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Impair Healthy Healing In People Over The Age Of 30!

Shift Happens

By White Feather

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Are you tired of hearing about "the shift;" this big shift in consciousness we are supposedly going through right now? Are you tired of hearing about it and now want to actually see and experience it? If this big shift is really occurring, then why does so much of life still seem the same?

Our brains can be a lot like a computer. For purposes of speed, our personal computers have what is known as caches. This is storage of all the web-pages you regularly visit. So that sites come up fast, the cached version of a page will come up at times.

Our brains are a lot like that, too. Let's say that we walk by a certain building practically every day. At first, we look at it and imprint it on our memories, but after time we stop paying attention to it and instead of actually looking at the building we now just see a cached version of the building which is a composite of all the imprinting we had done the first times we consciously looked at it. Like the computers, our brains do this for the matter of speed and economy.

We do this even with people who are a regular part of our lives. Spending time with someone over long stretches of time, we build composite images of them and we routinely see those images instead of any updated versions. We build a cache of default images that our brains can use very quickly and what happens is we get out of the habit of actually looking and seeing and imprinting.

You see, imprinting takes a little bit of energy; not much, just a little zap. But using cached default images takes no real energy at all. Everything is already on file there in the noggin and all we've got to do is click on the default image we want.

This same idea can be applied to thoughts and beliefs and emotions.

So one way of looking at things would be to say that if one is not seeing the shift then one is seeing cached default images instead. By "clearing out our cache" we are coaxing ourselves to open our eyes and see and feel anew. By learning to feel with our eyes and see with our feelings we can stay out of default mode and we can open ourselves to unlimited beauty and joy and undeniable evidence of a

very major shift in awareness.

This article is reprinted with permission from White Feather's new book, *Living in Joy*. Check out White Feather's books at <http://www.lulu.com/laplumablanca>. White Feather is also webmaster of <http://www.whitefeatherforum.com>

Win–Stay, Lose–Shift: A Marketing Strategy

By Susan Dunn

Win–Stay, Lose–Shift: A Marketing Strategy by Susan Dunn, Coach

When you're in marketing, you often have to explain to a disgruntled CEO or manager why you want to abandon your original year's plan and move on to something else. You may even have been asked, as I have, "If I hire you will you stick with a plan that you make all year?" the unspoken inference being — like all the rest of my marketing people, expletive deleted.

Well here's a paradigm for why we do what we do in marketing that can solidfy your strategies, and perhaps be used to explain them to significant others.

Consider the "Win–Stay, Lose–Shift" Theory from behavioral psychology. It's very simple to understand, and amazingly difficult to put into practice. Nor have I heard the terms used.

If you don't use the win–stay, lose–shift strategy, you're in the "keep doing what you've been doing and you'll keep getting what you've been getting" position.

Everything we do now we learned at one time or another through what's called "reinforcement" in behavioral psychology. We learned that doing certain things brought desirable results, and doing certain other things brought undesirable results. And then we learned to stay with the winning strategy, and if it was a losing strategy, to try something different: Win–Stay, Lose–Shift.

It's so simple, monkeys do it.

Experimenters place a monkey in a cage with a blue button and an orange button. The monkey's curious, like humans, and he starts pushing the buttons at random. When he pushes the blue button, he gets a peanut, and he likes that a lot. When he pushes the orange button, he gets a spray of water in his face, and he doesn't like that.

So what does the monkey do? He may test the situation out a couple of times, but it doesn't take him long to shift from the orange button to the blue button, and to stick with it: Win–Stay, Lose–Shift.

It's very important in marketing to monitor cause and effect constantly, and to pay attention to results—to ROIM—returns on investment slash marketing.

Know what you do that wins, and stay with it. Know what you do that loses, and shift to something else.



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