

One Small Electronic Device can turn Your Life Around

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**By Doug C. Grant**

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**ONE SMALL ELECTRONIC DEVICE CAN TURN YOUR LIFE AROUND**

**By Doug C. Grant**

How much does it cost?

A few billion perhaps...if it could be duplicated.

But cost is incidental. You already own it. The real  
concern is what you do with it?

Most people just let it run wild. Sort of like an Indy  
race car with no steering wheel. Sooner or later (mostly  
sooner), it will crash into a wall. That's when the

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despairing cry goes up, "Why me, Lord? Life is so unfair."

Okay, so you're probably a mile ahead of me. You already know I'm talking about your brain. But I'm not talking just about your brain brain but your subconscious brain. That's the part of your brain that controls 90% of your mental activity.

So how to you control it?

You program it with the video camera incorporated into your conscious mind. Seriously. This is a fantastically

powerful technique overlooked by many people. Here's how it works.

Quick, without any thought, think of one thing you'd like to change in your life. Sure, you could make a list. So could I. But power comes from focusing. So select just one turn-around project to work on starting today.

Write down your turn-around project

If possible, use just one word like 'money' or 'health'. Wordiness tends to get in the way at this point.

Let's say you have written the word 'health'. Perhaps you have a chronic health problem. Or, maybe you're just concerned about your overall health. Whatever it is...FORGET IT!

Yeah, I know. That's not so easy...particularly if you've been nursing a chronic condition for any length of time or been diagnosed with a terminal disease. But forgetting is possible. Let's begin.

Start writing a number of reverse-words

For example, maybe you've had a back problem for years. You might even be in considerable pain at this moment.

Some reverse-words you could write down might be vibrant, active, energetic, youthful. Let your mind free-wheel. Write whatever the mind suggests.

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Just one word of warning. Don't use anti-words such as 'pain-free', 'disease-free' or anything suggestive of the problem.

For one thing, your subconscious won't accept these anti-words. For another, they will tend to aggravate the problem by reminding you that the problem exists. Write and think as though your problem or situation never existed.

You are now ready to begin your video

Bring life to your reverse-words. See them as reality in your life. Continuing with the above back example, you might see yourself walking tall and limber. Imagine yourself stretching, bending and feeling the freedom and flexibility of youth. It is as though your back has always been wonderfully strong and flexible.

Once you have a good video, play it through a thousand times a day. Well...maybe a thousand is a bit of a stretch. The point is you want to play it through anytime you have a spare minute. Waiting on the telephone? Run your video. Sitting at a red light? Run your video.

This requires some discipline until it becomes habit. But you'll be hardpressed to develop a more powerful habit.

Medical science is well aware of this technique

They call it The Placebo Effect. When developing a new drug, researchers will give a control group a sugar pill and tell them it's a new wonder drug. Absolutely guaranteed to cure their 'whatever'.

Instantly, powerfully, their video is created. They see themselves as cured. They cannot think of anything else. They expect the healing. They anticipate the healing. And soon their 'whatever' symptoms disappear.

Of course, when the research project ends and they learn the truth, their 'whatever' symptoms come storming back. They might even insist that they had never been cured in the first place.

But they were! And could have continued to be so if they

hadn't reversed the video in their head.

Any doctor will tell you that faulty mental videos will poison the body. And if the mind can make you sick, it can also make you well.

Skeptical? Give it a try.

Produce your reverse-video. Keep it simple and focused on only one problem or situation.

Play it at least five times a day for 21 days. Why 21? Because that seems to be the magical number for establishing a new habit. And that's what you're doing. You're creating a new habit of thought.

Remember, you're committing to less than a month. You're filling numerous empty holes in your day that would otherwise be wasted. And if you're persistent, I guarantee you'll greet a future morning with the statement, "Hey...I do believe I've got that old problem on the run."

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Doug C. Grant retired from a successful career as a nationally recognized business writer & marketing consultant. He now helps members of the 'Over-50', crowd (or any age) live healthier, happier and more productive lives through his Empowered Maturity Web Site (<http://www.dougcgrant.com>) and an on-line interactive seminar.

## **When Not to Publish Content in an eBook**

**By Scott F. Geld**

Some types of content are not good candidates for ebook distribution. To market an eBook successfully there must be a benefit to the user. Putting a novel for example, into an eBook does not necessarily guarantee its success. Just because a reader needs an electronic device to read a book

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doesn't mean that there's any benefit to be derived from it. If the ebook does not in some way offer an enhancement to the reader, then the value of the ebook could be less than in its printed format. Generally, most people do not like to read large amounts of text on a computer screen. In fact, some computer users prefer to print out lengthy online articles and then read them. Many people spend much of their work day in front of a computer screen; they don't turn to a computer screen for reading pleasure.

Portability is an issue. Even small notebooks and handheld computers are not as portable as a paperback. Reading while lounging on a sandy beach can prove to be hazardous to an electronic device. You can't snuggle up in bed with a computer all that comfortably. And then there's that 'touch-feely' thing. Many readers really like the tactile sensation of turning a page with their fingers. You can't do this with a computer.

Before you decide to just turn your printed documentation into an eBook make sure that the reader will see the benefit in choosing this format.



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