046**, ordered snake as the most delicious thing on the menu. Some thoughts won't even come up on your mental screen as a possibility.

Imagine going into a restaurant and examining the menu. You find a page marked – American. The menu offers five items. No one tells you that you can turn the page and find an infinite supply of items from which to choose.

Example: My friend Kevin moved from a small town in rural Tulare, California to Seattle. In Seattle, he can choose to ride his bike along the water of Puget Sound or rehearse for a music gig or scuba dive in the vital waters of Puget Sound teeming with exotic wildlife. That's a broader menu than he had in Tulare. Although he could play music in his rural area, the options were limited. In landlocked Tulare, thoughts of wolf eels and octopi would not show up on his mental menu.

Collecting Evidence for Your Beliefs

You see, it's like this. You have beliefs that you acquired from somewhere, somehow, and then you collect evidence to support your belief. You will then ignore, not see, or ridicule evidence that contradicts your belief. As human beings, you and I **must** collect evidence.

Note: It does not matter a whit where you get your beliefs. Uncovering the where and when lends nothing to getting your life working better, but it can be a fun exploration if you're a history buff.

You can observe the politics of any nation or religion to see people collect and reject evidence. Bring it home though. How does this work in your life?

“Hard work pays off” is one of my inherited beliefs. To some degree, my belief helped in my successes. I know how to work hard. The belief certainly contributed to my being a workaholic. (Note: I am happily in recovery now.)

I look for evidence of hard work paying off, and I see it everywhere – hard work pays off. You and I will always find positive evidence for any belief. Always. You don't need much to keep a belief in place.

But to keep my belief alive, I must turn a blind eye on all the evidence showing people who work extraordinarily hard and who just scrape by. Some single mothers and migrant farm workers come to mind. I also have to ignore the evidence of people who gain great payoffs with little hard work. I base my belief about hard work only upon the supportive evidence I find. Even though you and I operate our lives as if our beliefs were facts, beliefs are not facts. See?

Even science, which supposedly understands the idea of unbiased evidence, suffers delusion. To science's credit, it employs theories instead of beliefs. When the evidence no longer aligns with the theory, scientists design a new theory that encompasses all the new data.

Ponder this though – How much time passed and how many daily observations did scientists ignore between Aristotle's saying in about 350 BC, “Given any two objects, the heavier one will fall faster.” Until Galileo dropped objects of the same size and differing weights off the leaning tower of Pisa in 1592, did scientists reluctantly change the theory. Even with contrary evidence, people resist changes. You will recall the true believers in the church rejected Galileo's contrary observations stating the earth was not the center of the universe at great cost to him.

How about the flat earth? How many tips of ship's masts poking over the horizon did people ignore before people tumbled to the notion that Earthlings lived on a sphere?

Lest you think these example are from a benighted past and can't apply today, consider how often you read about companies and governmental agencies taking pharmaceutical drugs off the market because consumers die from their use as recently occurred with Vioxx in 2004. Those scientists and the companies who manufactured the medicines really hungered for evidence that their product worked as advertised. With millions of dollars in research and development funds at stake, turning a blind eye even unconsciously would be a great temptation.

Beliefs are not science. If you are not open to change, no amount of contrary evidence will sway you from your belief. Examine any fundamental religion and see their unyielding nature regarding accepted dogma.

Even when you are willing to change, you may have to dismantle the belief consciously. All the evidence for beliefs is rigged. However, you can harness your inborn drive to collect evidence to your own advantage. Here's what you can do.

How You Can Use Evidence Collection to Your Advantage

Ask yourself this question:

For what would I rather collect evidence?

Given that you will collect evidence regardless, you can make it a conscious choice to collect evidence that is more fun and profitable for you.

By the way, you can successfully employ this question to expand your menu. Let your creative juices flow, turn your imagination loose, expand your creative musings. Really ponder ...

And be playful.

For what would I rather collect evidence?

Example: I act like a martyr sometimes. The belief behind my martyrdom says, “God loves me when I suffer.” “More suffering means I get more of God’s love.” Yikes. For what would I rather collect evidence?

My father sometimes suffered this belief, “People are no damn good.” Do you think he could find evidence for that? Yep, of course, but what a dismal and paranoid life to live collecting evidence that people are no damn good. In his defense, he had other more fun beliefs to explore as well, some of which exactly contradicted his belief that people are no damn good. We humans are complex critters. You can quote me.

Let’s look at three examples and play with them.

One: Hard work pays off.

For what would I rather collect evidence? Here are a few possible choices:

- The sillier I am the more money I make.
- The happier I am the more money I make.
- The more fun I have the more effective a therapist I am.

Trick question: are these true? No. No belief is true, nor need it be rational. I collect evidence for these three and guess what – I find positive reinforcement all the time. I make more money, I am happier, and I am more effective in my therapy practice.

Do I still work hard? Who knows? I don’t even measure it anymore to see. I would say I don’t work at all. An outside observer might notice “work” being done. Can you see the difference?

I am interested in your experience of your life as opposed to someone on the outside evaluating you. The objective outside observers sees with vision clouded by their expectations and beliefs. The world is flat.

Two: God loves me when I suffer.

- God loves me when I play.
- God loves me when I nap.
- God loves me even when I forget about Her for days.

Three: People are no damn good.

- People go out of their way to help others and me.
- The right person (people) always shows up at the right time to help me.
- Wherever I go, I meet wonderful people.

See? Fun? You bet. Be outrageous in your new evidence collecting. I collect trash around my office building believing it adds to my extraordinary prosperity.

I like to collect evidence for this belief:

The sillier the belief the better it serves the Universe and me.

Here's a caveat: The belief no matter how silly has to resonate in your body or heart somehow and make you smile. Just being silly is not enough. Sometimes it's just stupid. If it doesn't pass the test, keep playing with it until you get the resonance and the smile.

A Question

A beloved client, Caitlyn, read this material and asked...

For me, the whole concept of - if you will - "negative" evidence gathering is so subtle, such a part of my sub-conscious, that it takes a conscious effort to reprogram myself to "positive" evidence gathering. And so, I wonder if there are tricks to make being more "conscious" easier or at least more consistent? Perhaps, it's just a matter of practice?

She poses a good question. Some suggest making lists of rules or beliefs such as – Hard work pays off. This takes time and misses too much. Skip it.

You can use a kind of reverse engineering to uncover the beliefs you want to eliminate. Start by watching your thoughts and more importantly watch what words come out of your mouth. Your thoughts and words all pass through the filters of your beliefs. When a thought comes out that you don't find useful or seems to contradict what you want in life ask yourself this question: What belief would I have to have in order to have this kind of thought?

For Example: A friend said about her sister and her sister's new roommate, "They'll drive each other nuts in a month." This is not a useful thought, at least for the sister and the roommate.

What is the underlying belief? In this case, it might be – apartments of a certain size cause rancor. Can she find evidence? Of course. What would be more useful or more fun to collect evidence for?

- Small apartments generate closeness and great communication skills.
- They'll have a blast in this place.

Example: A person can't find a job and complains, "I can't find a job because the economy is tight right now." What is the belief?

- The economy affects people's chances of getting a job.
- Tight economies make for tight job markets.
- Tight job markets means you can't get a job.

Can you find evidence? Yep. What would they rather collect evidence for?

- You can find great jobs in all economies.
- I can get a job in this economy.
- I can get a job because the economy stinks.
- People love me and can't wait to hire me.
- Because the economy stinks other people applying are depressed, employers love me all the more.

Can you find evidence? Yep.

Notice Conflicting Evidence

You can also pay attention to conflicting evidence that your daily life provides, such as...

One client believed: People don't like to be around my Down Syndrome son and me.

But a sales clerk gave her some conflicting evidence. He said, "You guys are blast (a good thing.)" My client was able to notice this evidence. With my coaching, she realized its usefulness and rewrote the belief to something she would prefer to collect evidence for.

Oh, and that last example points to another way you can unwind the invisible and unwanted beliefs: ask supportive friends and coaches to point them out to you.

Watch your thoughts, find your underlying belief, and invent a new one.

Get the idea?

Summary

You are human. You have a mind; therefore, you have beliefs. You will always have beliefs.

You will collect evidence to support your beliefs.

You Can Easily Invent Your Own Beliefs

Ask yourself, "For what would you rather collect evidence?"

Give yourself at least three options just to expand your menu. Polish your answer.

Go forth and collect the evidence. Repeat as often as you want with each belief you wish to dismantle.

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Cool Resources You Might Want & Love

Books

A very powerful book I am just reading now, [The Story is True: The Art and Meaning of Telling Stories](#) by Bruce Jackson, will blast your beliefs about the truth.

As you know by now, stories and beliefs intertwine. Jackson tells good stories, including the O.J. Simpson story, in fun, compelling ways. If you want to play with beliefs, and if you got Joe's book and have selected this bonus, then you do want to play, read this book.

[The Magic Formula - How to Magically Attract the Life You Most Want](#) by William Wittmann. The title says it all. It works well along side of Joe's excellent, **Attractor Factor**.

Simpleology – The Simple Science of Getting What You Want

This material will assist you in the action plan side of this work. And as Joe might agree, action will change your beliefs even if you don't think the action will help. Your actions speak louder than your words.

*I included my whole review from **Body & Soul Mentor** for your information. This program is free.*

I have found a program with the unfortunate name -- **Simpleology - Simple Science of Getting What You Want** by Mark Joyner and it seems to be pretty darned useful.

This program has such merit that I have replaced my other planning tools with this one. For that's what this is – a great planning tool for getting what you want in life.

The big axiom in life coaching is:

Do more of what works and less of what doesn't.

Simple? The hard part is noticing what works and deciding to change. **Simpleology** and any good coach both help you to do these very things – notice, observe, decide, change, then continually repeat the process.

Because **Simpleology** performs so well for me, I recommend it to you and all my private clients.

I think it is especially useful for people making big shifts in their lives. I used it to launch my private member web site, **Body & Soul Mentor**, in record time. The process would have taken twice as long without it.

Mark Joyner, the creator, claims you will double or triple your effectiveness. I agree. And that's no small accomplishment in my case. I was already disciplined, focused, and effective.

The training program consists of written material, recorded material, short PowerPoint lessons of about 3-5 minutes, and amusing quizzes.

I do recommend you follow his directions and do all the steps. I did. Simpleology works best when you do the whole package.

To my surprise, it is fun. Get into it, and it's a hoot. More good news...

Simpleology is a free program, and they will invite you to purchase what I bet you will discover to be valuable products along the way. I haven't tried any of the other stuff, so I won't say. I can and will say that I have gotten good value from everything of Mark Joyner's that I have used. Furthermore, Mark Joyner teaches and acts on the principle of the 100% money back guarantee. You will have nothing to lose by trying his offers.

You can get it all here => <http://tinyurl.com/rt9hz>

My guess is that **The Simple Science of Getting What You Want** will change your life and help you hit your targets. I am excited about what it is doing for me -- Better focus, fewer distractions, more oomph, confidence, and excitement.

[News from the Universe and Infinite Possibilities](#)

Mike Dooley seems like a wise, optimistic favorite uncle. You can get free newsletters with inspiring quotes from the Universe to keep you on track. The audio set, **Infinite Possibilities**, addresses creating a life you love. I like his take on things and recommend it to you.

His views on beliefs and their inherent limitations will serve you well. You can read more in **Appendix I** for a full story.

Here's the web site => <http://tinyurl.com/rcy3j>

You Can Have Private Sessions with William

Private personal work can speed your progress or help you overcome the bumps in the road. People meet with me in person or on the phone. After the first few hour long sessions, most people can fulfill their needs in half-hour sessions, which saves you money.

Note: I only have a few openings.

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You can explore [Body & Soul Mentor](#) in detail to decide whether or not you want to join.

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Here's Some Things You Might Enjoy Knowing about Me ~

For starters, I have a long record of accomplishment. Look at this list of a dozen examples.

- I have been married to Suzanne, my beloved wife since 1970.
- I have two adult daughters who like me. My wise guy friend says this says more about them than me. He's probably right.
- I graduated from Harvard with a BA and Antioch with a Masters in Education.
- I have a massage license and earned certification in CranioSacral Therapy. Plus I possess expertise in at least a dozen aspects of holistic health.

- I have engaged in private and clinical therapy practices for well over 30 years.
- For many years, I have assisted people of all ages in strengthening their gifts and talents and helped them to believe in and bring out their native genius.
- I have successfully supported my family doing work I love.
- I have consistently produced countless newsletters, courses, and manuals since 1983.
- I have regularly practiced martial arts (primarily Taiji) for over two decades and meditation for well over three decades.
- I continue to receive mentoring and body therapies on a regular basis keeping me honest, sharp, and well mentored.
- I hang out with geniuses who also keep me sharp and honest while sparking my native curiosity and genius. My private clients occupy this category.
- And I practice what I preach. Note: I practice, not rest upon these laurels, progress not perfection.

These accomplishments impress me as I look back on them, but remember what I said about story above and beliefs.

