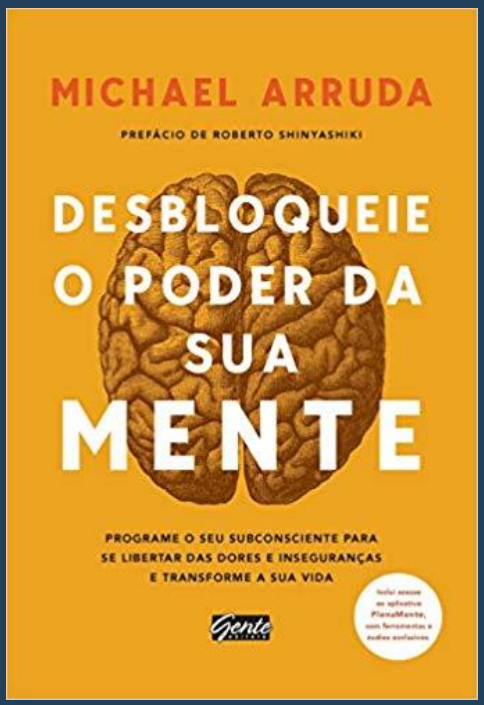

Unlock the Power of Your Mind

Desbloqueie o Poder da sua Mente
Year of publication: 2018
Author: Michael Arruda
192 pages
Link for purchase: https://amzn.to/2QNSLf0

Michael Arruda's Unlock the Power of Your Mind was published in 2018.
This book has 185 pages that cover how our mind can act against or for our dreams and goals. Simply put, the author demonstrates why it is so difficult to change habits, develop our potential, and believe that we are capable of great deeds. He also points out practical solutions to overcoming our fears and having a full and happy life.

Score

7

7 Aplicability
8 Inspiration
7 Innovation
7 Impact on results
8 Structure

Main ideias of the book

- Most of our failures have their origins in the negative beliefs of our subconscious. As much as people strive to change, the mind itself becomes an enemy;
- We break free from mental prisons when we come into contact with our subconscious and open up to transform our negative schedules;
- As much as the conscious mind is logical and rational, it is always subject to the action of the subconscious;
- Knowing the rules about how the mind works is the first step in transforming negative beliefs and having more motivation in everyday life.
- The causes of suffering are in the subconscious mind. In addition to recognizing them, we need to treat these emotional wounds through forgiveness and focus on our inner strength;
- In addition to hypnotherapy, small everyday actions can make our minds positive and open to fruitful new learning.

For whom is this book suitable?

People who want to achieve dreams and goals but who for some reason feel unmotivated, insecure or even depressed.

Overview of the book

Big reasons are hidden

Arruda mentions how your mind can turn into a ruthless enemy and discusses what to do to change this situation.

The power of the subconscious

Most of our failures come from misconceptions recorded in our subconscious. This often hidden negative information blocks our potentials. That is, the mind itself works against the range of dreams, goals, and objectives we set. For the author, accessing the subconscious is the most assertive way to heal deep wounds, change habits, and conquer our greatest yearnings in life and career.

Most of our failures come from misconceptions recorded in our subconscious.

The mental prison

Have you ever felt unable to take control of your life? Did you have or feel that your destiny is not in your hands? Are your forces never enough to finish what you start? For the author, this sense of “dead end” is triggered by distorted perceptions of our subconscious.
As much as we tend to blame people or external situations, the only solution is to find the root of our feelings.

Freedom is possible

The author teaches that only 5% of our mind is conscious. The remaining 95% are outside conscious access. To protect us, our subconscious mind creates strategies that often prevent us from achieving the results we desire. This boycott process consists of the mental arrest.
However, freedom is gained from the moment we access our subconscious and open ourselves to change our negative schedules.

Who really rules

In this part, Michael explains why it is not the conscious mind that controls our decisions.

Endless Resources

Each human being is a survival machine with infinite resources acting together. It is no coincidence that science proves astonishing connections between mind and body. This shows that our mental structure is far beyond what we think we control.
Because our mind works all the time with numerous resources, the environmental factor also directly affects our emotions and interferes (positively or negatively) with our sense of well-being.

We are not so rational

As much as the conscious mind is logical, analytical, and rational, it only "thinks" that controls us. The author reveals that our conscious mind contains a "piece" called the critical factor. It is an undercover agent in the name of the subconscious mind. The critical factor acts as a gatekeeper, responsible for filtering out all messages that should reach the subconscious.
The critical factor receives and analyzes these messages, checking whether they are in accordance with subconscious schedules or not. If they agree, he lets it go, reinforcing what was already in the subconscious. If they disagree, he rejects it.

It, the subconscious

You have certainly noticed how difficult it is to create a new habit or get rid of an addiction. The reason for all this difficulty is the subconscious. It is he who decides how we should grow, feel and act. In it are stored our deepest beliefs and emotions.
The subconscious has the power to undermine even your simplest projects. However, it is equally powerful in making you so much bigger than you ever dreamed.

The 7 Rules of the Mind

Here the author presents the 7 rules of mind that should be considered as the source of the changes we desire for life.

The beginning of change

To make the mind work for us, the first step is to know it. As we have already seen, our conscious mind receives all the ready information already processed by the subconscious.
We need to be clear that we cannot change society, people and external events. However, we can positively influence our minds. This is where our greatest power lies.

The 7 Rules of the Mind

1. Every thought causes a physical reaction. Be aware of your body's reactions to certain thoughts;
2. What is expected tends to occur. You need to strengthen the belief that you can do what you want;
3. Imagination is more powerful than knowledge when dealing with the mind itself. Do not argue, judge or disparage people with opinions or beliefs other than yours. Reason hardly overcomes emotion;
4. Once a concept has been accepted by the subconscious mind, it will remain until it is replaced by another. Value the truths that will make you overcome;
5. Each accepted suggestion creates less opposition to the next suggestions. Begin little by little to build in your mind what you want for your life;
6. An emotionally induced physical symptom tends to cause an organic change. Pay attention to the emotions you have been cultivating;
7. When dealing with the subconscious, the greater the conscious effort, the lower the subconscious response. Understand what needs to change, but don't become neurotic or push yourself too hard.

> *Hypnosis is when a suggestion bypasses the critical factor of the conscious mind and is accepted by the subconscious mind.*

Profound changes

The author talks about the 4 steps for changing behavioral patterns and talks about the role of hypnotherapy.

The food of the mind

Hypnosis is when a suggestion bypasses the critical factor of the conscious mind and is accepted by the subconscious mind. We all tend to believe more easily in the statements of people in positions of authority (parents, teachers, doctors, boss, etc.). This is exactly why negative messages from people with some authority tend to take longer in our minds.
We constantly need to ask ourselves: what has been feeding our minds? What messages are taking too long in our mind? Questioning them is the first step to big changes.

4 Steps to Changing Behavioral Patterns

The author states that we only need two things to begin our transformation: belief and motivation. Belief is what we believe to some extent. Motivation is the reason for the action. Given this, let's look at the four steps to change behavioral patterns.

1. Find your real motivation. Visualize the positive results of the change you desire. And focus on them.
2. Plan the change. Consider all factors that will work against and in favor of your change process. Learn how to handle unforeseen issues and stay focused on your goal.
3. Keep the effort and focus on earnings (however small). Be proud of each achievement.
4. Celebrate achievements. Set short periods to meet goals and celebrate your results. Ideally, work with periods of one week.

Forgive to start over

Hypnotherapists help people discover the events or emotions that are causing negative programming. Throughout this process of transformation, forgiveness is considered one of the most powerful internal resources.
The author emphasizes that forgiving does not mean resuming contact with a particular person, much less agreeing with what they have done or said. Forgiving means breaking free from the harm done to you and letting the negative feeling go away.
In this part, the author teaches a specific technique to favor our ability to forgive. This technique consists of a letter we wrote, granting forgiveness to those who hurt us.

Practical actions

This part talks about the process of reframing experiences and brings practical actions for the mind to work for you.

New meanings

Assigning new meanings to our negative schedules involves looking at certain experiences with other eyes. The reward of this process of forgiving yourself and accepting yourself is to free yourself from the guilt you so often imprison.
The author points out that hypnotherapy goes straight to the point. Because this technique solves old dilemmas, it is possible to adopt new ways of feeling and acting from it.

Practical actions

In addition to hypnotherapy sessions, it is possible to seek our transformation through practical actions. They favor the registration of positive beliefs in our subconscious. With this, all areas of our lives are naturally benefited.
Some of these actions are: completely turning away from people who don't believe in your potential, taking attention away from your current pain and focusing on your inner strength, seeking content that aligns with the reality you want (books, movies, inspiring stories, etc.).
Always remember that you must control the direction of your attention. From the moment the focus is established, the subconscious follows. This is how you will change your schedules.

What other authors say about it?

Ryder Carroll, the author of The Bullet Journal Method, shows that, according to studies, about 70,000 thoughts go through our minds every day. That would be enough to write a book every day. It's too much!

However, unlike a book, our thoughts are everywhere, making it difficult for us to understand what is most important. So we can't focus directly on these things and end up disorganized and overwhelmed.

Therefore, the author emphasizes the importance of creating a way to put an order in this chaos of thought. One of the best ways to do this is through writing.

Finally, author Kevin Kruse, in “15 Secrets Successful People Know About Time Management,” stresses the importance of taking care of one's health to be successful in life. He says most entrepreneurs adopt a morning routine to reenergize themselves physically and mentally. They recharge with plenty of water, healthy food and exercise. Busy CEOs also invigorate their minds with reading or meditation.

Okay, but how can I apply this in my life?

Once you know the author's experiences, you can now apply these practical tips:

- Try to pay more attention to your thoughts, especially those that come to your mind more repetitively. They usually reveal subconscious patterns;
- When negative thinking occurs, immediately seek to replace it with positive thinking, always keeping in mind that you can do what you want;
- Stay totally away from people who don't believe in your potential. As far as possible, also keep your distance from people who complain too much;
- Make a shortlist of people you need to forgive. Closely exercise forgiveness by letting the negative feeling go away;
- Exercise self-forgiveness as a way of becoming free from guilt and feelings of failure. Embrace your emotions and give them a positive meaning;
- Seek knowledge about the functioning and power of the mind. This information can be obtained through books, movies, and courses.

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