

WITH A POSITIVE MINDSET YOU CAN achieve anything!



After being diagnosed with Non-Hodgkins Lymphoma in April, our friend and regular contributor **Kevin Wright**, put his belief in positive thinking to the test while he conducted a real-life experiment to see to what extent he could use his mind to control what occurred in his body. We met up with this amazing individual, to discuss how he turned this challenging time into a positive experience using the power of the mind. Read on for some inspiring tips on how **YOU** can use the power of positive thinking to channel **YOUR** thoughts to empower yourself to succeed and achieve your goals – both personal and professional.

Think positively

As an advocate for positive thinking for over 20 years I have always believed in all kinds of self development and personal development which focus, in one aspect or another, on thinking positively. There's a phrase in 'neuro-linguistic programming' (NLP), called 'limiting beliefs', which is when most of the things we believe to be true hold us back, instead of propelling us forwards. I managed to dump a shed-load of limiting beliefs over probably a 10-year period and have continued practicing NLP on myself ever since.

In April this year, I got a bit of a surprise. I wasn't feeling ill at the time, but I was diagnosed with a form of cancer, Non-Hodgkins Lymphoma. I think if there's one thing that pulls you up short in life, it's a diagnosis of cancer. It's the malevolent serial killer of the Western world, isn't it? It's the disease of diseases, which touches every single person in the UK, in one form or another.

It would have been easy to fall into a pit of despair and let the negative emotions run wild, but I refused to do that, determined only to focus on the positive.

The mind is like a garden, in which weeds grow naturally, without any effort at all, but flowers have to be planted and nurtured. In the mind, weeds breed negative thoughts, and flowers breed positive thoughts. In the mind, negative thoughts grow naturally without any effort at all, but positive thoughts need planting and nurturing.

The reality is... I had no control over being diagnosed with cancer, but I had absolute control over what I thought about it.

"Your mind left untended will just run awash with negative thoughts and emotions. To combat them, you need to plant and nurture positive things, positive thoughts and positive statements"



One of the presuppositions of NLP training is that you can re-frame any circumstance or experience to mean what you want it to mean. There is no meaning that's imposed on you. The natural thing would be to let my mind flood with negative images, people dying of cancer, the inevitable demise, and all this type of thing, but I decided I didn't want to think like this.

Understanding that I had the ability to re-frame the meaning I gave to cancer in essence gave me a sense of power, in a situation where I was otherwise powerless. I thought if I could choose my meaning, and I could find a positive meaning, then it would redefine what cancer means to me.

The re-frame I gave it, was that this was actually a wonderful opportunity, because it gave me the chance to conduct a real-life experiment to see to what extent I could use my mind to control what occurred in my body.

WOW
positivity
AT ITS BEST!

Combat the dark thoughts

The truth is, you can't hold a positive **and** negative thought at the same time, simultaneously. It has to be one or the other, so it's a process over a period of time of catching yourself thinking or self-talking negatively, and correcting it. That's probably going to be more difficult at first, but it gets easier.

After a given period of time, you actually have very little negative self-talk, because that voice has just been silent for so long that it forgets how to speak. Go back to the garden analogy, the negative voice is the weed, so plant a flower in its place and water the flower.

My approach

After my diagnosis my consultant told me that because of the type of cancer I had and where it was, an operation wasn't possible. Radiotherapy would not be suitable, so I had 2 choices. One was do nothing, and the other was have chemotherapy. After a short deliberation I decided to adopt a 3-pronged approach: mind, diet, and medicine, in that order. I can use my mind to help to eradicate cancer from my body, using all the stuff that I'd learnt over the years. I could use diet to make my body inhospitable to cancer, and I could use medicine, so I'll take the chemotherapy and take it for what it is.

"It was my choice to change my way of thinking"

While the chemotherapy certainly played a part in my treatment I feel it was a less significant part of it - not the total cure.

In my opinion if you're ill, and your life is in the hands of doctors, it's a difficult place to be. You trust the doctors, they are skilled and knowledgeable and you know they can help you but completely absolving yourself of the responsibility to get better puts you in a very vulnerable and passive state - a state I didn't want to be in. On the flip side, if you take responsibility and say, "Yeah, I'll do this. I'm not going to do it on my own; I'm going to take advantage of the medical facilities that are available, and it's going to be a combined approach" you retain some control and the mere act of being responsible creates a different thought process in your mind.

I was, in effect, my own 'placebo effect', making myself better by creating a belief strong enough to believe I could.

Surround yourself with positive people

I'm very fortunate that I only surround myself with people who are positive-thinking. Business-wise, the only people I deal with are in the property community, where just the fact that they're investing in property means they're more positively-minded than the general population, which means I got nothing but support from everyone around me, which I am so grateful for and would like to thank everyone.

"I want to be absolutely clear. I'm not saying I cured my cancer. What I'm saying is, I found a way to deal with it that made it infinitely less challenging than it could otherwise have been!"

Don't be a crab in a bucket!

The '**crab in a bucket**' phenomenon demonstrates that if you look at a collection of crabs sitting in a bucket, and one of them tries to claw their way out up the side of the bucket, they'll get so far up the side, and then the other crabs will grab hold of their rear claws, and pull them back. It's very much what those in our social circles do, often with the best of intentions. Certainly our family tries to dissuade us from taking the course of action that they don't understand, because it seems risky for them and they are trying to protect us. Of course, that's pretty much anything to do with property. In other areas, like work or social, there can sometimes be feelings of envy, which makes people feel uncomfortable, and therefore, they react negatively.



We have 3 spheres of influence – family, friends and social. Often these spheres can bring negativity to you, so you need to be able to identify it and avoid it.

Education

Getting the right education to help you to achieve your goal is key too. For me, I needed to educate myself about my diagnosis.

People were very, very kind and I got flooded with referrals to books, websites, videos, and so I up-scaled my knowledge pretty quickly and in the words of Tony Robbins, I took 'massive action'. I'm not a dietary expert by any means, but I learned enough for me to make some decisions. I learned that cancer survives and thrives on predominantly one substance: glucose. So I needed to cut out all glucose.

Making changes

I wouldn't say I had an unhealthy diet before, but I made a very simple decision: if cancer likes sugar, I'm going to deprive it of sugar to the best of my ability. Now, the reality is, you can't have a sugar-free diet without making some extreme changes to your life, but what you can do is minimise your sugar content. I got very interested in food labels. In fact, myself and my partner Sandra, spent a whole afternoon just after I was diagnosed in a big supermarket. We didn't buy a thing, but we spent about 3 or 4 hours looking in each particular aisle, at the type of things we would normally buy, and the sugar content of each item. It's so scary. I cut out so many things, including sugary items, processed meats (because they are uniformly bad) and pretty much all carbohydrates, because carbohydrates in the body turn to sugar.

I added things like green tea, chilies, which I liked anyway, so there's no hardship there, ginger, garlic, black pepper, olive oil, turmeric and all that sort of stuff. I did some juicing, which a lot of people are into

now. Also, I cut out alcohol, because alcohol creates sugar, so I didn't have a single drink, not that I drunk much before anyway, so, again, that was no real hardship to give that up.

With the dietary changes, I knew I was making my body less hospitable to cancer, so I knew that was having an effect. I couldn't tell you what effect it was having, but I knew it must be having a positive effect. I went into that big time and gave it everything. For example, I was drinking 12 cups of green tea a day!

The same applies in property. David Clouter recently came up with 150 different strategies you can run in property. Using the same techniques that I used, you could evaluate, as quickly as you could, the strategies

that don't fit with you for any reason, whether it doesn't suit your personality, your financial situation, the logistics or any other reason. Eliminating the stuff that doesn't fit leaves you with a few bits that do fit, which are the ones to focus your time and energy on.

Get the perceived pain and pleasure balance right

Many people come into property, go to a few networking meetings and then for one reason or another they stop. Tony Robbins talks about the twin pillars of perceived pain and pleasure. If we attach too much pain to doing something and not enough pleasure, then we won't do it. The oscillation between those 2 pillars pretty much drives everything we do and every decision we make.

I certainly used my knowledge of that, going back to my diet, I thought about everything that I ate. I created massive perceived pain about what that would do to my internal body if I ingested it. Visually, I made little caricatures out of these cancer cells clapping their hands or smiling at what I was about to be feeding them with, which made me not want to eat it.

Aim for results

Find something incredibly positive to latch on to. For me, I had an 8-week scan after the first 3 rounds of chemotherapy and the reduction of the cancer was 90% in 8 weeks. That was the outcome and the proof I needed to keep going. Currently, after the latest scan, I'm now 99% clear, and I've finished all my treatment, and I'm just carrying on my lifestyle with my dietary changes, and hopefully that'll get rid of the other 1%.

Visualise the desired outcome

Sending subliminal messages to your unconscious mind can really help too.

I remember years ago, watching Linford Christie in the 1992 Barcelona Olympics winning gold. He was on the start line, before they got into the blocks and I noticed he had his eyes closed. I thought, "What's going on there?" I later found out that he was just running the race in his mind. He was visualising the desired outcome. This is hugely important for us all.

I used positive visualisations of my body breaking down the cancerous cells and flushing them out to help me to see my desired outcome, which was to eradicate the cancer from my body.

We can do the same in property. We can visualise the desired outcomes for whatever it is we're doing, whether it's a flip, building a portfolio or doing a commercial to resi project. In your visualisations, you are your own movie director. You can be whatever you want, so create the visualisation you want, tweak it, fine-tune it, get it exactly right, and then just replay it in your mind as often as you want to.

Visualise the desired outcome you want, get that fixed in your mind, and just replay that movie time and time and time again.

Positive affirmation

Another thing I did was what's called a 'positive affirmation'. People, bless them, kept asking me how I am, and whether that's by phone, by text, by email, by facebook message, and I developed a standard answer which I used when it was true, and that is, "Today, I feel perfectly healthy." I often said this 4 or 5 times a day and it reinforced the feeling each time.

Positive thinking for 2017

- **Be positive – whatever happens – it will help**
- **Push away negative self-talk and start thinking positively**
- **Make small changes**
- **Surround yourself with positive people**
- **Learn how to do something then take 'massive action'**
- **Get the perceived pain & pleasure balance right**
- **Aim for results**
- **Visualise your desire outcome**
- **Repeat positive statements that help you to succeed.**

By repeating something time after time, multiple times a day, it's almost like it becomes an instruction, effectively saying, "Make my body this way, because this is how I want it to be." It's great because the unconscious mind can't tell the difference between reality and the imagination, so with very little effort it helps you to get where you want to be.

These skills are very transferable. I used them to create one specific outcome from an experience that I was undergoing, but they're very transferable and can be used in any situation.

It's about making a statement that your unconscious mind can't disprove. If you said, "I've got a 10 million-pound portfolio" your unconscious mind could say, "No, you bloody well don't." But if you say to yourself every day, "Today, I'm more successful in property", or something that is relevant to your own particular goal. It could even be more project specific, such as "I have all the resources I need to make a success of this conversion".

With a bit of thought, you could devise an affirmation that you say to yourself multiple times a day, and if your unconscious mind can't substantially disprove it, it will come to adopt it as the truth.

Stay positive... always

It always surprises me that people would choose to be negative. Why wouldn't you

choose to be positive about your project or business? Why wouldn't you choose to be positive about life in general? I'm not talking about these big life-changing things that happen, but surely we're happier when we're positive, surely we're more content human beings, that we're just happier with what we're doing than when we're sitting on the sidelines grumbling about our lot. It never fails to fascinate me, why that's the go-to response for so many people.

It's learned behavior unfortunately. Society conspires to keep you playing a small game, and it's only the very few, the minority, that have got the strength of character, the strength of purpose, and the determination to break out of those confines and create a life for themselves. You can do it. I did, and you can too. Believe in yourself, be positive and you can achieve whatever you desire.

***Placebo Effect:** A person given such an ineffectual treatment will often have a perceived or actual improvement in their condition, a phenomenon commonly called the placebo effect or placebo response. a beneficial effect produced by a placebo drug or treatment, which cannot be attributed to the properties of the placebo itself, and must therefore be due to the patient's belief in that treatment.

"Whatever the mind can conceive and believe, it can achieve" **Napoleon Hill**

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"Eliminating the things that don't fit means you can focus on those things that do"

THINK
POSITIVELY

"If you think you can, or if you think you can't, you're probably right"

Henry Ford