



CHAPTER

ONE



**My subconscious made me
do it**

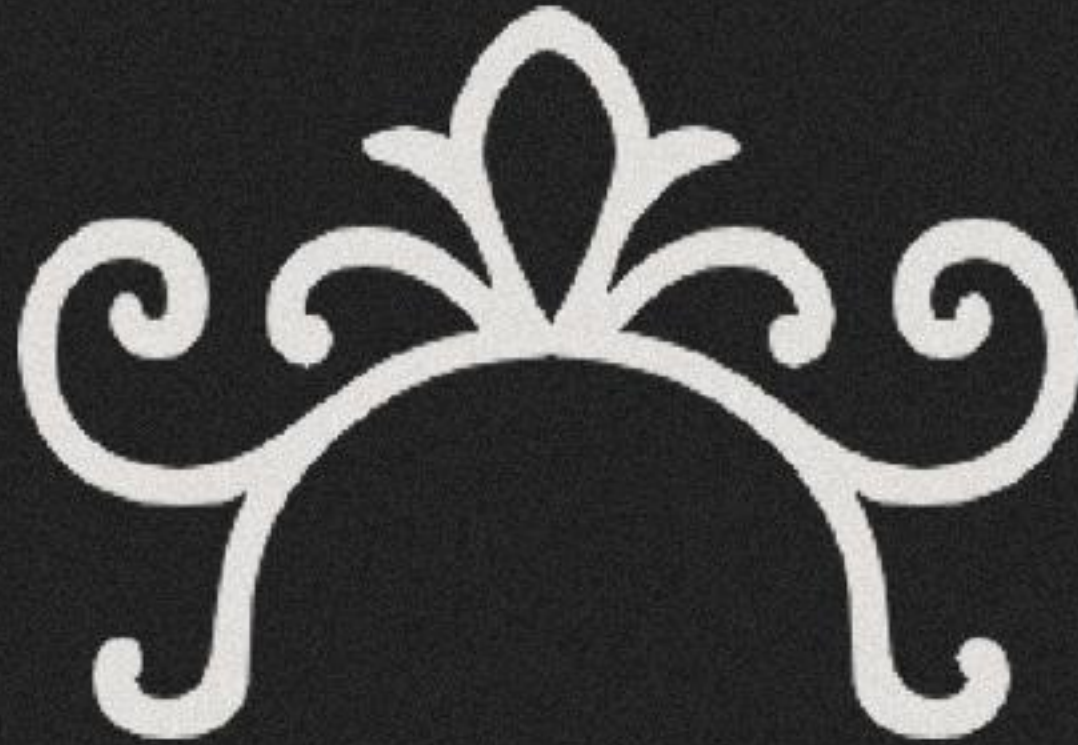


Chapter Summary

In this chapter, Jen Sincero explores how our subconscious beliefs shape our lives without our awareness. She shares personal anecdotes, illustrating how deeply ingrained beliefs from childhood inform adult behavior. The chapter emphasizes that while our conscious minds think they are in control, it is often our subconscious that drives our decisions, limiting our potential. Understanding this dichotomy is crucial to personal growth and breaking free from self-imposed limitations. The author encourages readers to delve deep into their beliefs to transform their lives positively.



Unseen Rules of Living

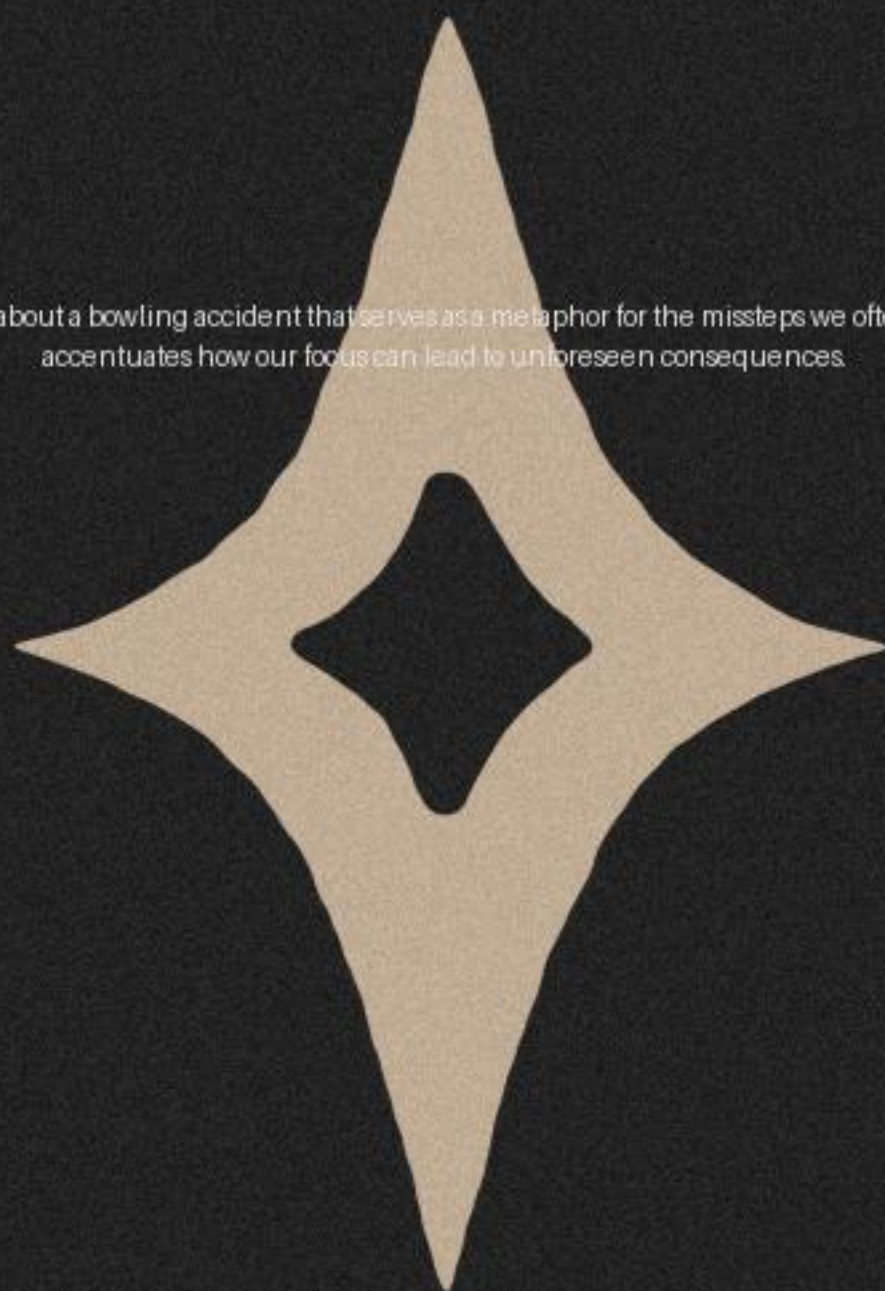


We are often victims of the unspoken rules and beliefs ingrained in us from childhood. These rules dictate our actions and responses, often without our conscious realization. By understanding these rules, we can begin to rewrite them.

The Bowling Accident



Sincero shares a humorous yet eye-opening personal story about a bowling accident that serves as a metaphor for the missteps we often make while unaware of our surroundings. This incident accentuates how our focus can lead to unforeseen consequences.



Conditioned Responses

Many of us have learned to avoid uncomfortable interactions, leading to passive behaviors rather than healthy confrontations. This conditioning stems from familial influences and societal expectations.

The Burden of Beliefs

The beliefs we inherit from our families can trap us in cycles of limitation. Understanding that these distorted beliefs don't reflect our true selves is the first step towards liberation.



The War of Minds

Our conscious mind is active, yet it often operates under the influence of the subconscious. This conflict manifests in various areas of our lives, keeping us from achieving our true desires.



The Blueprint of Life

Our subconscious mind holds the blueprint of our beliefs, running the show without our awareness. Recognizing this control is critical for making significant changes in our lives.

Illusions of Control

Understanding that our conscious efforts may be futile if they conflict with subconscious beliefs can be unsettling. It's time to align our beliefs to create the lives we truly desire.

"Conscious minds think they're in control, but they're not."

Exposing False Beliefs

To enact real change, we must expose and confront the false beliefs we've accumulated. This process involves deep self-reflection and honest evaluation of our values.



Awareness is the first step toward transformation.

The Stinky Carcass Analogy



Like a dead skunk under a house, unresolved subconscious beliefs can foul our lives. Ignoring them won't solve the problem; we must identify and remove them.

Invite New Beliefs



The final goal is to replace limiting beliefs with new, empowering ones. By doing so, we open up to a world of possibilities and positive experiences.



Recap

- "You are a victim of the rules you live by."

- "Sometimes we slide out of bounds while aiming for greatness."

- "Your subconscious believes everything; it knows no filter."

- "We are oblivious to the beliefs running our lives."

- "Conscious minds think they're in control, but they're not."



Thank You

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