

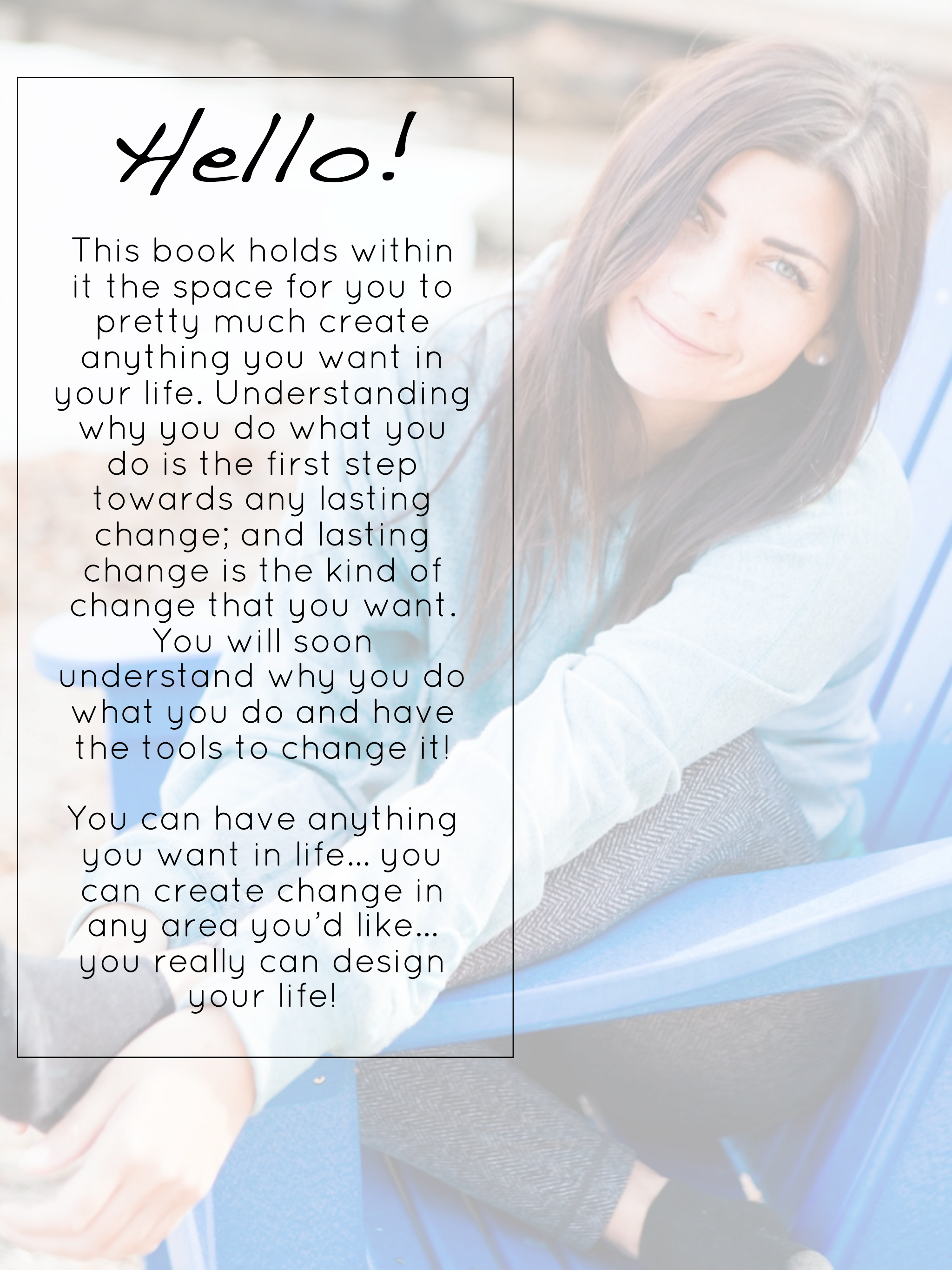
Why

You Do What
You Do

AND HOW TO CHANGE IT!



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Hello!

This book holds within it the space for you to pretty much create anything you want in your life. Understanding why you do what you do is the first step towards any lasting change; and lasting change is the kind of change that you want.

You will soon understand why you do what you do and have the tools to change it!

You can have anything you want in life... you can create change in any area you'd like... you really can design your life!

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Maximize this opportunity. Take in all the knowledge and do the exercises - wholeheartedly - and you WILL see the results. Bringing more understanding to the reasons why you do what you do will create an unlimited amount of possibility in your life.

Remember, at the end of the day, you are the only person that can actually create any change in your life; you are the only person that can actually DO the work! The information in this book will make it a lot easier for you, but still, only YOU can do it.

You've taken a big step in wanting to understand why you do what you do and acknowledging that you desire change. Many, sadly, never even get to that point! So, acknowledge yourself for being someone who makes moves! For someone who goes after what they want! For being someone who wants to go the extra mile - good job!

I wrote this book because everyone wants to create some sort of change in their life. Everyone wants something to be slightly different (or drastically different) and most people (if not everyone) struggle to make those changes actually happen. Wouldn't you agree?

Why is it that change feels sooo difficult! We want a career change or we desperately want to venture away from the 9-5 and we just can't seem to make it happen. We want a healthy and loving relationship, but we seem to keep meeting all the wrong ones. Or perhaps it's a weight loss struggle; perhaps a struggle with self-expression, or perhaps a struggle with boundaries. Why is it that we seem to keep having the same difficulties in life? Why do we get in our own way when something, at least superficially, seems to be so uncomplicated and linear? Why do we do what we do?

Before we answer that, know that change in any area of your life is absolutely possible. You can indeed have **WHATEVER** it is that you're wanting, but it is a process.

**BY THE TIME YOU'RE FINISHED
READING THIS BOOK YOU'LL KNOW
IT'S POSSIBLE, YOU'LL WANT TO
COMMIT TO IT AND YOU'LL KNOW
THE STEPS TO FOLLOW SO THAT IT
BECOMES AUTOMATIC AND EASY!**



We do what we do because of our beliefs. That's what this book is about - beliefs. Beliefs being things in our subconscious mind that we aren't even aware of, but yet they still have the POWER TO CONTROL OUR LIVES.

This isn't a book about the importance of believing in yourself. And don't worry, it isn't a book about faith and what I think you should believe in. It's not religious or motivational. It's fact, common sense and reflection.

So, we'll spend some time looking exactly at what beliefs are, where they come from, how they affect us, how they create our lives and how we can change them.

**Understanding the nature of beliefs will change your life.
It will give you power! It will put you
back in the driver's seat and back in control.**

I really want you to understand this concept. I want it to hit home, I want it to sink deep. So I will keep driving the same points home, again and again. We'll get into a little science and I'll give you lots of examples. I encourage you to read and re-read these chapters until the concept really sinks in.

You'll know it has sunk in deeply because it will come with a sense of freedom and possibility. If you don't feel a sense of freedom and possibility then it hasn't sunk in and I encourage you to email me!

*YOU'LL KNOW IT HAS
SUNK IN BECAUSE IT WILL
COME WITH A DEEP SENSE
OF FREEDOM
AND POSSIBILITY*

YOUR MOST POWERFUL TOOL

We are 100% responsible for our lives – for what’s happening now, and for what we’d like to happen. Always. Whatever the circumstance. No matter how much you’d like to blame someone else – your most powerful tool is to take as much responsibility as possible.

If you are responsible (no matter how hard of a pill that is to swallow) it means you can do something about it. It means you don’t have to wait for someone else to change, or hope that life or the big man in the sky drops a miracle into your lap to make up for all the bs that’s been coming your way thus far. It doesn’t rest in the hands of fate, it rests in your hands. As soon as you realize there’s something in your life you’d like to be different, it is completely within your power to make it different.

Responsibility has you step into your role as creator of your life.

Responsibility
=
Response Ability

Accepting responsibility wherever you can and whenever you can is your most powerful tool in creating your life. The moment you can say, “I did this, I created this” is the moment you realize it’s in your hands and can also say, “no problem, I’ll create something else”!

I've written down some examples that may get you thinking about where you can take responsibility and how that may empower your life. It can be a difficult switch if you're not accustomed to thinking this way, but try to keep an open mind.

Anxiety or Depression

Is this something you suffer from? In no way does taking responsibility invalidate your pain (I've been there, it's horrible!) Taking responsibility here means that you have a better chance at being able to overcome it. You can look at how you've contributed to it and start to make changes there. When I suffered from debilitating anxiety, taking responsibility allowed me to change my thoughts and eventually overcome anxiety. You can too!

Intimate Relationships

Is it always your exes fault? If it is, it makes it harder for you to see where you are contributing and what you can do about YOU so that you don't keep attracting more people like your exes.

Finances

Is it just "Too damn difficult to make it nowadays"? Are "The prices of things so outrageous that it's impossible to get ahead"? If that sounds like you, you have made yourself powerless in the face of society, you have made yourself a victim with no escape. Taking responsibility allows you to make changes where you can.

Friendships

Are all your friends takers? Does it seem like they're never satisfied, ever. Taking responsibility here allows you to see that perhaps you're giving too much... you can do something about that!

*"A Problem is Only a Problem
When Viewed As a Problem.
All Change is Hard at First,
Messy in the Middle and
Gorgeous at the End"*

HOW BELIEFS CREATE YOUR LIFE

Our beliefs are the reason we do what we do. Our beliefs shape the way we see the world. Simply! So simply that it's easy to miss the MONUMENTAL importance of this.

Nearly all of the thoughts that we have (between 60-70,000 a day) stem from what we already believe. They are unconscious thoughts that repeat themselves, much like a tape recorder on repeat. We have somewhere between 2,000-5,000 new thoughts a day. Barely 5% of our thoughts are new! Most of them are just automatic pathways in our brain; our brain being as efficient as possible and finding the path of least resistance.

What does that mean? Well, your perceptions, your opinions, how you think things should happen and how you expect life to unfold for you... all of those are rooted in your beliefs. Beliefs that you've reinforced unconsciously for many years and that now live happily tucked away in your subconscious mind, hidden from your awareness. Beliefs that you likely didn't even have a part in creating! Beliefs about relationships, about money, about health, about yourself, about effort, about guilt, about possibility, about ability... our beliefs are at the root of EVERY SINGLE THING WE DO. NO EXCEPTIONS. (Don't worry, you can change them!)

What you believe determines what you see. That is a crucial point. Out of the billions of bits of information that you can digest in any given second, you will only see what supports your current belief system. If you believe life is hard, you will continue to see evidence of that, and life will be hard. If you believe the opposite sex is a snake in disguise, out to get you and ruin your life, you will continue to meet people who fit that description exactly. If you believe it's hard to make money, it's going to be hard to make money. That's how it works.

HOW BELIEFS CREATE YOUR LIFE

You have trillions of brain cells, or neurons, in your brain. Every single thought you have is actually represented as a neuron, and fires with an electrical impulse every time you think it. Those neurons attach to each other and form neural pathways - which is like an incredibly fast highway, a magic instantaneous highway, that covers the entire distance all at once.

Those pathways are where our beliefs live and our beliefs determine everything we see and do. Our beliefs lead to our thoughts which lead to our behaviors which create our experiences!



When you learn something new, the connection between those neurons, or those thoughts, is very weak.

As you continue to reinforce that connection, intentionally or unintentionally, those neurons will start to fire together as one and form a neural pathway. This process is often explained as “Whatever fires together wires together”. This is how we are able to, so magnificently, retain information. Our brain stores information in lightning fast pathways.

HOW BELIEFS CREATE YOUR LIFE

At one point it was thought that the brain was hard wired; once it was formed, that was it, it's cemented for life. But we now know that the brain changes and new neurons and pathways are created right up until old age. We know now that the brain can change! That's called neuroplasticity (plastic brain cells). And when we change our brain, what we see changes!

Our brain processes 400 billion bits of information per second. (WOW!) We however, are only conscious of 2,000 of those bits. Next to nothing. In the grand scheme of things, what there is to be aware of is heavily filtered and we see only a fraction of a fraction of what's possible. What determines what we see in any given moment is our BELIEFS.

I see this occurring regularly with new clients coming to my home:

- A person who happens to be a neat freak (which is a belief around cleanliness) will notice whether or not my place is tidy and up to their standards.
- A person who loves reading likely wouldn't notice the orderliness or lack thereof and would immediately see my pretty large bookshelf.
- A person who loves water (like myself) would immediately notice my view and probably not even see my bookshelf or meticulousness.

Just today I had a new client come over who runs a cleaning business. Towards the end of our session this topic came up and until that moment, she hadn't even noticed my VIEW!!!!

HOW BELIEFS CREATE YOUR LIFE

Example 1)

Let's imagine there is a woman named Debbie.

Debbie, hates men. She thinks they're terrible, they're dumb, they're all the same, and they're going to hurt her. But, deep down Debbie wants a man.

So she goes out on a blind date. With a man we'll call Jack. Jack happens to be a really nice man, wanting to find the woman he'll marry. They're talking and laughing and getting to know each other over dinner when all of a sudden a conversation around commitment comes up. Jack appears to fidget in his chair and look uncomfortable.

Given that Debbie hates men and believes they're all going to hurt her, how do you think she might interpret Jack's fidgeting?

"I knew it, he's a jerk. He doesn't want a commitment, he just wants to sleep with me and that's all." (Or something like that).

How do you think that might change Debbie's mannerisms? She'd likely become a little stand-off-ish, a little cold, perhaps even rude.

And how might Jack interpret Debbie suddenly shutting down and becoming unfriendly? He'd probably shut down too!

And then Debbie would have more evidence that men are terrible and out to hurt her. She saw what she already believed and acted in accordance with her misguided perception.



*We don't believe what we see,
we see what we already believe!*

HOW BELIEFS CREATE YOUR LIFE

Example 2)

Now let's imagine there is another woman, named Candace.

Candace, loves men! She thinks they're intelligent, capable and wonderful creatures on the earth and she can't wait to meet a man for her.

So she goes out on a blind date. With the same man, Jack. They have the exact same conversation, talking and laughing and getting to know each other. The exact same conversation around commitment comes up. Jack appear to fidget in his chair and look uncomfortable.

How do you think Candace might interpret that?

“Oh, he stopped to think about it, he wants to be in a relationship too!” or “Hmm, I wonder if we should sit somewhere else, that chair looks a little small for him.”

Or, maybe she wouldn't even notice it! Either way, Candace wouldn't shut down here, as Debbie had. She'd be open and friendly and having fun. And how might that affect Jack? He'd likely be open and friendly and having fun too.

In both situations these women perceived entirely different realities based on their beliefs. They then acted in accordance with their beliefs and got understandable reactions. They both created their reality!



*We Don't Believe what We
See...
We See What We Already
Believe.*



*Vital to your ability to change
is your ability to change what you believe.*

I'm not questioning your beliefs or proposing that they are wrong.

I'm not saying that you believe a lie and need to replace it with truth. I am saying that in order to get a different result, you need to believe something different and I'm encouraging you to ask yourself whether what you believe is EFFECTIVE or INEFFECTIVE.

Beliefs → Thoughts → Behaviors → Experiences

Is what you believe around money, health, relationships, career, expressiveness, passion etc working for you? Is it bringing you the results and experiences that you want in life?

The more that you are able to wrap your mind around your beliefs being simply neural pathways that you've reinforced, the less validity they'll have and the less you'll need to identify with them as right or wrong.

If I grew up in a home where it was customary to yell, passionately express myself and have frequent emotional outbursts, then this is something that I would "believe" to be normal. I would hold a deep rooted unconscious conviction that this is the 'right' way to be. I would believe that only because it is a deeply ingrained pathway in my brain, that fires easily, feels familiar and that I seem to see everywhere else.

If I grew up, however, in a home where it was unacceptable to show anger or express myself, and that I should smile and be polite at all costs, then that is what I would believe to be normal. That would be familiar. That would be 'right'.

HOW BELIEFS CREATE YOUR LIFE

Let's look at a few more examples:

Example 1)

If you want to lose weight, but you believe it's hard and it would take a lot of work, and that perhaps some people are just destined to be heavier - YOU'RE NOT GOING TO LOSE WEIGHT. It will be a lot of work, it'll be hard and you'll likely believe you're destined to be heavier; sabotaging your efforts from the get go! You will see evidence that supports what you already believe; all the people who struggle with weight loss and frightening images of people working out, drenched in sweat, expressions of disgust and distaste written all over their faces.

To successfully achieve your goal of weight loss, you would need to adopt new beliefs; beliefs that support the change you're looking to create. You'd need to start believing that weight loss is easy, it requires consistency, it's fun, it makes you feel good and you can do anything you set your mind to. As a result you'd begin to see evidence of the latter. Do you see how this works?

Example 2)

If you want to have more free time to take care of yourself and spend with your family but you believe 'you really just don't have the time' and that's simply a luxury you can't afford - you'll never have more free time for your yourself or your family. You'll constantly see evidence of where you're needed, the negative impacts of you taking a break and all your more privileged friends with no responsibility who take the time to take care of themselves.

To successfully achieve your goal you would need to begin adopting a belief that taking care of yourself is essential and that 'time' is yours to play with.

To gain a clearer picture of what you're believing, notice the thoughts you have around the particular area in your life you're frustrated with; notice what you say to other people; really look at what you believe to be the categorical truth.

To create any LASTING change in your life, you'll first need to realize what you're already believing. You'll need to understand why you're seeing particular results and outcomes in your life again and again.

Exercise 1)

Take some time and write down a few of the opinions and thoughts you have around the particular area in which you want to create a change. There are a few examples below that might resonate with you.

- **Getting a job is hard >>** Why wouldn't someone want to hire me? I'm awesome; It's a numbers game, if I keep applying, it makes sense I'll get a job; People get hired and fired everyday - I'll be one of the hires; I'm great at what I do.
- **Finding a good partner is the luck of the draw >>** There are great men/women everywhere; I'm a great partner, and so I'll have a great partner; Whatever I'm committed to having in life, I will have.
- **Things don't come easily to me >>** Things DO come easily to me!; I have good vibes, good vibes always come back to me; Life is fun and easy.
- **It's hard to get ahead financially >>** Money is math; follow proven strategies and it's easy to get ahead; There's lots of money in the world, it can be easily made; Consistency in any area will get me ahead.
- **Finding a rewarding career is a very big maybe in life >>** Follow your heart and your life will follow; I make my own way; I believe in working to live, not living to work.
- **It's always been this way, it's not going to change >>** I determine my path; I create my future; I can create any change in my life that I'm looking for; My past does not determine my future.
- **My parents are the exact same >>** I can create any future I want for myself; in some ways I'm just like my parents, in other ways I couldn't be more different.

WHY YOU DO WHAT YOU DO

It can take some time to get the hang of this; we usually automatically hold convictions around our beliefs, often saying things like, 'This isn't a belief, this is true!'. Watch out for those. Stay open minded and be willing to question the things that you want to hold on to, with the new understanding you have of the brain reminding you that it's just a neural pathway that you've spent many years reinforcing.

I find it helpful when attempting to create change in my life to consider not only the belief in question, but where I learnt it from. Being able to see it as learnt helps to take away from it as an absolute truth.

The biggest example for me around beliefs came with thinking there was a right way to appear to other people. Over many years I learnt to 'Play it cool'. To be indifferent. To show very little emotion. I could have defended that belief had someone tried to question it.

" I don't need to show people that I barely know how I feel"

" My friends don't want to see me weak"

" I'm fine, I deal with things on my own, I don't need to show others"

" Men don't like emotional women"

" Emotions are weak. I use my brain"

And many more I'm sure.

I realized in my late 20's however, that that belief was holding me back enormously in life! It was preventing me from being able to connect with other people and feel comfortable around men I was interested in! I've since learnt that how we feel is our easiest and most powerful connection point to anyone and, that it's not emotions that men (or people) don't like, it's drama! And drama is pretending to be something other than I am!

So take your time and do a full inventory of what you are believing in each main category of your life!! Write these down in detail in your journal.

Once you've uncovered beliefs that aren't bringing you the results you desire, the next step is to replace it.

Exercise 2)

Look at the people you admire. What do you think they are believing? Listen to the way they speak. Spend time with them! Remember, you can tell what someone believes by the results in their life.

For each of the ineffective beliefs you wrote down in the previous chapter, write down what it is that you'd like to believe. Perhaps it's obvious to you or perhaps you need to do a little research and figure out what your friends who are successful in that area are believing.

I'll never forget when one of my core beliefs around intimate relationships shifted. I was having dinner with a close friend of mine, telling her about the man I was dating and that I like how I felt around him - I wasn't very attracted to him, but I felt really great in his presence. Her response was "Yeah, I've never looked at it as how much I like a man, so much as how much do I like myself in his presence" BAM! Rocked my world. She was someone who had successful relationships her whole life, so I wanted to know what she believed and what went on in her head around relationships. Up until that point, my frame of mind had always been centered on how much I like him, how attractive he was etc etc... I totally forgot about the most important person in the relationship - Me! (in my eyes)

This might also be done by reading or doing some research in other ways. If you're looking to replace an unhelpful belief around entrepreneurship, read a book about successful entrepreneurs. If you need some help with a powerful belief in the area of finances, read some books on financial freedom.

Now have fun!! Go pick out the beliefs that will create the life you want!!

Now that you know which beliefs you are trying to shift, we want to make them automatic. We want them to replace the old ones that were bringing you below par results. Essentially, we are learning a new skill as we work to strengthen this new pathway in our mind.

Exercise 3)

Make a list of all the new statements you're working to make automatic and re-write them so that they are believable in this present moment.

If you are trying to replace an old belief around money with something new that sounds like "Money is easy to come by, it's always there" it may be difficult for you. Your brain has spent years believing the opposite; if you try and force this new belief on yourself it won't work. In this example, your brain would likely say "Yeah right" and come up with all the reason why that's not true!

To overcome that we have to phrase them in such a way that they are believable today. Use words and phrases like "In the process of" or "Learning to" or "I believe one day..." etc.

The above example might become "I'm learning to realize that money is easy to come by and that it's always there".

Go ahead! Re-write all the new beliefs that you want to be creating your life with.



Ok, great!! We're almost there!

Now you know which beliefs were unhelpful, you've decided what beliefs will support you in creating what you want in life, and you've rephrased them so that they are believable today. The last step is to practice thinking those thoughts.

Exercise 4)

- Write down all your new beliefs in one easily accessible spot (if you haven't already). Look over these every day.
- Copy them into your phone, set an alarm on your phone, and when the alarm goes off, concentrate on reading them out loud to yourself (assuming you're not out for lunch or something) and thinking about the new found possible truth of these statements. If you're working on something around finances, like in the last exercise, you might think to yourself of all the people you know that have achieved financial freedom, that have paved the way and shown you that yes, it definitely is possible!
- A few times a week (the more the better, but at least ONCE) sit down with a cup of coffee or tea and re-write them all.

We want to ingrain this new information. We want to use "What fires together wires together" to our advantage, to create a new pathway in our minds. So the more ways that we see, hear, write and say these new beliefs, the quicker it'll become automatic.

Just like learning to play the guitar or any instrument, the more you practice the more automatic it becomes!

It is a Process

And often a challenging process. It rarely happens just because we want it to or say it's going to happen. It rarely happens overnight. But it will happen.

We Have to First Decide

that we want a specific change, know that it's possible, commit to it and then take the steps consistently until what at first is unfamiliar and uncomfortable, becomes automatic and easy!

YOU KNOW THE STEPS!

Change is Possible

I've spent my whole life learning to understand change; what the mechanics are, what gets in the way and how we actually can get the things we want in life.

Change IS possible, absolutely: You can have whatever it is that you're wanting in life.

Digest new information that supports the new way of thinking you're adopting. If you're looking to make some adjustments in areas relating to money, read a book on investing or the biography of a very successful entrepreneur. If you're feeling cynical about finding a partner, watch a love story. If you're feeling like finding your dream career is a distant and ever fading dream, find some articles or books about making your own path.

It's Your Job to Encourage Yourself!

