

# **Becoming Unstoppable**

by Paul Myers, Geri Winters

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## Introduction

The original report was written by Paul Myers. It describes a technique I have used in my own life to get things done when will-power alone was not enough. I was so impressed with how well Paul describes the technique, that I have acquired the rights to share this report with anyone I choose. I have also edited it to be more general than online business (the topic of the original report).

The technique in this article is useful as a starting point for anything you might want to achieve. I have used it to get rid of cravings for sugar and starches. Instead of waiting for someone to notice I would be good for a particular job, I have used this technique to take action to ask for a job I really wanted.

You could use this for anything, either to stop doing something or start doing something.

Stop:

- Eating and drinking lots of sugar
- Smoking
- Blaming others for your mistakes
- Being afraid of snakes

Start:

- Eating more salads
- Exercising
- A new hobby
- Being more social

To help you apply this technique, I have added a worksheet at the end of the report.

Feel free to email me with your comments, criticisms or suggestions on this report and the technique it describes.

Enjoy!

Geri Winters

[geri@ALifeInHarmony.me](mailto:geri@ALifeInHarmony.me)

<https://www.ALifeInHarmony.me>

## **Becoming Unstoppable**

I wrote something for my newsletter years ago that got me a bit of flack from a few of the traditional "positive thinking" folks. I figure it's time I reprise and compound my heresy.

By the time I'm done, I hope to also show you how to eliminate the biggest non-informational hurdle to success that most people face.

The failure to take action.

The good news and the bad news are the same: Whatever you're doing right now, whether it makes you happy or not, is exactly what you want most to be doing right now.

***You are exactly where you've wanted to be all along.***

Yes, you might have a really strong desire to be in some other place. I don't doubt for a minute that you could, in some respect or other. You might even be moving toward that new place.

The problem is, human beings are complex critters. We don't just have one desire or one aspiration. We have a lot of them. And where you are at the moment is the sum of all your desires, not just that big one that you know you should be working on and never seem to get around to.

Have you ever been there? You want something so badly that you can taste it, but you put off doing anything about it? Or you go after it half-heartedly, in ways that seem guaranteed to fail?

Maybe you wanted to ask that cute girl or guy out, or go for that promotion, or start a business, or start an exercise routine, or spend more time with your wife or kids, or take a vacation to the one place you've always wanted to see.

Maybe you wanted to lose weight, or quit a lousy job, or end a bad relationship, or drop a habit that made you feel small.

Has there ever been something you wanted to do that you just didn't do anything about?

Some folks will say that it's because you didn't really want it, or that you didn't want it badly enough. And they're almost right.

The trick is, there were things you wanted to avoid even more.

Good news: You can change that.

And it's easy.

The usual response to that is, "Sure. All it takes is a little willpower."

My original heresy: Willpower is the least efficient, and most difficult, tool you can use to accomplish anything. It is very rarely more than a waste of time.

Why?

**If you're relying on willpower, you're fighting what you really want with what you think you should want.** Even if you win that battle you lose, because you didn't get what you really wanted. A hollow victory, unless you manage, somewhere along the way, to tap into what you're about to read.

There is something within you that is far more powerful, far more dependable, than willpower.

I call it wantpower...

**What you want most has the power.**

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Before I explain that, I want to compound the first heresy by pointing out two more myths that you need to forget, if you ever bought into them in the first place.

The belief in "fear of success" and/or "fear of failure."

No such things exist.

What we fear are the emotional meanings of the consequences of success or failure. Knowing what those imagined consequences are takes them from the purely abstract, which we can't address, to the concrete, which we can deal with effectively.

Success and failure are meaningless concepts, except when measured against the question: **Have you achieved the sum of your wants and desires?**

You're either moving toward the sum of your wants and desires, or you've achieved it.

Now, some of you will read that and think, "Myers, you're nuts. That's not how it works. Success is measured by [fill in the blanks.]"

Okay.

Says who?

Seriously. Who defined success that way for you? If it wasn't you, it doesn't mean a thing. If it was you, and you don't have it, why don't you?

There is only one meaningful definition for success:

**Living your life the way YOU want to live it.**

Anything else is a hand-me-down that doesn't fit.

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Another group of you will have noticed an apparent problem with this. The idea that, if you've already got the sum of your desires, you're trapped. That you've gone as far as you can go.

For many, that would be a very scary thought.

The key to changing it is in the word "sum."

As you know, that's a math word, meaning, "What you get when you add a bunch of things to each other." Like most things in life, if you manage to reduce something to math, just for purposes of clarity, you can change it.

With a sum, you simply adjust the value of the things you're adding up.

This is where it gets fun.

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If you ask a person what they want, most will rattle off a list of surface-level things. "I want to spend more time with my kids, I want a raise, and I want a pony."

And yet, they're not spending more time with their kids, they're not doing what they need to do to get the raise, and they still ain't got no pony.

Why?

Because they don't want those things. What they want are the benefits they associate with them, and they haven't piled up enough benefits to out-pull the benefits of not getting them.

Had you ever considered the idea that there are benefits to not getting what you want?

You should. That's the key to turning things around.

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In his book, "The Motivated Mind," Jason Gracia uses the analogy of a set of scales, with one side holding the weight of all the factors that count toward doing a thing, and the other holding the factors that count toward not doing it.

While that's a useful picture, I think it leaves out a couple of important concepts: Direction and speed. I believe that likening these forces to driving a car will help make the ideas more concrete.

(By the way: Thanks to "Wild Bill" for the pointer. You can find Mr. Gracia's book at <http://www.motivation123.com> )

Like driving a car, getting motivated - taking action - is a skill that can be learned, and you can get the basics down very quickly.

Unlike driving, it doesn't take very long at all to become highly skilled.

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So, how does this work?

If you're unsure about a goal, or if the things you want and don't want about it are in balance, you'll just sit there, with the car in neutral.

If you say you want a thing, but the total of your desires pulls away from that thing, you'll put the car in reverse. You will move away from it, despite your (possibly very strong) desire to achieve it.

If the total of your desires relating to that thing have more emotional force than the things that make you want to avoid it, you'll put the car in drive.

Once you're moving, your speed will be determined by two things: The degree of difference between the two sides, and the intensity of the desires involved.

Before you can make the car go where you want it to go, you need to know what the controls are and how to work them. Otherwise, you could end up going in circles in reverse at 100 miles an hour.

Lots of people live their whole lives like that.

On each side of the equation are two universal human considerations: Pleasure gained and pain avoided. Each one has some level of emotional power attached to it. The emotional intensity of all of the factors on each side are added up to get the force for that direction. The side having the most force determines whether you put the car in drive or reverse.

Let's look at an easy example: Spending time with your sports buddies.

If you don't really enjoy hanging out with them, but think you're supposed to, you may only have one bit of force pushing you toward it: Avoiding the pain of disapproval by others. If disapproval bothers you a lot, that can be a strong force. If you don't care what others think, it could be a very weak force.

Let's look at the other side. Maybe you think that spending time with them will take away from more fun areas of your social life, cost you money you'd rather spend on something else, and regularly put you in environments that conflict with another goal.

If your fear of disapproval is really strong, it can be the deciding factor, even though there are more "points" on the other side. So, how can you change that?

The first thing you could do is to re-assess the importance of disapproval. You can do this by diminishing it or by putting it into perspective in relation to other things.

Diminishing it could be done by looking at the real impact it has on you. For example, you might realize, on thinking about it, that your buddies will only be a little disappointed, but will quickly adjust. Or that their disapproval comes from expectations that you never agreed to, and is their problem, not a commitment you're renegeing on.

Basically, "They'll get over it, and so will I."

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Putting it in perspective involves comparing it to something that's more important to you. For example, you might think to yourself, "Yeah, I hate to disappoint them, but I'm not going to let other people decide how I live my life."

Or you could say, "Their approval isn't more important than my own."

Any number of things can be included here, and they'll all add up.

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The other way to change the equation is to add strength to the forces on the other side.

Most people will tend to consciously compare only the similar forces: Your sports buddies vs other areas of your social life. The rest of the factors will usually be weighed unconsciously.

So, start with the similar things. Maybe you would rather spend that time with your girlfriend, or with a different group of friends. Just saying that isn't going to give it as much force as it could have. You want to strengthen the positive emotional associations of the other options.

And consider the negatives (pain) that go with continuing the same behavior. You might find that the feeling of letting your girlfriend down is more powerful than the



disapproval of your buddies.

Bring every factor of those things into sharp focus. Look at all of them, being careful to be honest about what you really enjoy and what you don't.

Then contrast those things with the experience of time with the old crowd.

Now, look at the things that aren't directly related to the social aspect. If better health is a goal, and your friends hang out in bars, you might think about coming home smelling like cigarettes, gaining weight from the bad food and not sleeping as well because of the smoke and the drinking.

You might prefer to spend the money on classes to improve your work skills and your income.

There are more possible factors involved than I could list here. The important thing is to make the pleasures that you get and the pain you avoid when you achieve your goal as strong as you can. Then make the pleasure you get and the pain you avoid by NOT getting it as weak as possible.

When the emotional attachment you make to things that move you toward it are stronger than those of the things that keep you from it, you will have effectively put the car in drive.

You will *automatically* move in the direction of those desires.

### **That's wantpower, not willpower.**

As you increase the difference between their collective strength and the strengths of your desires that point away from it, you increase the speed and consistency of movement toward achieving them.

That's the gas pedal.

There is no maximum speed on this car.

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Let's take a look at the way this affects your action (or lack of it) using the example of changing to a low-carb diet.

First, some of the things that might tend to keep you from taking effective action on a consistent basis.

- Don't know how to eat low-carb.
- Fear that people will ridicule your goal, or resent your success when you achieve it.
- Fear of losing friends due to lifestyle changes.

- Fear of upsetting family and friends when you don't eat their special dishes.
- Dislike of having to ask for accommodations for a different diet.
- Dislike missing out on treats other people get to eat.
- Fear that you will not improve your health even if you are successful.
- Enjoyment of not having to think about what to eat.
- More time spent cooking to prepare your special food.
- A lot of strong positive memories and emotions around favorite food that now you "can't have".
- Resentment about having to give up foods you love.
- Afraid of seeming abnormal.
- Fear of making bad decisions about food.

For every person, there are a lot of other perceived "costs" that could seem significant. Let's look at a few of the ones on that list, though, as they're very common.

Most people have a lot of strong emotions around food, especially high-carb food. Food is family, friends, happy times, and holidays. A lot of high-carb foods are special treats or a reward. Maybe as a child you got a cookie for being good at school or a lollipop at the doctor after a shot.

So to be successful, you have to address all the emotions you already have around high-carb foods. One way is to make new versions of old favorites. Done well, everyone can eat lower carb with you and not even notice! For example, I took a traditional Thanksgiving with all the trimmings, made some substitutions, and redid other recipes to greatly reduce the carbs. Then served it to family and friends with no complaints.

You can work on getting support from family and friends. Chances are good you are choosing a low-carb diet for health reasons. Maybe you are diabetic or pre-diabetic and need to stabilize your blood sugar. Maybe you are celiac and must avoid gluten which is in many common high-carb foods. Maybe high-carb foods give you acid reflux. Most people will be sympathetic to health reasons for changing your diet.

There is a lot of information online about how to eat low-carb, including low-carb eating out, and how to eat low-carb without cooking. So as you get more information, you see how really possible this is.

There are also a lot of online forums and communities for people who are eating low-carb. Not only do you get great tips, but you are surrounding yourself with other people like you. You don't have to do this alone!

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You'll notice that the majority of the things keeping you from doing something about changing to a low-carb diet are either fears or lack of information. Sometimes they're both tied up in one concern, such as the fear of making bad decisions. The easiest way to get over that is to realize that you're going to make them. Period. You cannot avoid

it. You're going to make wrong decisions about other things in life, too.

Nature of the beast. Perfect we ain't.

Having a clear plan and going after it, with the best information you can get at any given time, will reduce the number of wrong decisions you make. Reaching out to other people who are following a low-carb diet will help you determine what is best for you.

When eating out, look at the menu ahead of time and plan what to eat in order to avoid ordering the same high-carb food you are used to eating. If you don't have time to cook, do some research online to find how other people manage low-carb without cooking.

Putting your concerns in a logical perspective like this can often reduce those concerns to the level of background noise.

But not always.

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For some people, the real fear is the belief that they'll look stupid to someone else in the process or that they will hurt someone else's feelings if they don't eat that special high-carb treat.

Depending on how important the people are whose negative opinion scares you, you can deal with that a lot of ways. If they're casual acquaintances, you might just say, "So what?" Or you might simply not tell them what you're doing.

If it's your spouse or your mother or grandmother, that may not be the best way to approach the situation. In that case, be honest about the health problems you are facing. Ask them to remake your favorites to a lower-carb version. If you have to, you can say you are not hungry right now, accept the treat, then throw it away later.

Understand that most people will be skeptical of your efforts. That's normal. They have the same kinds of fears that you have, without necessarily having your ability or information to balance and control those thoughts.

Concern about what other people will think, especially negative comments from family and friends, is probably the hardest thing to deal with when you're getting started on your low-carb diet.

When it starts working, those fears naturally go away.

So does (*most of*) the skepticism.

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At this point, I should probably address something a lot of people encounter that

creates major problems for them: A perceived lack of support from family and friends. This is most commonly a challenge when you're trying something new. It can be crippling, especially if the doubting person is your spouse.

You can use some of the ideas already presented.

But, there's a whole other thing that's often at the root of this problem, though, and it's one that most people never want to consider. While it's most commonly an issue for business or professional choices, it can affect any area of your life that involves growth or improvement. Put bluntly, it's that, when it comes to some areas of life...

### **Your family and friends like you, but they don't respect you.**

Think about it. If you've never done it before, they have no basis for judgment. If they're prone to believing in your capability, this probably won't come up. But if not, or if their own experience says the thing is difficult, they're not going to be likely to accept that you can easily accomplish it.

Add to that the fact that your closest family members and friends know about all your failures. They've seen you fall off the bike and scrape your knees. They remember the failed relationship(s) in your past. And they've seen you at the party with the lampshade on your head.

Given that, their thinking is understandable. If you haven't demonstrated a talent for learning new things and accomplishing what you set out to do, they'd be silly not to be at least a little skeptical, wouldn't they? They don't want to encourage you to fall on your face yet again.

Here's the problem with that thinking. If you let it influence you, you're making yourself a prisoner of your past. Everyone tells you to learn from your mistakes, and then they use those mistakes as the basis for believing you can't learn? And you buy it?

That's insane, but it's a common kind of crazy.

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So, how do you deal with this? The answer is, for most people, simple. Not always easy, but simple:.

### **Get over it.**

Get over the need for the approval of others. Get over your past mistakes and accept them for what they are: The past. Get over the fear that you'll disappoint someone. Just get over it.

Like I said, not always easy.

Just knowing where the problem comes from helps a lot of people. Remembering that you had to make those mistakes to get to where you can learn to move forward is also a useful thing. The most important part, though, is realizing just how many successes you've had in your life already.

You were born knowing nothing, and with no skills at all. Everything you've learned to this point in your life is the result of trial and error, either on your part or the part of the person who taught you. Somebody, somewhere, paid for that knowledge by bumping their elbows and bruising their egos.

The fact that you can function at all in the chaos we call the modern world is a testament to your potential. And you've barely tapped it at this point.

There is a price for change, yes. That's what most of us fear. But there is often a much steeper price for staying the same. Becoming aware of that, using the exercises mentioned earlier, is the way through.

Don't worry. You'll make mistakes and you'll make progress. If you accept the inevitability of mistakes before you start, the only thing that will matter is the progress. And you'll make more of it, faster, because you won't let the fear stop you.

So, those are the downsides.

On the plus side, what benefits do you gain from changing to a low-carb diet or making any other positive change?

The most common things people list are reduced pain, fewer medications, feeling better all the time, and having more energy.

**Those are not powerful motivators.**

What would you do with more energy? What would it mean to you?

Maybe you'd be able to travel, and see places you've always wanted to see. Maybe you would get into a better job. Maybe you'd have a more active social life for yourself. Maybe you would take up a new hobby you have always wanted to try or resume a hobby you had to give up.

What would fewer medications and better health mean? Less money spent on doctors and pharmacies. Lower insurance costs. What would you do with that money you save? Spend it on things for your kids or your spouse? Take a trip? Buy a car? Save toward a house or retirement? What about those things is important to you?

It's impossible to visualize energy. It's easy to visualize spending a Saturday afternoon on the golf course with your buddies, or a week in a favorite vacation spot with your family.

Abstracts don't have emotional power. Specifics do. Get as specific as you can, with as many things as you can.

There's one thing about this that can be tricky for some folks. That is the process of adjusting the power of pain. A lot of us spend our whole lives avoiding even looking at pain, much less dealing with the ones that don't exist yet. But it's precisely those imagined pains that have the most power. That's why turning them into specifics is so helpful. You can get a more realistic look at what they mean and what it would take to deal with them.

Or to see that they're not real at all.

Again, you want to maximize the emotional significance of the pleasant things you'll gain and the unpleasant things you'll lose by achieving your goal. At the same time, you want to minimize the emotional impact of the things, pleasant and unpleasant, that you get by not going after it.

First you get shifted into drive, and then you pile on the stuff that moves you forward, to really ramp up the power behind your desires. Keep moving the balance further, every way you can.

That's how you develop unstoppable motivation.

One thing that comes up frequently when I talk with people about this is that some of them don't believe they can succeed.

Don't even worry about that. It's not possible to really want something that you don't believe is possible. You might think it would be incredibly cool to be able to leap tall buildings in a single bound, or stop a speeding freight train bare-handed, but you know it's not possible.

You won't really want it.

You might miss something you can't get back, or feel bad about something you can't fix, but those aren't desires. They're regrets.

If you really want something, you already believe it's possible.

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So, make a list of all the pleasant things you'll get by achieving the goal of switching to a low-carb diet, and the unpleasant things that will go away when you do. Be specific and picture them with the most powerful impact you can.

Make a list of the pleasant things you keep and the pains you avoid by NOT changing to a low-carb diet. For as many as possible, figure out how to eliminate them or make them as unimportant as possible.

If you've tipped the balance toward taking action, you'll know it.

Any time you feel discouraged or start to slow down, run through all of those things in your mind. In fairly short order, you should find that minor discouragements don't even register, and bigger ones have much less impact.

As you start to see more and more success, the positive things will become stronger on their own, and the negative things will fade without you needing to think about them.

At that point, you've got the momentum you need to virtually guarantee that you'll get where you want to be, and get there in grand style.

Yeah. It's a simple process. Do it, and you'll find that it's very effective.

Along the way, you'll learn a lot about yourself. You have much more going for you than you probably know right now.

This will help you uncover it.

## **The Last Word**

I don't know your goals or experience level, but I hope that this report has been useful to you. That it will help you in getting where you want to be more quickly, and with less of the hassles and obstacles that so often get in the way.

And have some fun with it.

Seeing real success, and having fun in the process, will help to protect you from one of the harder challenges you'll face in any attempt to improve your life: Negative people.

Throughout your life, you're going to deal with a lot of people. Probably many more than you would believe at the moment. Many of those people will work harder at keeping you from believing you can succeed than they do at accomplishing anything positive for themselves.

You get to choose who you listen to and who you associate with.

Choose wisely, and remember the words of Laurie Anderson, who was once asked, "How do you deal with all the negativity in the world?"

Her response: "You're hanging with the wrong people."

I would love to hear your thoughts on the report. What helped, what didn't, and what you think would make it more useful to you and others.

Good luck, enjoy the ride, and remember...

To live your life your own way is the best last word.

Geri Winters

[geri@ALifeInHarmony.me](mailto:geri@ALifeInHarmony.me)

<https://www.ALifeInHarmony.me>



# Worksheet

The Goal I Want to Achieve: \_\_\_\_\_

What good things will I have by achieving this goal	What bad things will I avoid by achieving this goal

How I will make my emotional attachment to getting these good things and avoiding these bad things as strong as I can. I really, really want these good things. I really, really want to avoid these bad things.

What good things will I have if I do NOT achieve this goal	What bad things will I avoid if I do NOT achieve this goal

How I will make myself not care very much about getting these good things and avoiding these bad things. How I will make them far less important to me.

## Example

The Goal I Want to Achieve: Change to a low-carb diet

What good things will I have by achieving this goal	What bad things will I avoid by achieving this goal
Lose weight	Early death from diabetes
Look better	Joint pain
Feel better	Acid reflux
Have more energy	Lots of money spent for insurance, doctors, and pharmacies

How I will make my emotional attachment to getting these good things and avoiding these bad things as strong as I can. I really, really want these good things. I really, really want to avoid these bad things.

When I see or smell high-carb foods I will image how much pain I will be in later. I will imagine my stomach being upset. When I make low-carb choices, I will remind myself of the trip to Scotland I'm going to take with the money I save by not needing a doctor or pills for diabetes. I see myself being alive to shake my daughter's hand at her college graduation.

What good things will I have if I do NOT achieve this goal	What bad things will I avoid if I do NOT achieve this goal
Eating Mom's famous chocolate cake	Feeling uncomfortable having a "special" diet
Not having to think about what food to eat	Ridicule of friends or family
Eating out wherever I want	

How I will make myself not care very much about getting these good things and avoiding these bad things. How I will make them far less important to me.

I will find new places to eat where it is easy to eat low-carb. I will get rid of all the high-carb foods in my home. I'll eat a small amount of Mom's chocolate cake and say I'm too full for more. I'll get over worrying about my "special diet". No one else cares, why should I. Being successful will get rid of the ridicule.