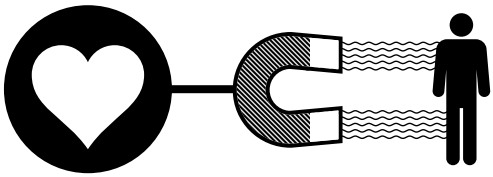
CLARITY AND EMOTION CREATE VALUE

"To toughest habit to break is being who you are right now. The easiest way to do it is to value different things." – **Derek Franklin**

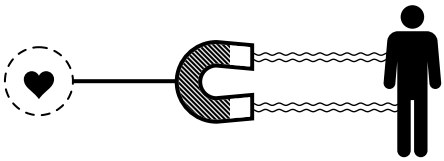
Express It

SPEAK IT

Speak what's below *out loud*, with enthusiasm, certainty, and belief. **Improvise** what you say as *much* as you want (actually, this is preferred). **Visualize** what you say - see it in your head before the words leave your lips. **Brackets** contain instructions that explain something specific to do.



MORE VALUABLE



LESS VALUABLE

What, Why, and How

- Things in your life have various levels of value to me.
- The value you give to things in life is largely defined by a combination of clarity and emotion - you value things that you see, know, and understand clearly, and that provide you with a strong emotional benefit of some kind.
- The *clearer* and *more emotionally compelling* something is to you, the *more* you tend to value it (see graphic).
- The more you value something (a person, idea, experience, food, thing, etc.), the greater influence it has on you thoughts, feelings, and actions (see graphic).
- The reason why the things you value have a such strong influence on you is because of a combination of:
    - **Clarity** - Your brain loves to move toward what it doesn't fear and/or resist, so the more clearly you know and understand something, the less resistance your brain has toward it - it becomes attractive.
    - **Emotion** - You enjoy experiencing a feeling of deep emotional satisfaction, and the things you value have the ability to trigger feelings of deep emotional satisfaction, consistently.
- *It's within your power to change what you value*, which is **awesome**, because when you change what you value, you change what you do - your character and behavior:
    - If you want to be healthier, you simply need to increase how much you value the idea of being healthier, by making it clearer and more emotionally compelling to you than the idea of being unhealthy.

    - If you want to start your own business, you simply need to increase how much you value the idea of being self-employed by making it clearer and more emotionally compelling to you than the idea of working for someone else.
    - If you want to achieve any goal in a particular area of your life, you simply need to increase how much you value that goal by making it a clearer an more emotionally compelling part of that area of your life than what you're presently doing.
- When you change what you value, then change happens less as a result of willpower, and more as a result of natural desire and motivation.
- When there is something in you life that you want to change or achieve (a new habit, a character trait, a goal, etc.), you give it more value by:
    1. **Getting clear about it** - You write down, in detail, what it is, what it looks like, and what it will take to get it. Even though you capture details, you keep it simple, because less is more when it comes to achieving clarity. You find pictures and videos related to it that you can review and absorb to help you understand it even more clearly.
    2. **Making it emotionally compelling** - You imagine how awesome I'll feel when you experience it - the fun, happiness, excitement, joy, satisfaction, contentment, comfort, and sense of accomplishment. Once again, you use pictures and videos to help trigger strong emotions related to it.
    3. **Consistently immersing yourself in it** - You regularly immerse yourself in the clarity and emotion from Steps 1 and 2. Repeated, consistent exposure to the details, specifics, and emotions related to the thing you want to value will increase its value to you, giving it more power to influence your thinking and actions.