

# Meet Your Unconscious Mind

## A Special Report

by Mark Shepard, NLPT  
Master Practitioner and Trainer of NLP, Ericksonian Hypnosis,  
and Time Line Therapy™

**Defeat the Dark Side in your Personal and Professional Life.  
Master Your Mind For A Change!**

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By

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In fact, I'd love it if you'd make lots and lots of copies. The right to bind this and sell it as a book, however, is strictly reserved. While we're at it, I'd like to keep the movie rights too...

...Unless you can get Brad Pitt to play me.

Whatever you do,  
don't SPREAD THIS IDEA!  
Unless you want to...

You don't have to spread this idea or share this e-book with everyone you know but if you wanted to here's what you can do to spread the word about *Modern Jedi Mind Mastery*:

1. Send this file to a friend (it's sort of big, so ask first).
2. Send them a link to [www.ModernJedi.com](http://www.ModernJedi.com) so they can download it themselves.
3. Print out as many copies as you like.
4. Buy a copy of my book "**The Way of the Modern Jedi**" at [www.Amazon.com](http://www.Amazon.com) (it's coming soon)

# If you don't have time to read this whole report here's what it says:

1. You have a conscious mind
2. You have an unconscious mind.
3. Your conscious mind processes information logically and sequentially.
4. You're unconscious... Mind... processes information in all kinds of ways that nobody tells you about. For example it has trouble processing a negative:  
“Pandora, whatever you do, don't open that box!”  
“Don't think of a blue tree!”  
“Don't imagine biting into a wedge of lemon and sucking on it!”  
(pssst the 1st sentence this paragraph is typed correctly)
5. If you knew how to communicate with your unconscious mind and the unconscious minds of other people you could create positive change, get incredible results and improvements in your life fast. You could also help other people do the same (but only if they want help).
6. Let me put it another way: If you knew how to communicate with your unconscious mind you could get it to stop sabotaging your efforts to make more money, improve your health, lose weight, get fit, stop smoking or biting your nails or grinding your teeth, find the girl or guy of your dreams and be happy.
7. If you knew how to communicate with other people's unconscious minds you could get them to stop bugging you and start helping you. You might also be able to help them get what they wanted out of life (but only if they want you to help them).
8. In other words, You can defeat the dark side in your personal and professional life, master your mind for a change and make a positive difference in the world.

# Meet Your Unconscious Mind

Since all of our tools of transformation depend on communicating with your unconscious mind to clear and re-program unconscious patterns of thought, emotion and behavior it would help to actually know what your unconscious mind is, wouldn't it?

Eric Booth, in his book, *The Everyday Work of Art: Awakening the Extraordinary in Your Daily Life* gives a great description of the Unconscious Mind:

When he was a boy, his mother took him and his siblings on a trip across the Atlantic Ocean on a German freighter. As he explored the ship, he noticed one grizzled old sailor who seemed to be everywhere, silently obeying the orders of the Captain.

Because he had remarkably skinny legs, the family affectionately began calling the old sailor "Skinny Legs." If Eric explored the engine room, there was Skinny Legs. If he climbed up to the bridge where the ship was steered, there was Skinny Legs alert at the helm. No matter where he went on the ship, there was Skinny Legs quietly doing his job.

In many ways your unconscious mind is like that old sailor. If you think about your left pinkie toe, your unconscious mind has been tending to all the needs of your toe supplying it with blood and sensory feedback.

Think about your breathing. Your unconscious mind has been breathing your lungs this whole time and you probably weren't even thinking about it were you?

**The Challenge:** there are certain ways you have to communicate with your unconscious mind so that it clearly gets the message you actually want it to get.

We have to speak in positive terms. This is not just because it's "nice" to be positive. Your Unconscious Mind has difficulty processing negatives.

For example: Don't think of a Blue Tree!

To get what you want: first, clear the Unconscious Blocks, Negative Emotions, and Limiting Decisions/ Beliefs that you are using to create your current reality.

Then, program your future free of the old baggage...so you can focus on what you want., instead of on what you don't want.

What popped into your mind first?

You would never say to your Labrador Retriever, “Don’t Come!” if you wanted him to stay. You would just tell him to “stay.”

The conscious mind (the Captain) can handle negatives and we often talk a lot about what we don’t want. Your Unconscious mind is always listening to “The Captain” (your conscious mind).

This has the unfortunate result of often programming yourself for failure and disappointment because your Unconscious Mind only “gets” what you focus on and then begins to obediently give that to you.

For example: if a lion were chasing you, you would need to know that and focus on not being eaten for a moment. Then, to stay alive, you would have to focus on getting to safety. If you paid too much attention to the lion ..... Gulp!

Take a moment and think about a situation that causes you to feel fear, resistance or negativity. What is it you have to focus on in order to get that fear response?

- For the bridge-phobic, it might be seeing himself being blown off the bridge.
- For the salesperson, it might be seeing the person on the other end of the phone being annoyed by the “interruption.”
- For the person with test anxiety, it may be imagining flunking or that horrible feeling of having forgotten the answer.
- The shy guy is almost always imagining rejection and humiliation at the thought of asking for an attractive woman’s phone number.

Now consciously shrink that image down.

Or push it away.

Or shake your mental etch-a-sketch to clear the screen

and replace it with a big bright close picture of the most beautiful beach with turquoise blue water... Feel the cool salt breeze on your face. Feel the wet sand on your bare feet. Hear the crash of the waves and the cries of the seagulls. See a beautiful wooden sailboat bobbing at anchor...

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Or imagine holding a really soft fluffy kitten in your hands...

Imagine having front row seats at a concert of your favorite musicians...

Imagine a mother duck leading her ducklings out into a pond for the first time...

Think about a day in the Spring walking by an apple orchard in full bloom...

Imagine looking down at the world from the vantage point of a red tail hawk...

How does a fish perceive you standing on the river bank?

Have you ever touched the soft velvety nose of a friendly horse?

What other sensory-rich, pleasurable, positive, attractive, compelling things can you think of right now?

The point is, while you were thinking of those images, that's what your unconscious mind was focused on.

So no matter what you may think about thinking thoughts that you might not want to be thinking, **you** are in charge of your thinking...

## YOUR UNCONSCIOUS MIND...

### 1. **Stores your memories.**

Remember your first grade teacher and how you felt on that first day of school? Until I asked that question where was that memory? In your Unconscious Mind.

### 2. **Generates and manages your emotions.**

When was the last time you felt happy, sad, angry, forgiving, guilty, proud, motivated, empowered, determined? Where do your emotions come from? Where are the ones you're not feeling at the moment? In your Unconscious Mind.

### 3. **Organizes all memories.** Time Line

Do you remember yesterday? Last week? Last Month? Last year? Five years ago? Ten years ago? 15 Years ago, 20 years ago?

Can you think about tomorrow? Next week? Next Month? Next year? 5 years from now? Ten years from now? 15 years from now?

In reality the past and the future don't exist. There is only now. In fact your Unconscious mind doesn't believe in the past or the future but organizes time in a timeline for our convenience. That's why if you think of a negative event in the past you can still get upset. Because your Unconscious Mind experiences it as happening right now.

### 4. **Represses memories with unresolved negative emotion.**

If your Unconscious Mind senses that a memory would freak you out so much that it could be dangerous, it will repress it.

### 5. **Presents repressed memories for "resolution"**(and to release emotions)

When it feels, a repressed emotion is becoming too destructive to continue holding it down, your Unconscious Mind "presents" it for resolution. This is why a lot of stuff that never used to bother us, starts to "come up" when we hit our 30's and 40's. Your unconscious mind is tired of using all that energy to keep the "stuff" down.

## YOUR UNCONSCIOUS MIND...

### **6. Keeps repressed emotions repressed for protection.**

Again, if you can't handle it, your Unconscious Mind is trying to protect you. This is why a lot of times people "forget" some deeply traumatic event. If you thought about it a lot it could continue to traumatize the body because your unconscious mind doesn't know the difference between what is remembered and what is happening now. Does this make sense?

### **7. Runs the body.**

Has a blueprint:  
of body now

of perfect health (function of higher self)

Who's running your body right now? Who's remembering to breathe your lungs and pump your heart? What about all the functions of your baby toe? Who's taking care of all of that? Your Unconscious Mind.

### **8. Preserves the body.**

This is the number one prime directive. If your unconscious mind senses something is a threat to the preservation of the body it will avoid it. The crazy thing is sometimes your Unconscious Mind gets a bit confused. For example smoking. It harms the body. But if your Unconscious Mind doesn't get that, it may think quitting harms the body. So it will stop you from stopping. Luckily it responds quite well when we point the correct situation out during hypnosis.

### **9. Is a highly moral being.**

Whatever morality you learned as a kid is alive and well in your Unconscious Mind. Regardless of any stage hypnosis shows you may have seen, a hypnotic subject will never violate his or her foundation rules of right or wrong. In other words, if you believe that robbing a bank would be wrong, I can't hypnotize you to rob a bank.

### **10. Likes to follow directions and wants to serve you.**

Kind of like the obedient sailor, "Bony Legs" described by Eric Booth, your Unconscious Mind wants to follow your directions. It wants to serve you. The trick is **you** have to learn how to give the directions in an effective way.

## YOUR UNCONSCIOUS MIND...

### **11. Controls and maintains all perceptions.**

Regular (5 senses)

Telepathic

Receives and transmits to the conscious mind

Without getting too metaphysical on you here, just tune in to a time when you thought of a dear friend and moments later they called or you bumped into them on the street.

### **12. Generates, stores, distributes and transmits “energy.”**

From thoughts and thinking, to keeping your body warm to digesting and processing the energy of food to magnetizing yourself with the law of attraction, your Unconscious Mind is all about “energy.”

### **13. Responds with instinct and habit.**

Think for a moment, when you drive are you really conscious? I mean, who is really driving your car? The skills and habits you use in that activity are deeply habitual and have long ago been taken over by your Unconscious Mind. Good thing too. Remember what a horrible driver you were right after your first lesson...that was when it was all conscious. Once learned it gets stored for easy access in your Unconscious Mind.

### **14. Needs repetition for long-term projects.**

Any new skill or activity needs repetition because it takes a while for your unconscious Mind to evaluate whether the new skills are “keepers” or not. Once it’s in there though it can be a bit of a challenge to change, unless you know how to communicate with your Unconscious Mind.

### **15. Is programmed to continually seek more and more.** There is always more to discover

This is why we are never satisfied. It’s **good** because it’s what drives our technology. It can be bad if a person has a problem with things like gambling, shopping, food, sex, overwork, drugs, alcohol etc.

### **16. Does not need parts to function.**

Ever caught yourself saying, “A part of me wants to but a part of me doesn’t”? You’re Unconscious Mind sometimes gets divided up into what we call “parts.” It’s pretty normal. If it is really severe this is where multiple personalities get created. Ideally we want to be whole and integrated.

## YOUR UNCONSCIOUS MIND...

### **17. Is symbolic.** Uses and responds to symbols

Symbols, metaphors, stories. Your Unconscious Mind just loves that stuff. Sometimes we can tell a certain kind of story and people change their lives. Other times we can communicate to someone's unconscious by speaking in symbolic language. Get the picture?

### **18. Takes everything personally.**

This is the basis of perception is projection. Your Unconscious Mind does not know the difference between itself and everyone (and everything) outside of you. So if you go to see a movie, the reason you actually care about the characters is because of this. Your Unconscious Mind thinks **you** are Brad Pitt or Angelina Jolie. Or it thinks **they** are **you**...Also anybody you think ill of, your U.C. Mind thinks your judgments are about **you**. So be careful with this one. See everyone as magnificent and your Unconscious Mind will think **you are magnificent**.

### **19. Works on the principle of least effort.**

Path of least resistance

Go ahead test this one. Ask your Unconscious Mind for more money. Chances are you will shortly notice a penny lying on the sidewalk! You're unconscious mind has delivered the request! You now have more money than you had a moment ago! You have to be specific and spell out exactly what you expect and want. Then you are far more likely to get it.

### **20. Does not process negatives.**

This is my favorite one. Don't think of a blue tree!

You thought of a blue tree didn't you? Come one, be honest. So if you tell yourself "Don't eat the cake" or "Don't forget to call your mother," it's a bit tricky for your Mind to process it. It's kind of like you would never tell your Labrador Retriever "Don't come" if you want it to stay. You would say, "stay." Talk to yourself that way from now on. You'll get better results. We can also have fun with this: Whatever you do don't think about communicating to your unconscious mind the way it needs to be communicated with in order to give you the results you want! ;o)

## What is Modern Jedi Mind Mastery?

Now that you have an idea that you have an unconscious mind and some of the basics of what your Unconscious mind is concerned with, it makes sense to have a way to communicate with your own mind as well as the minds of others in such a way as to create the best results, doesn't it?

That's where Modern Jedi Mind Mastery comes in. In the Star Wars movies the Jedi Knights are wise and capable and seem to have amazing powers. By accessing the "Force" they can walk right past imperial soldiers and do other amazing things. Sometimes to the uninitiated, the things that hypnotherapists and NLP practitioners can do seem equally amazing!

But just to be clear when I speak of Mind Mastery, I am in no way describing a relationship with your unconscious mind like master and slave. Instead **I am referring to mastery the way an artist or musician or physician masters their chosen field.** It is "mastery" with humility, wisdom and respect.

### **The least you need to know:**

The Way of the Modern Jedi is a combination of

- NLP (Neuro Linguistic Programming),
- Hypnosis,
- Time Line Therapy™ and
- EFT (Emotional Freedom Technique)

You could make the argument that they are all forms of hypnosis because my definition of "hypnosis" is simple: ***Communicating effectively with your unconscious mind in order to get positive results with yourself and others.***

## NLP is short for Neuro Linguistic Programming:

NLP was developed in the 1970's by a physicist and computer scientist named Richard Bandler and a linguist named John Grinder.

Richard Bandler describes NLP as **"An attitude and a methodology that leaves behind a trail of techniques."**

Romilla Read and Kate Burton in their book, "NLP for Dummies" put it this way:

*"...NLP enables you to understand what makes you tick; how you think, how you feel, how you make sense of everyday life in the world around you. Armed with this understanding, your whole life - work and play-can become magical."*

Think of it this way. **NLP is a model of internal and external communication that enables rapid and profound improvement in any area of your life.**

Do you have a computer? Has it ever bogged down or run slowly for some reason?

In many ways we are all like our poor overloaded computers. Some little thought virus or annoying emotional pop-ups get in there and soon the whole thing is sluggish and unresponsive. Or it freezes and refuses to respond at all.

All our lives we've been programming limiting beliefs and patterns of thought and behavior into our magnificent brains and bodies and these little "thought" viruses are sabotaging the whole system.

NLP enables you to "defrag" your hard drive and clear out these "thought" viruses that are affecting your body and life so negatively.

## What is Time Line Therapy®?

Time Line Therapy techniques were created by one of the world's foremost authorities on NLP and Hypnosis, Dr. Tad James. It shares some elements of those techniques but it's distinctly different in some ways.

If NLP is like a laser beam and Hypnosis is like a spot light, Time Line is like all the lights of Yankee stadium suddenly turned on.

We use time line specifically to clear old negative and often toxic emotions like anger, fear, sadness, guilt, shame - safely, easily, painlessly and quickly. We also use these tools to clear old limiting beliefs and decisions about ourselves and the world that may be running in the background like a computer program that needs to be updated.

We also use Time Line therapy Techniques to turbo charge goal setting and to quite literally "program" your future so that it is what you want.

## What is Ericksonian Hypnosis?

Unlike the often scary depiction of hypnosis on TV, in the movies and at those stage shows where people do embarrassing things like quack like a duck, Clinical Hypnosis is used by Doctors, Dentists, Therapists, and Peak Performance Coaches like myself to help people change and improve their lives.

It is impossible to separate NLP from Hypnosis because much of Bandler and Grinder's early work was modeling Dr. Milton Erickson who is generally recognized as the "father of Modern Clinical Hypnosis".

People don't realize that we spend a good portion of every single day drifting in and out of trance. Have you ever driven down the highway and "spaced out?" Ever miss your exit because you were "somewhere else?" Almost everyone has! But while you were "somewhere else" who was driving your car?!?! Your Unconscious Mind.

Through clinical hypnosis you learn how to communicate with your unconscious mind so that you get the results you want rather than what you've been mistakenly asking for.

For example, if you consistently see yourself as fat and tell yourself so and

beat yourself up for being fat, your unconscious mind gets all these images of you as fat and goes about giving you what you've inadvertently told it you want.

With the proper use of hypnosis we change those kinds of messages and ask for what we truly want in the correct way that your unconscious mind needs to hear it.

The result is permanent, positive change. Sometimes it happens so easily as to feel miraculous. It's actually based on sound science but without the dangerous side effects of drugs or invasive operations.

## EFT (Emotional Freedom Technique) :

This is an elegantly simple technique yet astoundingly effective technique that combines NLP, Hypnosis, Psychology and Acupressure. Often EFT works where nothing else will. The beauty of EFT is you can use it on yourself anywhere, anytime. It's also perfect for those times when you need to clear something right then and there.

# Modern Jedi Mind Mastery:

Whatever you call it—NLP, Hypnosis, Magic...

It's About Communicating with  
Your Unconscious Mind and  
the Unconscious Minds of Others

Now that you've met your unconscious mind, let's learn more about what we can and cannot expect from your unconscious mind.

As I mentioned before, your unconscious mind does not process negatives.

Remember when I said, **"Don't think of a blue tree!"**

You thought of a blue tree! You did, didn't you? Me, too.

So if you don't want to react in a certain way in a trigger situation, telling yourself "not to" is literally programming yourself for failure.

It would be more helpful to focus on what you want yourself to be wanting.

For example, instead of saying "Don't be afraid!" or "Don't freak out!" or "Don't screw this up!" you might want to experiment with telling yourself something more useful like: "I can do this!" Even better, put it into a "why" or a "how" question such as "Why can I do this?" or "How can I move through this temporary blip of discomfort?"

If you want to get on an airplane but are afraid, is it more effective to visualize the plane going down in a burst of flames or picking up your luggage after arriving safely?

Your unconscious mind does not know the difference between what's real or imagined, so we want to always present your unconscious mind with what we want it to do and what we want it to experience rather than what we don't want it to do or experience.

So instead of saying "Don't forget your keys!" Say: "Remember your keys!"

### **It's safe**

The other important thing most people don't know about NLP and Hypnosis is that **you cannot be hypnotized to do something you do not want to do**. It may look that way on TV or in the movies or even with a stage hypnotist. But the reality is: if you don't want to rob a bank, I can't hypnotize you to rob a bank.

That's the good news. The challenge results if you consciously want to stop a certain behavior but your unconscious mind has lots of secret reasons to continue the behavior. That may be a road block to change.

So when I'm working with a client I will ask, "what do you get out of the old pattern or behavior? How does the problem benefit you, or what does it protect you from?"

Ultimately, a conflict between the "part" of you that wants to change and the "part" of you that gets something out of staying the same has the same effect of hindering the hypnotic process.

Some new clients often express a bit of fear that they will "go under" Hypnosis and "lose control." Again that's the way things are portrayed in the movies. Most people just feel relaxed. And anyone who has ever been mesmerized by the highway or lost in a good book or totally carried away by a great movie has already been hypnotized and is familiar with the way trance feels.

Essentially, Hypnosis is about setting aside your busy, fidgety, compulsive, over-thinking, "conscious" mind (willpower) and talking directly to your calm, simple, powerful, results-oriented unconscious mind (Imagination).

In a contest between your "Will" and your "Imagination," **imagination always wins**.

**NLP/Hypnosis is the process of communicating with your unconscious mind and the unconscious minds of others in a positive, constructive way that gets results fast.**

One other thing, most people who really understand the practice of hypnosis will tell you "there is no such thing as hypnosis, there is only **self** hypnosis."

In other words if I work with you and guide you into trance, **I** am not hypnotizing you and making changes in you. **You** are the one in charge.

Personally I like that, don't you?

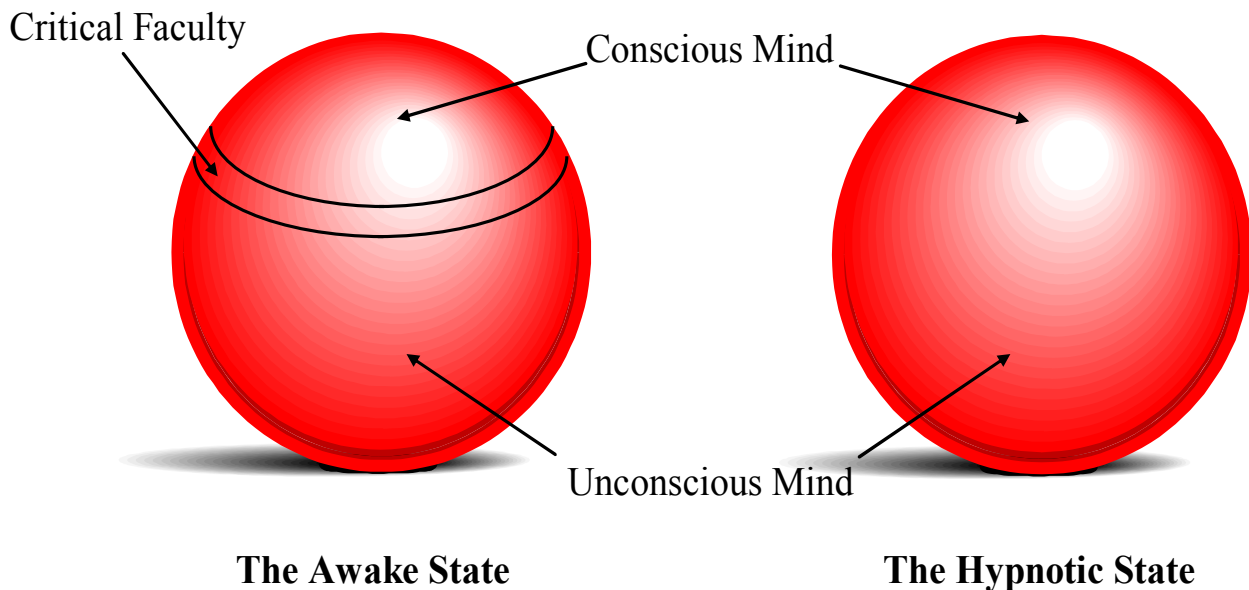
# What is NLP/Hypnosis?

## It Is Not...

Sleep  
A State of Unconsciousness  
Being Gullible  
Being Weak-Minded  
Being Controlled by Someone Else  
A Loss of Self-Control

## It Is...

An Awake State  
A State of Relaxation  
Imagination  
Exercise for Your Mind  
Rapport with Your Unconscious  
The Ultimate Display of Control



***"My patients are my patients because they are out of rapport with their unconscious minds."  
- Milton Erickson,  
Father of Modern Hypnosis,  
(much of NLP is based on his work)***

# THE LEAST YOU NEED TO KNOW ABOUT YOUR UNCONSCIOUS MIND:

- You get what you focus on, so focus on what you want!
- Your Unconscious Mind wants to help you.
- So why not start by learning how to communicate with your unconscious mind in a way that works?

To learn more about how you can  
"Defeat The Dark Side and  
Master Your Mind for a Change"  
check out these resources:

1. **Modern Jedi Mind Mastery**

**NLP Practitioner Certification Training**

I've recently re-invented my NLP Trainings. Part of the course is delivered online in easy to digest "nuggets" with weekly coaching calls for support. Part of the course is a hands-on "bootcamp" where we get together and practice all the mind mastery techniques in person until we master them.

This course is designed for anyone who wants to improve their lives. During the training most of my students blast through any old patterns and behaviors that may have been holding them back. Upon completion of the course, you'll receive certification as a practitioner of Neuro Linguistic Programming, Ericksonian Hypnosis, and Time Line therapy™. You'll also master the use of EFT with yourself and others. For more info visit:

[www.ModernJedi.com](http://www.ModernJedi.com)

2. **Songs To Help You Through Your Day**

Before I discovered these Modern Jedi Mind Mastery tools I was unable to get my 30 years of original songs out into the world. Since learning NLP and hypnosis many of the key concepts and language patterns of empowerment and transformation have found their way into my songs. So now you can listen to songs that get pleasantly "stuck in your head" enabling you to gently clear out what Noah St. John calls the "head-trash" as you go about your day. For a limited time my entire catalog of original songs are free to download and share. [www.MarkShepardSongs.com](http://www.MarkShepardSongs.com)

3. **One on One Coaching:** If you feel you need more assistance to "Defeat the Dark Side in your Personal or Professional Life", You might benefit from 1:1 coaching. For more information call my office at 203-495-8808 weekdays between 9-5 Eastern Time. or learn more at [www.ModernJedi.com](http://www.ModernJedi.com)

Yours truly,



Whatever you do,  
don't SPREAD THIS IDEA!  
Unless you want to...

You don't have to spread this idea or share this e-book with everyone you know but if you wanted to here's what you can do to spread the word about *Modern Jedi Mind Mastery*:

1. Send this file to a friend (it's sort of big, so ask first).
2. Send them a link to [www.ModernJedi.com](http://www.ModernJedi.com) so they can download it themselves.
3. Print out as many copies as you like.
4. Buy a copy of my book **"The Way of the Modern Jedi: How To Defeat the Dark Side and Master Your Mind For A Change"** at [www.Amazon.com](http://www.Amazon.com) (it's coming soon)