



# THE HIGHER SELF

I have a HIGHER SELF

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Name

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Date

**“All our dreams can come true; if we have the courage to pursue them.”**

**Walt Disney**

# THE HIGHER SELF

**“When something is important enough, you do it even if the odds are not in your favor.”**

Elon Musk

The HIGHER SELF remains indifferent to the odds. Those who are attuned to their HIGHER SELF possess a visionary spirit, firmly believing in their ability to transform dreams into reality. In doing so, they illuminate the world, creating a better place for all.

Despite the odds, which may seem insurmountable and serve as a reason for doubt, those in tune with their HIGHER SELF do not give in. They pursue nothing less than their own success.

Throughout the years, we've referred to the HIGHER SELF within our inner realm where perfection exists, constantly striving to express itself. This HIGHER SELF persistently attempts to communicate with us, offering messages that remain sincere and aligned with our true selves. It pays no attention to the odds or the circumstances that surround us.

Regrettably, the majority, ninety-nine percent, misinterpret these continual signals. Instead of viewing them with understanding and recognizing them as personalized images filled with possibilities, opportunities, and victories, these signs are often dismissed as mere fantasies, long shots, or deemed unrealistic.

**“Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them.”**

Robert Jarvick

**“When we are no longer able to change a situation - we are challenged to change ourselves.”**

Victor E. Frankl

Man's Search For Meaning

The majority of the population, who struggle with daily challenges, allow their minds to be consumed by their present results in their current reality. They readily articulate reasons for their failure to succeed, citing reality as a recurring obstacle.

If this description sounds similar to your own experience, dismiss such thoughts. Embrace the recommendations of this program, and watch your life transform right before your eyes.

Understand that, regardless of your present circumstances, desiring to elevate yourself, achieve success, and dream of living an extravagant life is neither absurd nor a waste of time; it is your birthright.

You are God's highest form of creation, destined to enjoy all that life has to offer. If you find yourself living a life that is anything less, it's due to the ideas and beliefs embedded in your subconscious mind—whether self-imposed or inherited from those around you. These concepts shape your self-image and influence your perceived capabilities, restricting your path to success.

By diligently applying this self-improvement program centered around cultivating a HIGHER SELF-IMAGE, complete with its tailored exercises and components, you can amend these subconscious ideas and embark on a journey toward a life you've, up to now, only dreamed of.

# SELF-IMAGE

*When we think, we think in images. Whether it's your home, car, or significant other an image comes to the screen of your mind. Everyone also has their own Self-Image.*

When seeking truths about your life, there are primarily two places you can go to: science and psychology. Both have isolated the one prime cause that determines your success or failure—it is the hidden self-image you hold of yourself. This hidden self-image controls your mind, just as surely as your mind controls your heartbeat. To alter this self-image is to alter your entire life.

Your success will never be greater than the image you have of yourself. It serves as your personal blueprint, dictating what you believe you can accomplish.

Your self-image was likely formed unconsciously, shaped by past experiences—both your successes and your failures. This image or opinion you have of you influences not only how you perceive yourself but also how you interpret the world and others' reactions to you. Its impact on your success is substantial.

The ability to enhance your self-image is limitless. No person nor circumstance can prevent you from elevating your self-image. The only limits lie in your ability to embrace the truth and the level of positive effort you invest in crafting a new self-image—one that is aligned with your HIGHER SELF.

**“A human being always acts and feels and performs  
in accordance with what he imagines to be true  
about himself and his environment.”**

Maxwell Maltz  
Psycho-Cybernetics

# A Common Problem

You may know people who strive for improvement but seem to be stuck in a cycle of no progress. Consider the salesperson who exerts tremendous effort to boost their sales but struggle to breakthrough, or the student who diligently studies but sees no improvement in their grades. These individuals often grapple with financial difficulties and frustration. But why does their pursuit of improvement seem fruitless? Let's delve into their circumstances and uncover a common mistake.

1. Their efforts are primarily directed at altering their circumstances, the END RESULT.
2. The RESULTS in their lives will be shaped by the ACTIONS they take.
3. And these actions are being propelled by their self-image.

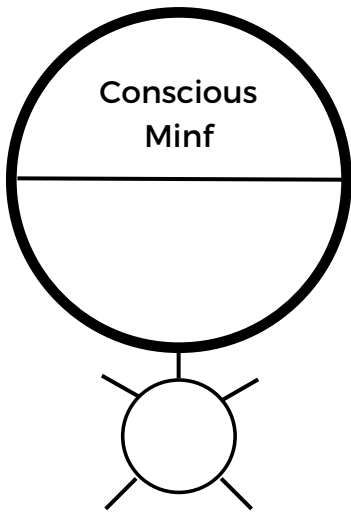
The crucial realization they haven't yet grasped is that their RESULTS are directly linked to their Self-Image.

Lacking an understanding of self-image, they remain oblivious to the root of their results. They are not alone, for many people closely identify with their present reality because these results mirror their prevailing self-image. What they lack is A HIGHER SELF-IMAGE.

**“The only thing that matters in life is your own opinion of yourself.”**

Osho

## CONSCIOUS MIND



The conscious mind is your immediate awareness. This is the part of you that thinks.. reasons. Where your free will lies, therefore, it chooses your state of vibration. Your conscious mind is able to accept or reject any idea. No person or circumstance can make you think thoughts or ideas you do not choose. Your understanding of this is vitally important because the thoughts you choose will determine your success or failure in life.

As you accept a thought, it is then impressed upon the second part of your personality (see below).

“You become what you think about all day long.”

## THINKING MIND

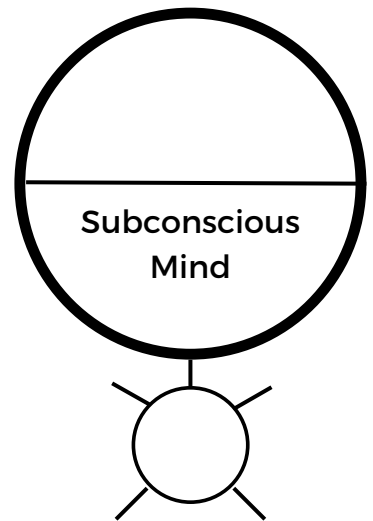
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### SUBCONSCIOUS MIND

This is the “God-Like” part of you referred to as spirit, the most magnificent. It is what is functioning your entire body, breathing, blood flow, digestion, etc. without any conscious effort. EVERY THOUGHT OR IDEA your conscious mind chooses to accept, this part must accept and express.. it has no ability to reject.

Any thought or idea that is impressed over and over will become fixed in this part of your personality. Fixed ideas, commonly referred to as habits, will continue to express themselves with no conscious attention until they are replaced. This side of you knows no limits, it will take whatever you give it.

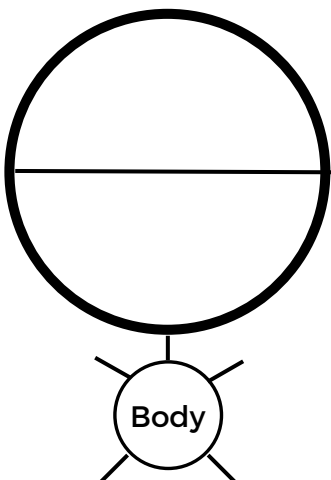
“Whatever we plant in our subconscious mind and nourish with repetition and emotion will one day become our reality.”



### CONDITIONED MIND

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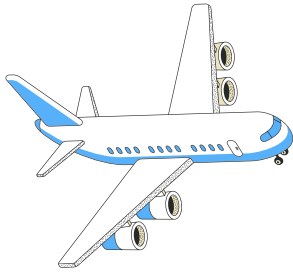
## BODY



This is the physical manifestation of non-physical side of you. The ideas and beliefs held in the subconscious mind are expressed through the body.

**Physical/Material**

# Auto-Pilot



**LA**



**New York**

**95% OF YOUR BEHAVIOR IS ON AUTO-PILOT BASED ON THE SELF-IMAGE YOU HOLD IN YOUR SUBCONSCIOUS MIND**

## **Take Responsibility**

It is essential to fully embrace personal accountability for the outcomes you are experiencing. The root cause of your current results resides in the self-image embedded within your subconscious mind. While this program does not delve into the formation of your existing self-image, our sole focus here is on enhancing it.

**You can change the results in your life  
by improving your self-image.**

Starting this very moment, release the past and assume responsibility for the present. Begin immediately to cultivate a new self-image—a **HIGHER SELF-IMAGE**—within your subconscious mind. By diligently following the instructions in this program, your results will improve instantly and forever, provided you operate with a **HIGHER SELF-IMAGE**.



**The Start of  
YOUR HIGHER SELF-  
IMAGE**

# The Learning Process

By Leland Val Van De Wall

WRITING CAUSES THINKING.  
THINKING CREATES AN IMAGE.  
IMAGES CONTROL FEELINGS.  
FEELINGS CAUSE ACTIONS.  
ACTIONS CREATE RESULTS.

## Dedication

You might have a tendency to skim over the finer details of a project, assuming they lack significant importance. In many instances, this assumption holds true.

However, within the context of this program, the details are what makes the difference. Devoting time to complete each exercise will firmly establish A HIGHER SELF-IMAGE within the treasury of your subconscious mind, and your life will never be the same again.

Take a moment to draft a written commitment, sign it, and pledge to follow the exercise instructions every day for the next ninety days.

**This is my binding commitment to:**

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\_\_\_\_\_  
Signature

# Taking the First Step

**“The journey of a thousand miles begins with one step.”**

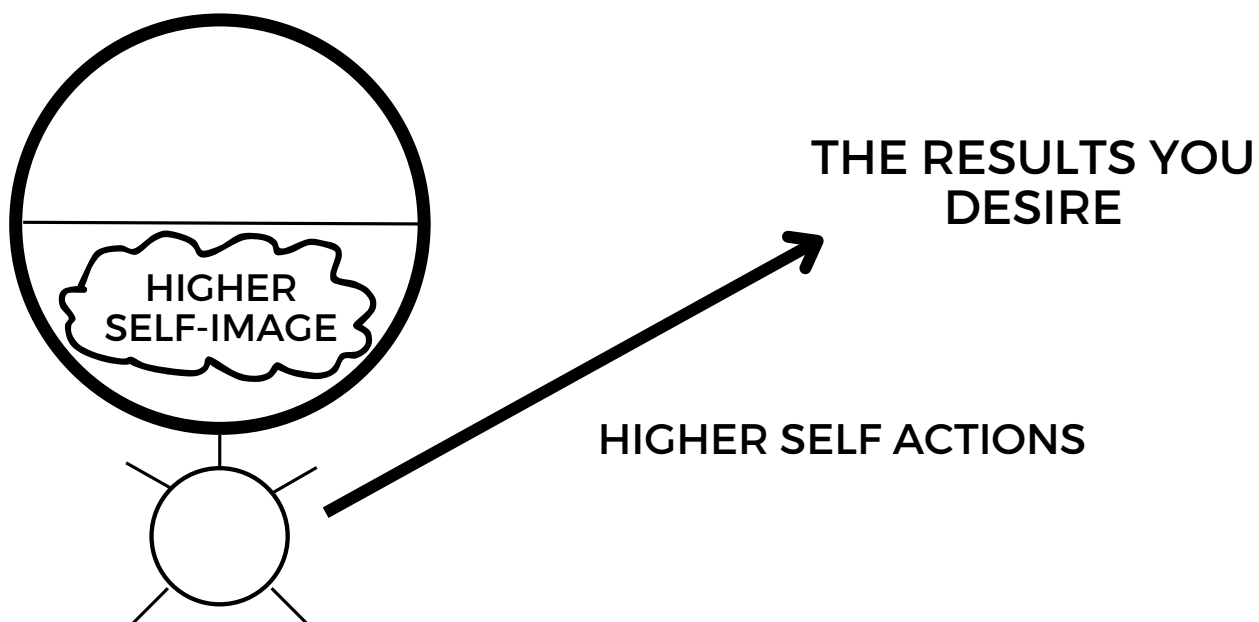
Lao Tzu

Everything commences with a starting point. If you drive, you had to learn how to drive. If you swim, you had to learn how... the same principle applies to achieving success in life. When you learn something new, your journey begins with learning the fundamentals and then diligently work with those fundamentals until they are mastered. Although impatience may set in initially due to your eagerness for immediate progress, remember that the time invested in mastering the basics yields substantial rewards in the long run.

Mastery of the basics for cultivating **A HIGHER SELF-IMAGE** parallels the construction of a foundation for a towering skyscraper.

## The Basics

The basics begin with an understanding that every outcome in your life is intricately linked to a specific cause.



A person who is highly successful has a **HIGHER SELF-IMAGE** deeply rooted in every cell of their being.

# The Basics of Building Your Higher Self- Image

1. Fantasy
2. Theory
3. Fact

There are two critical phases that must be completed in the process of constructing a new self-image, a HIGHER SELF-IMAGE, that will enable you to:

Think like your HIGHER SELF

Feel like your HIGHER SELF

Act like your HIGHER SELF

Be your HIGHER SELF

In this journey, it's imperative that you put each of these phases through two essential tests. If any phase fails to pass the test, you risk selling yourself short and not fully realizing the potential of each phase. Think of it as being very eager to watch a movie and going to the theaters, watching the introduction but departing before the climax.

# Phase One: The Fantasy

Every achievement throughout history, regardless of its magnitude, originated as a mere fantasy. The iPhone, Tesla, and Facebook were all once distant fantasies before becoming tangible realities. Visionaries like Steve Jobs, Elon Musk, and Mark Zuckerberg dared to dream. The list is endless.

Your first step in this journey mirrors theirs—you must embrace the power of fantasy. Select a highly successful individual whom you deeply admire and wish to emulate. Opt for someone whose life aligns with your aspirational vision. They shall serve as your role model, aiding in the construction of your own grand fantasy.

**Now, name six individuals who are either doing what you desire to do or who are already living as you would like to live:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Now, carefully select different aspects of their lives that resonate with you and see yourself in your imagination living that life.

During this process, be aware that you can see, within your mind's eye a marvelous vision, with yourself as the star.

FANTASIES are created within your conscious mind by the use of your imagination. It is vitally important that your fantasy or mental image is rich in detail. Even if you might initially perceive it as ridiculous or a waste of time, do it regardless.

Here are a few questions you can ask yourself regarding the individuals you've named.  
These answers will serve as the foundation for constructing your FANTASY:

- How do they dress?
- What subjects or fields of study do they pursue?
- How do they effectively manage their time?
- Who do they associate with in their professional and personal life?
- How do they meet and greet people?
- How do both you and others perceive them?
- What income bracket are they in?
- What is their personal life like?
- What kind of home do they live in?
- What type of car do they drive?
- Are they service-oriented, and if so, in what ways?
- Do they have recognition within their industry?

(Feel free to create additional questions that directly relate  
to your FANTASY.)

### **My Fantasy**

**Now, let's bring your fantasy to life through words. Craft a detailed,  
written description of your FANTASY.**

This is my FANTASY:

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# Testing Your Fantasy

If you're not well-versed in the realm of mind dynamics or the creative process, these diverse exercises may initially seem unconventional. However, rest assured that they are effective and will produce results for you. You're actively constructing A HIGHER IMAGE that will empower you to manifest the life you have been desiring.

To turn your FANTASY into a THEORY demands a shift in your attitude. You must start dedicating serious conscious thought to your FANTASY. This is not a mere game; this is your life.

## ***AM I CAPABLE?***

Are you CAPABLE to live your life in the manner your FANTASY suggests?  
Put an X in one of these boxes.

YES

NO

This is the pivotal moment in life when every champion first distinguished themselves from the masses.

Despite the compelling FACTS or CIRCUMSTANCES that seemingly indicated it's not possible, they chose to disregard these realities and instead directed their complete conscious attention to their FANTASY. The FANTASY became real in their mind.. it transformed into THEORY. Their vision was so stimulating they would only think of how they can make it a reality. There was simply no room in their minds for thoughts of why they couldn't succeed, and they became committed to doing whatever it took to translate their THEORY into a new set of FACTS in their life.

You are capable. No one on this planet can even begin to estimate the extent of your potential. You are a spiritual being. To you, all things are possible.

The next question, in truth, is the sole question you need to ask yourself when it comes to achieving A HIGHER SELF-IMAGE.

# Testing Your Fantasy

## *Am I Willing?*

This is the single, most vital question that you have to answer.

To transform your FANTASY into a THEORY, are you willing to:

Invest substantially in your personal growth?

Travel where you need to travel?

Do whatever tasks are necessary?

Embrace change when change is required?

Release what no longer serves you?

Relocate where you have to?

Devote yourself to the required studies?

Accept guidance when it's warranted?

Persevere in the face of failures?

Dedicate yourself entirely to the life you aspire to lead?

Perhaps even endure ridicule, humiliation, and rejection as part of the price for victory?

If your response is a resounding, unwavering **YES—I AM WILLING**, then you're already well on your path to becoming a **HIGHER SELF**. Material changes must, by natural law, follow.

You'll encounter tests at every turn throughout your day. Becoming a **HIGHER SELF** in life is not a straightforward endeavor; it's simple in concept but demands tremendous courage and unwavering honesty.

**The moment you responded to the question of your "Willingness," your FANTASY evolved into a THEORY.**

You are now ready to transform your THEORY into an entirely new set of affirmative FACTS in your life.

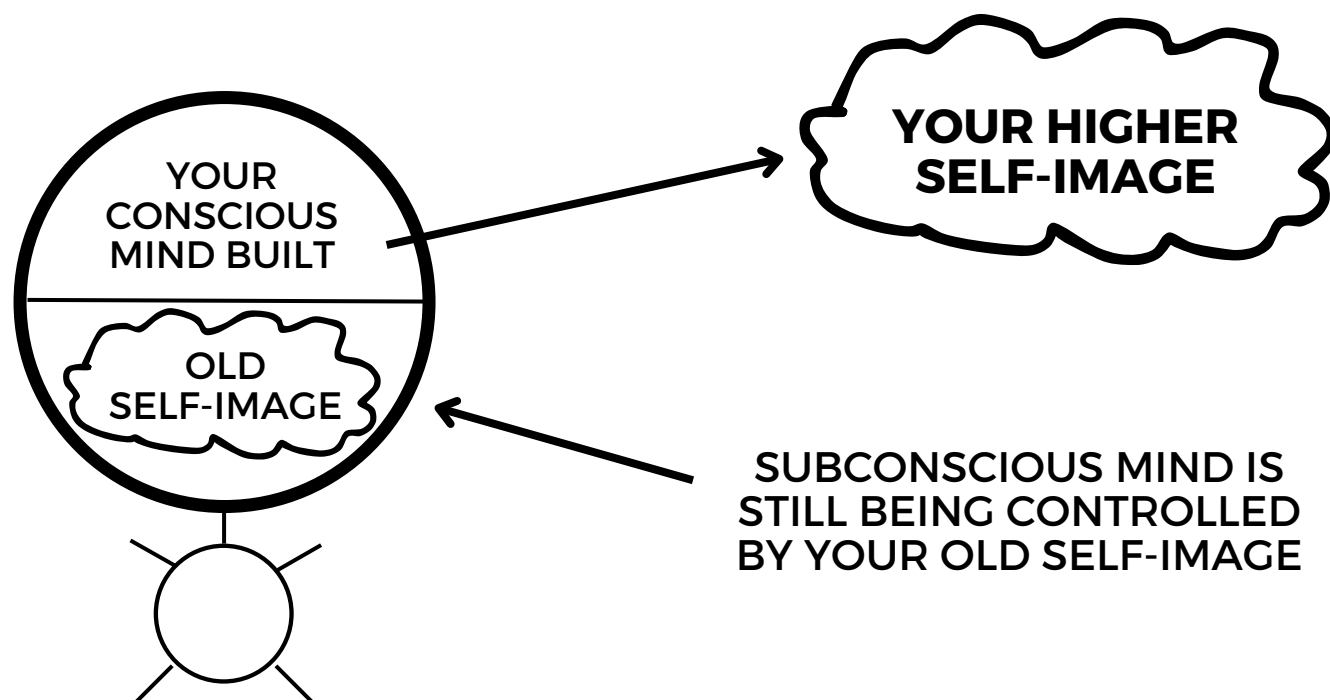


**Phase Two:**

**Instructions For  
Turning Your  
Theory  
Into  
FACT**

# Create Your Higher Self-Image...

## From Theory To Fact



Let's quickly recap your progress so far. You've crafted a detailed composite of your FANTASY, representing your new self-image. You've affirmed your capability to live in alignment with the ideals of your FANTASY. Furthermore, you've solidified your commitment to the transformative journey of turning your FANTASY into your new self-image.

Your current objective is to firmly plant and anchor the vision of YOUR HIGHER SELF-IMAGE within your subconscious mind, and continuously nurture this vision with positive reinforcement until your new HIGHER SELF-IMAGE asserts dominance over your old self-image.

This HIGHER SELF-IMAGE system offers a daily program designed to support you in attaining YOUR HIGHER SELF-IMAGE.

**"You are what you do, not what you say  
you'll do."**

Carl Jung

# Daily 5-Point Program for Manifesting YOUR HIGHER SELF

## 1. Relax

Dedicate 20 minutes, three times a day—MORNING, NOON, and EVENING—to sit down and totally relax. Clear your mind entirely and visualize yourself actively living your dream.

## 2. Change

Conduct a comprehensive review of your current lifestyle and identify the necessary adjustments needed to align with the person you've envisioned in your new self-image. Then, implement these changes.

## 3. Watch

Watch one of the four HIGHER SELF-IMAGE lessons by video at least once daily for the next 90 days. Notice how the message becomes more deeply ingrained each time you watch it.

## 4. Listen

Transform your car into a positive learning environment by playing the audio from the HIGHER SELF-IMAGE lessons. Do not play anything else and immerse yourself in these teachings every time you drive for the next 90 days.

## 5. Communicate

Make a list of 5 or 6 individuals whom you deeply respect and would like to connect with socially. Make a firm commitment to engage with them and create a plan to put your intention into action.

“The measure of intelligence is the ability  
to change”

Albert Einstein

# A Detailed Description of Yourself as YOUR HIGHER SELF

This written description of yourself must be in the present tense. All transformations begin in the mind before they materialize in the physical world. In crafting this written description, you are embedding and nurturing YOUR HIGHER SELF-IMAGE into cells in your brain.

Revise this image weekly. You will find it will continue to improve each time you rewrite it.

**I AM SO HAPPY AND GRATEFUL NOW THAT I AM:**

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**“Tension fatigues... relaxation renews.”**

# **1. Relax**

*Devote 20 minutes, three times daily: MORNING... NOON... and EVENING... let yourself fully RELAX. Clear your mind and use visualize yourself living the life you desire.*

**This exercise is essential to your success.**

Those in tune with their HIGHER SELVES are very results-driven and always have multiple projects going on at the same time. They accomplish in a week what most people might achieve in a month or even a year. Their approach to tasks is in a manner of tranquility, confidence, and relaxation.

HIGHER SELVES do not try to relax, it is the way they are. Their subconscious mind is programmed to maintain a state of relaxation. It is within this relaxed state that creative energy flows freely. Dynamic, creative, and results-oriented ideas flourish in the fertile ground of this creative energy.

As you transition into a state of complete relaxation, envision mentally flipping the switch in your brain that allows **YOUR HIGHER SELF-IMAGE** to come alive on the screen of your mind. This is the image you've chosen to craft, the one you detailed on page 35. Visualize yourself achieving success in every way... make it real—in the present tense. When that **HIGHER SELF-IMAGE** takes center stage in your mind, you become that person. The more often you engage in this exercise, the deeper its roots will penetrate. Eventually, it will become your new way of being. At that point, you are the **HIGHER SELF**—Intellectually, Spiritually, and Physically.

Habits are formed by the repetition of getting emotionally involved with specific ideas.

**To craft the habit of embracing  
a calm and creative life,  
you must faithfully and skillfully complete this exercise.**

“Change is the only constant in life.”

Heraclitus

## 2. Change

*Completely review your current way of life and decide what changes must be made to become the person you desire to be. Then change them.*

This is the one step that will demand more effort than all others combined. Nonetheless, grasp that the other steps hold no value if you do not complete this exercise. Wisdom gained from HIGHER SELVES universally tells us that they would not have diligently finished this exercise if they had not done the others.

Each piece is necessary to complete the puzzle.

Here are 10 areas of your life that you must review. You can, and perhaps should, add to this list. As you delve into each of these aspects on the following pages, clearly determine the changes you will make and specify the dates for these changes.

1. Personal Appearance
2. Personal Life
3. Social Life
4. Personal Development Journey
5. Health
6. Professional Work Habits
7. Attitude
8. Time Management
9. Business Associations

Example:

**1. Personal Appearance**

**Completion Date:** May 12, 2024

### **Changes I Will Undertake**

I will browse my closet and remove all the clothes that do not align with my HIGHER SELF-IMAGE and I will find what clothes do align with my HIGHER SELF-IMAGE the best. I will add three new outfits to my wardrobe that embody my new self-image.

**1. Personal Life**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**2. Personal Life**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**3. Social Life**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**4. Personal Development Material**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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**5. Personal Health**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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**6. Work Ethic**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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**7. My Attitude**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**5. Time Management**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**9. Business Associates**

**Changes I Will Make**

**Completion Date:** \_\_\_\_\_

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**10. Leadership Skills**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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**11. \_\_\_\_\_**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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**12. \_\_\_\_\_**

**Changes I Will Make** **Completion Date:** \_\_\_\_\_

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“You are what you repeatedly do, therefore  
excellence is not an act but a habit.”

Aristotle

### 3. Watch

*Engage in the practice of viewing one of THE WINNER'S IMAGE videos at least once each day for a span of 90 days, paying heed to the increasing retention of its message with each viewing.*

Ensure your mind is clear of any cares or concerns as you view your video of YOUR HIGHER SELF-IMAGE. The content being projected onto the screen of your mind conveys important images to be impressed into your subconscious mind.

The repetition of viewing the same images, day after day, plays an important role in dissolving your previous, limiting self-image while at the same time nurturing YOUR HIGHER SELF-IMAGE in its place. You may be tempted to move on from the video after a week or two of daily viewing due to familiarity with its content. However, such an act would be a big mistake.

Your previous self-image was ingrained in your subconscious over an extended period of time through the repetition of false ideas, beliefs, and perceptions. Reversing this old image will take a short time by comparison.

**Commit to viewing your video every single day  
for a full ninety days,  
and make it part of your daily routine.**

“You hear with your ears,  
you listen with your emotions.”

Bob Proctor

## 4. Listen

*Listen to one of these 4 videos every single day*

A paramount step toward optimizing this experience is to ensure your car is clear of any other audio recordings. This provides you with the exclusive opportunity to absorb the precise suggestions you need for nurturing A HIGHER SELF-IMAGE—the exact mental blueprints and guidance sought for you to plant in your subconscious mind.

Whenever you're behind the wheel, allow the YOUR HIGHER SELF-IMAGE Soundtrack to serenade you for a continuous period of 90 days. Play them until you can recite the messages word for word. Occasionally, your mind may stray while the messages are playing—that's ok; the ideas conveyed on these tapes will still have a positive influence on your thoughts and actions.

**Repetition .. Repetition .. Repetition .. this is the foundational principle of learning.**

Keep your **HIGHER SELF-IMAGE** exercise book (a vital component of this program) within reach and regularly review its contents. Once a month, listen to all three recordings while you go through your exercise book. As you do so, revise your notes as you get a clearer understanding with the insights that you come across in the recordings, diligently completing each exercise as the messages suggest.

“You are the average of the five people you spend the most time with.”

Jim Rohn

## 5. Communicate

Create a list of 5 or 6 people that you respect and would like to be social with. Then make a decision to foster connections with them, then make a plan to do it.

Being social and staying in touch with fellow **HIGHER SELVES** is an important practice developed by all accomplished individuals. Your primary focus shouldn't be what they can do for you, but rather, how you can be of assistance to them. In this orderly universe you are a part of, you will always receive what you put out, that is by law. Those who embody **A HIGHER SELF-IMAGE** actively function within a supportive network, constantly extending a helping hand to one another.

Occasionally, share a valuable book or video with them, accompanied by a friendly note, not as a form of bribery but as a genuine aid. If you can direct business in their direction, do so wholeheartedly. Consciously and deliberately cultivate yourself a wonderful network of highly successful people.

Compose a list of 15 accomplished people, put it somewhere you can view it often, and stay in touch with them on a regular basis. In due course, you'll find yourself on their list of people to call.

# To Your Success

The process of crafting a **HIGHER SELF-IMAGE** is straightforward, yet it's by no means a stroll in the park. It takes unwavering self-discipline and an abundance of courage. Always keep in mind that the cornerstone of a real **HIGHER SELF** is the ability to give themselves a command and then follow it.

It will not be long before you see a change in your world from your development of YOUR HIGHER SELF-IMAGE. There's no need to force; simply imagine with calmness. The more you dedicate to nurturing your new HIGHER SELF-IMAGE, the sooner you will cultivate a rock-solid self-esteem that remains unshakeable in the face of adversity and triumphant in the embrace of success.

Through dedicated study, YOUR HIGHER SELF-IMAGE, which began as a FANTASY and evolved into a THEORY, will, almost magically, become a FACT. YOUR HIGHER SELF-IMAGE will affect a substantial and enriching influence on your life; kindly share your newfound mental and physical wealth with those around you.

Bear in mind, as you venture forth, securing victories and accomplishments with your new HIGHER SELF-IMAGE, you will transform into a role model, an embodiment of a genuine HIGHER SELF, illuminating the way for future generations.

To Your Success,

Michael Vincent Brunnhoelzl

**"Setting goals is the first step  
in turning the invisible into the visible."**

**Tony Robbins**

**"Mind is the Master power that moulds and makes,  
And Man is Mind, and evermore he takes  
The tool of Thought, and, shaping what he wills,  
Brings forth a thousand joys, a thousand ills: —  
He thinks in secret, and it comes to pass:  
Environment is but his looking-glass."**

**James Allen (As a Man Thinketh)**