

Clear Your Clients' Limiting Beliefs



*... and clear your own beliefs
while you're at it!*

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ABOUT THE AUTHOR



Lion Goodman, PCC is the creator of the *Clear Beliefs Process for profound healing and transformation of the psyche.*

He is an international expert on beliefs and their impact on our personal life, social life, and society. He is a Professional Certified Coach, educator, workshop leader, and subconscious pattern detective.

He is the author of *Creating On Purpose*; *Clear Your Beliefs*; *Menlightenment*; and *The Narcissism Primer.*



What is YOUR Definition of Success?



What is success? Coaches, healers, therapists, and practitioners tend to offer similar answers to this question, identifying both *external* and *internal* indicators of success.

Common Success Definitions (External)

- I am seen and recognized as an expert in my field.
- I am a featured speaker on summits and programs.
- Clients come to me without having to do a lot of marketing.
- I'm making a significant contribution to people, and to the world.
- I pay all my expenses easily, and have money left over.
- I can buy what I want, when I want.
- I'm providing well for my family.
- I get to take luxurious vacations.

Common Success Factors (Internal)

- I am loved, cared for, and secure in my relationships.
- I am a loving and generous person.
- There is peace and harmony in my life.
- I experience abundance and prosperity.
- I am a good person, with strong moral and ethical values.
- I am always learning and growing.
- I am manifesting my life purpose.



What is the Secret to Success?

**You want to be more successful in your life,
... and so do your *clients*. That's why they come to you!**



Success is...

It all depends on what you believe...

Your *beliefs* are the crucial factor in how happy you are, how effective you are, and how successful you are.

You already know that your *limiting beliefs* hold you back, and prevent you from being as successful as you want to be.

You know that you *should* get rid of your limiting beliefs, *somehow*.

You may have tried many different methods for getting them out of the way, but they persist. They continue to limit how you show up, what you do, and how successful you are in the marketplace.

Would you like to know how to clear limiting beliefs completely – and permanently? So they never return to interfere with your life?

If so, you've come to the right place.

But first, let's look at what *you* believe about success.



How do *you* define success?



Take time now to write down *your* definitions of success.

Then, identify what you *believe* about each definition, and how success shows up in your life. (You may have many beliefs about each definition).

Here's an example of what your list might look like:

What Success Is	What I believe...
Success is having a full practice.	I want that, and I don't have that.
Success is getting new clients easily, without having to do any marketing.	I don't know how to do that. What I've tried hasn't worked.
Success is being well known as an expert in my field.	I'm not qualified. I'm not worthy. I need to learn more to be an expert.
Success is having work-life balance.	I am completely out of balance.
Success is having enough money to take a luxury vacation.	Uhhh, no.
Success is looking and feeling good in my body.	Frankly, I don't feel so hot...

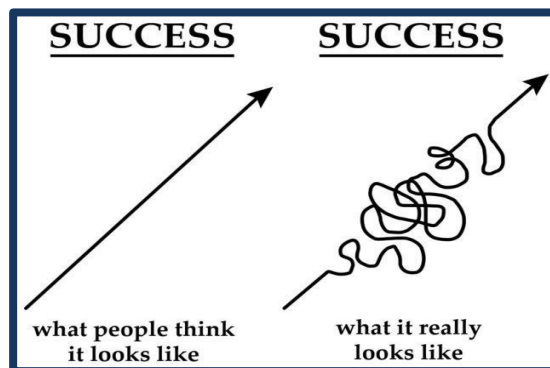


We'll make use of your answers again later, so take a few minutes now to do this simple exercise:

What Success Is	What I believe...



You've probably seen some version of this graphic:



The path to success is twisted, gnarly, and at times dark and confusing. If we want to become more successful, we have to deal with the stuff that comes up along the way: *resistance, blocks, barriers, difficulties, limitations, and even failures.*

Most of us have spent thousands of dollars seeking the path to success. We take courses and trainings, follow marketing blueprints, attend webinars, read books, and pay experts to guide us to the Promised Land – only to find ourselves still stuck, stymied, frustrated, or depressed.





We hear comments like these from our professional clients who are trying to achieve worldly success:

- *I don't know why this isn't working for me. What did I do wrong?*
- *I did everything the expert said to do, and I still haven't achieved my goals.*
- *I just couldn't do those things the expert said to do, and I don't know why.*

Have you made comments like these on your own quest for success?



Why I'm Sharing This With You

I have a very successful transformational coaching practice. My fees are high, and my practice is full. My clients get tremendous value from our sessions. Most report being finally freed from lifelong issues and problems. They refer their friends, colleagues, and family members.

Thousands of people have attended my classes and presentations. Hundreds of coaches, therapists and healers from around the world have graduated from my ***Clear Beliefs Coach Training***, which they rave about. This isn't bragging – I'm simply demonstrating that I walk my talk – I'm successful.

I know that this kind of success is possible for you, as well.



I became successful the old-fashioned way... *slowly*. I made LOTS of mistakes along the way. I tried to do it all myself. Then I got smarter, and studied with brilliant masters and mentors (and a few charlatans). I tried new things. I fell down. I got up. And I made steady progress, one step at a time.

I learned *many* important lessons along the way – about people, business, and becoming successful. **Now, I want to share my most important insights with you – and they're not the standard claptrap about how to market.**

My hope is that these ideas will benefit you, and help you move forward toward your own version of true success, with grace and ease.

You can also use these principles to help your *clients* become more successful and happy – which is why they came to you in the first place!

When you can transform your clients at the deepest level of their psyche, you'll gain a reputation for profoundly changing people's lives for the better.



Here are my biggest insights:

Premise: Most people are stopped, stymied, or frustrated in their pursuit of success and happiness because of their internal limiting beliefs – *not* because of external circumstances. (*I'm sure this is not news to you.*)

Corollary 1: Limiting beliefs can be cleared from the psyche *permanently*.

Corollary 2: When you change a core belief, everything in your life changes.

Corollary 3: You can learn to clear your own beliefs.

Corollary 4: After you clear your own beliefs, you can help others clear theirs.

These ideas aren't new. They've been around for decades.

What HASN'T been around is an actual step-by-step methodology for changing your beliefs (and your clients' beliefs) *permanently*.



Rapid, Permanent Transformation

This is what makes my system unique, and consistently successful.

I spent four decades researching psychology, neuroscience, philosophy, linguistics, spirituality, and scores of personal growth methods.

I experimented with every belief-change technique I could find.



Most of the techniques I tried were only partially effective. They provided some temporary relief – but eventually, my old beliefs and patterns crept back in. My old habits of thought and behavior returned, haunting me like an unfriendly ghost, as I struggled against them.

Have you ever experienced this belief boomerang phenomenon?

I wanted to find a method that would *permanently* shift the negative beliefs that were interfering with my life, my success, my health, and my relationships.

I wanted to change my entire outlook on life, and open up new possibilities for the future. I wanted to move from feelings of restriction and limitation to a sense of unlimited freedom and choice.

It took a long time to realize that the magical method I was seeking didn't exist. Then I realized that I would have to create it myself.

So I did... and it was kind of accidental.

One day, I was complaining to my Higher Self, expressing my frustration that I couldn't find a permanent solution. Suddenly, in response, a complete picture of a process downloaded into my mind – all at once – kaboom!

"That's interesting," I thought to myself. *"It could work!"* When I tested it out, it produced amazing results – both in myself, and in others.

What made it work so well?

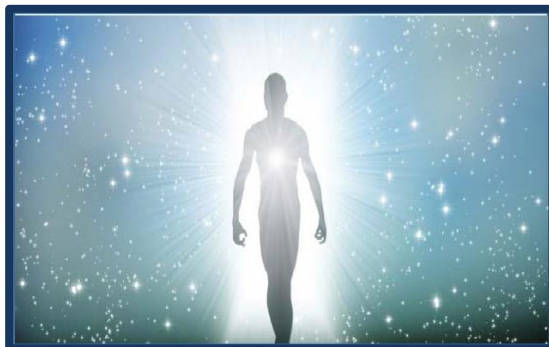


Why Other Methods Are Only Temporary

To understand why my method worked where others failed, I had to figure out what was different among all of them.

This is what I found:

Most methods begin and end with only ONE aspect of the *Self*.



Some methodologies take a purely intellectual approach. Others take a purely emotional approach, or a physical body approach, or an energetic approach, or a spiritual approach. They believe that somehow, magically, the effects will ripple out into the whole self. **That’s where they go wrong.**

Your True Self – your whole self – is complex, multidimensional, and multi-sensory. The Self is not actually divisible into distinct parts – but many people speak about it as if it’s a bunch of components strung together.

The many “parts” of the Self have been described in different ways by different people. These are all *somewhat useful – but arbitrary* distinctions:

Physical	Emotional	Mental	Spiritual
Body	Mind	Soul	Spirit
Ego	Id	Superego	Behaviors
Subconscious Mind	Conscious Mind	Superconscious Mind	Higher Self
5 senses	Psychic senses	Intuition	Imagination
Energy body	Chakras	Meridians	Subtle body
Personal history	Family history	Socio-cultural history	Karmic history
Thoughts	Beliefs	Identities	Actions
Memories	Feelings	Experiences	Reactions



Are *you* merely a bunch of components, strung together like the parts of an automobile?

Or are you a **complete human being**, with many aspects, all operating at once, as an interconnected, simultaneous, and integrated whole?



What is it that creates our experiences and integrates them into our one life?
OUR BELIEFS.

Many people talk about *beliefs* as mental constructs you count on, such as “*I believe in God,*” or “*I believe in science,*” or “*I believe in myself.*”

I’m speaking of something much deeper, and more fundamental: **Beliefs are the infrastructure of human consciousness.** They *create* and *cause* our experience.

I had to come up with my own definition to highlight this fundamental nature:

Beliefs are the alphabet we use to create the language of our experience.



Our beliefs actually create our experiences. Would you like to test this premise yourself?

Try this experiment:

Feel what it feels like to hold each of the following beliefs. Say it to yourself – out loud – as if you believe it 100%. Notice how it makes you feel.

It's like trying on an outfit of clothes at the store. You check to see how it looks on you, and how it makes you feel. (*"Does this belief make my butt look big?"*)

Try on one at a time. Observe how you feel when you believe it. Then, take it off, and try on the next one. Take a minute with each one:

- **There's something wrong with me.**
- **I am alone, and different.**
- **I can't do it.**



Then try these:

- **I am a sacred and worthy being.**
- **I am connected to everything.**
- **I will do whatever it takes.**

Did you notice how each phrase generated a different and distinct feeling? That's what we mean when we say, ***"Our beliefs create our experiences."***

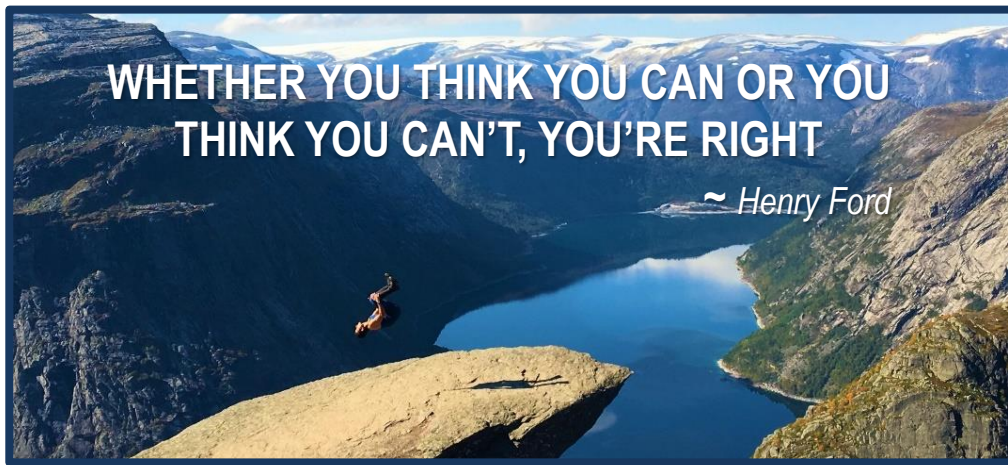
Now go back to the beliefs you wrote down about success. Do this same exercise. Try on each of your beliefs – one at a time – as if it's 100% true. Notice the sensation each one produces. How does it make you feel?

Does it make you feel empowered, ready to go out and create more success?

Or does it rob you of your vitality? Or make you feel like giving up?

Can you see how your *beliefs* about success could impact your *thoughts, feelings, and actions* you take to be successful?





Henry Ford was absolutely correct. Why? Because if you believe you'll fail, you'll never take the corrective action that's required to succeed. This is how beliefs limit us. They produce feelings, experiences, and repeated thoughts that hold us back from taking action. They stop us from shining our light into the world.

Our thoughts determine our possibilities and our options. We choose from among the options we can perceive, and since our beliefs have limited our perceptions, our choices and our actions are limited to the small number of possibilities we can perceive. And 'round and 'round it goes...

Our beliefs create our reality.

So if our beliefs are limited, our reality will be limited.

Limiting and negative beliefs create internal resistance, doubts, second thoughts, indecision, collapse, and distractions – which can prevent us from making the right decisions, and taking the right actions.

Positive and empowering beliefs give us strength and stamina, motivate us to move forward toward our goals, solve problems as they arise, and have courage as we deal with internal and external blocks and barriers.

It all depends on what we believe!

During our lifetime, we accumulate tens of thousands of beliefs. They're stored in our subconscious mind, where they all try to create the reality they were designed for. ***This is why life can be so confusing at times.*** Our beliefs are doing battle inside us, and this creates a very mixed reality.

However, with a little detective work, we can discover their source.

And then we can pull them up by the roots – like weeds in a garden.

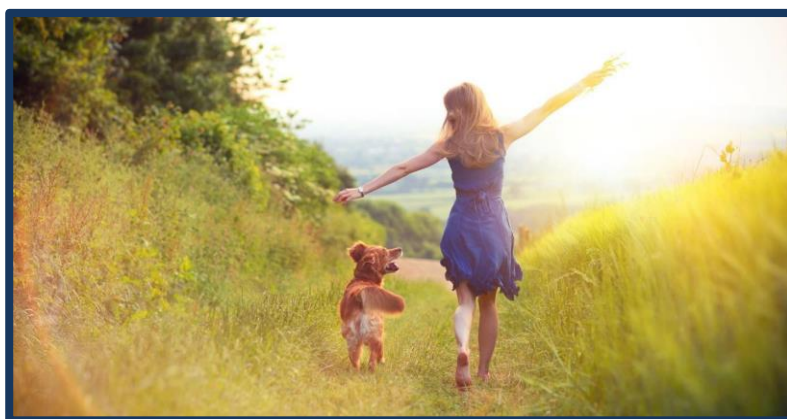


Where Do Our Beliefs Come From?

Most of our beliefs were *indoctrinated* into us – by our parents, family, teachers, friends, religious authorities, culture, the social groups we belong to, and the media that surrounds us. (This list goes on and on.)

Indoctrination means a *doctrine*, or belief, is put *into* you. So indoctrination could be called *unconscious belief adoption*.

For the first four to seven years of life, our mind is on “record” mode, taking in everything we can absorb about the world and the people around us – so we can adapt, survive, and thrive.



Our most primitive instinct is *to survive* – by any means necessary!

One of the best strategies for survival is to adopt the language, mannerisms, behavior, and beliefs of the people around you. And we do this eagerly!

The reason is simple: if we become *like* our parents and elders, they will *like us* – and they won't throw us out to the wolves. So we adopt *any* and *all* beliefs that those big people communicate or demonstrate.

We also want to *belong* – again, to ensure our survival. And the best way to belong is to adopt the beliefs of the group we want to belong to. Choose a group: The family. The church. The cool kids. The saved people. The trouble-makers. The smart kids. The athletes. The rich people.

If you take on their beliefs and behaviors as your own, you'll be accepted and welcomed as a member. If you don't, you'll be kept out, or pushed out.

Our primitive mind believes, "*If that happens, I'll be alone, and vulnerable to predators, and I'll die!*" This is a good enough reason to adopt those beliefs!



Most of our beliefs are absorbed *unconsciously*. But sometimes, we adopt beliefs *consciously*. For example, we may decide, “*I want to be just like my teacher.*” Or, “*I will never be anything like Dad.*” So we purposely remove some of our beliefs, and take others on.

Another example of conscious belief adoption is when someone convinces us of the truth or rightness of their beliefs – and it feels good, or sounds right. We decide to believe it, too.

Religious conversion is sometimes a conscious choice (such as when you decide to change religions), or an unconscious one (such as when a threat causes you to switch beliefs, as in *Stockholm Syndrome*).

Are beliefs beneficial or detrimental?

The belief, “*You should always look both ways before you cross the street,*” is a beneficial belief for children to have. It keeps them safe. It's also a good belief for adults to have!



The belief, “*I can accomplish anything I set my mind to,*” is a very empowering belief. It spurs us forward, and enables us to handle difficulties. “*I am loved*” is a wonderful belief to have. It produces a great feeling of security, comfort, and self-value.

There's no reason to change the beliefs that provide us with beneficial results!

On the other hand, many beliefs *interfere* with how we *want* to feel, and what we *want* to do.

For example, the belief “*I'm unlovable,*” makes us feel separate and alone. When we feel that way, we don't reach out to others for connection. We remain disconnected, and stay lonely. This experience provides evidence that the belief is actually true – “*I'm obviously not lovable!*”

It turns out that *ALL beliefs are self-verifying.* Beliefs act like filters in front of our eyes. We see *through* them, and we see evidence that aligns with our belief filter. We *can't* see evidence to the contrary. Psychologists call this “Confirmation Bias.” **We perceive what we believe.** This is why it's virtually impossible to convince a strongly opinionated person that their ideas are flawed. No amount of evidence to the contrary can get through their filters.



Are All Beliefs Limiting?

We use the term *“limiting beliefs”* because *beliefs limit us in some way*.

For example: If we carry the belief, *“I’ll never play the piano well,”* it’s highly unlikely that we would sign up for piano lessons, study musical theory, or practice the scales. Thus, the belief limits our choices, and our behavior. And that, of course, proves the belief to be true.

Some beliefs are *negative*. They produce unpleasant feelings that can last a lifetime. For example, the belief, *“There’s something wrong with me,”* is at the core of shame. Beliefs like, *“I’m a terrible person,”* can produce feelings such as guilt, sadness, anger, fear, or even depression.

Whenever we say, *“I am (something negative)...,”* or *“I am not (something positive),”* we immediately limit our options. We cannot see our true infinite potential, or our glorious nature.

Similarly, when we universalize a belief by saying *“I’ll never...,”* or *“She always...,”* we keep ourselves stuck in old judgmental patterns. We can’t see the unique beauty and magnificence of ourselves or others.

Track Your Beliefs To Their Source

If you have negative beliefs about yourself, you can easily trace them back to their source. Most of our negative beliefs were learned during childhood.

Ask yourself: *Who first told me that? Was it indoctrinated into me by someone in authority, such as a parent? Did I come to that conclusion by myself, based on what was happening at the time? What was the advantage of doing so?* Take time now to track the source of both your negative and positive Success beliefs you identified earlier:

My Belief About Success	Where It Came From



What it Takes to Finally, Completely, Change a Belief

When we take on a belief, whether it was indoctrinated into us or consciously chosen, *many* aspects of the Self are involved. For example, there are physical, mental, emotional, and spiritual aspects of every belief.

In order for a belief-change method to be complete and permanent, *all* aspects of Self that were involved in *taking on* the belief must also be involved in *eliminating* it – otherwise, some part of us will retain the belief, and it will remain somewhere in our experience.

This is precisely why most belief-change methods are only temporary, only partially effective.

Some belief-change methods view beliefs as intellectual constructs – so they use a mental process to disrupt or change the constructs they see.

For example, both Byron Katie's "*The Work*" and "*The Lefkoe Method*" use a set of verbal, thought-based processes.

Their process helps you recognize that your belief isn't necessarily true – it was merely an interpretation of what happened at one moment in time. You can then look at alternative interpretations, which disrupts the belief at the conscious level.



You can then consider who you would be without this belief. These are good things to do!

But it's not complete. All of this activity is in the mental realm. It rarely touches the deep emotional memory in the subconscious mind – which is where beliefs live and operate, continually creating that old familiar uncomfortable feeling.

Other methods, such as EFT and other tapping techniques, focus on your energy body. They clear the energetic signature of the experience you're having at the moment, which disrupts the connection between your belief and your energy.

This is also a good thing! But you have to keep using it over and over, hoping that eventually, your old belief will finally feel unwelcome and go away.



This idea – that you can pound an old belief into non-existence, has been around for a long time – since the 1920s – and it doesn't work. Many of us have tried saying affirmations, hoping that repeating a new belief over and over will somehow replace the negative belief. What actually happens is that the old belief gets stimulated and begins to re-assert itself. It becomes even stronger in the face of the challenge.

Many forms of psychotherapy focus on our historical, or explicit memory, or on our emotions and our automatic reactions. Talk therapy is a good thing to do!

Every once in a while, as a client, you have a big breakthrough, which echoes through your entire system. However, they're not very frequent.



In Cognitive Behavioral Therapy, the goal is to change your patterns of thinking or behavior that are underneath your difficulties, and thus change the way you feel. This is akin to belief change, but it's an outside-in approach. This kind of therapy works for many people, but it can take many sessions to get real long-term change.

Body-centered therapies, such as Bioenergetics and Somatic Experiencing, combine body movements and physical practices to resolve emotional problems or past traumas. Because they focus on *both* the body and mind, they are more effective for many people than single-mode methods. But they're still not complete.

Yoga and Ayurveda work as a complete system, integrating all aspects of the Self, bringing it into balance. However it can take many years of practice to finally clear your system and open all of your channels to a healthy flow.

Every therapeutic technique is at least partially effective, and each one has its fans. Most provide temporary relief, and fail to create significant or permanent change. Or they take a long time, require many repetitions, or cost a lot of money to achieve true relief and healing.

That's why I spent years of research and experimentation to discover a method that could clear a belief from the *core of the psyche* – and the whole self – effectively, permanently, and quickly.



The Clear Beliefs Method

The Clear Beliefs Method is a unique combination of mental, physical, emotional, and spiritual processes that can produce deep, profound and permanent change in a very short period of time.

It works because we aim at the the actual *cause* of the problem or issue that the client is wrestling with – the *belief* underneath it. We bypass the *stories* that talk therapies focus on, left-over emotional reactions, and mental thoughts about what happened. We tiptoe past the psyche's defense structures and work directly with the clients' subconscious beliefs, right where they live. This is the *causal level* of the mind. When you transform a belief *here*, and delete it from the entire Self – your experience of yourself changes, as does your view of others, and the world around you.

You can learn to use this methodology to clear your own limiting and negative beliefs. Then, after proving its effectiveness inside yourself, you can use the same methods with your clients, and transform their lives by helping them clear their beliefs.

When you do this, you will naturally become more successful – and so will your clients.

They will see you as a true master of transformation. Your reputation will soar. And so will your business.

Intrigued? Read on...

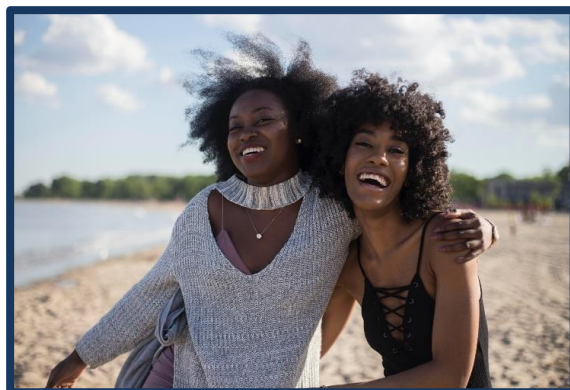


How to Remove Limiting Beliefs Permanently

*With the **Clear Beliefs Method**, you can delete old beliefs that interfere with your life, and replace them with beliefs that support your success, progress, evolution, and happiness.*

The process involves all three levels of Mind: the subconscious, conscious, and superconscious (Higher Self).

It involves all of the senses, and affects the entire time-line: past memories, present awareness, and future possibilities. It's incredibly effective because it's so comprehensive.



It has been shown that the brain does not easily distinguish between experiences that occur in the real world and experiences that occur in the imagination. This is why our dreams are powerful, and it's how great books and movies can drive our emotions and create extraordinary experiences.

In the **Clear Beliefs Method**, we use the power of guided imagery to transform the client's inner landscape. We guide them through the imaginal realm, and offer them a new version of their remembered experience. Their brain and mind accept it as real – as if it had actually happened. This changes the memory, and the meaning (the belief) made from the memory.

In psychology, this type of work is referred to as "memory reconsolidation," and it has been proven to be very effective in creating permanent, long-term change.

This also accounts for the effectiveness of hypnosis. However, hypnosis has a number of problems. Because someone else is in charge of the process, the defensive parts of the mind automatically resist being told what to do, or what to believe – especially if it goes against earlier beliefs. That's why hypnotherapists have to get you into a trance state – to take down your natural and healthy resistance to being programmed by someone else.

Athletes use visualization to enhance their performance. Students who visualize getting high scores on tests tend to do better than those who don't. Many healing modalities utilize guided imagery to restore the body's health and balance. It's a powerful tool to have in your bag.



The ***Clear Beliefs Method*** uses a unique form of guided imagery to communicate directly with the subconscious mind. The client can feel, see, and understand the source of their limiting or negative belief, and remove it, to clear the space for something new.

If we're going to plant a garden, the first thing we do is remove the rocks and weeds, clearing anything that would interfere with the growth of our plants. Then, when we plant our seeds, the flowers, fruits, and vegetables can easily take root, grow, and blossom.



It's the same in the psyche. When we delete an old, limiting belief, it opens space for something new to grow.

An empowering belief can then be planted, like a seed, in the cleared subconscious mind. It easily takes root, and blossoms into all parts of our life.

This is a change that changes *everything*: our experience of ourselves, our view of our capabilities, how we relate to others, and how we respond to the world and our circumstances. We actually change our memories and the meaning we made from those experiences. This is why we say, ***"It's never too late to have a happy childhood!"***

Facilitating this transformational process is a true joy. We are often brought to tears by the shifts that occur before our eyes.



And the client can feel the results immediately. They look younger, feel lighter, and they're more open to themselves and the world. *Clear Beliefs* practitioners refer to the methodology as: ***"My magic wand for creating deep, transformational healing."***

**Can you see the Lie
in every Belief?**



The 7 Steps Of The Clear Beliefs Process

Clear Beliefs Coaches take their client through these seven steps:

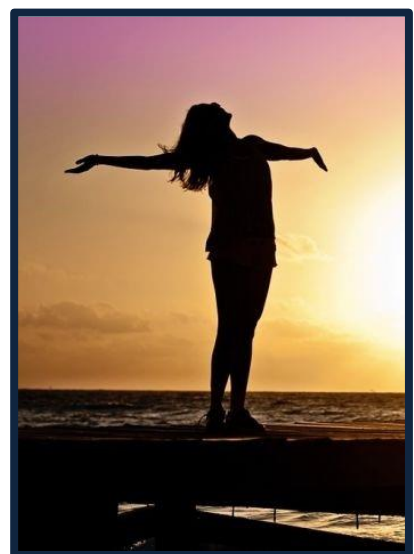
- 1. Help the client identify the belief** that is at the root of the problem or issue they want to change. The belief may have been indoctrinated, adopted unconsciously, or consciously chosen.
- 2. The client feels the belief, and experiences it fully** – using all of their senses, and also feeling the impact the belief has had throughout their life.
- 3. Together, coach and client explore the belief to its source**, to understand where it came from, why it was adopted, and whether it is still useful or not.
- 4. The client consciously decides** whether to keep the belief, or delete it permanently from the psyche.
- 5. The coach guides the client to dis-create** (discard, erase, destroy) the belief from all aspects of the Self.
- 6. The coach helps the client choose a new belief** that will support the client in creating their highest vision, virtue, and purpose for their life, and taking action to achieve their goals.
- 7. The coach helps the client implant the new belief** in all areas of their psyche so it can anchor, grow, and blossom.

The coach guides their client through each step, gently and slowly. The entire process can take from fifteen minutes to an hour.

The work is so deep in the psyche that the resulting impact is immediate and profound.

What was there, bothering the client, is simply... gone.

There is now ease where there was struggle, clarity where there was confusion, and freedom where barriers stood, preventing forward movement.



Now Clear Your Own Beliefs

If you're ready to get started on this path, begin with the following exercise.

You are about to take an inventory of your beliefs in all areas of your life. You will document them, and write them down – whether they are positive or negative, empowering or limiting.

You can't *clear* a belief until you know exactly what it is, and where it came from. Most of our beliefs are stored in our subconscious mind, where they continue to operate, below the level of our conscious mind.



Because we live *through* them, it's not easy to uncover them.

This process begins to flush them out into the light of your own awareness.

You may be surprised at what you find. And that's a good thing!

"Until you make the unconscious conscious, it will direct your life – and you will call it fate."

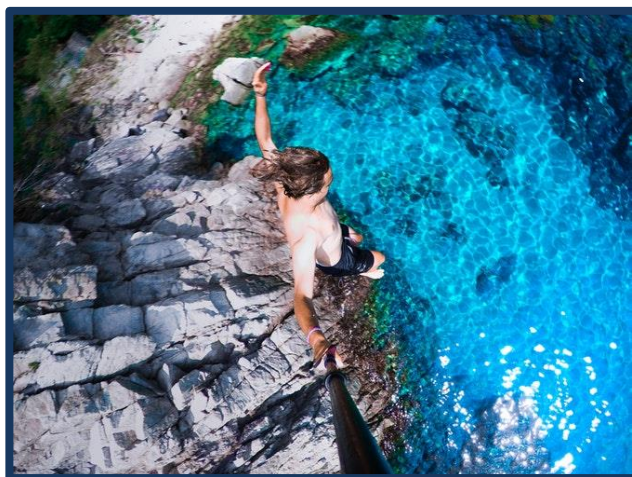
– Carl Jung

Are you ready to dive in and make your *unconscious* beliefs conscious?

If so, this is the first step.

Ready?

Dive in – the water is fine!



Your Belief Inventory

We all experience problems and challenges in life. The important question is, what is the *cause* of the problem or challenge? In our work, we find the answers in the *subconscious belief system*.

In this part of the process, you'll identify your own beliefs in different areas of your life. Some of them are helpful, and others are troublesome.

Doing the **Belief Inventory** is like bringing an industrial vacuum cleaner into your subconscious mind. As you do the process, you'll expose beliefs you didn't know were there.

Some of the beliefs you uncover will be the ones that are limiting or stopping you, or causing you pain or suffering in your life. In the steps that follow, you'll bring them into the *Clear Beliefs Process* to permanently delete them from your psyche, and from your life.

This process is a fearless examination of your own mind. You can discover what's underneath problematic feelings, perceptions, choices, and behaviors that are in your way – the ones that prevent you from living the joyful and successful life you want to live.

Your earliest beliefs are deep programs that formed your personality, and how you view yourself, other people, and the world. We call it your *Human Operating System*.

This inventory process uncovers those hidden programs, and brings them up into your awareness, so you can consciously reprogram your own software.



At the end of the exercise, you'll choose your top three negative beliefs that you want to clear out of your system forever.

If you want to learn how to delete them permanently, and free yourself from their influence, join me for my upcoming webinar, [*How to Clear Your Clients' Limiting Beliefs*](#). It's free, and it's soon!



Step One: Uncover Your Beliefs

Take out a journal, pad of paper, or open a new e-document. Contemplate each of the categories below by saying to yourself (either out loud or silently): **“Something I believe about _____ is...”** (For example, *“Something I believe about myself is...”*)

Listen to your mind’s first response to the question. Be open, and see what comes up. Listen for any voice or automatic internal response to the statement.

Write down whatever comes up as a thought or answer. Then say the phrase again: *“Something else I believe about _____ is...”* and write down whatever comes up next. Repeat the process, again and again.

Continue this pattern until your mind doesn’t respond, or it begins to repeat itself. The more times you say the phrase, the deeper your mind will dig – down to your earliest beliefs, closer to the core. These core beliefs are more likely to be the cause of problems in that area of life.

Don’t judge the answers you come up with. Don’t argue with yourself, or censor ideas just because they’re unpleasant. Allow them all to appear and present themselves, whatever they are. Honor them by writing them down, even if they sound absurd or strange. Even if you have the thought, *“I don’t believe that!”* When your subconscious talks, it’s a good time to listen!

Let your thoughts flow, and keep your pen (or fingers) moving to record them. Give yourself many minutes to write freely on each topic. Keep going until you feel complete. It’s not unusual to come up with 25 or more beliefs on each topic.

Do the exercise with as many topics as you can in one sitting. Pick the categories that you know are “hot button” topics for you.

Aim to complete at least five categories the first time you do the exercise. Come back and explore the remaining topics later.



Explore Your Beliefs in Each of These Topics

Myself	My attitude
My body	My circumstances
My health	My relationships
My work	The world
My finances	The past
Money	The future
Success	My beliefs
My abilities	My soul / Spirit
My limitations	God/Source / Creator

Instructions: Pick one topic from the list above. Say the following phrase to yourself, using that topic. For example, if you decided to explore your work, you would say: ***“Something I believe about [my work] is...”***

Write down whatever comes to mind in response. Then, say the phrase again in this way: *“Something else I believe about my work is... ”*

Write down each response and repeat this pattern until your mind doesn't respond, or repeats itself. The more times you say the phrase, the deeper your mind will dig – until it brings up your earliest beliefs.

This is a powerful exercise – give it a good amount of your serious attention.

Work with as many topics as you can in one sitting.

This is only a partial list of belief topics. Feel free to add topics of your own - especially the aspects of your life that you find troubling.



Step Two: Understand Your Beliefs

This next step will help you understand the beliefs that have been bothering you – perhaps for your entire life.

Review every belief you wrote down, and note how much **negative charge** each one has for you. Which ones make you angry? Sad? Scared? Uncomfortable?

Circle five to ten beliefs that give you the *most* negative reaction.



Then, gather all of your circled beliefs into a new document. For each belief, take time to seriously contemplate the following questions, and document your answers:

1. Has this belief been *beneficial* to me in my life? Or *detrimental* to me?
2. Was this belief *indoctrinated* into me? If so, by *whom*?
3. Did I ever consciously *choose to believe it*? If so, when, and why?
4. What *advantage* did I get or gain by having this belief? What did I *avoid* by having it? How did this belief *serve me* in my life?
5. What would be different if I didn't have this belief? Who would I be? What could I do?
6. Would I be willing to delete this old belief, and replace it with something positive, beneficial, and empowering? When?

After completing this part of the exercise, go back over your answers, and choose the **top three negative beliefs you would like to delete, change, or transform**. Write them here:

- 1) _____.
- 2) _____.
- 3) _____.



Step Three: Create New, Empowering Beliefs

Whenever we delete an old belief from the psyche, what we create in its place is *space* – an opening for something new. This creates an opportunity to install a new, positive and empowering belief in that open territory.

If we don't fill the space with something new, the old belief can sneak back in, just out of habit.

Look at your *#1 negative belief*, above. What would you like to believe instead? A good place to start is its opposite, but don't stop there. You can enhance the new replacement belief so that it feels totally positive and supportive to your body, mind, and life.

For example, if your old belief is, "*There's something wrong with me,*" you could replace it with, "*There's something right about me.*" That belief is better, but it's not very empowering. If you push it all the way up the scale of positivity, you might come to: "*I am the light of my soul, shining with my own perfect light.*" Can you feel the difference? **Go for that WOW! feeling.**

Here's another example: If you hold the old belief, "*I am not loved,*" you could replace it with "*I am loved,*" which is a very good belief to have. But feel what it would feel like to believe, "*I receive love from the entire Universe, and from every good person in my life.*" Or try this one on: "*I AM love.*"

You have the power to choose your own beliefs – so you might as well choose the most empowering and enlightening beliefs that you can come up with.

Because every belief produces a specific feeling and experience, try on each new belief as if you're trying on a new outfit of clothes to find out what it feels like. Say it to yourself, out loud, and feel what it feels like to believe it 100%. Then modify it, and try on the new version. Keep modifying it until it's a **Wow!**

Another way to discover your ideal replacement belief is to ask yourself, "*What experience do I want to have in this part of my life?*" Imagine having that experience, and feel the wonderful feeling of it happening right now. Then ask yourself, "*What would someone have to believe in order to experience this?*" The answer to that question may be the belief you're looking for!



Now write down the positive replacement beliefs you *want to have* in place of your three negative or limiting beliefs .

My three replacement beliefs:

- 1) _____.
- 2) _____.
- 3) _____.

Clear Beliefs Coaches guide their clients through each of the seven steps. They begin with the discovery process to find the beliefs that are underneath the client's presenting problem. Then, they help the client *delete* those beliefs from the core of the psyche. Finally, they help the client shape the best new belief possible – the one that will create the optimum outcome in the client's life.



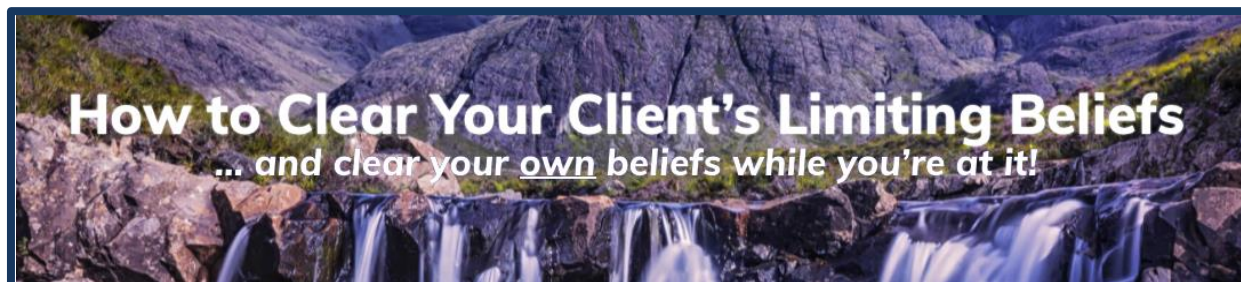
Congratulations!

You've completed the *first step* of the Clear Beliefs Process.

You're ready for the next steps, so I'd like to take you deeper, into *Steps Two and Three*.

Join me for my free online webinar, "**How to Clear Your Clients' Limiting Beliefs**," and I'll take you through those steps of the process.

It's coming soon! Click [THIS LINK](#) to reserve your seat.



**Take the next step toward belief mastery.
Register for the free webinar here:**

www.ClearYourClientsBeliefs.com



Join me for this free online class to find out how you can quickly produce dramatic results for your clients (and for *yourself!*).

Your client will *feel* the transformation – immediately! That thing that's been bothering them for so long simply... disappears.

Can it really be that easy? Yes. During the webinar, you'll witness a live *Clear Beliefs* session with a volunteer, so you can see how quickly a negative core belief can be transformed.

In our Clear Beliefs community, we've seen incredible changes in our clients:

- Old childhood traumas no longer cause psychological pain.
- Doors of opportunity that were previously closed suddenly open.
- Weight issues – along with the weight – dissolve along with the cause.
- Students perform better after clearing their negative self-beliefs.
- Discord and arguments in relationships are dramatically reduced.
- Blocks about marketing or sales are replaced by excitement and energy.
- (We have a *very* long list of these...)

Click [HERE](#) to register for the webinar. There's no cost!

PLUS A FREE BONUS FOR ATTENDING: When you attend the webinar, you'll receive a special gift: Complete instructions for one of our most powerful transformation tools: *The BodyWisdom Process*.

You'll be able to use this process in your practice immediately, to help your clients get relief from physical pain, discomfort, upsets, and distress. It's only one of many transformational tools you'll learn in the *Clear Beliefs Coach Training*.



How to Clear Your Clients' Beliefs: The Webinar

In this free webinar, you'll learn:

- How beliefs form – beginning while we're still in the womb!
- How our “love beliefs” impact our ability to sustain and thrive in an intimate relationship.
- How to help your clients uncover the hidden drivers of their uncomfortable feelings, negative thoughts, and automatic reactions.
- Two powerful transformational techniques that you can apply in your own practice immediately.

Join this free webinar if:

- You're fascinated by the human mind, and how it works.
- You're curious about why people do what they do.
- You're a coach, healer, therapist, or change agent, and you want to produce dramatic shifts in your clients – and in yourself!

I hope you'll join me, and I look forward to seeing you there!

Warmly,



Lion Goodman, PCC
Master Beliefs Wizard
Creator of the *Clear Beliefs Coach Training*
Author, Coach, Subconscious Pattern Detective

Here is the link to register for the free webinar,

“How to Clear Your Clients' Beliefs”

www.ClearYourClientsBeliefs.com



About the Author



Lion Goodman, PCC is the creator of the ***Clear Beliefs Process***, a methodology for transforming beliefs at the core of the psyche, healing childhood trauma, and clearing the path to manifestation.

Hundreds of coaches, therapists, healers, and change agents around the world have graduated from his training to become *Certified Clear Beliefs Coaches*.

Lion is a Professional Certified Coach, subconscious pattern detective, author, teacher, healer, and consciousness explorer.

He is also an entrepreneur, men's group leader, husband, father, and soon-to-be grandfather.

Lion has studied and practiced dozens of forms of psychology, neurology, spirituality, philosophy, and the principles of success for more than 40 years. His first career was in executive search and executive coaching, where he worked with hundreds of CEOs and senior managers in businesses across the U.S., from early stage start-ups to Fortune 500 corporations.

He has taught workshops and trainings in 15 states of the U.S., as well as in Canada, Europe, and China. He is the author of 4 books: *Creating On Purpose*; *Clear Your Beliefs*; *The Narcissism Primer*; and *Menlightenment*, as well as dozens of articles on consciousness, beliefs, psychology, and personal development.

With his partner, Carista Luminare, Ph.D., he founded ***Luminary Leadership Institute***, an initiatory program for leaders of business organizations. They also provide personal counseling to couples, helping them heal their past and their relationship so they can create a deeply secure and passionate partnership they've always wanted.

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