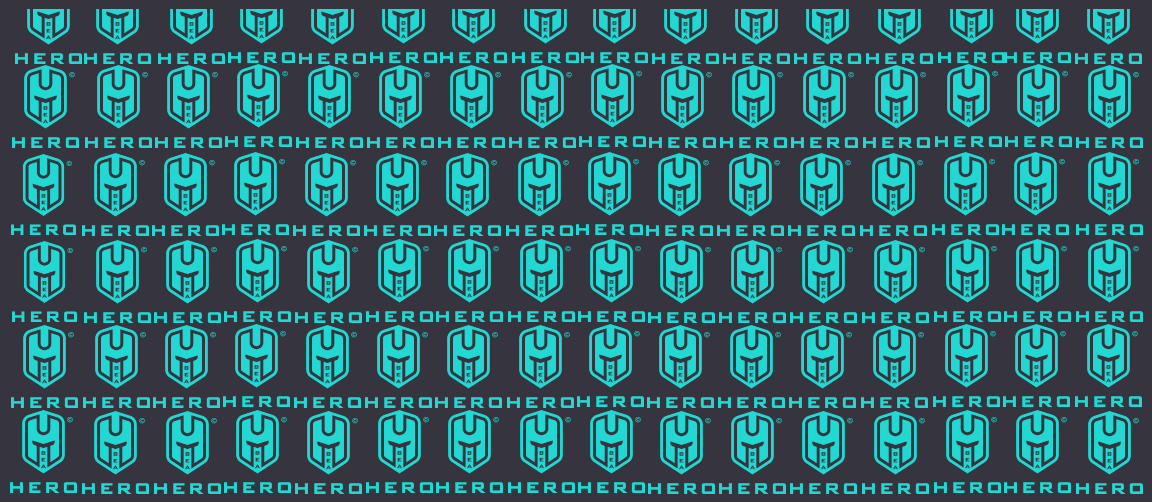


PART

2





**HUMAN
EMOTIONS**

Mastering Emotions

It's time for you to learn about emotions, your mind, and why you do certain things, or why you feel certain ways. Without, how are going to control the incredible human been you are?

To begin let's talk about forces.

Gravity is a force, wind is a force, magnetism is a force, radiation is a force. What do all these forces have in common?

They all are **invisible forces**.

What about love, hate, passion, hostility, admiration or jealousy?

They also are invisible forces.

Human emotions can impact your life almost more than anything else.

Emotions are what move us into action. "Emotion is motion".¹⁵

Think for a moment, emotions start wars or create peace, It gets you to fall in love, get married, and it's also what could get you divorce.

If effectively used we can use our emotions **to experience the enhanced life we always dream of**. But when you neglect emotions, anxiety, worry, hanger, stress, self doubt, pain, depression, despair.. can sneak in.



All is as thinking makes
it so.

MARCUS AURELIUS
ROMAN EMPEROR AND PHILOSOPHER

15
How to master
you emotions.
#UnleashYourGift.
Tony Robbins
video.

You must know that we all have been given a gift, and that is **the ability to choose**, direct and to shape our emotions. This skill can effect the quality of our lives in an instant and help others to do the same.

What would life be without the gift of emotions? Isn't that that what makes us different to a machine?

So, since you are going to become a legend, as a Hero-in-the-making you must **become the master of your emotions**.

Where do we begin?

Let's start by back engineering emotions. Despite what influence your external world, ultimately **the way you feel is based on the meaning you give to things**.

MEANING → EMOTION → YOUR LIFE

If something unexpected happen into you life that caused pain, there are two main ways you can give a meaning to.

You can blame that something or someone is punishing you and focus on the wrongs. Or, you can choose to view painful events as a challenge, a gift, an opportunity to grow, even a blessing.

There are those who blame and point the finger towards others, and those who self assess the situation and look where to improve.

Two different meanings producing two separate set of emotions causing ultimately two sets of life paths.

"What is wrong is always available, so is what's right."¹⁶


So where do you draw the line?

Once again it comes down to choice. What do you want to?

Thinking negative is the most natural meaning we are taught since young. At school you get primarily told what you did wrong, at work you often get told only were you failed, and the same in relationships.

So, your new response to painful events is to ask—**what's great about this?**

There is an opportunity in every situation.



What if I told you that you suffered a life-threatening car accident leaving you paralyzed from chest down for two years.

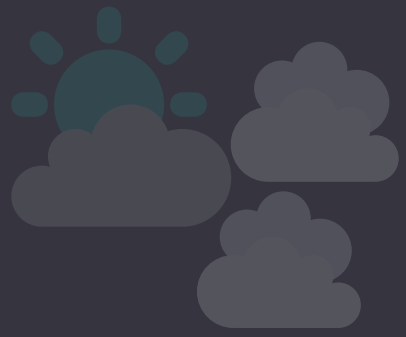
The first reaction is—why? Why me? Then the nurse treating you brings a guitar. Well, that's the story of Julio Iglesias, the Spanish singer-songwriter who sold three hundred millions copies worldwide making him the number one Spanish artist in his category still today.

Would you ever imagine Julio being a goal kipper? Well, that was his initial career path before his car accident.

If you read the autobiographies of most successful artists, actors, aviators, athletes, writers, scientists, inventors, leaders, kings, emperors etc...you will discover that the universe presents an opportunity in every situation, and those men and women succeed because of the way they responded to challenging events.

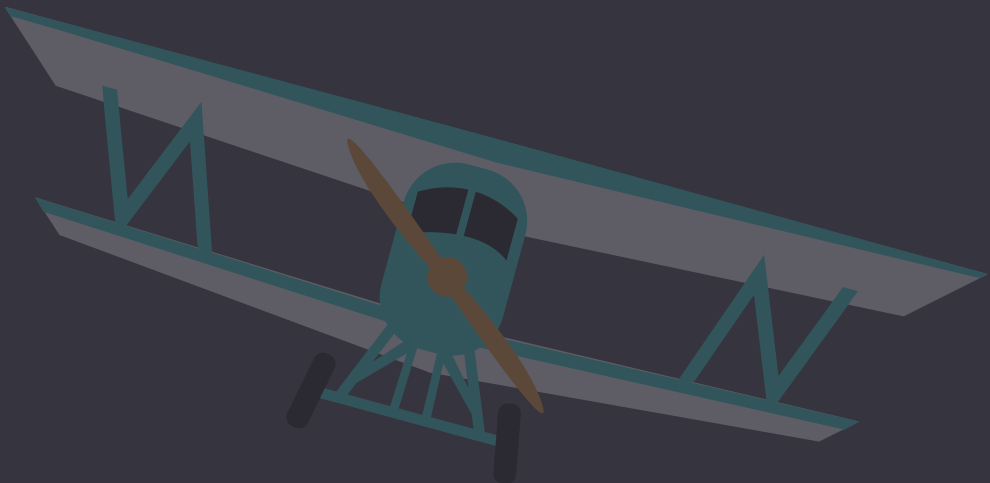
The meaning you give to negative events determines your emotions, your emotions determine your actions, and your actions ultimately determine the course of your life.

Don't be a fool to fall for negative events, as a Hero-in-the-making ask yourself—**what's great about this?**



You cannot grow
without a challenge, you
cannot fly without
gravity.

JIM ROHN
AMERICAN ENTREPRENEUR



Turning negative into positive



In this page you'll find some sample of negative events marked with the negative symbol "—".

Your task is to ask yourself:

Everything happens for a reason.

What's great about this?

What can I learn from it?

I am unstoppable.

My heart knows.

Come up with at least two positive reasons. Write them down, and strike with a pen the symbol "—" into positive "+". At completion of all exercises tick this page ✓.

Example

(—) My car's battery is flat and I am going to be late for work.

1) It's possible that if I left on time I could have had a car accident.

2) It's good that happen here in my garage, where can be fixed. Rather then somewhere else inconvenient.

Now it's your turn

(—) I lost my wallet.

(—) My flatmate is not respecting the house rules.

(—) My parents are often fighting.

(—) I can't find a job.





Every minus is half of a plus, waiting for a stroke of vertical awareness.

ALAN COHEN
AMERICAN AUTHOR

We spoke deeply about human emotions, meanings and how it will affect your life earlier. If you cannot find peace, or if you are angry, or fearful, go and carry out the meditation of gratitude exercise. Your heart knows.

Remember the story of Julio Iglesias how could he ever imagined that been deprived of his lower limbs would turn him into a world singer. Or Chuck Yeager who vomited all over the passenger seat on his first flying ride, was later to become the first pilot in history confirmed to have exceeded the speed of sound in level flight onboard the X-1.

Or, Marilyn Monroe who was raised without a father, was subject to multiple child sexual assaults and from living in an orphanage later became the Golden Globe winner for "Best Actress in Comedy".

Or, Caligula that from prisoner became Emperor of Rome.

in order to continue your Hero's journey, you must face your *status quo* and move forward.

So, looking at your list of negative situations, find at the bottom of your heart any possible positive reasons why you are or have experienced such situations.

Everything happens for a reason.

What's great about this?

What can I learn from this?

I am unstoppable.

My heart knows.

Energy goes where focus flows.

Every morning you can choose to complain about what you don't have or to be thankful for what you have.

Every choice you make chooses your fate.

Are you beginning to grasp the type of attitude required to succeed your Hero's journey?



It is during our darkest
moment that we must
focus too see the light.

ARISTOTLE
GREEK PHILOSOPHER

Time

LESSON 1

Time is the invisible master of all energies

Nothing happens without the dimension of time.

How everything travels is measured by time, how quickly an engine rounds is measure by time Everything that exists, lives or dies in our dimension, through the element of time. So, embrace time as an invisible force and let it be your master.

This brings me to the question—can you predict the future?

Probably not! So in which position are you to truly judge any present or past events in a negative way with self-inflicting pain?

Despite what something may seem negative today or yesterday, it's your duty as a Hero-in-the-making to train yourself to seek the positive side. Let time be your master.

If nobody can stop time, nobody can stop you. **You are unstoppable.** This is why you resonated those words before your oath, and why you swear "*until the end of time...let victory become inevitable.*"

LESSON 2

Look at the world upside down

Become aware of paradigms about what you perceive is in reality the exact opposite.

For example:

- What's sweet in the mouth turns bitter in the stomach.
- In music are not the notes but the resting pause between them that gives beauty and shape
- Without darkness how can there be light?
- Without losing something, how can you truly discover its real value?
- Keep your friends close and your enemies...closer.
- Is the level of your expectation that set the level of your disappointment.
- What you see through your eyes is the up side down projection projected to your mind.

Exercise

What do you see inside the circle?



What color is inside the circle?



Answer both questions. My answers are on the next page.





Things are not always what they seem; the first appearance deceives many.

PHAEDRUS
ATHENIAN PHILOSOPHER

As very well Phaedrus ancient Athenian aristocrat pointed out "things are not always what they seem", and after more than two thousands years still nothing has changed.

As a Hero-in-the-making you must discipline yourself to look literally at the world upside down, to give a positive meaning to negative events and let time take its course as the master of all forces.

Mother nature has given us two eyes to look in front towards what's ahead, the present and the future, not backwards.

The different between "Life" or "lie" is the letter "f" for force. Which force? Human emotion.

The choice is yours Hero. Find the meaning of your emotions, choose an empowering outcome and you would have finally master your life.

At the end of this chapter I created a step by step flow diagram to help you with this process.

Like everything it takes training and repetition for you to become the master and not the slave of your emotions.

The best tip I can give you is to **neutralize negative emotions when they are still small, don't wait and allow negative emotions to become giants.**

Remember on your oath when you swore to let your "heart be my shield, love my sword, gratitude my fortress, dreams my light".

My answers from previous task

1) The number six, the number nine, the letter "b", the letter "p" inverted, or the letter "R" in the Glagolitic alphabet.

12) I see the color green, or the primary colors blue and yellow mixed together.



"What keeps you going?"



As a Hero-in-the-making be thirsty to **learn about other people's** stories. You will surprise to discover what the people we most admire had to go through difficult breakthrough in their life to be who they are today.

Once you find the person ask this simple question: "Sir/Madam may I ask you, when things in your life get really taught, really difficult, and seem impossible to solve, **what keeps you going?**"

For this reason there is an exercise you are required to do.

Then just listen.

You must approach a minimum of five people, could be your grandparents, a colleague, someone that you admire, or even a stranger with whom you want to strike a conversation with.

Report their names once you complete this task, and perhaps their token tip about breaking through.

Turn your ears particularly towards the elderly and the wise, they are a walking book.

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

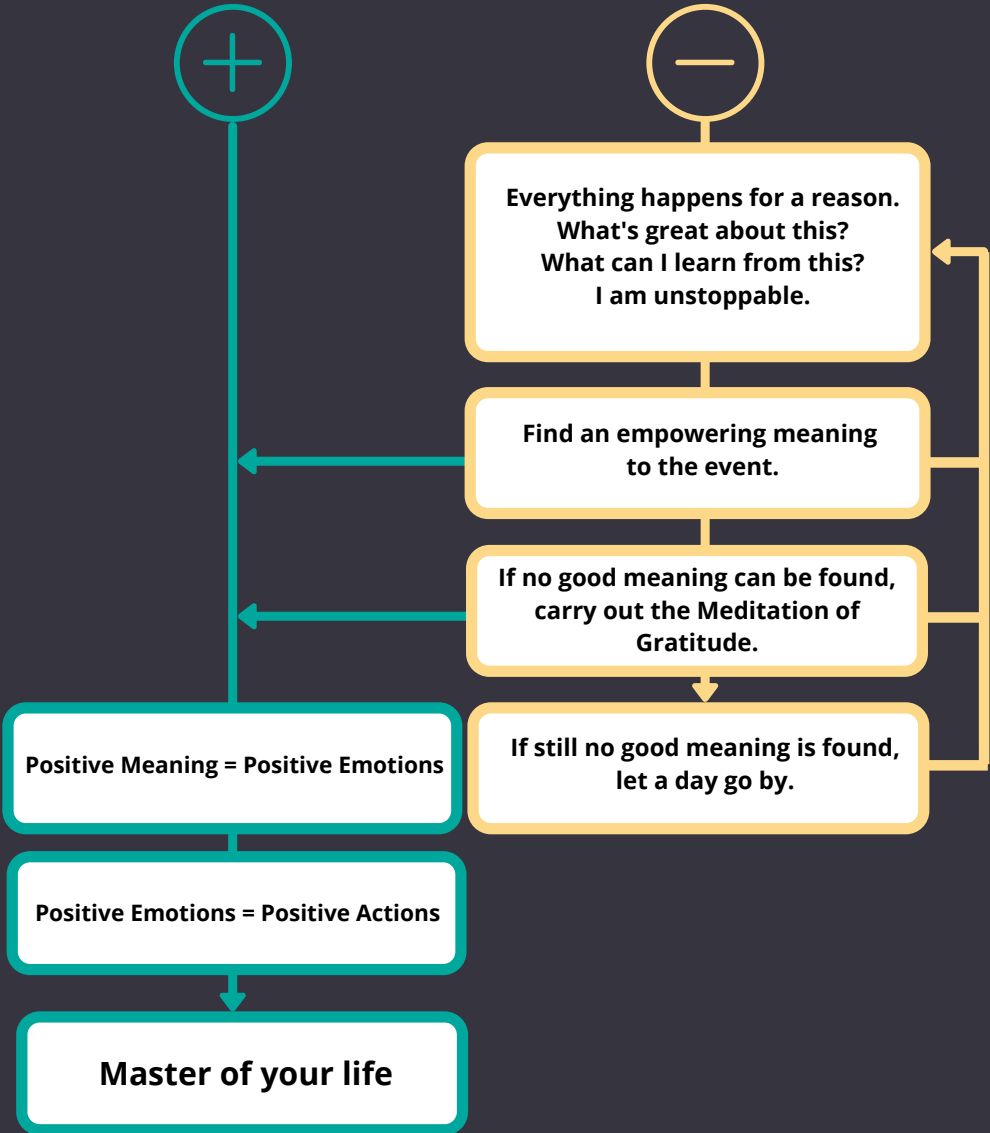


We have two ears and one mouth so that we can listen twice as much as we speak.

EPICTETUS
GREEK STOIC PHILOSOPHER

Human Emotion Control Deck

Life Event



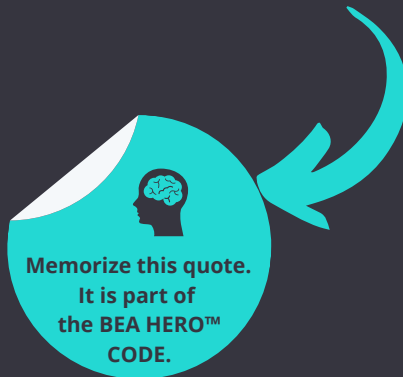


What should you do when
things go wrong?
Discipline my disappointment.

If they go really wrong?
Have faith.

And then?
Keep on sowing.

BEA HERO CODE™



6th Milestone Quiz

Choose the most correct answer according to the BEA HERO™'s teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

17
6th Milestone Test.
Beahero.world.

Q1. What invisible force affects human life the most?

- a) Love and hate.
- b) Gravity.
- c) Emotions.
- d) Negative or positive events.

Q2. How can you master your emotions?

- a) By asking what's great about every situation.
- b) Control the meaning of events and you will control your emotions.
- c) Stop negative emotions and give them a positive meaning.
- d) All of the above.

Q3. Which force is the master of all invisible forces?

- a) Human emotion.
- b) Time.
- c) Love.

Q4. When something negative happens how should react to it?

- a) By feeling pity and wondering why me.
- b) By trusting my gut and give it a meaning immediately.
- c) By looking at the event up side down, from a different perspective.
- d) By meditating and let more time go by.

Q5. What's the Hero's mantra when something negative happens?

- a) Not everything happens for a reason, but I am unstoppable.
- b) Everything happens for a reason. What's great about this? What can I learn...
- c) Your heart knows.



HERO

Let's recap...

HUMAN EMOTIONS

- The universe is full of invisible forces, so is human emotion
- Human emotions is what moves us into action
- The way you feel is the result of the MEANING you give to your life events
- Meaning = Emotions = Your Life

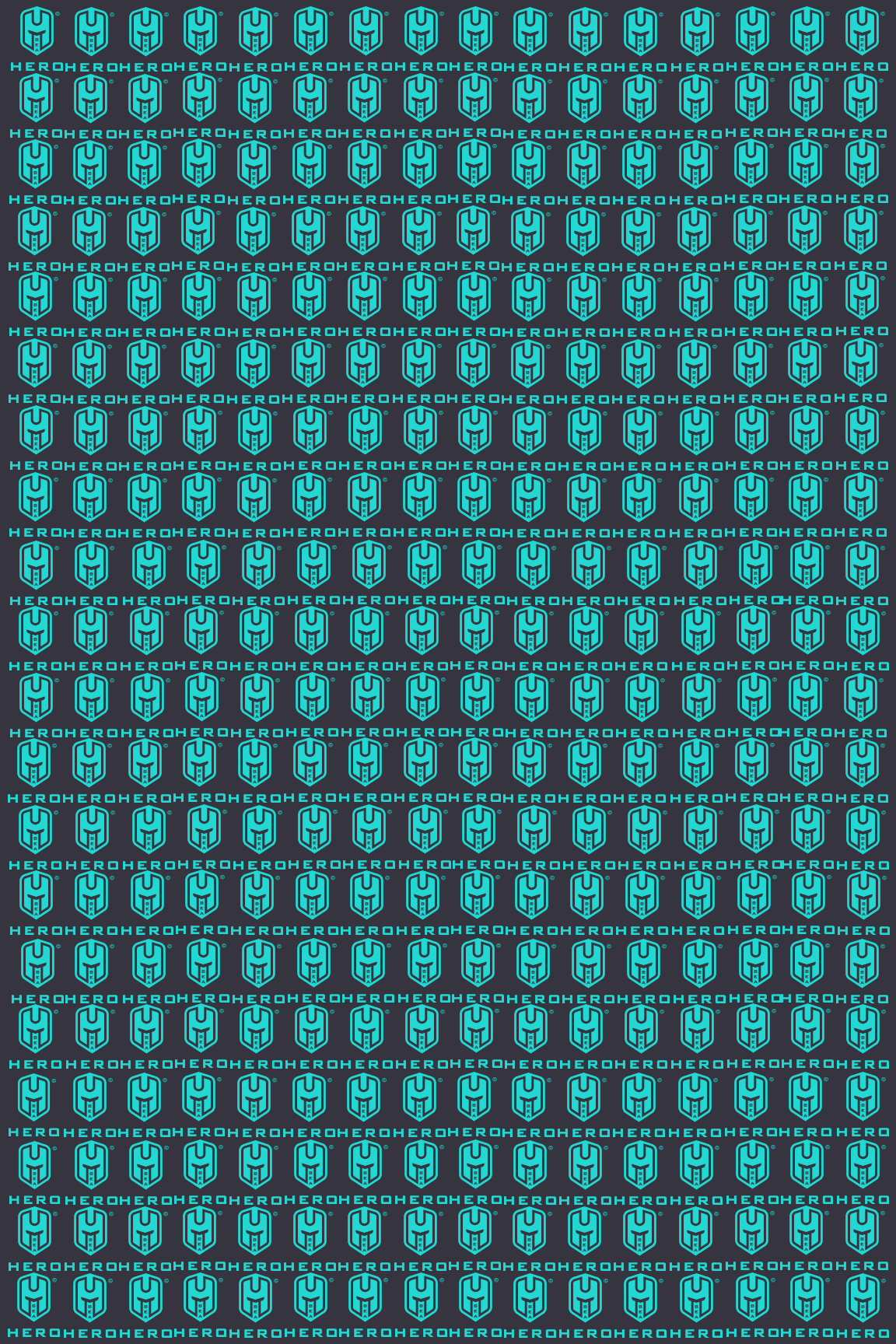
- Every life challenge comes with its opportunities
- Train to turn all negatives into positives
- Learn from other inspirational stories

- Time is the master of all forces
- Train to look at the world up side down
- What seems one way can turn out to be the exact opposite
- Human emotion control deck diagram
- Master human emotions and you master your life



**Everything happens for a reason.
What's great about this?
What can I learn from this?
I am unstoppable.
My heart knows.**

→ believe → → believe → → believe →





**WORDS OR
SWORDS**

Are words weapons?

No matter from which side of the world you come from, language produces emotions. If someone said you, you are wrong. How are you going to feel? If I say - you are lair! How are you going to feel?

All it takes is one word, and you can change someone biochemistry very quickly.

Science shows that words affect other people, but what we often forget is that the **words we use within our-self also affect our emotions.** So what words shall I use and not use?

Begin by watching your own T.V., your Transformational Vocabulary**. Since your TV shapes the way you feel. Identify the words that move you forward, and permanently get rid of what's pulling you back.

For example the word "depress", take it away from your vocabulary. Change it with unhappy, or not feeling overwhelm, but do not use the word depress. If you continue to use it, it will only pull you back.



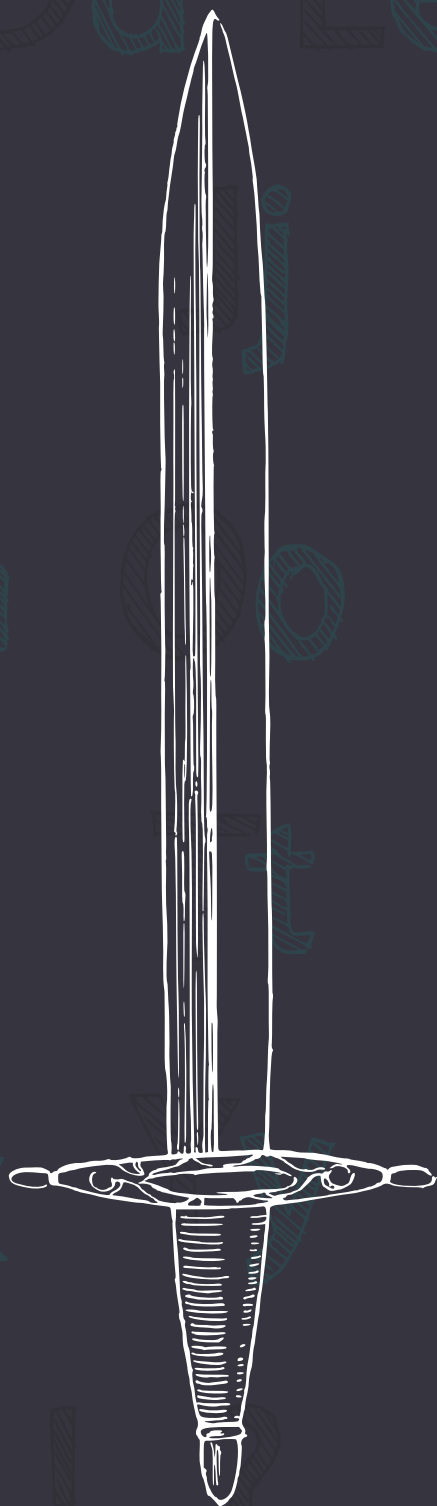
Words are like swords.

EPICTETUS
GREEK STOIC PHILOSOPHER

18

Change your
words, change
your life.
Tony Robbins.





The words that you attached to an experience becomes the experience. So, you must be conscious of that. If you talk about being bored all the time, you will be bored all the time. As oppose to say—this is inconvenient, or it's not my preference.

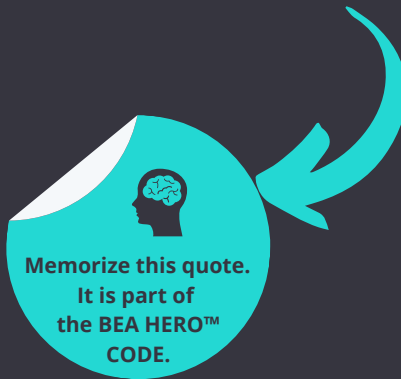
Language is one of the keys to shift your mind, it shifts your body and ultimately your results. Controlling your language is the first step towards targeting emotions. Use a colorful language, a gentle language or a playful language to compensate, and transform the negative into positive. Think of language as the matrix of emotions.

Did you know that the English language has two thousand negative emotion words versus one thousand positive ones. Our brain is hard wired twice as much towards negativity instead of positivity. As a Hero-in-the-making is arrived the time to now correct your vocabulary, and in the next page I show how.



What's the different between
positive or negative?
Only thinking makes it so.

BEA HERO CODE™



Overall, you are now well aware that words can be swords, but even more become aware that **your word creates your world**.

Stop for a moment and realize how the symbolic letter 'L' in the word "world" is geometrically telling you to lure vertically limitlessly. So, rise from the limited lateral thinking of a situation and project yourself vertically.

Your world is set by your limits, starting from the choice and use of you words.



Words are the verbal embodiment of power.

THE YOGA SUTRAS OF PATANJALI TEXTS

Correcting your words (worlds)



Twist your current language and cultural customs towards positive ones. Match the sentences below with their best substitute on the right.

I am depressed	→	I am not happy
I can't do it		I am not as fast
I am worthless		I have yet to learn it
I am slow		I have a temporarily situation
I am sick		I need to grow
I don't know	→	How can I do it?
I have problem		I am not 100%



Using same methodology write your positive substitute to the right.

I'm tired	→
I suck at...	→
I always forget	→
I'm stressed	→
I'm nervous	→
It's impossible	→
I never	→
I'm too busy	→

While you're learning to correct your own internal vocabulary pay attention and correct the words you use when addressing others:

What's your problem?	→	What is concerning you?
Why are you not listening?	→	What are you thinking?
What's wrong with you?	→
You're useless!	→

Note: Swears words towards others is merely the reflection that lies within you. Do your best to direct the energy towards better purpose.



"It's not what happens that determines your life future. Is what you do about what happens?"

It's not the blowing of the wind that determine your destination, it's the set of the sail. The same wind blows on us all. The wind of disasters, the wind of opportunity, the wind of change...the wind when is favorable and unfavorable.

The same wind blows on us all.

The economic wind, the social wind...the same wind blows on everybody. The difference in where you are arriving in one year, three years, five years..**the different in arrival is not the blowing of the wind, but the set of the sail.**

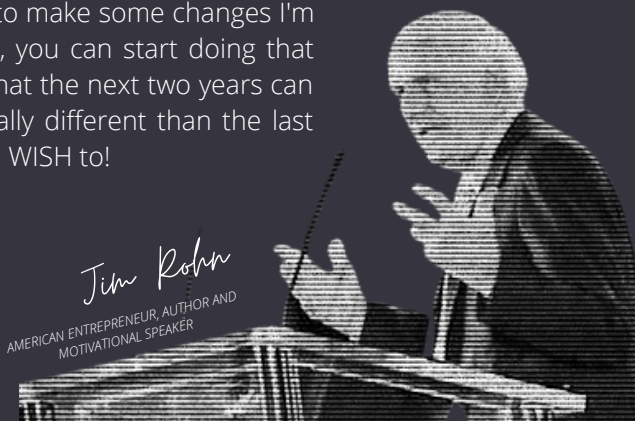
And that's what learning is all about. To set a better sail this year than last year....change the set of a better thinking, correcting the errors of the past and picking up new disciplines for the future. And, **guess who can do that? Anybody.**

You can keep on the same path in the next couple of years as you have the past two, but if you wish to...if you need to make some changes I'm telling you, you can start doing that today so that the next two years can be drastically different than the last two...if you WISH to!

This isn't written, this is not a law. This is what is called: opportunity.

But, if you don't know you can change, if you don't know you can drastically change your income, change your future, change your health..if you don't know that, **many people go year after year not making much change,** simply because they didn't get to the class, they never read the book, they never went to the seminar, the never made the discovery, **they didn't seek for the knowledge of how can I make my life better...**and if you just rock alone I am telling you it's okay,, everybody is free to live anyway they choose, but I am here to tell you that **if you wish to, it is possible** to make the next three years totally different than the last three...

So, you got that one now? It's not the blowing of the wind that determines your income, it's not the blowing of the wind that determines your future, it's the set of the sail."******

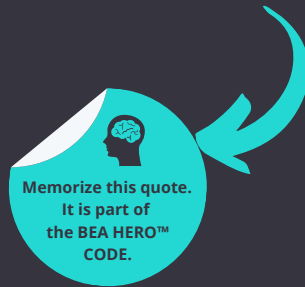


Jim Rohn
AMERICAN ENTREPRENEUR, AUTHOR AND
MOTIVATIONAL SPEAKER



What determines your
destination?
The set of the sail.

INSPIRED BY JIM ROHN



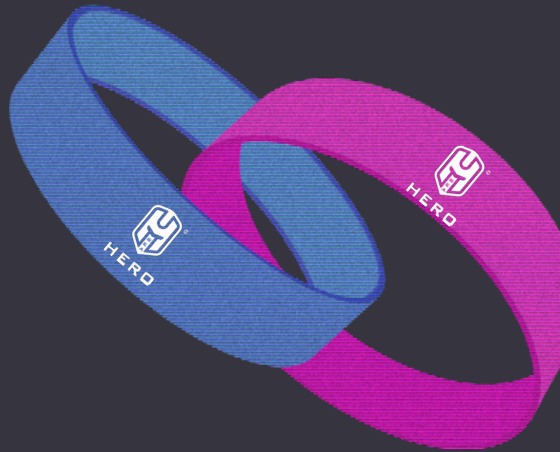
The snapping wristband



As a Hero-in-the-making get an elastic rubber band around your wrist, and every time you catch yourself using negative vocabulary towards you or others, pull the rubber band to cause pain when snapping it.

Having cold showers, doing pushups are also other forms used to correct discipline.

Use negative words and you choose to remain a slave and be bound by them. Correct them, after years of miss-treatment, and your mind will follow boundless limits.



Now learn how to properly question yourself, aiming towards the better outcome, aim towards the solutions?

- I'm lazy → How can I get more drive?
- I'm terrible at → How can I get better at...?
- I'm always late →
- I'm useless →
- It's my weakness →
- I don't have... →
- I →
- I →
- I →

Go to the source of your behavior, not the outcome.

Change the behavior you change the outcome.

Your mind focuses on what you think.

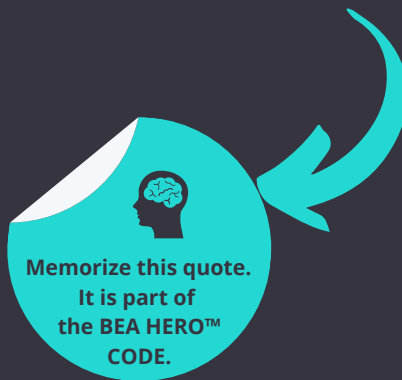
Questions are the best invention to welcome new insights.





What's are words?
The primal manifestation of
my world.

BEA HERO CODE™



Fear

When asked **what prevents people from doing the things they truly want** the most basic and simple answer is **fear**. Everybody is afraid not to be enough, smart enough, rich enough, quick enough, young enough, so **how can you overcome fear?**

You won't, you are going to **learn how to embrace it**, since fear holds the podium of your greatness.

Thus, the **scope in this section is not about destroying fear, instead is about channeling it** in a direction that serves you better, walking with it hand on hand, or even better dancing with it.

Think of it as Aikido, the Japanese martial art that uses the opponent power against itself. Aikido is often translated as "the way of unifying (with) life energy" (19). Similarly, our goal is to unify with fear, and take advantage of its energy.

Did you know that when you were just a baby you were born with only two fears? The fear of falling, and the fear of a loud noises. Incredible, isn't it?

Does that mean that a baby has more courage of an adult? Not exactly. Let's not confuse fear for danger. No baby would survive a day without its parent's protection against hazards, until it grows and learns about safety. Courage without competence isn't going to take you very far.

So, remember despite been born almost fearless, it's your 200,000 brain software that has kept you safe from dangers all this time.

As a result, survival is what the brain core system operates on. So, let's all be grateful of fear and learn how to co-exist with it. In other words, instead of fighting fear embrace it, and learn how to channel it.

Fear can exist only in your thoughts of the future.

It's a another invisible force, a product of your thoughts, and it's a choice to let fear transform into a form of induced pain. But, did you know that pain is one of human's most powerful force?

Too much fear?

Studies show that an abnormal levels of fear and anxiety can lead to significant distress and dysfunction.*

It's not uncommon at young age to develop phobias and anxiety disorders. If you are in this situation, you need to seek professional advice. Nowadays we know so much about the brain, lots of effective treatments work in relative short time, look at NLP (Neuro Linguistic Programming), timeline therapy, regression hypnosis,** the Wim Hof iceman method..look for the source, don't try to cure something just through medications.

To give you an example, one of my dearest friend was cured from stammering speech by a cranial-sacral practitioner by touching pressure points on the sculpt. Isn't that incredible?

*
The Fear Factor
(2017).
Abigail Marsh.

**
Healing illness with
the subconscious
mind.
Danna Pycher.
TEDx Talk
YouTube 2015.

Too little fear?

Studies show people who lack functionality in the amygdala, the part of the brain were fear originates from, are typical psychopaths*. Traits among this category are people with antisocial behavior, impaired empathy, remorse, boldness, dis-inhibited, and egotistical. Unfortunately there is no cure in known domain for psychopaths.

Anyhow, part of being a Hero-in-the-making, is never accept a no for an answer when is for a good cause.

A no is simply a don't know.

Anything worth searching for the greater good is always worth pursuing. So, if you suffer of any dysfunctional conditions seek alternative methods. Life is too precious for giving up because someone else said so.

We would have never gone to the moon if that was the case,

The right balance of fear

I hope now you can agree with me that the right amount of fear is necessary to avoid any extreme psycho attitudes.

As such, do not confuse being fearless, with being courageous. Studies shows that altruism, self sacrifices actions come from fearful people. People are able to overcome fear when others are in danger.

There is actually an hormone called oxytocin that despise still showing physiological signs of fear, is what enable someone to fight, instead of freezing or running away in front of dangerous situations*.

Fear also allows to feel empathy. Being able to understand and share the feelings of others is a great attribute. Both altruism and empathy can be improved by meditation and reading; which are both activities as Hero-in-the-making you should start doing regularly.

When the renown Greek philosopher Aristotle was tutoring Alexander the Great in 343 B.C. he asked the future conqueror what was the most valuable virtue a soldier could posses?

Alexander replied "courage". So Aristotle asked him what happen if the warrior excess courage caused him to run ahead of his army and face the enemy all alone?

Alexander acknowledge that he will be surely be killed. So, Aristotle asked what happen if a luck of courage caused the soldier to run the other direction? Then it will be a coward - Alexander replied.

With this reasoning Aristotle taught Alexander the importance of always finding the middle points and therefore developing balance in life.

Biographics:
275 - Aristotle -
History's Most
Influent
Thinker.

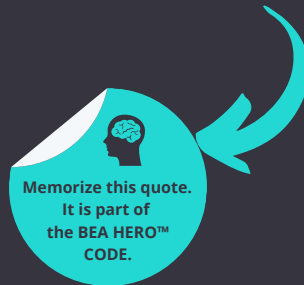
21
The Fear Factor
(2017).
Abigail Marsh.



What should you be afraid of?
My greatness.

Where is your greatness?
Behind my greatest F.E.A.R.
(False Evidence Actual Reality)

BEA HERO CODE™



Regrets

How to embrace fears?

One method to embrace fear and make you push through is to induce another side of fear, and that's regret - or fear of missing out.

I started training you previously about your internal communication. So, let's continue your training with a ritual know as **the rocking chair**.

The rocking chair ritual is an old but effective method that can be very powerful. You will required to imagine to fast forward time picturing yourself very old, weak with white hairs or even bald, sitting in the rocking chair of a hospital.

The aim of this ritual is through a series of questions burst a strong sense of regret in you.**

It will force you to look back at your life, now that you are very old, unwell, unable to go back, and to ask yourself a series of questions.

Those questions will help you forge strong human emotions of regret and wisdom that will outweigh your present state of fears, inaction, anxiety, worry, doubt, hesitation, insecurity or self doubt.**

Ultimately always remember that "your heart knows."



The experience of regret: What, when, and why. Gilovich, T., & Medvec, V. H. (1995)

Regrets of the Typical American: Findings .. Mike Morrison, Neal J. Roese Neal J. Roese March 14, 2011

The Rocking Chair Ritual



The effectiveness of this ritual depends on how well you are able to embody the state of being a very old person, and you can even wear an old face mask full of wriggles to help you with this process.

When you are ready, shake your body up and find a chair.

Now imagine to fast forward time. Imagine the hands of the clock moving clockwise faster and faster. Picture when looking outside the window, the days and nights passing quicker and quicker.

The seasons flicking in just seconds, your birthdays ticking away, the calendar years flipping out of control.

Your face is aging, your body arching, the color of your hairs becoming greyer and greyer, your skin sagging, your teeth becoming yellow with black spots, your eyesight blurring, you can't hear much anymore, and as you're imagining this aging process occurring, suddenly time stops.

Like in a dream you open your eyes and find yourself awoken here in a hospital room, in this rocking chair, next to a wheelchair and bunch of flowers to comfort you.

Your legs are very slim, you look at your hands and are no longer what they used to be, you feel some pain already in the joints when you move your fingers.

You think that you've awoken from a nightmare, but no. This is real, you are very old and very little time left to live. So you rightfully ask yourself—**what happen to my life? What happen to time?**

You are very, very sad; in total disbelief on how it all happen so quickly!

You were just too busy to notice, to worry about things, but now it doesn't matter anymore—it's too late.

As you contemplate, someone knocks on the door and a small envelop slides under it.

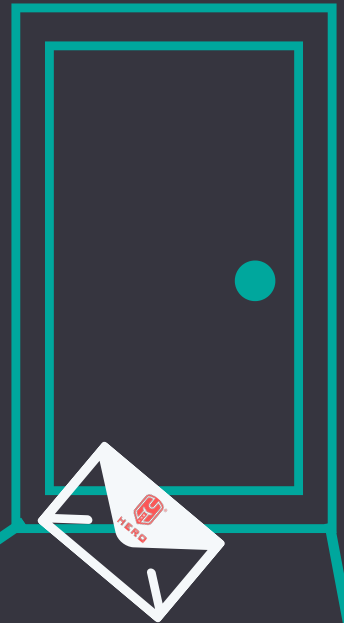
You pick up the envelop and you notice it has the BEA HERO's insignia. You open it eager to read the message that says:

Dear Hero,
It's in the darkest nights
that we gaze at the brightest lights.
Write down your regrets of life
so may this rocking chair
sends you back in time.

What you've got to loose
other than an excuse?
What's worth to claim
to avoid the misery of shame?

Read the face in front of you
analyze each reason as dew.
If a smile will appear
your true answer is revealed.

Tick tock, tick tock,
is the sound of the clock.
Tick tock, tick tock
it's time for the Hero in you..to rock.



When you have embodied the proper emotional state from the rocking chair, make a list of the things that are still unsettle inside of you by asking yourself:

What decisions I am presently struggling with?

- -----
- -----
- -----
- -----
- -----

What decisions are stopping me from having the life that I desire?

- -----
- -----
- -----
- -----
- -----

What decisions do I keep putting off that could turn my life around?

- -----
- -----
- -----
- -----
- -----

What do I wish to have more time for, or try to do that I could regret?

- -----
- -----
- -----
- -----



Perhaps you need to make an impactful work related decision, or you don't know if you should follow your childhood's dream and do what you're really passionate about.

Perhaps you are considering if you should do something that you have never done before, a new activity, new skill, or a new challenge.



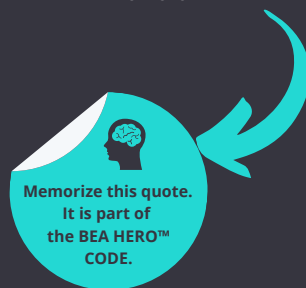
What is age?

A measurement of illusion.

Why?

Life like age is not measure
by the numbers of breaths
we take, but by the moments
that take our breaths away

BEA HERO CODE™



7th Milestone Quiz

Choose the most correct answer according to the BEA HERO™'s teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

7th Milestone Test.
Beahero.world.

Q1. The words we use only affects other people but not us?

- a) True.
- b) False.

Q2. What's a better version of "depress" that could be used in your internal vocabulary?

- a) Very hurt.
- b) Very sad.
- c) Mentally sick.
- d) Unhappy.

Q3. Why are words important?

- a) Because we need them to successfully communicate.
- b) Because it helps to express our feelings.
- c) Because our brain attach words to experiences and emotions.

Q4. In the BEA HERO™ Code how do you respond to: "What's the difference between positive and negative?"

- a) A vertical strike to turn negative into positive.
- b) Only thinking makes it so.
- c) By looking at the every event up side down.

Q5. How should you deal with your own fear?

- a) By suppressing fear as much as possible.
- b) By allowing fear to take over your feelings.
- c) By embracing fear and using it for strength and guidance.
- d) By replacing fear with a lot of courage.

Q6. What the acronym for F.E.A.R. in the BEA HERO™ Code?

- a) Forget Everything And Run.
- b) False Evidence Actual Reality.
- c) Face Everything And Rise.

Q7. What's a very power ritual to help you test potential life's regrets?

- a) The ritual of the snapping wrist.
- b) The ritual of the rocking chair.
- c) The ritual of gratitude meditation.

Q8. What profound relationship do the words "word" and "world" have?

- a) The added letter "L" symbolically tells us not to be bound by flat horizontal thinking, but instead to project meaning vertically.
- b) The added letter "L" for limit reminds us how our words determine the limit of our world.
- c) The words we use shape the world we manifest.
- d) All of the above.

Q9. In the BEA HERO™ Code how do you respond to: "What determines your destination?"

- a) Chunking goals in smaller milestones
- b) My willingness to change.
- c) The set of the sail.
- d) Correcting my vocabulary

Q10. In the BEA HERO™ Code how do you respond to: "What should you be afraid of?"

- a) My past.
- b) My fears.
- c) My passions.
- d) My greatness.

Q11. Who has the ability to change?

- a) Anyone who becomes aware of it.
- b) Anyone regardless of what they do.
- c) Anyone with enough income.
- d) Anyone with no fears.

Q12. In the BEA HERO™ Code how do you respond to: "What is age?"

- a) The perception of experiences.
- b) A measurement of illusion.
- c) The length of time that a person has lived.
- d) Just a number.

Q13. How should life and age be measured according to the BEA HERO™ Code?

- a) By the numbers of breaths we take.
- b) By the moments that take our breath away.
- c) By the fears that we conquer.
- d) By the regrets we conquer.



HERO

Let's recap...

WORDS OR SWORDS

- The words you use affect your thoughts and emotions
- Words are like sharp swords
- Exercises on how to correct your vocabulary
- It's not the wind that determines your destination, but the set of your sail

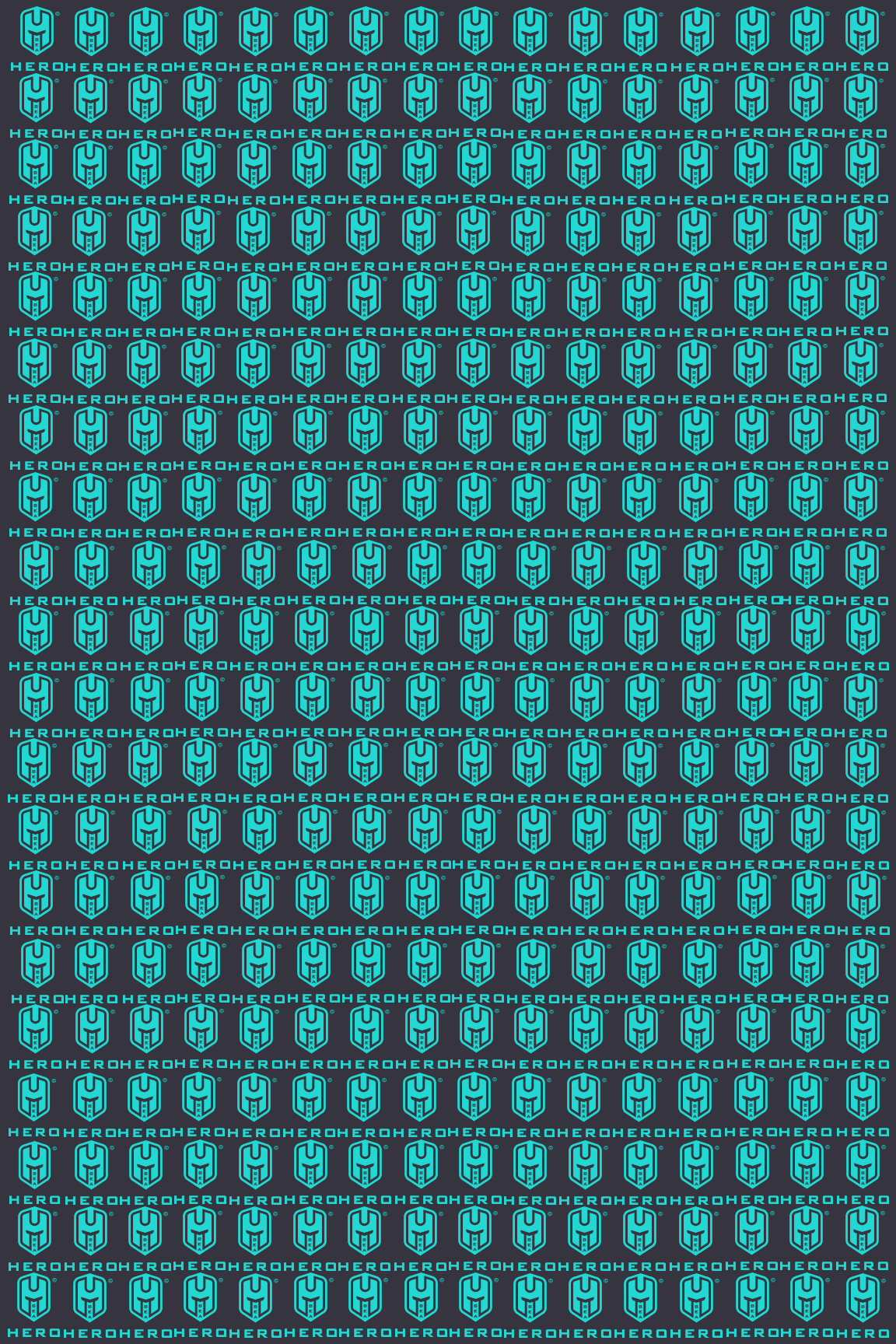
- Snap your HERO's wristband when you catch yourself using negative words

- The letter "L" in "world" should remind you to rise your awareness vertically
- Limited or limitless? It's up to you

- Learn about the balance of fear
- Learn to embrace fear and pain to your advantage
- Practice the rocking chair ritual to conquer regrets
- Identify important decisions now before it is too late
- Age is a measurement of illusion
- Life is measurable by the moments that take your breath away



Your word shapes your
world.





DECISIONS

Studies show that actions, or errors of omission, generate more regret in the short term; but in-actions, or errors of omission, produce more regret in the long term.***

A very wise man once said that the richest places on earth are not the gold mines or the oil fields but the graveyards.

"It is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream." - J. Brown.

What can we all learn from this? What if our ancestors could talk to us, what would their main message be?

"Don't lock your dreams and ideas inside your coffin."

The experience of regret: What, when, and why. Gilovich, T., & Medvec, V. H. (1995)

Regrets of the Typical American: Findings .. Mike Morrison, Neal J. Roese March 14, 2011.

If you ask any professional coach, when does someone's life truly change? Is it after six months, one year, ten years, when?

The answer is that **life changes in a an instant. The instant you decide.** The moment you say "no more, enough is enough, I must do it."

Your destiny too can be shaped in an instant and each time you carry out the ritual of the rocking chair, you are simply pushing yourself towards a potential breakthrough to discover what really matters to you.

Life is an emotional arena stuck between fears and the rocking chair ritual will help you to turn your "should" into "must," your "I do it tomorrow" into "now or never." Once again we go back to your internal vocabulary and your internal communication. With the rocking chair ritual we're simply adding more emotional spice into it, and I hope it burns.

The ultimate outcome is **to become more afraid of what life would be like if you don't follow through**, than the person who is willing to settle. It's almost like **overachievers have a little bit more fear, afraid of missing out or strong enough reasons to follow through.**

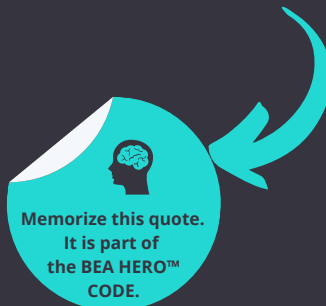


What are the three most important days of your life?
The day I was born.

And the second?
The day I discover why.

Which is?
Today.

BEA HERO CODE™



Information

In order to make a proper decision about something you must put to balance the pros and cons of your decision.

Proper balancing the pros and cons reveal more than you can imagine. We all heard many times the saying "failing to plan is planning to fail."

But, **the quality of your decisions depend on the quality of the information** present in front of you.

Would you ever go into battle without knowing the enemy that you are facing?

No, but many people today approach life with poor knowledge to seek what's ahead of them. Ultimately we all learn from our mistakes, but how you learn is your choice.

Acquiring all the facts costs time, so depending the importance of your decision, it's up to you to decide how many facts to seek.

Although, don't make rush decisions until you have enough information to help you choose. What is "enough"?

The truth is that information is never enough, since as the future unfolds more information is revealed. So, **at some point** if you want to achieve your goal **you will have to take action**, and as you progress more facts are revealed for which you can decide accordingly.

For now let's learn how to obtain more information, or even predict the most probable outcome about something?



If you know the enemy and you know yourself, you need not fear the result of a hundred battles.

Pretending

Books, testimonies, reviews, trends, statistics, and history are some useful form of information; but did you know that **you can also pretend** that you already achieve your goal and test if things are like you expected to be?

For example, in many business endeavors before producing a product owners publish their idea for people to order the item on back stock. So, only after the customer has placed the order the item is then produced.

Similarly, if for example you wish to buy an investment property, before buying it you can pretend to already own it by posting an add verifying other people's interests. If you do or don't get the response you want, you have a better set of information to help you with your decision.

The same can be used before choosing a profession, a school, a business etc. Contact at least three people in the field you are interested, or go and see for yourself though doing a work experience, voluntary work for a week, and accumulate enough insights to help you with your important decision.

It's no point for you to become a lawyer if then what's on the other side doesn't make you happy or satisfy your needs. Things are often not like are shown on television.

So, there is nothing stopping you to hope for the best, but it will be foolish not to plan for the worst. Remember to keep things, such as expectation balance.

Process of elimination

When you are stuck in understanding the meaning of a virtue, a wisdom, a skill, a principle, a truth, a state of mind, you can by **describing what something is not, left with what that something is.**

It's know as the process of elimination.

You can use the same methodology to contemplate about a decision, a person, a necessity, a vice, a challenge.

Knowing properly what something is can accurately help you achieve your outcome.

Remember when we said the the quality of your decisions depends on the quality of your information? Well-**the quality of your decision determines the quality of your life.**

Once you have done your homework of accumulating as many facts as possible, and accurately describe what you have mind, you can proceed to your next exercise.

The RAID model, or Risk Assessment Important Decisions.

RAID uses a scientific method to help you making decision. It has been of great value, and after a bit of practice it becomes second nature. The RAID must be done on piece of paper, thus avoid doing important risk assessment decisions inside your head.

Jot down all your thoughts and accumulated facts. Often than not once something is jot down on paper, it helps you to analyses it much further for then review it.



The pen that writes your
life story must be held in
your own hand.

IRENE C. KASSORLA
FILM ACTRESS

Risk Assessment Important Decision (RAID)



Instructions

The RAID separates the pros and cons in two columns, or you can use two papers.

Each column is presented with a series of questions to help you find what is

positive or negative about your decision. One question could have multiple answers. There is no limit to the questions you can ask.

What is essential is that for each answer you provide a weight number of importance from -10 to +10.

For example, if your decision is about joining the army or not, and one of the reasons is because it's your dream since a child, you could score as +7.

If the reason is also because you like shooting, +3. But if you dislike having to follow orders, and told what to do, that could be a score of -6. Or if you dislike having to move away from your hometown that would score -7.

The score depends on how much joy or pain you feel.

If your decision is about whether or not ending a relationship. A good reason for continuing could be that you have been married for ten years, so that could be scored as +8. But, if you have been cheated, that could score as -10.

The scoring is up to you. It depends on how much joy versus pain something is causing.

How much are you gaining or losing? How likely or unlikely something is?

Just be aware not to give away +10 or -10 too easily. If you are deciding whether or not jumping from a plane and that's very risky or life-threatening that will score as -10. Although if that will make you win a world record and it's very important to you that is a +10.

When answering try to think of the indirect consequences of your decision. For example, becoming an actress could help your financial situation as well as becoming famous. But, it will also indirectly affect your privacy and could attract misleading friendships.

So, try to think laterally about your decision. How's your family going to be affected, your body, your free time, your hobbies, etc?

Everything is connected, so consider all possible factors when you are taking important decisions.

At the end of each RAID, review and add up the scores to reveal the final balance between your pros and cons.

PROS (+)

Why is this so important to me?

- -----
- -----
- -----
- -----
- -----
- -----

How my life circumstances would positively change if I am successful?

- -----
- -----
- -----
- -----
- -----
- -----

What problems will it solve if I am successful?

- -----
- -----
- -----
- -----
- -----
- -----

Are there any other ways I could achieve my goal without affecting my current life?

- -----
- -----
- -----
- -----
- -----
- -----

CONS (-)

What's the worst thing that could happen if I don't succeed?

- -----
- -----
- -----
- -----
- -----
- -----

How my life circumstances would negatively change if I am successful?

- -----
- -----
- -----
- -----
- -----
- -----

What new problems will it cause if I am successful?

- -----
- -----
- -----
- -----
- -----
- -----

What new risks would I have to face if I am successful?

- -----
- -----
- -----
- -----
- -----
- -----

PROS (+)

Would I regret not pursuing my goal for the rest of my life in any way?

- -----
- -----
- -----
- -----
- -----
- -----

If I am not successful, can I make up for the loss of...time, money, relations?

- -----
- -----
- -----
- -----
- -----
- -----

Would I feel that something is missing from my life if I don't pursue my goal?

- -----
- -----
- -----
- -----
- -----
- -----

If I continue to wait, when would my goal be too late to achieve?

- -----
- -----
- -----
- -----
- -----

TOTAL SCORE

+.....

CONS (-)

Would you be ashamed of your decision if you aren't pursuing your goal?

- -----
- -----
- -----
- -----
- -----
- -----

If you change your mind half way through what could you lose forever?

- -----
- -----
- -----
- -----
- -----
- -----

What is currently standing on your way?

- -----
- -----
- -----
- -----
- -----
- -----

If you decide to go for it, how is that going to negatively affect your lifestyle, relationship, finance etc?

- -----
- -----
- -----
- -----

TOTAL SCORE

-.....



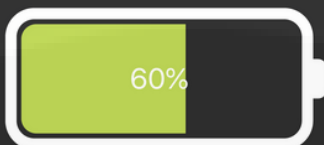
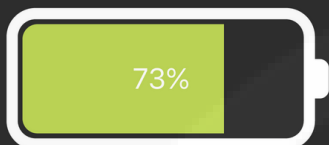


Countdown to Zero



20

30



Time to the end

Time to the end

19976.90118 Days >

16323.90069 Days >

Please enjoy the remaining

Please enjoy the remaining

2854 weekends >

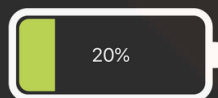
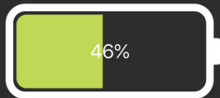
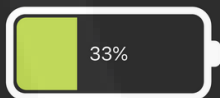
2332 weekends >

Life Remaining to 75 Years Old

40

50

60



Time to the end

Time to the end

Time to the end

9018.90009 Days >

12671.90029 Days >

5366.89981 Days >

Please enjoy the remaining

Please enjoy the remaining

Please enjoy the remaining

1288 weekends >

1810 weekends >

767 weekends >

**Countdown to
Zero: Life
Count.
Apple Store.
Free app**

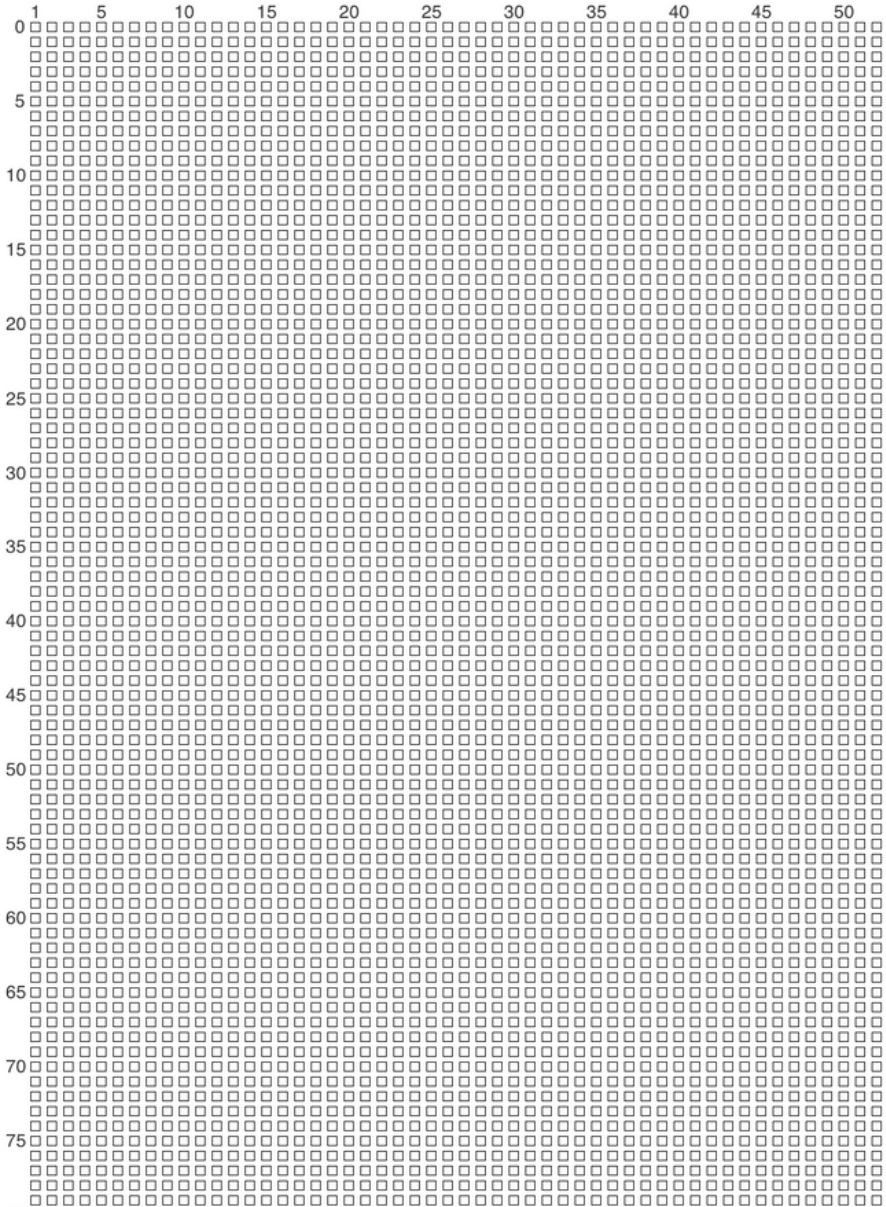
My Life in Weeks



Each small square on this page represents one week of your life. Starting from zero fill each square with a maker pen until reaching your current age by week.

The remaining empty boxes figuratively represent your remaining weeks to age eighty. Come back to this page once a week to fill one square. Be grateful, and memorize a quote from this book.

WEEKS PER YEAR



AGE

The three kilograms pod



One of my favorite wake up calls in life is to regularly put things into perspective. When someone says that we are a speck of dust orbiting around the sun heading towards a black hole, it's a bit hard to picture it the minuscule expression of our existence, so let me give you a more tangible perspective.

Grab a transparent plastic bag, or an empty flower pot, or a container and go out where you can fill it up with about three kilograms (six pounds) of sand, or soil.

Once you have done that, preferably transfer it all into an empty flower pot so you can remember this task.

Now, what's the meaning of all this? Well, what you are looking at is the amount of oneself once we die and turn into ashes.

Yep, that's all.

So many big deals we create in our life with hate, stress, grief... for a speck of dust, that fits into a small pot. Look at it! Don't stop looking at it..because that's how much you and I are both worth.

So, if you meet somewhere bully, macho who believes to be better than anyone else, well they are just a chunk of dust making lots of smoke.

Also, when you catch yourself raising your voice to someone for silly things, well I hope you look at that sand pot, and ask yourself if it was really worth it. Was it really worth it ruining a friendship, or a family, or a business, or your health for stupid, poor choices.

Or what you got to lose to take action and make some positive changes to live a happy life.

So, let's not make a big deal when things are not. Don't turn your soil drier than has to be. Who gives a damn?

Go after your dreams, help those who deserve, dance with your fears and go for it.... go for it.

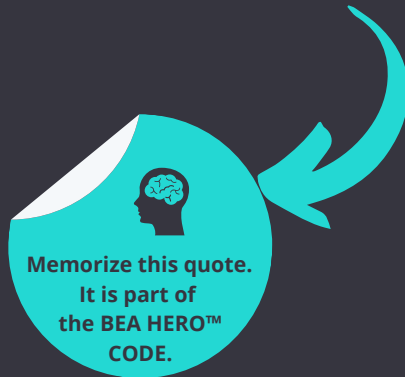
You are not a chunk of ashes yet, so what are you waiting for?





What's the most precious
day of your life?
Today.

BEA HERO CODE™



Vitality

What if you lack drive, ambition vitality or dreams?

Everyone circumstance is different, but you may reach a point in life that you feel stuck, not driven, without a purpose, this can often occur even after achieving a big milestones.

So, how do you stay driven and joyful?

Our brain works in mysterious ways, and once again you must correct the emotional meaning you are giving to your feelings.

Any coach will tell that you have hit a plateau, or you have stalled, and this form of pain it's trying to tell to do, read, learn something new.

Even better it's to **get around people who are hungry, who are active, who driven and full of vitality** until something will hit you and make you realize that there is plenty more out there than living a pathetic life.

If the whole universe doesn't have something that excites you, something that you couldn't take your eyes off, don't blame the universe, but blame yourself for not looking hard enough.

A treasure is there to seek, and it's often hidden under your nose in the same conspiring way Paolo Coelho wrote in his novel *The Alchemist*; but it's you having to grow to see things with improved eyes.

Similarly to *Taosim*, the Chinese philosophy attributed to Lao Tzu, when a cup is full, only by emptying it you can let the new joy in. This will required you to **let go of undesirable habits**, rituals that are no longer serving you.

Every part of your body is constantly replaced, your outer skin every thirty days, your liver every six weeks, 98 percent of every atom in your body is replaced every year;*** the only thing that remains the same is what's stuck in your head, your habits, your rituals, your version of the story, your intentions.

Atomic Tune-Up:
How the Body
Rejuvenates
Itself.
D. Kestenbaum.
npr.org. 2007.

Where should you start regaining vitality and drive?

Once again we go back to your internal communication. You have yet to ask yourself the right questions.

What new classes could I take to try meet new people, and try something new?

Where could I go to be blessed with a new experience?

What's the minimum time to form a new habit or behaviour? ***

To get used to something it takes 21 days. For new behaviour to become automatic 66 days and to become a habit between 18-254 days.

Don't forget that **the biggest joy and fulfillment in the world is to help shape the life of others.**

Who can I call or meet that could give me some inspirational ideas?

What can I give to others so they may be blessed by my good will?

Once you have a better self-analysis you will realize that **reasons come first, answers come second.**

How Long Does it Actually Take to Form a New Habit?
James Clear.



When you really want
something, the universe
always conspires in your
favour.

PAOLO COELHO
BRAZILIAN NOVELIST

8th Milestone Quiz

Choose the most correct answer according to the BEA HERO™'s teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

8th Milestone Test.
Beahero.world.

Q1. When could your life or destiny change?

- a) After years of commitment.
- b) in an instant, the instant I decide.
- c) When my courage overcome my fear.
- d) Do the rocking chair ritual.

Q2. What most achievers have all in common?

- a) They have less fear than most people.
- b) They have more fear of missing out or strong enough reasons than most people.
- c) They are smarter.
- d) They know their potential.

Q3. What determines the quality of your decisions?

- a) The quality of the information I seek.
- b) My mood state.
- c) Depends only by the pros and cons.
- d) Depends on how strong is my "why".

Q4. Which useful tool can you use to help you making important decisions?

- a) The art of questioning and seek other people's opinion.
- b) The RAID: Risk Assessment of Important Decision.
- c) Being patience.

Q5. Where can you find the ultimate inspiration and drive?

- a) Through the art of questioning and seeking other people's opinion.
- b) By helping shape the life of others.
- c) Only by seeking new experiences.
- d) By being around people who are hungry for life.

Q6. What can you do to help collect more information before making a decision?

- a) Pretend that something has already happen and test it.
- b) Just use books and testimonies.
- c) Listen to my friends.

Q7. In the BEA HERO™ Code how do you respond to: "What's the most important day of your life?"

- a) The day I was born.
- b) Today.
- c) The day I discover why.



HERO

Let's recap...

DECISIONS

- Life changes in an instant, the instant you decide
- Overachievers are more fearful of missing out, or have strong enough reasons
- The quality of your decision depends on the quality of the information you gather
- How can you acquire more information? By pretending
- What can help you decide?

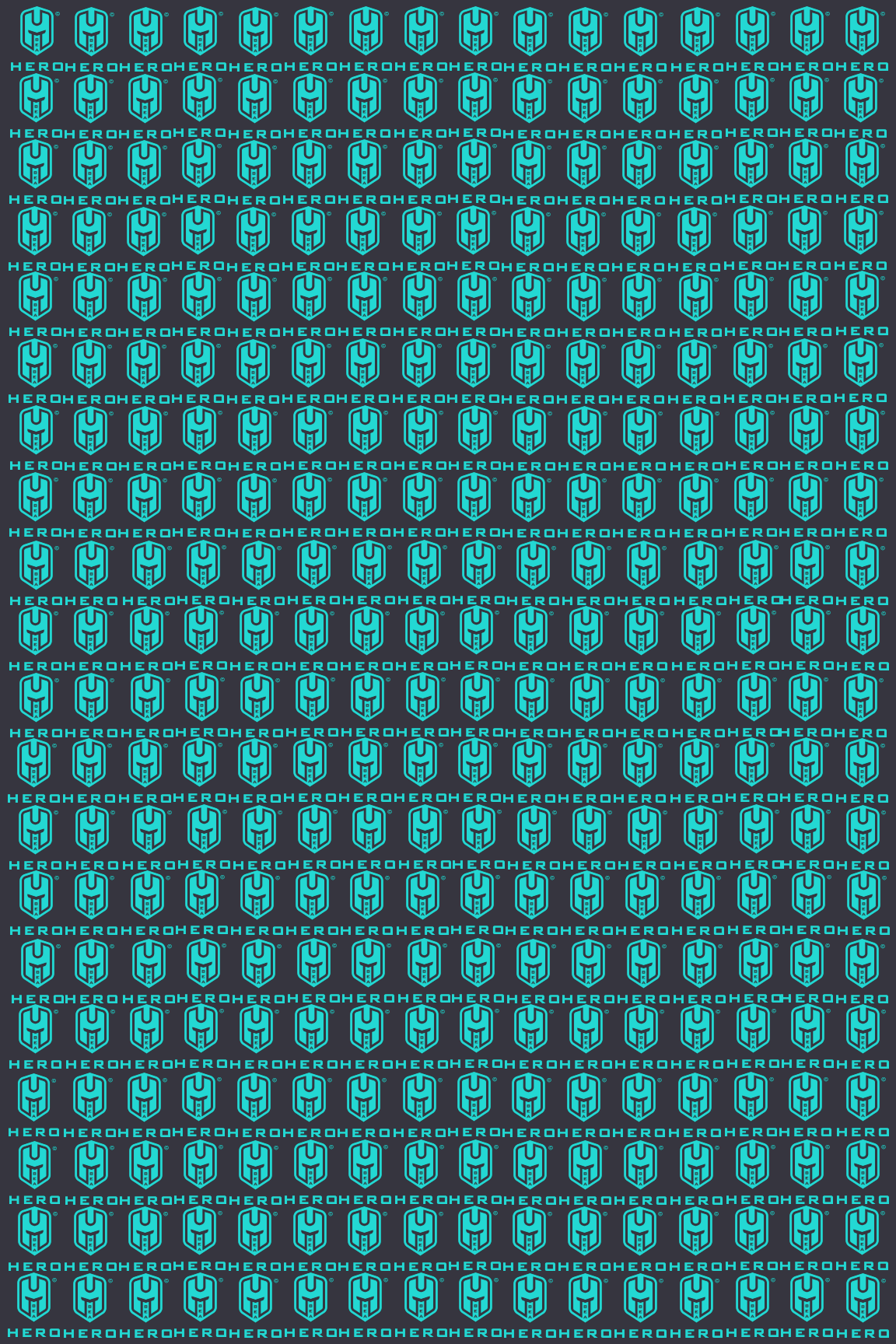
The RAID Model

- Balance the risks and the rewards of important decisions
- Identify the pros and cons from different angles and give a numeric value
- How long before your countdown to zero?
- We all turn into a few kilograms of dust

How to discover vitality and drive?

- Be around people who are hungry for life
- Read, listen, participate to new activities
- Ultimately the biggest joy and fulfillment in life comes from helping and shaping the life of others
- Today is the most important day of your life







**ACHIEVEMENT
STRATEGY
PART 1**



Old minds create
history, young minds
change it.

UNKNOWN

Until now you have learnt how to correct your internal language, how to embrace and direct fear, how to value time, how to look inside your decisions against regrets, how to make better decisions outweighing the pros and cons, and where to seek inspiration when you feel stuck or unmotivated.

It's now time to learn and practice in more detail the mechanics about **how to achieve your desired results.**

- What proven system can be used? How can you properly measure your progress?
- What to do if you are not getting the results?
- How to build and avoid losing momentum?
- How to remain motivated and excited?
- What differentiate people who follow through from those who don't?

The "holy grail" of achievement that I'm going to share with you was developed by Tony Robbins, an indisputable expert in this matter.

In this chapter I am offering my best interpretation and correlation of Tony's discovery that separate those who achieve their goals from those who don't. Here is a summary of the structure:

1. **Have a specific outcome**
2. **Create certainty**
3. **Understand the interaction between Belief, Potential, Actions, and Results**
4. **Adapt but never quit**

Specific Outcome

The first step in the science of achievement is to **identify exactly** what is that you want to achieve, what is **your specific outcome**. Why is this so important?

In case you didn't know our brain uses the Reticular Activating System (RAS) on the back of our head to filter out all the information, and senses captured around you. Imagine it as our gateway from the outside world that priorities what's important from the billions of data been recorded.***

As a result, by making your goal very specific you're simply narrowing the setting in your brain, and letting relevant information around you pass through your RAS' gateway.

Has ever happen to you that after buying a car, or a new fashionable bag, you noticed that more people actually have the same model? Well, the cars or bags were always there, what has changed is that your RAS has now made you more aware of them.

When it comes to targeting something, the RAS behaves like a smart missile. Firstly, it locks in the target precisely. Secondly, even if the target moves, the smart missile adjusts its course accordingly. Our brain works in exactly the same way.

Clarity is power

In this section you're going to learn how to make your target very specific, so that if circumstances were to change you'll know better how to adapt, and work around them.

The activity to achieve your outcome can change, so **don't focus on what to do, focus on what is your outcome**.

Let the activity change accordingly, while you keep your eyes precisely over your target.

Let's look at some essential questions that can help make your outcome more specific, thus more achievable.

Reticular Activating
System.
Youtube.

Shift from activities to outcomes

The more precisely you know your outcome the faster your brain will get you there.

Are there any disadvantage about making your outcome more specific? Yes, analyzing and evaluating take time to do.

Equally, if you were planning a trip, it takes time to insert the coordinates into the GPS, study the route and the risks of your journey, but is it worth it? Absolutely!

So, don't start on doing things for the sake of it. Make the switch in your brain to think in "outcomes" and not "activities". The activity can change, whereas the outcome should be as firm and clear as possible.

It will cost you initially an extra ten minutes, an extra hour, an extra day, but **it's a total game changer.**

For many years you have been trained about making a "to do list," but unfortunately **you have been confused to associate action for achievement**, so it's time to correct that!

To switch your brain into making an "outcome list", begin by asking the right questions:

- what do I want to achieve today, this week?
- What is my defined outcome from this meeting, from this phone call?
- **Prior to begin something ask yourself what's my outcome?**

Entrust your brain to find ways to achieve the outcome without many of the activities you thought, and guess what? - you will achieve your goal way more rapidly.

So, to recap:

- **Focus on the outcome**
- **Make the outcome as specific a possible**
- **Ask yourself questions**
- **Clarity is power**

What's My Specific Outcome?



Think of something that you want to achieve, and answer the questions below. Remember to answer **as specific as possible**.

Why is my goal important?

How can I **measure** that I have achieved my goal? What needs to happen?

Can I **divide** my goal into **smaller milestones**?

Can I set a main **deadline**, and smaller ones?

Can I **draw**, or **quantify** my goal in some way?

Can I **describe** what has to occur for things to my way?

Can I **draw my goal** in vivid manner, and behave like I have achieved it?



Example

My goal is visiting Venice.

How can I measure that I achieved my goal?

I need to be physically be there.

But where? At the airport, or Saint Marco square?

St. Marco square seating in one of the cafes.

Which one?

The one in front the bell tower called Cafe' Lavena.

You mention that you are visiting, but for how long? Which period of the year?

I am there for a weekend, in March next year.

How can you reach Venice?

In which accommodation are you staying?

How much money you need to save to book the trip?

Do you know anyone who lives nearby? Or can you get to know someone before hand?

Can you visualize yourself inside a gondola while you are taking a selfie, or siting in one the steps of the Rialto bridge?

What weather do you expect?

Perhaps you prefer to visualize a day when the shops are open and not close due to a flood.

Every goal is a journey of its own and as you answer all different variables have you noticed how your mind begins to envision you goal, how emotions begin to flow inside you?

Remember why you wish your goal?

What's the outcome?

What do you really want to achieve?

"Changing your questions is changing your life."

So, use the previous exercise as guide for your goals, and avoid carrying your though process just in your mind, write it down.

Neuroscience has proven that if you **write down your goal** you are up to forty percent more likely of achieving it. ***

So, use your diary or workbook, not your phone, and describe your outcome with as much specificity as possible.

Neuroscience Explains
Why You Need To Write
Down Your Goals..

Apr 15, 2018. M. Murphy.



If you talk about it, it's a dream, if you envision it, it's possible, but if you schedule it, it's real.

TONY ROBBINS



The Color Test



Look around you for fifteen seconds and list below all the things that you see colored brown:

This time without looking, can you tell me all the things around you that colored green?



Have you noticed the difference? Despite the color green been there the first time your brain didn't focus on that when targeting only for the brown color.

This exercise is very simple, but it demonstrates exactly what happens constantly in our daily lives.

From setting goals, or tuning in for better ideas, or noticing your internal communication of thinking negative instead of positive, or focusing on your weaknesses instead of your strengths, these are simply channels that you directly or indirectly select through your RAS.

So remember why clarity is power and begin to use such important part of your brain to your advantage.

The Awareness Test

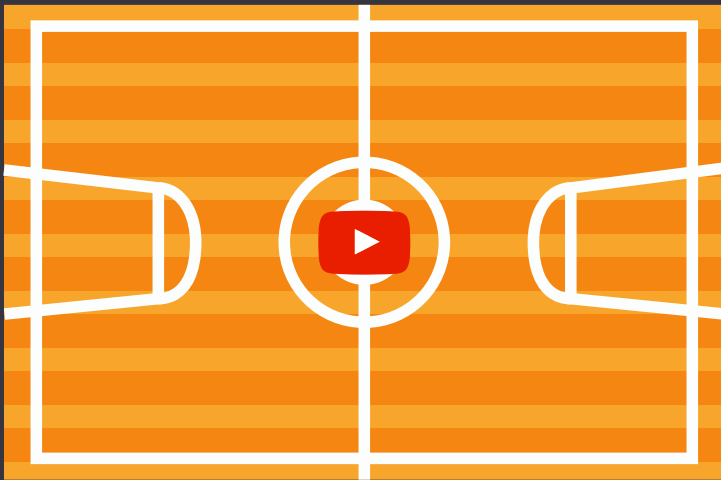


Another interesting experiment I really like to demonstrated is this awareness test video.

This video shows two teams playing basketball. Your task is to count how many passes the team in white does?

Let's see if you can count precisely how many passes they do.

Play the video to start.



The
Awareness
Test.
YouTube.

Creating Certainty

Once you know your outcome precisely, **the second fundamental step** in achieving your goal **is to acquire and keep** the required amount of **certainty**.

Certainty comes in two forms, what you believe as certain (**self-certainty**), and what you are forced to believe (**forced-certainty**).

SELF-CERTAINTY

When you believe with absolute certainty in your abilities, when you set your mind to do something that will change your life, you'll do it, and nothing, and nobody would be able to stop you.

Certainty or uncertainty is a property of belief that supremely determines whether or not you'll take action until you win, or give up.

Self-certainty is basically the belief in your own abilities, mostly coming from your own past experiences or other form of strong evidence. Logically, when you are certain that you are not able to do something, you're not going to do it.

Since self-certainty lives in a clear, doubtless environment, any stances like "maybe", or "I'm not sure" are situations that you should completely avoid.

What should you do to boost your certainty once you have a clear outcome?

You must **focus on finding ways to built your self certainty, by making it** your new goal.

Since without enough certainty you will most likely quit on the way to your goal, make boosting your certainty part of the goal to achieve the final goal.

Braking down your goal into smaller milestones is very important, since **progress** is one of the main **booster of self-certainty**.

Also, become aware of other people's negative opinions, or your impatience, or poor discipline, which are all elements that affect your certainty level heavily over time.

How to boost and keep self-certainty?

If your specific outcome for example was to loose twenty kilos, and get a slimmer body within three months, to boost your self belief of certainty, you should:

- research, and even meet people who already achieved your goal,
- consult anyone who can help you reach a state of high certainty.

You should also:

- help your brain envision your goal using a model photo from a magazine and paste your face over it.
- listen daily to the BEA HERO™ LifeMasters to boost your belief.

Remember, changing your inside world changes the outside world.

Also, avoid listening to people who are:

- disbelievers
- quitters
- underachievers
- demotivating
- negative thinkers
- hopeless

Why? Because instead of boosting your belief these type of people can discourage you weakening your state of certainty.

People can only offer their opinion, based on what they believe, so keep negative beliefs out of your system or turn them around as a boost to prove them wrong.

Without a strong foundation of self-certainty it's very likely that you will quit, or swing certainty like a candle without ever achieving your full potential.

As such make sure to protect and keep self-certainty a priority in your achievement journey.



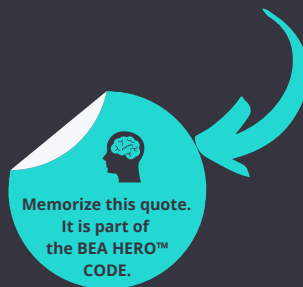
What you should never let
happen?

Let other people opinion become
my reality.

Why?

Because people cannot see in you,
what they cannot see in
themselves.

BEA HERO CODE™



FORCED-CERTAINTY

We humans are more capable than we can imagine, and the understanding of "forced-certainty" is the proof. What do I mean by that?

Forced-certainty is **something that we create as a result of an event or very high probable event.**

The event can be anything **in which you believe with absolute certainty** that unless you achieve the outcome, unless you find a solution, **it's going to cause you, or someone you love, a lot of pain, or even death.**

The event **can be real or even be forced through imagination, or threat.**

Remember when we discussed earlier that pain is a form of energy, well - forced-certainty is the response to something that pushes you beyond your fears, beyond any doubts simply because you don't have any other choice.

Forced-certainty doesn't depend on you or your capabilities, It depends on how real, how probable, how certain the event is. It depends on how serious the situation you are facing is, as such **you must ultimately find a solution to avoid, or stop the threat, or pain.**

Common examples of forced-certainty are often triggered by **survival** events such as the mother who dived in proximity of a shark to save her child, or the man afraid of heights who parachuted off a plane because it was on fire.

The potential to do the courageous act was always there, what changed? **The setting and the story of the situation changed.**

So, can we change the setting and the story of a situation to trigger forced-certainty for our advantage?

Yes, we can and here are some methods I would recommend.

"Don't Loose My ..." Method

Prepaid a trusted friend \$100 dollars or whatever amount works for you, and seriously instruct them to keep your money unless you complete your set task.

For example, if you needed the courage, the certainty to go an talk to a beautiful woman you could firmly use this "don't loose my money" method.

It creates the certainty of losing your money, forcing you to take action. Why? Because the pain of losing \$xxx dollar is far greater than the simple task to walk to beautiful woman and engage in a conversation.

This method can be used for making you accountable for workouts, homework, against laziness, basically to turn your should into must.

Be creative with this method since you may come up with your own better version. Overall monetary loss is a huge driver for pushing us beyond our comfort zones while masking our emotional limitations.

So, what close friend or relative can you trust to make you accountable?

What amount will push you hard enough to achieve your task?

- \$20?
- \$50?
- \$100?
- \$200?
- \$_____





Logic will get you from A
to B, imagination will
take you everywhere.

ALBERT EINSTEIN
THEORETICAL PHYSICIST

"Keep My Reward" Method

This method, similar to the previous one, triggers forced-certainty but from the opposite angle.

Let's say I am your boss and instead of paying you after making a house's sale, I am paying you in advance, and depositing in your bank's account \$50,000 dollars with a conditional clause.

Has the task changed? No, your task is the same, but as a boss what I've changed is **the setting of the story**. The money are in your bank, it's real, it has already happen, and as a boss all I did was to **created the certainty of your reward**.

Would this new setting increase or decrease your confidence?

Does my conditional reward push you to take more or less effort towards making the sale?

What if I double the amount, and deposit \$100,000 dollars in your bank with a conditional clause of you making three house sales in one month. How's your excitement level now?

There are \$100,000 dollars sitting in your bank account!

In a smaller scale remember that everyone has a price, and by vividly prepaying the reward, but not allowing access to it until the task is achieved, it induces a massive forced-certainty element.

It does work!

Also with this method don't hesitate to use your own creativity. Change the setting of the story using any appealing prepaid reward, price, holiday, or gift that works for you.

This method is a huge driver to push anyone beyond their average abilities, while tapping to excitement and positive vibes.

Can you think of some form of prepaid reward, big or small, which is **able to trigger a strong state of force certainty in you?**

How can you make the reward vividly real, as a guaranteed of your efforts?



"Love Deprivation" Method

This method is about depriving yourself of something you possess, and cannot live without; thus forcing you to complete your outcome.

This method is very effective especially when tapping to strong emotional states.

Our parents have been using this method everyday when we're growing up as children, through depriving us from watching television, or playing with our favorite toy until we did all our homework.

Well, an example of this method for adults is to strike a deal with someone else, who can hide your smartphone, or the keys of your motorbike, or keep your pet, whatever it is that you cannot live without, for the set period required to achieve the task.

Overall, we are simply grown up children attracted to bigger toys and emotional addictions. **Find your addiction, you source of love, joy, then deprive yourself from it, and you have found your elixir of forced-certainty,** of motivation, of "I must do it."

This method is most effective when the deprivation of what you love is causing the other subject pain or damage as well. Like the pain of the pet who is missing you, or the motorbike that is not getting used, or your friend's birthday you cannot possibly miss out on.

If you decide that something very important must be done, it's your choice to priorities it, and this love deprivation method could be what best works for you.

As you know **humans have the tendency to do more for others than we would ever do for ourselves.** So the deprivation method taps into forced-certainty from a difference but very powerful tangent.

When you know to be the cause of someone, or something else suffering, the pain urges you (forced certainty) to do what it takes to achieve the outcome.

Please make sure to keep this method ethical without causing serious harm to anyone.

"Don't Fail or Die" Method

The most amazing stories I came across is how people who loved their pets very much, realized that their lucking behaviour or addiction was severely affecting their little loved ones.

I remember watching a story where a drug addict almost caused his two be-loving dogs to die, when due to his hospitalization nobody was there to look after the dogs in his absence.

This was a such a huge emotional wake up call for this man, that the regret for causing so much pain to his dogs pushed him once for all to treat his drug addictions successfully.

He could not longer live with the worry to be the indirect murder of his dogs. If this what to happen again it is something that he would have never forgive himself.

What this man experienced is a form of bigger pain than the pain of giving his drugs addiction.

The realization of lack of love towards those who unconditionally love you, or depend on you, like a child, a grandparent, a pet, someone you care, whom life depends on your, is an astonishing force-certainty motivator.

Can you think of any situation where if you fail something, or someone may suffer or even die?

Analyze your situation, look at the people who care about you, or the animals, the environment for whom **you are the caretaker of**, what will happen to them if something was to happen to you?

If you fail to achieve your outcome, would this cause harm to anyone or anything?

Would something be forever lost, forever forgotten without you?

Asking these questions may help you realize how essential you are (certainty), and you can use this feeling to boost your certainty, pushing you to achieve your outcome, particularly when others people, animals, or things depend on you (forced-certainty).



Your Method

The methods I gave you are effective strategies to create a state of forced-certainty. Although, you know yourself very well, so ask yourself:

- what's something I cannot spend time without?

- What truly drives me, without letting my pathetic or lazy thoughts getting on the way?

- Can I trust someone to make me accountable?

- What are my weaknesses?



For example, I sometimes tell my females clients, who find all the excuses to do some serious workout, that there's a Louis Vuitton boutique offering 70 per cent sales at the moment, but it's far away only reachable by foot, without glitch they would ask me: "where? At what time does it open?"

Whether you are dealing with a young boy or a girl, a woman or a man, we learn earlier in the book that **we are machines driven by emotions not logic.**

When your self-certainty is not enough, take advantage of the forced-certainty method that works best for you as main driver to achieve your outcome.

Make yourself accountable by changing the setting of your story, to trigger the emotional response that best serves you. There are three ways to look at story, how you see it, how others see it, and the truth.

So, remember, **changing your story changes your life.*****

How changing your story can change your life - Lori Gottlieb.
YouTube. TED Talks.



To tell a story is
inescapably to take a
moral stance.

JEROME BRUNER
AMERICAN PSYCHOLOGIST

9th Milestone Quiz

Choose the most correct answer according to the BEA HERO™'s teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

9th Milestone Test.
Beahero.world.

Q1. Once you decide to achieve something, what's the first step you must focus on?

- a) Make the outcome as specific as possible (measurable, milestones..).
- b) Make sure you believe in yourself (certainty, rituals..).
- c) Ask others for their positive opinions.
- d) Do the rocking chair ritual.

Q2. What role the Reticular Activating System (RAS) has in your brain?

- a) It's the system that connect to your instincts via the third eye.
- b) It's a system that stores billion of data for later activation.
- c) It selects and filters information from my senses pertinent to what I focus on.
- d) It activates in moment of perceived danger.

Q3. To achieve something I should "focus on the activity first and then the outcome."

- a) True.
- b) False.

Q4. What's a very important element that you must have to be able to achieve your outcome?

- a) A sense of purpose or guidance.
- b) A good amount of certainty.
- c) Focus on the doings and then outcome.

Q5. Once your outcome is very specific, what's the second step towards achieving it?

- a) Be challenged by under achievers.
- b) Have morning meditation.
- c) Focus on the activities to achieve the outcome.
- d) Build and keep enough self-certainty, or forced-certainty.

Q6. Why is certainty an important element towards achieving your outcome?

- a) Because without a good amount of self or forced-certainty I won't be achieve much.
- b) Because certainty directly affects the probability of giving up.
- c) Because certainty plays a primary role in believing you can, or must do something.
- d) All the answers above are correct

Q7. Select which one of this situation is a form of forced-certainty?

- a) Unless I do my workout, my partner won't let me watch my favorite TV-series.
- b) After meeting my coach I finally realize that I am capable of achieving my task.
- c) I strongly believe that I can complete a marathon thanks to my athletic skills.

Q8. Is it possible to shift your certainty by changing the setting of a situation ?

- a) True.
- b) False.

Q9. What step can you take to protect your self-certainty level?

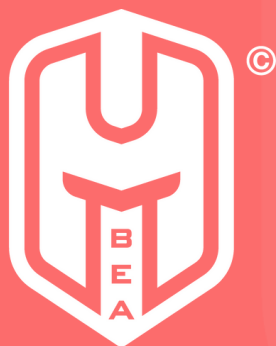
- a) Watching or listening to uplifting motivational testimonies.
- b) Meet or train with people closer to your goal than you are.
- c) Model the habits and rituals of who you want to become.
- d) All of the above

Q10. What's the correct answer to the BEA HERO Code "What you should never let happen?"

- a) Stop believing in yourself.
- b) Live with regrets.
- c) Let other people's opinion become my reality.
- d) Let fears control me.

Q11. When you or someone describes an experience, how should you interpret it?

- a) As the correct version of the facts.
- b) As one version of the story.
- c) As a gift.
- d) As a learning experience.



HERO

Let's recap...

ACHIEVEMENT PLAN

STEP 1 - HAVE A SPECIFIC OUTCOME

- Clarity is power
- Learn about the Reticular Activation System
- The color test
- The awareness test
- Focus on outcome not activities

STEP 2 - BUILD CERTAINTY

- How to create and keep self-certainty?
 - Avoid the "middle man", "maybe" land
 - Avoid people and things that resonates doubt
 - People cannot see in you what cannot see in themselves
- How to create forced-certainty?
 - Don't loose method
 - Keeping Rewards method
 - Love deprivation method
 - Don't fail or die method
 - Your own method
- Changing your story changes your life

