

Sample Pages
The Solution Within Yourself
Fred Schäfer

Stimulating book. An absolute must for every director, manager or small business operator to dynamically become aware of the strength of their inner self, to better understand their real capabilities, to effectively plan to reach ultimate goals and to enjoy doing it.

Alex Hillhouse

Small Business Manager

I came first in contact with the book in manuscript form when I was recovering from a cancer operation. During this period in my life I was questioning deeply and searching for 'solutions'. I found *The Solution Within Yourself* did not give me the answers directly, but by following the steps laid out, I was able to work through this period of private and professional realignment. I strongly recommend this book to anyone who is searching and/or needs practical steps to follow to achieve what they want in life.

Michael John Heaven

Fred Schäfer has captured the essence of human potential. He analyses, evaluates, suggests and shares wisdom in a practical style which shows the way for anyone seeking purpose, direction or strategies to make what they want actually happen.

David Price

President of the WA Chapter of National Speakers Association of Australia, Past President Rostrum

This book is a unique and powerful tool for people seeking inspirational guidance, practical plans and ongoing motivation to achieve their life goals. Read it, read it again and then do it! Just do it!

Winston Marsh

International Business Speaker

Who do you think is behind the following belief? *Aim for the infinite and take one step at a time.* It is attributed to an Austrian who started with nothing but a big dream and in the process became one of Hollywood's most highly paid actors and then the governor of California – Arnold Schwarzenegger.

From *Success, Money and You*

About Fred Schäfer

Fred Schäfer grew up in *Sontheim an der Brenz* in the south of Germany. He lived in Berlin, Düsseldorf and Heidenheim and travelled extensively in America, India, Sri Lanka and Australia. Today Fred lives with his family in Western Australia.

He writes literary fiction and non-fiction books in English and German. His books invite the reader to reflect, they entertain, sometimes they provoke, often combined with a subtle sense of humour.

Fred's non-fiction bestsellers, *The Solution Within Yourself* and *Success, Money and You*, helped thousands of people to reassess their lives, find happiness and achieve better results.

Also by Fred Schäfer
Weitere Bücher von Fred Schäfer

Success, Money and You

An invitation to an inspiring journey to financial success.

The Short and Wonderful Life of Henry Hemingway

Fred's single-minded search for a muse and his struggle with his demons make his memoirs a brilliant book, a page-turner, provocatively humorous and acutely reflective.

Travelling with Maria

A fascinating travel and a wonderful love story.

Herrn Eberhardts Erinnerungen

Ein Meisterwerk und ein mutiger Roman, der Fred Schäfers Vielseitigkeit und die literarische Bedeutung seines Werkes überzeugend darstellt.

Die Beeinflussung des jungen Jakob Berg durch Henry Miller

Eine spannende Liebesgeschichte, die ihren Ursprung im epochenmachenden Berlin der sechziger Jahre hat.

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Fred Schäfer

The Solution Within Yourself

Discover your potential

Use your potential

Control your potential

Increase your potential

The Solution Within Yourself

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To my parents for showing and teaching me the true meaning of unconditional love.

To my family for their unwavering understanding and support.

To people all over the world who, through their actions and integrity more than anything else, are living proof of what this book is all about - a celebration of the unlimited potential within all of us.

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This book would not have been possible without my parents and my family. My parents planted the seeds. They taught me what's right and wrong, they taught me tolerance, but most of all, they demonstrated to me the true meaning of unconditional love. In many ways this is the basis for everything the solution within yourself is all about.

There have been uncountable evenings and weekends when my family had to live without me. Whilst I was "married" to a piece of computing equipment called a word processor, writing and editing one draft after the other, my family never complained. They put up with both my periods of extreme enthusiasm and sporadic doldrums. I have forgotten how often I rewrote and changed the manuscript, but I will never forget the unwavering understanding and support I received whilst working on it. Thank you, thank you, thank you.

Rick Boyd, more than anybody else, helped me to get the grammar right. In his quiet and unassuming way, his involvement provided me with exactly the kind of support I needed when I needed it most.

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Gwen Undy refined the manuscript with a great sense of quality and support.

When I thought it was all done and ready for publication, Dr Jay Meddin came along. He made me rethink, he forced me to be critical once more and pointed in directions which otherwise I would have ignored.

Reflecting on what this book is all about and how it evolved, I feel a deep sense of gratitude to everybody mentioned above, but also to many others who directly or indirectly contributed - to relatives, friends and colleagues who shared their problems, convictions and beliefs with me, to hundreds of authors as diverse as Bertrand Russell, Henry Miller, Stephen R Covey and Gabriel Garcia Marquez, to those who fight misery in third world countries and to outstanding people all over the world who, through their actions more than anything else, daily demonstrate integrity and human greatness which ultimately will help to keep people's faith in the human race alive. They all have sharpened my thoughts and contributed in their own way towards writing this book.

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Introduction: To go beyond achieving results

This book is about you taking charge of your life. If you think about this sentence for a moment, what does it mean to you? Does it mean money? – love? – better health? – self-esteem? – professional success? – a good marriage? – a better relationship with your children? What is a life well lived?

In principle, you can go about your life in two extremely different ways. On one hand there is the millionaire who takes one action after the other in order to get his millions, on the other hand you have the Buddhist monk who has no personal belongings at all and spends all his time meditating in order to find eternal peace of mind.

This book combines both the "philosophical" (or internal) and the "worldly" (or external) sides of life, with an emphasis on the "worldly" side. It is largely about actions to be taken, relationships, problems, goals, beliefs, communication, perceptions of events, day-to-day situations – in other words, it is about achieving practical results.

I am sure I am not telling you anything new by stating that these two sides should not be separated, in fact, they need to be integrated. For most of us that's good common sense. However, how to go about integrating them is where common understandings often end. Most of us most of the time are so absorbed with living – which often means reacting to events more than anything else – that we rarely ever consciously attempt to bring these two sides together. Our actions are reactions and our thoughts roam, largely uncontrolled, through past happenings and future scenarios not so different from a monkey in the jungle who restlessly swings from tree to tree mainly controlled by habit, by the environment and not by conscious thought.

What's the point of being a millionaire if you are not able to consciously understand the meaning of being a millionaire? What's the point of establishing good relationships with people who are important to you if there is no conscious understanding of the deeper purpose associated with these relationships? Think about this for a moment. I am not talking about benefits or other "worldly" aspects associated with money making and achieving goals. I am talking about something deep within each one of us – the meaning, or the consciousness, that we allocate to our existence. If you can experience meaning and consciousness in your daily actions, then you are in the process of integrating the two sides and becoming a millionaire develops into a truly worthwhile

effort and goal. But the same, of course, applies not only to the goal of becoming a millionaire, it applies equally to whatever you aim at in your life. No matter how small or big your goals may be, it is always your consciousness that ultimately decides whether both your actions and your achievements become truly real to you or are events only for others and yourself to be looked at and judged, but not much else.

I have deliberately structured this book in a way that will gradually lead you from an understanding of how to achieve results towards an understanding of the importance of consciousness and its integration into your actions. As indicated earlier, this book is very much about doing things. If you follow its instructions, step by step, it will help you to achieve your goals, there is no doubt about that. But I urge you, do not be satisfied with this. To achieve goals is important, but to go beyond achieving goals is a life well lived.

There are a number of points which I should emphasize. This book is not about "quick fixes". Which is not to say that genuine quick fixes – even miracles – don't exist. Everything can happen if the right people come together and talk about matters that really count. I know of an extremely shy and inarticulate man who, after attending a five day communication seminar, changed to an amazingly accomplished and confident public speaker. But such quick personality changes are exceptions and not the norm. For most of us, to change personal habits and to develop new approaches to life means to do things step by step.

By telling you this, I hope I haven't disappointed you too much. But this is simply the truth and to claim anything to the contrary would be dishonest. I know scores of people who have attended all sorts of personal development seminars just to discover each time that nothing had really changed. Which is not quite true. In each case the person actually had changed, but often the person was unable to notice it because of unrealistic expectations from the start.

The challenge is to obtain personal satisfaction and a conscious sense of fulfilment from doing things, from moving forward however slow or fast it may be, and not only from achieving the final result. This is very important and it is emphasized throughout the book. Your perception of what happiness and achieving results mean to you can make all the difference. How to manage and if necessary modify your perception, not only your perception of events, but also of yourself, is a recurring theme. After all, you want to experience happiness and a sense of pur-

pose now, you don't want to wait for years and years until you have finally achieved your goals.

Please be aware also that this book neither quotes other books, nor famous people, nor otherwise attempts to borrow authority from external sources. It attempts a common sense approach. Although it is all about psychology and to a lesser extent philosophy, it is not an academic book (although academics may enjoy it and benefit from it just as much as any other person). However, I have deliberately avoided academic and scientific terms and expressions. Firstly, because I am not an expert in an academic sense. Secondly and more importantly, I don't want to create an atmosphere of so called academic authority which could make it difficult for some readers to reject bits and pieces in this book which are of no benefit to them.

To understand this is very important. Not everything is right for everybody. As already the title of this book indicates, you have to find the solution within yourself. That solution exists and the major objective of this book is to show you how to go about finding it.

I have already asked – what is a life well lived? There is a different answer for each one of us. No matter how much authority I were to throw at you in the following pages, it would not change by one iota the fact that you have to live your own life, find your own way of doing things and that means discover your own solution within yourself. I can't live your life and neither can anybody else. You have to do it yourself. This book can provide you with a powerful approach and can show you clear directions, but ultimately it is you who decides what's right and wrong for you. I have tried to write a powerful book without any formal authority because there is only one authority which I want you to accept from the beginning. This authority is you. If this sounds daunting to you, don't worry about it now. This book will show you ways of dealing with your fears.

Some people who have read this book before it was published told me that I use words and expressions in an almost careless way. One of my friends argued, whenever I use the word perception it would have been better to use the word conception, another would have preferred the words interpretation and cognition instead of perception. We also had lengthy discussions about the word meditation. When I use the word meditation does it really mean meditation or has it other meanings such as progressive relaxation, problem solving and mind control? The answer is fairly simple. Ultimately, it means whatever you make of it in the context of my explanations. These days there are so many meditation

techniques around that it is no longer possible to identify what meditation means without additional explanations. In the context of this book, meditation and perception, but also words such as beliefs, values, goals, communication and visualization, ultimately mean exactly what you make of it. In fact, you may not always be satisfied with what you may have made of it in the first instance. If this is the case, just change it – perceive and interpret things differently until you achieve the desired result. But once more, don't worry about this now. How to do this is part of what this book is all about.

Finally, I hope you enjoy reading and using this book as much as I enjoyed writing it. I have done many things in my life. For those of you who are interested, I started my working life as toolmaker and later studied engineering and business. I worked myself up to a number of management positions. I made more money year after year and chased new goals all the time. I was successful. At one time I migrated from Germany to Canada and later to Australia. Between jobs I travelled extensively through the USA, Canada, India, Sri Lanka and Australia. I had good times wherever I went. I married, had two children and I think I have never experienced any real family problems at all. Sure, we disagree and at times we even yell at each other, get upset, angry, say things which we regret later and sometimes don't talk to each other at all for a while, but there is nothing wrong with this. We love each other unconditionally and in the end that's what really counts.

But I am not telling you this to show off. For years and years I was not aware of the fact that my life was actually a life well lived. I was continually chasing new goals, I was never really happy, there was always something wrong, I either lived in the past and felt guilty or in the future and thought something was missing, but I rarely ever lived in the present.

One day I realized that there was something fundamentally wrong – not with my life – but with my way of perceiving life. If I continued the way I had done in the past, I would never be happy. And it is out of this realization that this book eventually evolved. This book is both the result of years of research and the result of my own struggle towards the solution within myself.

Fred Schäfer

Part One: Nothing is lost

What you communicated to yourself in the past is what you are today

Today we know more about the principles of human behaviour, about people management, stress management, adult learning styles and the links between people's self esteem, their happiness, success and crime than at any other time in human history. The amount of research that has taken place during the past twenty to thirty years in the field of human development is truly tremendous and the results are most impressive. But at the same time it is of great concern that very little of these positive research results are actually being taught and used on a scale sufficiently large to achieve lasting improvements in the way people seek happiness and fulfilment for themselves and in the way they relate to each other, especially in situations of crisis and conflict.

Just look at the millions of people in our advertising-dominated society who are struggling in their efforts to achieve security and purpose in their lives. We all would benefit greatly if we were able to apply value and principle based techniques that produce results instead of procrastination or prolonged conflicts.

This book is about producing results: about the solution within yourself – about closing the gap between who you are today and who you want to be tomorrow. It doesn't matter whether the result you are seeking is happiness, change in personality, money, another job, love or whatever. In each case we are talking about achieving results through actions. To be specific: through your actions.

Let's start off with an overview of the situation we are in:

- The basis for achieving results in today's society is information.
- Information is freely available. In fact, we are flooded with information.

- But information on its own is not enough. Even information and good ideas, enthusiasm and positive thinking are not enough. What's required, in addition, is action.
- Whether we act or don't act depends on our mind.
- Our mind is controlled by the total sum of our experience of the world.

Our experience of the world – what are we talking about? We are a product of our upbringing, of our education, of what we read, what we watch on TV, of millions of influences of our past and that of course includes what we have inherited from our parents and ancestors, our genetic make-up...

We can't delete any of these experiences. That's past, it has happened, and that's it. But we can do something: we can create new and stronger experiences and by doing this we can change the future directions of our lives.

Let me ask you a question. As far as you are aware, what has influenced you in the past more than anything else?

The answer is communication, both external and internal communication. Your behaviour today – and that includes your willingness to take actions or not to take actions – is greatly influenced:

- a) by what you were told in the past by other people; and
- b) to an even larger extent it is influenced by what you communicated to yourself.

What you tell yourself is what counts in the end. Just take this as an example. If you are looking for a second-hand car, no matter what the car dealer tells you, as long as you keep telling yourself that you don't like his cars, you are not going to buy one from him.

What you communicated to yourself in the past is what you are today.

Can you see what I am leading up to? Can you see how you can change your future, your life? You can do it by changing the way you communicate with yourself from now on.

Nothing is lost. You can put the past aside as an experience outside your control and you can look forward towards the future as an experience under your control, provided that you learn to control the process of communicating with yourself.

Prerequisites for good communication with yourself

What is it that makes communication with yourself strong, powerful and convincing?

Obviously you can tell yourself hundreds of times each day that you are the greatest without achieving any difference in your personality at all. Your communication with yourself must have credibility. When communicating you can knowingly cheat other people, but you cannot knowingly cheat yourself. In order for your communication to be credible to yourself, your communication must meet four major prerequisites:

The first and most important prerequisite for credible communication with yourself is belief. Unless you believe yourself, there is little chance that you can convince yourself. Unless you have a positive and supportive belief system in place and unless you believe in your goals and that you can achieve your goals, you will struggle and frustration will take over. To have positive beliefs and to believe in your goals and in your own capabilities is a fundamental prerequisite for a happy and successful life. (We are talking here about the "worldly" side of life.) If you believe that you can achieve the impossible, eventually you may indeed achieve the impossible. But it works equally the other way round. If you don't believe in achieving the most simple goal, you won't achieve it. I know of a man who for whatever strange reason, at the age of 16, decided that he would never be able to obtain a driver's licence, and until the age of 28, when someone changed his belief in himself, he "successfully" failed one driver's licence test after the other.

Later we will talk about how to create our beliefs, how to enforce our beliefs and if necessary, how to change our beliefs.

The second prerequisite is desire. Unless you really desire whatever it is that you want to achieve, you are not going to make the effort to convince yourself and others and that means that you won't act. If you don't desire your goals, why should you bother?

After all, each action that you need to take requires work. Why should you work if you don't desire the outcome of your work? Take Arnold Schwarzenegger as an example. He often worked up to 8 hours a day in the gym. Over the years he must have lifted millions of tons of weights. Do you think he would have been able to do all this incredibly hard work if he hadn't had an almost unbearable desire to achieve his goals? The same applies to Mother Teresa in Calcutta. The obstacles she had to overcome are equivalent to the millions of tons of weight Arnold Schwarzenegger had to lift. Without an almost unbearable desire to overcome whatever problems she had to overcome, Mother Teresa would have given up in the first week of her work in the slums of Calcutta.

Desire is an inner force of immense power and motivation. But it will not be primarily desire that we are going to talk about. Desire is largely a consequence of goals, fundamental human values and beliefs. And that's exactly what we are going to address and analyse in great depth: the four essential rules for specifying objectives, the seven steps for specifying and planning objectives. We will identify and prioritize the importance of human values and we will explore the impact and influence of our perception on events and reality.

The third prerequisite is good communication with others. Since your communication with others greatly influences how you communicate with yourself, it is important that you are able to effectively communicate with others.

Without any doubt, if you know how to convince others, if you can successfully communicate your vision and ideas, you have an advantage. Communication with others is a major part of your daily actions. In fact, the process of convincing others is often the first step towards converting goals from an idea into reality.

We will deal extensively with communication and interpersonal skills.

Finally, you must know what you want. It is amazing how many people have no coherent understanding about what they want to get out of life. From what I have read and from my experience in talking to people, I am prepared to bet that less than ten percent of the population have written goals. We all want to be happy, healthy, successful and most of us want to be rich as well. But

that's not good enough. You have to specify what it means to you to be happy, healthy, successful and rich. What's the meaning of happiness in the context of an important relationship? Does it mean eternal harmony? We all know that's impossible. What's the meaning of a healthy lifestyle? Does it mean to cut little pieces of fat off the meat at dinner time or does it mean to be a vegetarian, to spend 30 minutes meditating each day and to go jogging one day and to the gym the next? Unless you make the effort to specify it, you won't know.

As you will see later, it is an exciting task to specify the purpose of your life and to specify it in such depth that you can actually see your goals, that you understand them in the context of your values and beliefs and that you can measure them and work towards achieving them.

You have heard it all before

So far nothing new, I can hear you say. And you are one hundred percent right.

So what's the problem? Why aren't we all happy, healthy, successful and rich?

The reason is that most of us have never been taught how to put ourselves into a dynamic frame of mind.

Mood control – How to obtain a dynamic frame of mind

It is easy to believe in your dreams and in yourself, in love, in success and in whatever, if you happen to be in an optimistic mood and if everything goes well. I am sure most of you have done amazing things when you were in the right frame of mind.

Let me give you a personal example. I was 14 years old and miserable at sport. It took me some 15 to 16 seconds to run a distance of 100 metres. Most of the other kids my age ran it in under 14 seconds and one or two in under 12 seconds.

One day, prior to a sports carnival, some of my friends and I played soccer and during this soccer game I managed to kick six goals within about 30 minutes. I am sure it was sheer luck because up to that day I was a below average soccer player. (Maybe

I wasn't, but that's how I saw myself.) Whatever, these six goals brought us from 5-0 down to 6-5 up. We won the game or to be correct, on this special day, I won the game on my own.

About an hour after this soccer match I participated in a 100 metre run and I ran the distance in an incredible 12.4 seconds. As far as I remember, I had never managed to run 100 metres in a time below 15 seconds before. My mind had always told me that I was not good at 100 metres. And there I was, suddenly I ran the distance in 12.4 seconds. This was an almost unbelievable personal triumph. But that's not the end, from then on I was always able to run 100 metres in a time around 13 to 14 seconds. Within 12.4 seconds I had changed from a very disappointing 100 metre runner to a reasonable 100 metre runner.

That's just one example of the difference your life can experience, depending on whether you are in a positive mood, a dynamic frame of mind, or whether you are in a negative mood, in an inhibiting frame of mind.

Controlled communication with yourself is the first action you have to take

All your knowledge about how to manage your life better, about how to communicate to yourself better, is of little use if you are unable to do it. I am again talking about actions. How can you make yourself believe that you can achieve your goals if you are down and feel depressed? If you can't take the action required to convincingly communicate your beliefs to your mind? You see, even your controlled communication with yourself is an action you have to take. If you don't take that action, nothing will change. No matter how well-specified your goals are, no matter how excellent your external communication skills are, the mood you are in can paralyse your communication with yourself, can make your communication negative, or – on the other hand – can catapult you to unbelievable success.

Have you ever asked yourself: what's the true difference between yourself and those people who move from success to success? Why are successful people able to move from action to action, and if something goes wrong, they simply try something different, whilst you tend to be inactive, paralysed, procrastinating or dreaming?

It is the way they present their ideas and events to themselves. Successful people are almost constantly in a frame of mind where

they see opportunities and where they believe in opportunities. They perceive the entire world as just one huge field of opportunities because they are in a dynamic frame of mind and not in an inhibitory frame of mind. They are opportunity-minded and not problem-minded. They are proactive and not reactive. Often they thrive under stress instead of being afraid of it. They are socially active, they are in control, they are committed to both their family life and work, they enjoy challenges, they take risks. Truly successful people express their feelings, they allow themselves to be excited and they are consciously aware of what life is all about.

So where does that leave us? To start with, it means we have to find value and principle based techniques that enable us to control our mood, to put us in a positive mood and in a dynamic frame of mind whenever we need it – and that's virtually all the time. Parallel with this, we have to discover our true self, the meaning and an awareness of our existence.

There are many ways we can change our mood. Some people listen to music, some take drugs, and that includes alcohol. Even to have sex can be a way to change your mood. There are many more possibilities. However, what you really want is a life based on values and principles that allow you to change your mood quickly – to return to a life well lived – wherever you are, whenever you want and in a way that supports your goals.

To change your mood from an inhibitory one to a dynamic one, that's what you are interested in. When you wake up depressed in the morning, you want to be able to get rid of your depression within minutes or seconds. When someone gives you a hard time, you want to walk away from that person stronger than before and not mentally broken, upset and unable to get on with your life for several hours or even days.

But that's not all. Beyond that, you want a sense of awareness – a conscious acceptance – of the meaning of whatever life presents you with.

If you know how to control your perception you know how to control your mind

The key to everything in your life is your perception of the world. Let me explain this with a number of examples:

- If you start your own business, things go wrong and you end up with a \$50,000 loss, you can perceive this as failure and

give up – or you can perceive it as an important experience and lesson that will help you to get it right the next time, and you continue with renewed vigour.

- If you talk to the bank manager about a \$400,000 loan and the bank manager is not a bit impressed and tells you to forget it, you can feel depressed and forget your goal or you can be happy because you just learnt how not to convince a bank manager. As a consequence you try a different strategy with the next bank manager you talk to.
- If there is a report on TV about a successful celebrity who ten years ago started off with nothing and now has 100 million dollars in her bank accounts, you can feel small, insignificant and hopeless or you can feel inspired and motivated, and pursue your own goals with renewed strength.
- If your boss tells you that you will never get a promotion because you don't even know how to do what you are supposed to do now, you can feel depressed, you can hate your boss or you can tell yourself that his words can't hurt you and that it is just a matter of finding a different strategy to convince him.
- If your partner is in a bad mood and blames you for everything that goes wrong in his/her life, you can get angry and end up abusing each other, or you can say to yourself that he/she had a very hard day and the best thing is to say nothing or perhaps to say sorry, even if you didn't do anything wrong, and an hour later everything will be fine again. Instead of arguing, all you had to do was to say nothing or the little word "sorry".
- If you suffer from a serious disease or are handicapped because of an accident you had, you can vegetate for the rest of your life or you can explore new directions and enrich your life beyond anything you might ever have achieved without the challenge created by your illness or accident.

What I wanted to make clear with the above examples is that any event in your life can be perceived in many different and even in totally opposite ways. This applies to everything without exception.

Often you cannot control events, but you can always control your perception of events. And once you know how to control your perception you actually know how to effectively control your mood. And when you have your mood under control, you can act in accordance with your goals, your beliefs, values and your desire.

Perception control

What is it that controls your perception TODAY?

The answer is not too difficult.

- a) It is your experience of the world (we discussed that earlier).
- b) It is the strength (or weakness) of your beliefs.
- c) It is the strength (or weakness) of your desires.
- d) It is the quality (or lack of quality) of your communication skills.
- e) It is the existence (or non-existence) of your goals.
- f) And it is your awareness (or non-awareness) of your fundamental values.

What is it that will enable you to control your perception TOMORROW?

It will be a two step approach:

Step 1: It will be the existence of a new awareness within yourself which you will create by understanding and specifying your beliefs, your goals, your values, by understanding your desires and by improving your external and internal communication skills.

Step 2: It will be your ability to program your mind through the application of very powerful, principle based perception control techniques.

You have to take step one before step two. Step one – your new awareness of what you want to achieve, how your goals relate to your values and beliefs and how you intend to act – is the basis for many experiences that you are going to visualize and program during step two.

And that's really what we are going to do during the rest of this book. The emphasis is on to do. Read the book first, that's okay. But then do it. That's essential.

1. **We start off by specifying our goals.** As promised earlier, this will be a very exciting exercise. In fact, we will not only specify our goals, we will actually draft a step by step approach about how we can achieve our goals.
2. **We then continue with our most fundamental human values.** We analyse how they impact on our communication with ourselves. We will specify and prioritize our values and we will look at how our values support and relate to our goals.
3. **Next we will deal very extensively with communication and interpersonal skills.** You will learn how to interact effectively with people. How to get help when you need help. How to deal with difficult people. How to persuade. We will analyse people's behaviour including our own, what it means and how we need to respond to different behaviour patterns.
4. **We analyse our beliefs.** Where do they come from? Do they support us? How can we change them? We will specify powerful beliefs that support our goals.
5. **And we will learn and practise value and principle based perception and mood control techniques.** Everything we have done before will come together in this session. We will learn and practise how to eliminate negative feelings, we will learn and practise how to keep ourselves in a dynamic frame of mind. In summary, we will learn and practise how to control our perceptions in a way that enables us to take actions and to achieve results.

Every now and then we will reflect. We will start a gradual journey towards our inner selves. After all, life is not just a sequence of techniques. Life is a chain made of emotions, logic, intuitions, contradictions, joy, pain and millions of influences and events. What we want to get out of life is quality results, effective results, specified results together with purpose, happiness and a conscious awareness of a life well lived.

Reflection on the difference that really counts

Be with yourself – You are not alone

As you keep reading this book you will discover and decide what to do next and each time this will make an immediate difference in your life. Gradually things will come together. The quality of your last day will be determined by the steps you take from here on.

Let's first look at happiness. What is it? Usually people tell me that happiness is a state of mind, a feeling.

That's certainly true, however, for the purpose of achieving results, let's look at it this way: happiness is that particular occurrence that creates the state of mind, that creates that feeling that we regard as so important. Happiness can be an event, it can be an accomplishment, it can be an action, an experience, it can be many things. Whatever it is, it is always something specific, something that can be expressed in words and comprehended.

This is important: happiness is always something that can be specified. Even if you decide to become a holy person in India and spend the next twenty years meditating and nothing else, this too is something that can be specified.

Working towards your specified objectives, that is happiness. Progress towards your specified objectives is happiness. Struggling and sweating towards your specified objectives is also happiness. Consciousness is happiness.

But what if you don't know your goals, if you have never specified your objectives? If you don't even know your personal values? All you see is a blur of nothing and everything, a mix of confusion, work, expectations, demands and only you know what else.

Don't panic! There are step by step procedures and approaches that will prompt your thinking in the right direction. But before we look at them, let's do something else.

What is it that you feel good about? You have to start somewhere. Start with something that relaxes you. Go for a walk or just sit in a comfortable chair and relax. Close your eyes and relax... You can't specify your objectives in twenty minutes, if you watch TV or if there is someone else or anything else that requires your attention.

If you have not experienced true relaxation for a long time in your life, start to experience it now. Go straight to Part Seven of this book and practise "Step 1: Meditation for Relaxation". It's easy, it won't take you more than a few minutes to learn and depending on the state you are in right now, it could well be that it will double virtually within minutes your mind's potential to deal in a more opportunity-orientated and less reactive way with whatever your life is all about.

Be with yourself, that's most important. Don't hurry. Accept your own company. Be aware of your own company. If you are with yourself, you are not alone. That's the truly empowering discovery you will eventually make.

Think about these questions: What is it that you want from life? What do you want to leave behind? How do you want to be remembered by your children and friends? What difference do you want to make to yourself and others? Think about it. In the end it's the difference that you make to yourself and others that really counts.

There are answers to these questions. These answers are within you. They are neither outside you nor are they something that needs to be established or created. They are already there and ultimately they are the basis for what life is all about. These answers are your specification for a happy life. Remember, for our purpose happiness is always something that can be specified.

It's a matter of finding these specifications and that's exactly what we are going to do next.

Part Two: Specify your objectives

Know what you want and know how to get it

There is no point in knowing how to control your mind if you don't know what for.

Imagine you have the most powerful computer in the entire world but you don't know what to use it for. You could use the computer to run a multinational enterprise, to play games or to direct a space craft on its way to some distant target. But if you don't have any of these objectives or any other objectives that require the help of a computer, then the computer is virtually useless to you. It's exactly the same with your mind.

You need to know what you want and you need to work out how to get what you want.

Here are four essential rules for specifying your objectives:

Rule 1: Be specific. Whenever possible, be so specific that you can visualize what you want, that you can describe it so precisely as if it were right in front of you and that it can be measured. This is important for a number of reasons:

- a) It ensures that your objective remains clear, visible and precise for you. You won't lose focus of it.
- b) It helps you to recognize your achievements. It's no good just to specify that you want money, a happy family life, good health or a successful professional career. You have to specify how much money you want, by when and how you plan to obtain it. You have to specify how to deal with family conflicts and your own emotions. You have to make up your mind about the actual meaning of good health and what exactly you mean by a successful professional career. Otherwise you will never know whether you have achieved your objective or how close you are towards achieving it.

Rule 2: Specify what you want. Don't specify what you don't want. This is perhaps one of the most common mistakes people make when they write down their goals for the first time. Often they have all sorts of problems: nasty arguments with their husband or wife, constant disagreements with their teenage children, bouts of depression, feelings of dissatisfaction at work, the list goes on and on. As a consequence they specify goals such as:

- I don't want to compare myself with others.
- I don't want to lose my temper when discussing matters with my children, husband, wife etc.
- I don't want to be depressed.

Such goals won't work. Not only are they not specific enough, they are negative goals. Negative goals are a guarantee for staying negative. The reason is simple, no matter how hard you try, at one time or another you will compare yourself with others, every now and then you will lose your temper and every now and then you will feel depressed. Have positive goals. Specify your goals in such a positive way as if you had achieved them already:

- I accept myself the way I am.
- I improve every day.
- Whenever I start to feel depressed I will remember and visualize situations where I felt happy and I will take actions that make me happy.

Such positive goals enable you to achieve success. The next time when you feel depressed you don't have to tell yourself 'Oh heck! I am depressed. I haven't achieved my goal'. Instead you can tell yourself 'How interesting! I feel depressed. Now let's see what I can do about it'.

So remember, always specify what you want. Never specify what you don't want.

Rule 3: Specify only objectives which you really desire. There is no point in specifying goals which are not truly beneficial to either yourself, to someone who is important to you or for a cause which is important to you. Don't specify a Jaguar or a six months trip around the world if something within you tells you that a reasonably reliable second hand car is really all you want at this stage in your life and apart from that your relationship with your parents and your education or your job satisfaction are really your top priority goals. To achieve your goals you need to be motivated. You don't want to waste your energy. Your desire together with your beliefs and values are strong motivating forces which are imperative if you want to convert ideas into actions and results.

Rule 4: Don't limit yourself. If you really desire something, if you have a precise idea of what it is and if it is reasonable, then go for it. Take this as an example: you are 43 years old, you are an engineer, unemployed, almost broke and you finally have made up your mind that you want to become a solicitor. Don't let the fact that this objective requires a total redirection of your life prevent you from specifying it as what you want. A friend of mine has just done what I described above. She is now 47 years old, has just passed the final exams and is in the process of setting herself up as a solicitor. She is absolutely ecstatic about what she did and feels really good about herself. She is also happily married and has two children. There are hundreds of thousands of people all over the world who redirect their lives every day. Don't let the fact that a redirection of your own life may at this stage appear like a huge and almost impossible task, prevent you from specifying a big and important goal. Once you have started the process of working towards your goal, you will do things in little steps and you will be perfectly alright.

There is one important thing to be aware of, once you have started the process of specifying, planning and working towards your objectives, you have actually started a process with its own dynamic. It's a bit like rolling a wheel down a hill. Once the wheel is rolling, it's very hard to stop it. To get the wheel to the top of the

hill was the really difficult part. It's the same with your goals. To get started is the difficult part. Once you have started to take actions, other actions usually follow as a consequence of previous actions and the whole process of achieving your goals develops its own dynamic and often becomes almost unstoppable.

Seven steps for specifying and planning your objectives

Don't expect to be able to sit down and write a one paragraph statement and call it your specified objectives. There is more to it. Tackle it step by step, action by action and result by result.

Except during step one, make sure you apply the four essential rules for specifying your objectives.

Step 1: Mind-storming: List on a piece of paper what you want, what you don't want, what you are good at, what you would like to be good at...

This list is not yet a list of your objectives. This list is a working paper and you are allowed and encouraged to write down everything that comes to your mind, even negative goals such as 'I don't want to be depressed'. Write down your dreams, no matter how impossible they may seem to you at this stage. Write down all your wishes and hopes, no matter whether they are of an emotional nature, business nature, monetary nature or whatever. Write down all the things you would like to change in your life. Don't limit yourself by asking whether something is realistic or not. You may write things down which look absolutely utopian at this stage of your life. It doesn't matter. You can even put on paper things which you are not sure you really desire. Don't worry at this stage about how to achieve things. Just write everything down. It doesn't matter whether you end up with a list comprising one page, ten pages or even more. What you want is a working paper with all your wishes, hopes, things you want to change, worries you want to get rid of, things you are good at, things you would like to be good at and dreams you wish to pursue.

Some people may be able to produce such a list in one evening, for others it may take days or weeks. It doesn't matter. The important thing is that you do it. This is one of the actions you have to take.

END OF SAMPLE PAGES

Fred Schäfer

Success, Money and You

Start your journey to financial success!

This is a concise and inspiring must-read book for people who seek secure and lasting achievements: in business, professionally and financially. You will discover the philosophy of the rich, the philosophy of the poor and powerful success strategies. You will learn how to re-program your thinking and how to overcome money-making limitations.

To be financially successful is not nearly as difficult as many people think. Don't wait. Awaken the wealth-creating power within yourself. Be successful with your next application, promotion or business venture and develop a deeply satisfying vision and focus in life.

Fred Schäfer

Travelling with Maria

A fascinating travel and a wonderful love story by the author of *The Short and Wonderful Life of Henry Hemingway*.

After the publication of *The Short and Wonderful Life of Henry Hemingway* – Fred's wildly humorous and hard-hitting memoir of his years in Berlin, the USA and Canada in the 1960s – he surprises his readers with an enchanting and tender travel and love story about a two year journey through India, Sri Lanka and Australia. *Travelling with Maria* is an entertaining book, a page turner, full of amazing events like running away from wild elephants, meeting a goddess in a Hindu temple, exhausting negotiations with an extraordinarily helpful Indian customs bureaucrat, about love and friendships, a fortune in a biscuit tin, lunchtime striptease shows in Perth, crossing the Nullarbor Plain with a baby in an old Holden HR, about perfect peace and happiness in the middle of nowhere, an amazing man with a slightly damaged brain and two Land Rovers and a lot, lot more.

Fred Schäfer

The Short and Wonderful Life of Henry Hemingway

Fred's single-minded search for a muse, his struggle with his demons and his refreshingly unique literary voice make his memoirs a brilliant book, a page-turner, provocatively humorous and acutely reflective.

Fred Schäfer takes on two of the 20th Century's literary giants. The story takes off when he arrives in New York. Miraculously, he meets an old mate of Hemingway's from the Toronto Star. He enjoys a bevy of buxom beauties, in true Miller style. Not as macho as Ernest, Fred manages to inject the book with a unique philosophy, somewhere between Schopenhauer and Bob Dylan.

There are scenes that will stay in my memory, like the time he visits Rachel's English class and speaks about his radical reading of *The Great Gatsby*. Or the time he stays up all night with his Mexican hosts in California, arguing about Schopenhauer and predetermination.

Bruce L. Russell

Author of *Channelling Henry* (Fremantle Press, 2003)

Henry Miller's son Tony wrote about *The Short and Wonderful Life of Henry Hemingway*: "Dear Fred ... I really laughed out loud about our casual meeting. You have such a good way with words ... I am totally delighted by your book."

Fred Schäfer

Herrn Eberhardts Erinnerungen

Ein sechsendreißigjähriger Mann liegt bewusstlos in einem Stadtpark. Die Polizei wird verständigt und der Ohnmächtige ins Krankenhaus gebracht. Der Mann ist unverletzt und gesund und die Ärzte sehen keinen Grund, warum er nicht jeden Augenblick aus seiner Ohnmacht erwachen könnte. Wochen später ist er immer noch ohne Bewusstsein.

Herr Eberhardt, zweiundsechzig Jahre alt, schreibt seine Lebenserinnerungen. Er hat sich von einem schüchternen Dorfjungen, zu einem Bohemien und schließlich zu einem erfolgreichen Mann

entwickelt. Er hat verantwortungreiche Positionen innegehabt, Bücher geschrieben und sich einen Namen als *Professional Speaker* gemacht.

Eine Detektivin, ein Obdachloser und ein Schriftsteller versuchen, die mysteriöse Vergangenheit des Ohnmächtigen und seine Beziehung zu Herrn Eberhardt zu klären. Was sie entdecken, ist ganz anders, als jeder von ihnen sich je hätte vorstellen können

Herrn Eberhardts Erinnerungen ist ein zweisprachiger Roman (75% in Deutsch, 25% in Englisch), ein Meisterwerk und ein mutiges Buch, das Fred Schäfers Vielseitigkeit und die literarische Bedeutung seines Werkes überzeugend darstellt.

Fred Schäfer

Die Beeinflussung des jungen Jakob Berg durch Henry Miller

Eine faszinierende Liebesgeschichte, die ihren Ursprung im epochenmachenden Berlin der sechziger Jahre hat und dreißig Jahre später ihre Fortsetzung in einem ungewöhnlichen indischen Ashram findet.

Im Berlin der sechziger Jahre lebt der junge Jakob Berg ein unstehtes und widersprüchliches Leben. Er sieht sich als Künstler, arbeitet als Mechaniker, studiert: er schwankt zwischen den Wertvorstellungen seiner bürgerlichen Erziehung und seinen Zukunftphantasien. Drei Jahrzehnte später, im Alter von dreiundfünfzig Jahren, liegt er im Sterben in einem indischen Ashram. Er wird von seinem Sohn Wolfgang gefunden. Jakob Berg weiß nicht, dass er einen Sohn hat. Der Sterbende erzählt seine Geschichte: von seiner Flucht vor den Gespenstern der Nazizeit, von Helga, seiner ersten großen Liebe, und davon, wie diese Liebe zu Ende ging. Jakob erzählt von seinen Vorbildern Henry Miller und Ernest Hemingway, seinen literarischen Träumereien, Freuden und Qualen, von seiner Suche nach einer Muse. Er erzählt von der bisexuellen und mysteriösen Marlene...