

THE DEEP S.H.I.F.T.

A New Understanding of the Mind, the Universe, and the Law of Attraction

Clarified, Redefined, and Finally Made Practical

By Dr. Jeff Blum

Introduction

Back in the day, I was unstoppable. If I wanted something, it was just a matter of time before I had it, did it, or achieved it, exactly as I had envisioned. But somewhere along the way, I hit a plateau. That elusive next level of success became just out of reach, and no matter what I tried, something always seemed to get in the way. I had become stoppable, and I didn't like it one bit.

It felt as if there was some mysterious, invisible block, some form of inner undefined resistance, that sabotaged my efforts and left me stuck. Don't get me wrong, by most standards, I was successful. I was a Doctor of Chiropractic with a thriving practice, earned a six-figure income, owned a nice house in the suburbs, had a loving wife, three incredible kids, and an overly enthusiastic black lab mix. But still, I wanted more. I knew there was another level waiting for me, but I couldn't define it, much less reach it.

On the recommendation of a friend, I discovered one of the most influential thinkers in the personal development world, Eckhart Tolle, author of *The Power of Now*. His core philosophy revolves around fully accepting the present moment exactly as it is. According to Tolle, the present moment is not just the only moment that matters, it's where life actually happens. As radical as that idea sounded, it stuck with me. The more I reflected on it, the more I saw the truth in it. I began to realize that true alignment with the Universe (we'll get there soon) starts with accepting the present moment. The two go hand in hand, you can't do one without the other.

Let me share an old Buddhist parable that brings this idea to life:

There was once an old farmer who had worked his land for many years. One day, his best horse ran away. When his neighbors heard the news, they came by to console him. "Such bad luck," they said. "Maybe," the farmer replied. The next day, the horse returned bringing three wild horses with it. "What good fortune," the neighbors said. "Maybe," said the farmer. The following day, his son tried to ride one of the untamed horses, was thrown off, and broke his leg. Again, the neighbors came by. "How unfortunate," they said. "Maybe," replied the farmer. A few days later, military officials came to the village to conscript young men into the army. Seeing the son's broken leg, they passed him by.

The lesson is simple yet profound. The present moment is neither good nor bad, it simply is. When we stop labeling our experiences and start viewing them as necessary steps in our journey, everything begins to shift. It's as if the Universe already knows the outcome and is giving us exactly what we need, precisely when we need it, even when it doesn't make sense in the moment.

I understand that this may sound like a bold claim without much substance, but once we unmask, clarify, and redefine cryptic concepts like the Universe and the Law of Attraction, you'll start to see the deeper scientific truth behind how the world works. When that happens, everything changes. You'll begin to trust that the Universe truly has your back. And when that trust forms, you'll start to see events not as obstacles, but as stepping stones.

That's the "DEEP SHIFT" in awareness I'm talking about that this book talks about, but it starts with taking radical responsibility. That means accepting full ownership of your current circumstances. For some, this may

be uncomfortable, but it's essential. Every decision you've made, every action you've taken, has brought you to this moment. And every decision you make from here forward will shape your future just the same. That's empowering!

This realization sent me on a mission. As a Doctor of Chiropractic, I was already fascinated by the mind-body connection, the untapped power of the mind that we all have within us. But over time, my passion for chiropractic began to fade, buried under insurance hassles, medical and patient skepticism, and the exhausting challenge of convincing patients that spinal alignment alone could cure their illnesses, diseases and ailments beyond neck and back pain. I was caught between what I was taught in Chiropractic College and what I knew to be true. The core concept we were taught, spinal misalignments interfering with nerve flow, what we referred to as "Vertebral Subluxation" was presented as the root cause of illness and disease. We were trained to believe that correcting these misalignments could restore health, not just relieve neck and back pain. This theory goes way beyond what the vast majority of people are willing to accept as truth.

As I stepped outside the chiropractic bubble, I was forced to confront some uncomfortable truths. The idea that spinal adjustments alone could prevent or cure disease was simply not supported by scientific evidence. Think about it! Have you ever heard of a vertebral subluxation? Could you explain what it is? I strongly doubt it. However, it is the equivalent of a cavity to a dentist and braces to an orthodontist and cancer to an oncologist, yet it goes unknown and undocumented. In truth, it was nothing more than a belief system, not a proven medical fact. However, I bought the entire "bone outa place, pinching on a nerve" concept that they preached to us in chiropractic college hook line and sinker. I wanted to believe in the innate intelligence of the body and that this subluxation was a real thing. I took a strong stand but ultimately, I was unable to ignore the lack of support from the broader medical and scientific community. The idea that we as chiropractic students were taught and sent out in the world to be the "true healers", because we were the only ones who could heal without drugs, was an idea that we all embraced and loved and vowed to bring to the world.

For years, I did everything I could to make this rogue style of health care work. I tried patient education and wellness programs and corrective care plans, kinda like an "orthodontic" style of chiropractic with the goal to make permanent spinal alignment changes. However, these are untried, untested, unresearched and unscientific methods. Nevertheless, I listened to high-priced chiropractic consultants who promised success if I just followed their system. But nothing ever worked because deep down, I couldn't escape the ultimate truth that I was selling something that people really didn't want and didn't really need. Not to mention, it didn't align with the truth.

It wasn't just the philosophy. The day-to-day grind of running a chiropractic office wore me down. Insurance paperwork, patient retention strategies, constant marketing, it felt like a hamster wheel. Eventually, I realized that the model itself was broken, at least for me. No matter how hard I worked, I couldn't shake the feeling that I was playing a role that no longer fit. I spent far too much time privately trying to figure out how I could get out of chiropractic. After all, even thinking about the absurdity of exchanging a career as a doctor of chiropractic and try to make a living as an unknown singer / songwriter / magician is not something that should ever be considered or brought up.

But then something curious happened. One rainy afternoon while vacationing with my wife at the Jersey Shore, we passed by a small storefront psychic. Now, I'm not a believer at all, but on a whim, we went in. The place reeked of incense, beads hung in the doorway, and the woman behind the table looked like every cliché you'd

expect. I didn't take it seriously at first. But as she laid out her cards, she paused, looked directly at me, and said, "You are successful at what you do, but your heart isn't in it. You're meant to be doing something else." I froze. That one sentence hit me like a ton of bricks. Then she added, "You're going to make a career change." I laughed. "No way," I said. "I've got a practice, a mortgage, and three kids. That's not happening." She just smiled and repeated, "You're going to make a career change."

At the time, I dismissed it. But secretly, every part of me wanted it to be true.

That's when the Universe stepped in.

Not long after that, a freak accident shattered my wrist during a basketball game, an injury that put me on disability and forced me to stop adjusting patients. It should have been a disaster and it felt that way initially. But in hindsight, it was the "break" I didn't know I needed. With my practice on pause, and surviving on disability insurance, I turned inward as I embraced my situation. Instead of asking "**HOW** can I make a living with my creative passions?" I placed the emphasis on a different word "How **CAN** I make a living with my creative passions?" Instinctively, I called a local elementary school and found out that they hire performers to come in and perform assembly programs with positive messages all the time. Challenge accepted! I picked up my guitar. I wrote songs. I created magic routines. Before too long I was performing assembly programs for schools. And for the first time in years, I felt alive.

Little did I know, that injury was the beginning of something much bigger. Within a year, I was booking lucrative school programs all over the northeast and earning just as much if not more than I had as a chiropractor. This went on for 15 years but, as you would expect, I got to a point where I hit that plateau. I needed to take it to the next level and overcome the plateau. But how?

I dove into books, seminars, and audio programs from some of the world's greatest thought leaders, Tony Robbins, Steven Covey, Deepak Chopra, Eckhart Tolle, Wayne Dyer, Maxwell Maltz, Jose Silva, Hale Dwoskin, and more. I learned a lot from these masters, but I noticed something missing. Most of their techniques required conscious effort to attempt to create subconscious change, and in my experience, that rarely works. I also found that many subconscious practices, like long meditations, didn't fit my lifestyle or offer a clear, actionable path to a goal.

So, I started blending their techniques into a hybrid mix that eventually became this very book you're now reading. I combined ideas and techniques that worked and discarded ones that didn't. I began crafting something new. What started as a goal-setting journal evolved into a powerful tool for manifesting intentions. Eventually, it became a real, repeatable method. On perhaps my 58th title rewrite (only exaggerating slightly) I named it the "DEEP SHIFT Technique".

The more I practiced it, the more it worked for me. But I had to wonder, was this just for me, or could it help others too? That's your call. That's why this book exists. All I ask is that you approach it with an open mind, apply the principles, and judge for yourself. I encourage you to please, question everything. We live in an era of information overload. You need to be your own advocate. If something I say doesn't sit right with you, dig deeper. Ask why. Research. Challenge it. That's how real learning happens.

The fact that you are now reading this book is actually living proof that my technique works. Why? Because this book is about manifesting outcomes and one of those outcomes was for me to have people read my book. If you've ever heard me speak at a conference, seen one of my performances, or even stumbled upon one of my songs or magic videos, then you're witnessing the very process I write about. Right now, as I type these words, my biggest goal is to bring this hybrid blend of speaking, music, magic, and message to the adult "Corporate" world. I consider those 15 years of school shows practice for my next step. I admit that I haven't fully cracked the code yet on how to market myself or land those elusive gigs, but I'm not giving up. Not now. Not ever. I believe I'm on a mission. Have you ever felt driven by a creative force you can't quite explain like a song melody or creative ideas that show up uninvited in your head? They relentlessly grab on to you until you finish them. If you have then you know what it's like for me. I was in a constant state of exploring my creative passions. Between songwriting, practicing magic effects for hours, creating school assembly programs, writing this book etc... it was like creativity was pouring out of me but I had no idea how to harness it. I'm still in the process of taking this idea to new levels and figuring it all out. It's no wonder I'm using the very methods I'm creating in this book to do it.

On a sidenote, I still wondered how in the world that psychic knew I would make a career change. Some years later, I ran into her again and felt compelled to ask "Did you actually predict my outcome or did you simply help me create it?" Immediately, she smiled as though she had been asked the question a million times and said "what's the difference?" I paused and let it sink in. Right there I knew she was right and I wondered if she somehow had planted a seed that day, a belief seed that would one day take root and send me on a "Universal" journey to manifest the exact "DEEP SHIFT" I wanted and needed in my life.

So, let's get started. Because once you understand how the Universe truly works, and how to make a DEEP SHIFT in your internal world to manifest your true intentions, everything changes.

Let's begin.

Section One:

Unmasking, Redefining, and Clarifying Terms Relating to: “The Universe and the Law of Attraction”

Section One:

Foundations of the DEEP SHIFT

What if the greatest force shaping your life isn't your circumstances, your past, or your personality, but your relationship with the present moment, the Universe, and your own subconscious mind? This section unpacks the hidden framework behind everything we experience—how we define reality, why we get stuck, and how we can begin shifting in a way that's grounded, powerful, and real. Let's begin with the most crucial and overlooked principle of them all, acceptance of the present moment.

Present Moment Acceptance:

Unmasked, Clarified and Redefined

"The only thing that is ultimately real about your journey is the step you are taking at this moment. That's all there ever is." — Eckhart Tolle

Let's start with a radical idea, "This present moment is perfect exactly as it is". Yes, you read that correctly. This moment, right here, right now, is exactly as it should be because it's exactly how you "co-created" it with the Universe. That statement may not be clear to you yet, but I promise, we'll get there and it just might be one of the most liberating truths you'll ever come to accept.

I know how bold that sounds especially since I don't know you or your situation. But I do know this, you are either working with the Universe or you're working against it and it all starts with whether or not you accept the present moment. Acceptance is not about giving up or settling. It's not saying you're happy or satisfied with what is. It's simply saying, "This is what is." Acceptance puts you back in control. Resistance takes it away.

Let's say you're unsatisfied with your income. You can either accept or settle. Settling says, "Maybe I'm just not good enough," or "Life's unfair." Acceptance says, "This is where I am, I want something more, and I'm willing to make a "DEEP SHIFT" in what I'm currently doing to get it". When you resist the moment, you label it as bad, feel frustration or blame, and spiral into negative emotion. That emotion clouds your thinking and robs you of clarity. But when you accept what is, without judgment, you create space. In that space, intention can take root. Energy can rise. Action can follow.

The ironic truth is that you gain real control the moment you stop trying to control what is uncontrollable. That doesn't mean you don't take action. It means you take aligned action. Clear action. Empowered action. Maybe this feels like a stretch right now. That's okay. Soon, when you understand how the Universe works and how your mind really operates, this will click into place. For now, just ask yourself one thing, are you resisting this moment, or accepting it? Because the moment you stop resisting is the moment you start your "DEEP SHIFT".

Let's keep going.

The Universe:

Unmasked, Clarified and Redefined

"You are not in the Universe, you ARE the Universe." — Eckhart Tolle

"Not only are we in the Universe, the Universe is in us. I don't know of any deeper spiritual feeling than what that brings upon me." — Neil deGrasse Tyson

"We cannot solve our problems with the same thinking we used when we created them." — Albert Einstein

Einstein's timeless observation reminds us that real transformation always begins with a shift in perspective. We can't solve life's challenges with the same thoughts and beliefs that created them in the first place. We need a new lens. For me, that lens first came into focus when I read *The Seven Spiritual Laws of Success* by Dr. Deepak Chopra. That book opened the door to a completely new understanding of the world around me.

Most people, (I did before reading) see the Universe as a solid, physical space made up of solid things—cars, trees, animals, people, oceans—separated by the empty space we call air and distance. But this view is incomplete. Science tells a deeper story. At the atomic level, everything—solid, liquid, gas, even what we call "empty space" or air, is made of the same building blocks, atoms. These atoms are not tiny solid balls, but mostly empty space themselves. They are organized clusters of energy and information, vibrating with a frequency all their own and interacting in complex patterns.

Picture this. If the nucleus of a single atom were the size of a football placed on the 50-yard line of a massive stadium, the atom's outer shell—the electron cloud—would be the stadium walls. Nearly all the atom's mass is concentrated in the tiny football at the center. The rest is empty space. Multiply that by the 7 octillion atoms that make up the human body, and then again by everything on Earth, and suddenly our solid world seems far more like an energetic field than a physical one.

That space around you—the air you think is empty—isn't empty at all. It's filled with vibrating energy and information, constantly flowing, interacting, transmitting. And we are not just floating and moving in it—we are made of it. If somehow you were able to put on a pair of electron microscope eyeglasses and view the world it would appear as mostly empty space. Our limited senses only go so far, but just because it's invisible to us doesn't mean it isn't there.

Have you ever walked into a room and instantly sensed the tension without anyone saying a word? Or felt uneasy around someone before they spoke? That's your inner antenna picking up vibrational signals. Communication is happening far beyond words. A UCLA study showed that only 7% of a verbal message comes from the actual words. The rest—tone of voice, body language, intention—is nonverbal energy.

Think of yourself as a transmitter and a receiver of vibrations and frequencies. Your thoughts, feelings, and intentions all carry vibrational signatures. You send them out, and you receive others. A real example of this is how we hear each other. Our vocal cords vibrate and send a sound with a frequency out into the universe and our ears have bones and cilia that also vibrate and can interpret the frequencies of that sound and turn it into a real sound to be heard. It also explains how the “vibe” you feel from someone is real. It’s why music can make you cry without lyrics. It’s why you feel calm near the ocean or uplifted in nature. You’re responding to frequencies. Once you grasp that the Universe is an intelligent, responsive, energetic field—and that you are part of it, not separate from it, you start working with the energy. You tune in. You shift your frequency. You begin to align. You stop trying to force outcomes

The first step in the DEEP SHIFT is redefining the Universe not as an external place “out there”, but as a living system you are connected to and influencing every moment.

Let’s go deeper.

The Law of Attraction...

Unmasked, Clarified and Redefined

“You willed yourself to where you are today, so will yourself out of it.”

— *Stephen Richards*

The Law of Attraction has been talked about by countless authors, speakers, and spiritual teachers. From Napoleon Hill’s *Think and Grow Rich*, to Rhonda Byrne’s *The Secret*, to the work of Esther Hicks and Dr. Joe Dispenza, the central message remains the same. We attract into our lives what we consistently think about, focus on, and emotionally energize.

We’ve all heard phrases that echo this principle: “What goes around comes around,” “You reap what you sow,” “Like attracts like,” or even “The Midas Touch” and “Murphy’s Law”. These aren’t just catchy sayings, they’re reflections of how energy actually works, but there’s a problem. Somewhere along the way, the Law of Attraction was hijacked by “magical thinking”. It got reduced to this idea that if you simply think positive thoughts and visualize a better life, and show gratitude, and put out good vibes that everything you want will magically appear. That’s not how it works. You can’t just wish and wait. That’s not attraction, that’s fantasy.

The Law of Attraction, affirmations and magical thinking are not replacements for taking action, effort, consistency, or clarity. Instead, it’s a force multiplier. When your intentions are clear, your energy is aligned, and your actions are in motion, you create momentum. The Law of Attraction helps accelerate that momentum. But it begins with an understanding that if you want to attract something new into your life, you have to become someone new. The essence of the “DEEP SHIFT” is that you need to transform yourself into the person you need to become to manifest your goals and dreams that until now have been so evasive.

Think of it like tuning a radio. If you’re set to one frequency but hoping to hear a different station, nothing will come through. It’s the same with your goals. Your thoughts, emotions, and behaviors all broadcast a signal. If your signal is frustration, fear, or lack, you’ll get more of that. But if your signal is gratitude, confidence, and purpose, you’ll begin to attract the conditions and opportunities that align with that energy.

This is why awareness is so important. You have to know what you’re broadcasting. You have to learn to observe your thoughts and recognize when your energy is out of alignment. It’s not about blaming yourself for every setback. It’s about noticing the pattern and adjusting the frequency. The Universe responds to clarity, coherence, and courage. You can’t fake alignment but you can cultivate it. The DEEP SHIFT technique will show you how.

So, let’s reframe the Law of Attraction not as a trick to get what you want, but as a system of energetic cause and effect. When you learn to work with the Universe, instead of trying to manipulate it, things begin to shift. Not overnight, not without effort, but in ways that are real and lasting.

Let’s continue.

The Human Mind...

Unmasked, Clarified and Redefined

“The human mind will not be confined to any limits.”

— Johann Wolfgang von Goethe

Ask most people to point to their mind, and they'll usually shrug and gesture towards their head and say, "I think it's somewhere in my brain?" But is it really? Science has yet to find a universally agreed-upon location or boundaries for the human mind. Some believe it's mainly brain activity. Others say it extends beyond the brain and throughout the body. Still others, myself included, have come to see it as something even bigger.

More and more evidence suggests that the mind is not just confined to the brain, or even the body, but extends into the energetic field that surrounds us. Some call it the collective mind or collective consciousness. Others call it the quantum field or the field of potentiality. Whatever name you choose, the principle is the same. Your mind is not confined, it is part of something larger.

Think of your mind as a broadcaster and receiver of information, much like a radio. Your conscious mind is the interface as it perceives, judges, reasons, and decides. But beneath that surface is the subconscious, the part of the mind that runs the show. It stores your memories, your patterns, your fears, your habits, your emotional associations. It doesn't judge. It just records and responds.

Let's say you're faced with a situation requiring a decision. Consciously, it might appear as though you have weighed the pros and cons and make a logical decision. But behind the scenes, your subconscious is running through past emotional data, comparing this moment to similar ones, and creating a feeling. That feeling, often more than logic, determines what you do next.

The problem is, the subconscious doesn't know whether those old associations are helping or hurting you. If you failed once and felt ashamed, it may steer you away from trying again, even if the circumstances have changed and you might not even know why you're hesitating. Somehow you just feel off. That's the power the subconscious holds. We all develop mental and emotional programming over time. As children, we absorb what we hear, see, and experience. Parents, teachers, friends, the media—they all help shape our internal world. If you were praised, you learned confidence. If you were criticized, you learned caution. And if you were shamed, you learned to hide.

This programming becomes your autopilot. And while some of it helps you navigate life, much of it holds you back. You may have one foot on the gas pedal, trying to succeed, while the other foot is still on the brake, stuck in outdated emotional conditioning. The first step to making a DEEP SHIFT is becoming aware of this inner tug-of-war. Once you recognize the subconscious patterns at play, you can begin to rewire them. Not by force or willpower alone, but by gently releasing the emotional charge and replacing it with something stronger.

Your potential has always been there. It never left. It just got buried under layers of mental noise and emotional resistance. But you can uncover it, bring it back online, and once you do, life begins to feel less like a fight and more like a flow. So, as we take a closer look at how this process works, we see that the trick is to be able to connect your conscious awareness to the power of your subconscious programming. And when you do, you'll finally begin to access the subconscious mind directly and experience the DEEP SHIFT for yourself.

Thoughts and Ideas...

Unmasked, Clarified and Redefined

“We are shaped by our thoughts; we become what we think. When the mind is pure, joy follows like a shadow that never leaves.”

— *Buddha*

So, what is a thought? What is an idea? And where do they, especially the creative ones, actually come from? Most people never seriously consider these questions. Why? Because they don't have to. In other words, you can think without having to “think” about it. The human mind is designed to operate on autopilot. It runs automatically, like a television, smartphone or computer, without requiring us to understand the mechanism behind how it works.

Not long ago, I was having a beer with a friend and asked him a simple question, “What is a thought?” He started to answer, then paused. He stammered, shrugged, and said, “I guess I never really thought about it.” We laughed but that's the typical response. We think constantly—possibly thousands of times a day—yet we rarely stop to ask what a thought actually is.

When pressed, people often say thoughts are private mental fragments under our full control. Yes, that may be true some of the time. But what about the thoughts that pop into our heads uninvited? If I asked you to close your eyes in silence and ask you not think a thought for an entire minute, would you be able to do it? Probably not. Inevitably, a thought would somehow sneak in and you'd have no clue where it came from.

So where did it come from? Truth is nobody knows.

Now consider ideas, especially creative ones. These are new thoughts that couldn't already be a part of your mind. So again, where did they come from? The honest answer is that nobody knows for sure—not even the top experts in neuroscience or psychology. For me, I turn to teachers and thought leaders like Eckhart Tolle whose views on this topic reflect the top scientific minds and resonate with me.

Tolle talks about a well-known and recognized scientific concept called the “Collective Mind” or “Collective Consciousness,” which is a vast energetic field that spans the universe. Within it float “thought forms,” incomplete fragments of consciousness, partial thoughts if you will, vibrating at different frequencies, searching for a match. When a matching frequency arises in your mind, it resonates—and a fully formed thought or idea is born.

Think of it like the Cloud—a shared space for digital information. The Collective Consciousness works in a similar way as your thoughts extend outward, and the field responds. The process is co-creative. Your thoughts don't just come from inside you—they emerge through your interaction with the field. This aligns with quantum

theory. In the quantum world, distance, space and time behave differently. Distance doesn't matter, frequency does. A matching thought-form can reach you instantly from across the world. And because the Universe communicates through frequency and vibration—not spoken language—an English thought can harmonize with a Russian or Chinese one. No translation needed.

Imagine if you had designed the Universe. Wouldn't it make sense to create a system that connects like-minded people from all over the Universe, and helps them complete their thoughts? That's what this is. A global, energetic collaboration. Instead of individual minds creating in isolation, we're co-creating with the entire Universe. This is why ideas are said to come "out of thin air." Because they often do... literally! There's more. Thoughts—especially random or emotionally charged ones—can shift your feelings in an instant. That means your emotional state isn't always under your control. A thought you didn't consciously choose can change how you feel.

Now imagine your mind extending beyond your body into the space around you. That space isn't empty. It's a continuation of your mind, a field of potential, connected to the Collective Consciousness. This is where non-verbal communication and inspiration live. When you view the Universe as a partner in thought, your own thoughts become more intentional. Your vibrational signal becomes more powerful.

Resonance is the law and like frequencies are attracted to each other. So, ask yourself, what signals are you sending out?

The Language of the Universe...

Unmasked, Clarified and Redefined

“To understand the Universe, you must understand the language in which it is written—the language of mathematics.”

— Galileo Galilei

So, if the Universe is communicating with us and vice versa, what language is it using? Quantum physicists talk about a Field of Potentiality, an invisible sea of vibrating energy and information that hasn't yet taken form. It's the raw material of the Universe. This field is what we've been referring to as the Collective Mind or Collective Consciousness.

Inside this field, fragments of energy coalesce into thoughts, ideas, and eventually physical form. Every time you focus your mind or set an intention, you're sending a vibrational signal into this field. That signal says, “This is what I'm focused on.” The field responds by matching that signal. When a match is found, a new thought, insight, or manifestation begins to take shape.

Think of yourself not a passive observer but as a co-creator. The Universe is your communication partner and it listens most closely to your subconscious, not your conscious words. Your subconscious holds your true beliefs, patterns, and emotional energy. If that energy is full of doubt or fear, then that's what the Universe hears. Even if your conscious mind is saying all the right things, the dominant signal comes from the deeper level.

That's where the DEEP SHIFT comes in. It helps release the old emotional residue and limiting beliefs, allowing you to send out cleaner, more aligned signals. The process enables you to become aware of the resistance that's holding you back and then you release the emotional charge and then finally, you reprogram your inner signals to match your desired outcome. You'll learn how to do all of this in detail later in the book. For now, just remember, communication with the Universe is constant. The DEEP SHIFT Technique helps you speak that language more clearly.

Let's keep going.

Intention...

Unmasked, Clarified and Redefined

“Until one is committed, there is hesitancy, the chance to draw back—always ineffectiveness.

But the moment one commits fully, Providence moves too.

A stream of events arise—unforeseen incidents, meetings, and material assistance.

Boldness has genius, power, and magic in it.

Begin it now.”

— (Paraphrased from Johann Wolfgang von Goethe)

Intention is the first spark of creation, but spark alone won't light the fire. Along with intention you need deep commitment, but not just surface-level interest, we're talking about real, grounded, emotionally charged commitment that comes from clarity and purpose.

So, here's the question, how high is your why? The subconscious mind is wired for survival. If you're reading this, you've probably already met your basic needs, but imagine for a moment that you hadn't. If you lacked food, shelter, or water, your level of urgency would be immense. That same urgency can be applied to any goal, if your why is strong enough.

There's a hierarchy of desire that from highest to lowest looks something like this,

- This absolutely has to happen or I won't survive
- This must happen
- I need this to happen
- I want this to happen
- It would be nice if this happened
- Either way is fine
- What's the use, things never work out for me

When it comes to taking action, most people think they are living in the upper two levels, but most times what they really mean is “It would be nice if it happened without too much effort.” As soon as a challenge or an obstacle shows up, they retreat. As Mike Tyson said, “Everyone has a game plan until they get punched in the face.”

Here's a real-life example. At a seminar, we formed small groups. One man, Jason, said he was frustrated with his weight. “I need to get to the gym,” he said. “I should cut back on junk food.” His intentions sounded good.

Then someone offered to be his accountability partner with daily check-ins. Jason hesitated, then smiled. “Let’s be honest. I hate exercise and I love fast food. I don’t really want to give it up.”

We all laughed, but the truth was clear. His real belief wasn’t “this must happen” but more along the lines of “this would be nice, but I’m not willing to sacrifice or change that much.” Until Jason either strengthens his why or shifts his internal programming, nothing will change. That’s true for all of us.

A truth that needs to be confronted is that Jeff 1 is programmed for Jeff 1 results. In order to get different results Jeff must become transformed into a new person, Jeff 2. This is where the DEEP SHIFT becomes so powerful. It helps uncover the emotional blocks and beliefs that sabotage your commitment, it helps align your subconscious with your conscious goals. When that happens, you act from a place of inspiration and desire, not pressure or guilt.

Here’s what you can do right now,

- Get honest about what you really want
- Decide what you’re willing to do to get it
- List your reasons why it must happen
- Identify what you’ll lose if it doesn’t
- Commit, even if you don’t know every step yet

This is just the beginning, later, you’ll learn exactly how to use the DEEP SHIFT to remove the emotional resistance holding you back. When you do that, the Universe works with you, and real transformation begins.

Success...

Unmasked, Clarified and Redefined

“If you really look closely, most overnight successes took a long time.”

— *Steve Jobs*

Before we go further, it's important to define what success actually means, at least for you. Maybe your definition is familiar, money, a big house, a luxury car, and all the toys. On the surface, those might represent success. But what's underneath? Many people who achieve those things realize the ends didn't justify the means. They climbed the financial ladder but ended up with strained family relationships, poor health, or a fading sense of purpose. Some people grind through long workdays only to find themselves too burned out to enjoy the lifestyle they worked so hard for. Others cut ethical corners and are left with a kind of emptiness that success can't fill.

This win-at-all-costs mentality, fueled by stress, competition, and comparison, becomes a trap. We tell ourselves we'll finally be happy when we hit a certain goal, like winning the lottery, landing the raise, or reaching retirement. But too often, when that goal is reached, something still feels missing.

That emptiness often leads to unhealthy habits. Alcohol, drugs, overwork, mindless scrolling, anything to escape the feeling that something's not quite right. That's because no amount of external success can fill an internal void. So, let's redefine success because true success isn't just about what you achieve, it's about how you feel while achieving it. It's about fulfillment in five core areas,

- Financial and material
- Career and purpose
- Physical health
- Family and relationships
- Happiness and inner peace

These areas are connected. Thriving in one while neglecting the others throws your life out of balance. Maybe you have a great job that pays well but leaves you emotionally drained. Maybe you've found passion in your work but can't make ends meet. Either way, something's not aligned.

An inside-out approach shifts everything. Instead of chasing external rewards, you create a balanced, meaningful life across all five areas. You make decisions based on alignment, not just ambition. If all your

money disappeared tomorrow, would you still feel successful? If not, then your definition of success might be built on something that can be taken away. Take a moment to reflect if you are truly fulfilled in each of those five areas? Like a chain, you're only as strong as your weakest link. Often, that weak link is an old belief buried in your subconscious. That's where the DEEP SHIFT comes in. It helps you uncover and release the programming that's quietly sabotaging your growth. It helps you replace those outdated beliefs with new, empowering ones that support lasting fulfillment.

One last thought. What if success isn't about what you have, but about how consistently you are able to manifest what really matters in every part of your life? Let's explore what that looks like.

Manifestation...

Unmasked, Clarified and Redefined

“While intent is the seed of manifestation, action is the water that nourishes the seed.

Your actions must reflect your goals in order to achieve true success.”

— Steve Maraboli

Everything around you that was made by human hands once existed only in someone’s mind. The chair you’re sitting on, the phone in your hand, that building, that computer, even the words you’re reading right now all began as thoughts. That’s the heart of manifestation. It’s not magic, and it’s not wishful thinking. It’s the process by which an invisible idea becomes a physical reality.

Let’s use a simple example. Imagine you want to build a table. First, you get the idea and then you picture it in your mind, invisibly. You might sketch it out, gather the materials, pick up your tools, and begin the process of turning your idea into form. You measure, cut, assemble, adjust, and finally finish the job and you have a finished table just as you imagined it. That’s manifestation. A ten-step process, more or less, that starts with thought and ends with form.

Now here’s the powerful truth, the same exact process applies to achieving your dreams and goals. The same steps that build a table can build a business, a relationship, a new chapter of your life. The form changes, but the formula doesn’t. What matters most is clarity, commitment, and consistent inspired action. The biggest obstacle people face in manifestation is timing and execution. They get impatient, discouraged, or distracted when things don’t appear on their schedule. But the Universe doesn’t work on human time. It works on alignment and Universal time. It gives you what you’re truly ready to receive and readiness isn’t just about skill, it’s about energy, desire and emotional alignment with the goal you desperately want but up until now has eluded you.

When you’re fully aligned, action becomes inspired and it doesn’t feel forced. You don’t have to drag yourself into doing it. You want to do it. You’re pulled by vision, not pushed by pressure. But when you’re out of alignment, even small steps feel exhausting and that’s where shortcuts are taken and where most people give up. They stop right before the breakthrough because the resistance feels too heavy. That resistance is a signal though, a signal not to stop or give up but rather to look within. Something needs to shift.

That’s why The DEEP SHIFT exists. It’s designed to clear the static, to remove the emotional residue and subconscious blocks that are holding your manifestation back. It’s a way to get your inner world in sync with what you want to create in the outer world. When that happens, things begin to move, not necessarily in the fastest or most dramatic way but always forward. Here’s the invitation, be honest about what you want, get clear about your “why”, take the steps you can take right now, and trust the process. You don’t have to know every step. In fact, you won’t. Just take the one in front of you. When you do, the next one appears.

Distance, Space and Time...

Unmasked, Clarified and Redefined

“You can have it all. Just not all at once.”

– Oprah Winfrey

I’ve studied the goal-setting process and manifestation for many years. The idea of creating something from nothing has fascinated me. I often hear so-called goal setting experts say that one of the most important details is to assign specific time deadlines as an essential element of achieving goals. I respectfully disagree! While timelines may be possible with simple daily “to do” lists and simple tasks like cleaning a garage or organizing your closet, they are irrelevant when applied to deeply personal dreams or creative intentions.

That’s because true manifestation asks you to step into the unknown. And by definition, the unknown doesn’t follow your schedule. For example, with my own journey, I set a goal and gave myself a year to get my music produced to make it sound professional and have that “Industry ready” sound and production. At the time, I thought that was reasonable. But looking back, ten years later, that deadline feels almost silly.

Yes, I made progress. I wrote new songs, invested in home studio recording equipment, and dove deep into learning the craft. I became a better songwriter, guitarist, producer and performer. But let’s be real, the music world is highly competitive and being good simply isn’t enough. At the end of that year, it was clear that though I hadn’t yet reached the success I had envisioned, I wasn’t failing, I was still evolving. If I had measured my success by that one-year marker, I would have missed how far I’d come. That deadline wasn’t just unrealistic, it was irrelevant.

Now flip the script. What if I had underestimated the timing? What if an amazing opportunity had come six months in and I ignored it because I was locked into a longer plan? That’s the flaw with setting hard deadlines for life goals. Physicists are finding that at the quantum level, manifestation follows Universal Time, not personal preference. The truth is, at this ultra microscopic level, energy travels instantly in the field of potentiality and there are no boundaries of distance, space or time. Your intention can be felt across the globe in a moment, just like a text message sent through the cloud. Results might arrive in years or overnight. Both outcomes are possible so why limit yourself with deadlines that don’t really apply?

Instead, look honestly at where you are. What are your skills, your readiness, your energetic alignment? You might be incredibly talented but not quite ready. Or you might be more prepared than you realize and just need to take the leap. The key word is “yet”. Maybe the opportunity hasn’t come yet. Maybe the recognition hasn’t arrived yet. That word carries hope and possibility. It reminds you that timing is unfolding and your job is to stay in motion. Take action every day towards achieving your goals. Keep showing up. Consistency is more powerful than motivation. That’s why the DEEP SHIFT isn’t just a philosophy, it’s a practice. It’s about tuning your inner world to match your deepest desires. Stay aligned. Stay open. Keep going.

Enter Tony...

If I had to pick a key moment when the universe leaned in and offered an answer it was meeting Tony. My divorce wasn't just the end of a 30 plus year relationship, it was the beginning of a transformation, the unraveling of the old Jeff and the emergence of a newer, more evolved version. You could say I was emptying my cup, clearing out what no longer served me, and getting ready to fill it with something new. This was Jeff 1 making space for Jeff 2. During that time, old friendships were tested, redefined, or dissolved. I began to see that some of the people I thought were my close friends were really just extensions of my ex-wife or connected through our kids. The relationships I assumed were mine... weren't.

But there was one place that grounded me, Rolf's Restaurant. Every Wednesday night, it hosted a five-hour jam session that became my weekly escape and a path to becoming the performer I desperately wanted to be. A dozen or so musicians, mostly amateur guitarists and singers, would gather to collaborate, share songs and simply enjoy the process. There was no ego and no judgment. It was just a room full of people trying to grow and encouraging each other along the way. Even with all that support, I knew something in my music wasn't clicking. Even though I practiced guitar and vocals daily I still felt stuck, like I couldn't reach the next level. That's when Barry, a friend from the jam sessions, recommended I meet his guitar teacher, Tony.

Tony worked with aspiring songwriters, and I figured, why not? I booked a session, not knowing that this would be another example of the Universe at work. The moment I met him, I realized the cliché was true, "when the student is ready, the teacher appears" this time literally. The timing was too perfect to ignore and then came the slap. I played Tony one of my fully produced "one-man-band" songs that some part of me thought might be "Industry Ready". He listened thoughtfully, then smiled and said, "Jeff, those are some really nice chord progressions with great words... but technically, they're not songs."

I was stunned. "huh?" was all I could manage. I felt insulted, confused, even a little angry. But I didn't walk out. I wanted to smack him in face and storm out of the room but instead, I stayed. And that decision changed everything. Tony explained that songs need identity, something unique that makes them memorable, like a riff or musical hook. He said the verse and chorus should feel distinct, and the rhythm should evolve. My songs, while meaningful, were too linear. Too predictable. Too similar.

Feeling like Salieri standing before Mozart, I asked him to show me. He picked up his guitar, asked me to play a tune, and within a minute, he created a riff that brought the whole thing to life. Then he restructured my chords, tweaked the rhythm, and added just enough musical flair to elevate the entire piece. It was a much needed makeover for my song. The essence was still there, but now it had presence, polish, and professionalism.

That was a major turning point for me. I understood in that moment that my musical journey wasn't ending, it was just beginning. For the first time, I felt the magic of true collaboration. I saw how most great creatives don't work alone, they work in pairs or teams. I realized I had to drop my ego and lean into my strengths while owning my weaknesses. I could write song titles, create lyrics, basic melodies and chord progressions, but I needed help with structure, rhythm, and musicianship.

And here's the wild part. I never would've met Tony without knowing Barry and Barry came into my life through Chris, another guy from the jam group. Chris had gone on a date with my ex-wife and happened to mention to her that I might like Rolf's. And of course, none of it would've happened without my divorce. Just like the broken wrist. Just like the runaway horse. What seemed painful at the time was actually the Universe making space for something better.

Collaboration changed everything. No matter how talented you are, there's always room to grow. Even Lennon needed McCartney. Even artists who can do it all like Billy Joel needs producers and a band. Nobody does it completely alone. Tony turned out to be the ideal songwriting partner. We're opposites. He's a musical architect who struggles with lyrics. I'm a lyricist and a "melodist" who needs help shaping the sound. What makes it work is respect, humility, and a shared love for the craft.

In the last seven years, we've written and recorded more than 50 songs together across six albums, and that includes losing a year to the pandemic. We're still going strong.

The Rabbit Hole...

Unmasked, Clarified and Redefined

“Sometimes life will kick you around, but sooner or later you realize you’re not just a survivor — you’re a warrior — and you’re stronger than anything life throws your way.”

— Brooke Davis

Sometimes life will kick you around, but sooner or later you realize you’re not just a survivor, you’re a warrior, and you’re stronger than anything life throws your way. But what about the days when it doesn’t feel that way? What about the moments when life hits so hard that the idea of everything happening for a reason sounds like a cruel joke? What happens when you try everything, give it your all, and life just keeps knocking you back? That’s the moment you fall down the Rabbit Hole.

We’ve all been there. Those low-vibration emotional states, hopelessness, sadness, frustration, fear, apathy. The real issue isn’t falling into the Rabbit Hole. It’s how long we choose to stay there. For me, I began to notice a pattern where every time I ended up in that space, it was almost always because I had drifted away from the practices that kept me grounded. I had stopped using The DEEP SHIFT.

One of the biggest challenges in this work is consistency and that means staying on track. Complacency can be your biggest pitfall. Ironically, the part of you that’s meant to protect you, your subconscious mind, can end up sabotaging your progress. It wants safety, comfort and familiarity, but it doesn’t realize that real growth often feels uncomfortable. It sees emotional discomfort as a threat and resists change, even when that change is exactly what you need. So, what happens? It delays you, distracts you and feeds your doubts. When that happens, you need to double down, recommit, and push through.

Think of it this way. The Universe is like the sun, always shining, always sending you guidance. But when you’re consumed by fear, frustration, or doubt, it’s like the clouds roll in and block the view. The sun is still there, you just can’t see it. When you recommit to The DEEP SHIFT, when you show up for yourself and do the work every day and stay on track, those clouds begin to part. The light breaks through. The signals from the Universe become clear again. This isn’t a quick fix or a rescue mission. It’s a lifestyle. A relationship. The Universe will test your devotion to the process. But the more consistently you show up, the more aligned your path becomes. The good news is that every present moment is a new opportunity to recommit to accepting the present moment.

That’s when the DEEP SHIFT happens. Quietly at first, then unmistakably.

Money...

Unmasked, Clarified and Redefined

“Money is life energy that we exchange and use as a result of the service that we provide to the Universe.”

— *Deepak Chopra*

By now, I hope you’ve started to see the world through a different lens, one that focuses on energy, vibration, and frequency. When you begin to refocus and understand the world in these terms, it opens up a whole new way of interacting with everything, including money. At its core, money can be thought of as life energy and transactions are simply an exchange of that energy. When you redefine money as “earned energy”, it changes the way you think about earning and spending. You’re trading one form of energy, the service you provide, the products you create, the expertise you offer, for another form of energy, money. We’re all actively attracting money into our lives, but it’s not just about wishing for it, there’s energy behind acquiring it.

Take a typical transaction, like buying or selling a product. The seller has invested in some cases years of energy to create or acquire that product, service or skill and then exchange it for a different form of energy called money. The buyer, in turn, has invested their own energy to earn the money they use to purchase it. It’s simply the transference of earned energy from one person to another.

Now, let’s dive deeper into the emotional landscape surrounding money. Imagine Jim, or insert your name here, feels dissatisfied with his current financial situation. The question he asks, one that many of us have asked at some point, is why can’t I ever seem to have, earn, or save enough money? To answer this, Jim’s conscious mind accesses his subconscious, where all his past experiences, attitudes, beliefs, and feelings about money reside. These experiences, both positive and negative, have formed his money programs, a set of subconscious beliefs building up since birth that govern how he relates to money. These beliefs might include things like “the economy is terrible”, “people in my field only make a certain amount”, “money doesn’t come easily”, or “money is the root of all evil”.

These beliefs, often formed in childhood, can shape a person’s financial reality in profound ways. Take Jim’s past experiences, for example. As a teenager, he loaned money to a close friend, only to have that friend not repay him, ultimately damaging their friendship. Jim’s mother, in an attempt to protect him, told him money is the root of all evil. This well-meaning but damaging statement planted a seed in Jim’s mind, and over time, he accumulated other negative experiences around money, bad investments, financial setbacks, and even feelings of jealousy or guilt towards him from others who were less successful.

All of this combined creates a complex, conflicting internal blueprint about money. On the one hand, Jim has positive beliefs, such as his ability to earn a good living, save, provide for himself and others, and invest wisely. On the other hand, he also has deeply ingrained negative beliefs, fears, doubts, emotional wounds, and

responsibilities tied directly to acquiring and saving money. These contradictory programs create an internal ceiling on how much money Jim believes he deserves to earn. This ceiling directly reflects his financial self-worth and, therefore, his financial reality.

To understand this better, let's look at how this works in practical terms. Imagine you are perusing job websites and are asked, what is the range of salary you desire? Let's say your answer is from \$60,000 to \$100,000 a year. Without realizing it, you've just defined your financial self-worth. If someone offered you a low-paying job, like flipping burgers at \$15 per hour, you'd certainly reject it. Conversely, if someone offered you a job with a \$1 million annual salary, you might accept, but unless you somehow change your internal self-worth to match that amount, it would just be a matter of time before doubts and resistance crept in as your internal blueprint would clash with the external opportunity and you would most likely fail the interview. At the same time, some people would jump at the \$15 per hour job, while others would scoff at the \$1 million offer. It all comes down to your specific internal programming.

Now, let's imagine a scenario where all the money in the world is divided equally among everyone, so that now the richest and the poorest among us all receive the same amount of wealth. What will happen after five years? In all likelihood, the money would be redistributed in much the same way it was before. Why? Because acquiring money isn't just about numbers. It's about internal beliefs, attitudes, and subconscious programs. The rich would likely rebuild their fortune, because their internal programming is aligned with success. The poor will likely struggle in the same way they have because in all likelihood their internal programming is not aligned with financial success.

This mismatch between the outside financial reality and the inside money blueprint often leads to self-sabotage. A well-known example is lottery winners. Seventy percent of them eventually lose their winnings and return to their previous financial state. Similarly, seventy-eight percent of NFL players are bankrupt within three years of retiring. They find themselves outside of their comfort zone and subconsciously make decisions that bring them back to what feels familiar. The money is new, but the mindset hasn't changed. This phenomenon is often mistaken for a fear of success. But in reality, it's more about past experiences not allowing you to feel worthy of success. It's not that you fear it, it's that your inner programming doesn't support it.

So, the key to raising your level of success lies in raising your internal financial self-worth. How do you do that? The short answer is to use The DEEP SHIFT Technique to remove the subconscious emotional resistance that holds you back. We'll dive deeper into how this works later. For now, to grasp this concept, think of your financial self-image as the thermostat in your house that controls the temperature by keeping you in a "comfort zone". If you want to raise your financial success, you have to raise the upper boundary of your internal financial self-worth thermostat, and that must be done at the subconscious level. We'll explore how to do that in the coming chapters.

The "Comfort Zone"...

Unmasked, Clarified and Redefined

"Hurts so good"

— *John Cougar Mellencamp*

The term "Comfort Zone" originated in the world of heating and air conditioning referring to a thermostat's ability to maintain a set temperature range, adjusting within upper and lower limits to keep a room comfortable. In the same way, we have an internal thermostat that controls the range of beliefs and limitations we feel comfortable with. These self-imposed boundaries often restrict us from achieving the success we desire.

The solution seems simple, just expand your comfort zone by resetting your internal thermostat, much like adjusting the one in your house. But in practice, it's not that easy. To fully understand the comfort zone and how it influences our actions, let's dive deeper. Our internal comfort zone keeps us within the boundaries of our programmed belief system. For example, there's a perceived upper and lower range that limits how much money we feel worthy of earning. This belief extends to all areas of our lives as well such as body weight, performance, relationships, and even our career. When life presents situations, they are subconsciously measured against the upper and lower boundaries of our comfort zone. When the outside world starts to push us past these limits, our internal thermostat adjusts, either by motivating us to push harder or by pulling us back to what feels safe.

Take the example of a salesperson who notices his sales are slipping. Upon realizing this, he may feel a sense of urgency, motivating him to put in extra effort, longer hours, more calls, a renewed commitment. His thermostat turns on, and he pushes himself beyond his comfort zone. The result, his numbers improve. However, as his sales increase and he climbs to a higher financial bracket, he starts to feel overwhelmed by the additional responsibilities, pressure, longer hours, increased stress and diminished free time. As his success approaches the upper limit of his comfort zone, the stress begins to outweigh the pleasure. The thermostat resets once again, and he finds himself slipping back into familiar, comfortable habits.

Let's take this concept a bit further with a different scenario. Imagine ten people in a room when a rattlesnake suddenly appears. Each person's reaction will be unique, shaped by their past experiences and subconscious beliefs about snakes. One person might scream and run, another may freeze, while someone else may calmly approach the snake to neutralize the threat. Their response is determined by their internal belief systems, their comfort zones, which have been shaped by prior experiences, emotions, and perceptions of risk versus reward. The key takeaway here is that decisions are driven by a balance of perceived pleasure versus perceived pain. Our emotional response to a situation, the sum total of our past experiences, ultimately dictates our actions.

Consider Joanna at dinner. She's been watching her weight, but the dessert menu is in front of her. Her conscious mind recognizes that eating the chocolate cake may not align with her current goals. But her

subconscious mind recalls the pleasure of past indulgences, and also the pain of regret. The decision she makes will be based not on logic, but on the emotional balance of pleasure versus pain she associates with the outcome. Will the pleasure of eating the cake outweigh the pain of the consequences?

Similarly, John is attracted to Cindi but fears rejection. The decision to ask her out isn't logical, he weighs the pleasure of a yes against the pain of rejection. Vinnie loves speed, but he has to weigh the pleasure of driving fast against the risk of another speeding ticket. Every decision we make follows this emotional seesaw of pain versus pleasure, and our actions lean toward whichever side is heavier.

This emotional programming starts early in life. Take "Kindergarten Katie", for instance. When her painting was criticized, the experience may have planted a limiting belief, I'm not good at painting. This belief, despite her true potential, might prevent her from pursuing any form of artistic expression later in life. Many of us carry such false limiting beliefs from childhood, shaped by messages we received from parents, teachers, and society. These beliefs are programmed into our subconscious and subtly guide our decisions and behaviors. The DEEP SHIFT technique is built on the understanding that emotions are at the core of our beliefs and decisions. It's these emotional attachments that keep us locked within our comfort zones. To change our behavior, we must address the emotional resistance tied to these beliefs.

For example, we all know that eating healthy, exercising, and quitting smoking will improve our health and well-being. Yet, many people continue to make choices that contradict these logical facts. Why, because decisions aren't made logically, they're made emotionally. Our emotional attachments to the pleasure of unhealthy habits outweigh the perceived pain of adopting healthy ones. These emotional attachments hijack our decision-making, making it harder to break free from harmful patterns. We cannot simply change our beliefs through logic, we must also change the emotions tied to those beliefs. But how do we do that?

Not all programming is negative. From a young age, our parents and care givers plant both positive and negative beliefs in our minds. The problem is that many of these negative beliefs come in the form of restrictions such as "don't do this or that", "that's too hard for you", "you're not good enough". Over time, these limitations accumulate, shaping our self-image and influencing our actions.

Here are some common examples of limiting beliefs we may adopt,

- That's too rich for my blood
- I can't afford that
- I'm not as attractive as him or her
- I'll never be able to lose weight I'm just being realistic
- That's just the way I am
- I always get unlucky

These beliefs become ingrained in our subconscious, dictating our choices and limiting our potential. They act as an internal blueprint for how we perceive ourselves and our abilities, guiding decisions about everything from self-worth to financial success. Recognizing that we have these subconscious blueprints is the first step toward change. By understanding how our minds operate and how we are influenced by past experiences, we can take control of our actions and begin to reshape our future.

Enter Natalie

I entered the world of dating after divorce with a sense of adventure, curious about what could lie ahead. However, after many years of similar outcomes, none of which led to a meaningful relationship, I was left with more questions than answers. It was always the same. It felt like the movie “Groundhog Day”, different woman, same outcome. We matched, we texted, we talked on the phone, we met for dinner or drinks. The conversations were pleasant, often lasting for hours. We seemed to connect, but rarely was there a second date, much less a genuine love connection.

Looking back, I now see from a Universal perspective that perhaps these dates were destined to fail because if I had found someone earlier, I would have stopped looking and never would have met Natalie. I truly believe she was sent to me by the Universe, just when I needed her most. To me, she’s more than just a girlfriend and romantic partner, she’s an inspiration, a muse, and my biggest fan. I feel incredibly fortunate to have her in my life.

A Universal moment or sign is something the Universe provides, perfectly aligned with your intentions, serving as the next piece of the puzzle in manifesting your desires. You can only recognize a Universal sign by being in tune with the Universe. Sometimes it’s obvious and you know right away. Other times, it’s clear only in hindsight, when you realize the Universe was guiding you all along. My divorce, my broken wrist, the farmer’s son’s leg, all were perfect examples of these Universal moments. And so was meeting Natalie.

It was in the midst of my dating slump when I received just another unsolicited message, but for some reason, this one caught my attention. It was an invitation to a local meetup group titled “Attract the Perfect Romantic Partner into Your Life Using the Law of Attraction”. It was a workshop hosted by a group who discussed the Law of Attraction and how to implement it in your life. Intrigued, I attended.

The next thing I knew, I was seated in a circle among ten or so other loving, spiritual people, all searching for their soulmates. We introduced ourselves and shared what had brought us there. Donna, the leader of the group, was fantastic. She sparked insightful conversations and led exercises where we defined our ideal romantic partner. The key point she kept stressing was to paint a picture of the ideal partner, without compromise.

It was in that moment that I realized I had been compromising. Truth be told, the women I was physically attracted to rarely returned my messages, and I usually wasn’t physically attracted to the ones who did. I had adopted a limiting belief, women I’m attracted to don’t want to go out with me, and I’m not attracted to the women who want to go out with me.

Donna, being the great coach that she is, shot down this belief with absolute confidence. She assured me that there was someone perfect for me out there and that I should never settle for someone just because they returned my message. For the next 15 minutes, we had a guided visualization in which we were told to “paint a picture” and imagine our perfect romantic partner as if there were no limits. I closed my eyes and imagined a woman so beautiful, so beyond my dreams, who not only loved me for who I am but was also deeply passionate about my creativity. She had to be a fan, she had to love my music, my screenplays, my writing. I didn’t overthink it. I just allowed myself to imagine her. It was Natalie that I imagined.

Leaving the meeting that night, I felt a renewed sense of hope. I vowed to only reach out to women who were truly my type from that moment on. I chose quality over quantity, and if I didn't receive any responses, that would be fine. It wasn't long after that I wrote the song "Paint a Picture" which appears on my first album, "Life is a Movie".

And then, I met Natalie. It was at the Red Eye Grill in Midtown Manhattan. Yes, the commute from central New Jersey was a challenge, but NYC is different, and part of me felt like I needed to widen my search. I was so excited to meet her, hoping she was as beautiful in person as she appeared in her photos. When I arrived, I turned around, and in that instant, our eyes met. It felt like everything slowed down as I saw her beautiful face for the first time.

She invited me to sit next to her, and we immediately began talking about everything under the sun, as if time didn't exist. Eventually, she invited me back to her apartment, where we continued our conversation for hours. I was in disbelief, how could someone as amazing as Natalie be interested in me? Eventually, I left, walking on cloud nine.

Now, six years later, every time we're together, it feels like the first time. We both feel privileged to be with each other, and I often pinch myself, amazed that I'm with her. Natalie continues to inspire me, not only as my ideal romantic partner but also as a partner in my creative work. She has inspired lyrics for several songs, dialogue for my screenplays, and ideas for this book. She's my sounding board for ideas, and she insists on a private concert every time we get together, which I'm always happy to provide.

Looking at my current situation, there are some who might consider my creative achievements impressive. After all, I'm a motivational speaker, magician, singer / songwriter / guitarist with six complete albums, four original screenplays, and this book. But there are also those who do not take me seriously and think I'm chasing a pipe dream. I constantly need to remind myself that there are countless people who, at one point, were unknowns but now are successful authors, screenwriters, speakers, songwriters and magicians. So, why not me? Why not now?

Where do I go from here? How do I decide what actions to take in this overwhelming world of too much information and too short attention spans? For me, the answer is simple. I will continue on the course I've already set for myself. Whatever happens will be the direct result of my actions, based on my emotional motivations, whether I'm more afraid of rejection or more motivated to put myself out there and reach my true potential.

Staying inside my comfort zone to avoid rejection is easy and safe, but it's also procrastination. Action will only happen when the emotional pain of doing nothing outweighs the perceived pain of taking action. It's as simple as that. This journey, though, is all about perception, not reality. Since the action hasn't yet been taken, there's no evidence to prove what will happen. Fear, however, often blocks us from acting. Fear is simply a projection of what we imagine could go wrong, and by its nature, it is non-acceptance of the present moment.

The truth is, sooner or later, you have to realize that facing your fears requires stepping outside of your comfort zone. But as we already know, just consciously saying I'm going to face my fears won't be enough. True change happens on the subconscious emotional level, and I'll show you how to navigate that in the final section of this book.

Effortlessness...

Unmasked, Clarified and Redefined

“Faith is taking the first step even when you don't see the whole staircase.”

— *Martin Luther King Jr.*

“Man can learn nothing except by going from the known to the unknown.”

— *Claude Bernard*

“We have actually touched the Borderland where Matter and Force seem to merge into one another, the shadowy realm between the Known and Unknown... I venture to think that the greatest scientific problems of the future will find their solution in this Borderland, and even beyond; here, it seems to me, lie Ultimate Realities, subtle, far-reaching, wonderful.”

— *Sir William Crookes*

When you observe nature, you can't help but notice that things occur effortlessly. Trees don't try to grow, they just do. Your body doesn't try to function, it just does. There are literally trillions of bodily functions taking place inside of you at this very moment yet there is little or no apparent effort from you. Everything happens automatically, whether we are aware of it or not, and it happens with such ease. This is how nature intended things to unfold. The same principle applies to manifesting your intentions.

While it's essential to have strong desire, the more you try to force your intentions to manifest, the less likely they are to come to fruition. You can plant a seed with the greatest intention, but all the worrying, obsessing, and over-fussing will not make the plant grow any faster. In fact, if you overwater or over-fertilize, thinking it will speed up the process, you might do more harm than good, and the same goes for manifesting your desires.

As you become more aware of how your body and mind function, you transform into both an observer and the experiencer of your emotions. It's like the moment in *The Wizard of Oz* when the curtain is pulled back, revealing the inner workings behind the scenes. The awareness you gain through this process allows you to see your own unstoppable, unlimited potential that is constantly at odds with the emotional resistance you face. This is the root of why achieving success often feels like such an effort. It's extremely important to know that effortlessness does not imply that success will just fall into your lap without any action on your part. You can't simply sit back and send out positive vibes, expecting things to magically happen, that approach won't work either. You must take inspired action. That said, there is a key concept many of us are familiar with, “work smarter, not harder”. Nothing changes in your life unless you take different actions that align with your

intentions. But these actions are efficient, they produce the greatest results with the least amount of effort, yielding far more than what you'd expect from your investment.

There are two kinds of actions you can take daily, pro-action or re-action. Pro-actions are purposeful, efficient steps that align with your goals and intentions, yielding the best results with minimal effort. These seem easy and effortless. Re-actions, on the other hand, are taken in response to external situations and often involve judgment, manipulation, or force, usually resulting in more stress and effort with less reward. These actions seem hard like you're forcing.

At the heart of this, you're expending extraneous energy to overcome emotional resistance, an inner force that prevents you from getting what you truly want. It's as if you have to push harder to overcome this resistance. It may seem like forcing or controlling situations gets you the result you want, but in reality, the more you force, the less control you actually have. True control can't be attained through force. Think about it, don't you feel repelled when someone tries to control you? Wouldn't you rather engage with someone who is calm and confident, not desperate? Similarly, in any pursuit, whether it's romantic, professional, or creative, the less you try to control the outcome, the more effortless success becomes.

Consider playing a sport, be it basketball, golf, or baseball. When you try to control the outcome, you tend to tighten up and miss the mark. But when you relax, enjoy the process, and have fun, that's when you perform your best. It's when you stop trying and trust that your body instinctively knows how to execute that the magic happens. Trusting in yourself, in the process, and in the outcome lets you achieve greater results with far less tension.

The DEEP SHIFT technique helps you apply this concept to nearly every aspect of your life, whether you're aiming to improve performance in a talent, skill, or sport. It's all about releasing the emotional resistance that blocks your path and prevents you from executing at your highest level.

Take the example of choking on a golf putt. This isn't about a lack of skill, it's about emotional resistance that is currently present from past failures that causes doubt and tension, which then affects your performance. By releasing that emotional resistance through the DEEP SHIFT technique, you can let go of the emotional charge tied to the outcome, and your body performs with greater ease, and the shot is more accurate. The beauty of this approach is that it's not about forcing things or trying to control every variable, it's about making a DEEP SHIFT in your mindset and your emotional state to release tension and trust in the flow of the process. The more you practice this, the more you'll notice how effortless success becomes, and how much more control you have when you stop trying so hard to make it happen.

Positive Expectancy and Universal Signs and Clues...

Unmasked, Clarified and Redefined

“If you love someone, set them free. If they come back they're yours; if they don't, they never were.”

— *Richard Bach*

When you're in balance and make the “DEEP SHIFT” a consistent part of your daily life, you begin to notice and expect outcomes that seem like mere coincidences. Yet, these aren't coincidences, they're what I refer to as Universal signs and clues. When you are tuned in, and only when you are tuned in, they reveal themselves to you, confirming that the process of accessing and communicating with the Universe is working. Over time, you'll recognize these signs more easily and begin to expect them. This recognition and apparent serendipity is the essence of positive expectancy. The fascinating thing is that while these signs are always present, you can only notice and act on them when you are tuned into the Universe and open to receiving them. Once you trust the process, it flows naturally and effortlessly.

Imagine you're driving to work, feeling upbeat and positive as you listen to music on the radio. Suddenly, you slam on the brakes, seeing nothing but red brake lights ahead—you're stuck in a traffic jam with no end in sight. You're already late for an important meeting with a client, and bad feelings flood your subconscious. You decide to label the situation as “bad.” Thoughts of an angry client, losing the sale, and ruining your day take over. You bang your fist on the steering wheel in frustration and mutter a mild expletive. You shake your head and complain, resisting the present moment: “Here we go again!”

Notice I said you decide to judge this situation as bad. It's crucial to understand that you are always in charge of how you react. While you can't control the traffic, you do have control over how you respond. You could choose to detach from judgment and accept the moment as simply “what is.” There are no alternative routes to make the traffic clear up faster, so why not shift your mindset? Why not focus on the possibility that, once the traffic clears, great things will happen to you? Perhaps an idea will arise that solves a problem you've been struggling with, helping to alleviate the stress that caused you to lash out at the steering wheel.

From this new perspective, every moment can be treated as perfect just as it is—part of the larger Universal plan. Even though it might seem counterintuitive at first, what if you start viewing every situation as an opportunity to uncover hidden meaning, clues, or insights? Almost as if you're a detective seeking the sign within the obstacle?

Present Moment Acceptance and Positive Expectancy are the cornerstones of working with the Universe and when practiced, they tune you in to perceive Universal Clues which are signs you might otherwise overlook. These clues and signs may come in the form of thoughts or ideas that “come to you” during daily activities—maybe something someone says in passing, a book you read, or a random website you visit. Sometimes these signs are blatantly obvious, but often they reveal themselves later when the pieces of the puzzle finally click into place.

I understand that this concept may seem challenging, but by practicing positive expectancy, you'll notice that behind every obstacle is a hidden opportunity, message, or lesson that you wouldn't have seen before. Positive Expectancy doesn't just mean expecting good things to happen—it also means accepting that whatever happens is perfect and as it should be. Even if it seems “bad” on the surface, you'll still be able to find the silver lining.

Start right now—take a moment to check in with yourself. How are you feeling in this moment? Are you able to accept it exactly as it is? Are you expecting positive things to unfold today? Or are you affected by emotional resistance preventing you from fully embracing this moment? This resistance might show up as frustration, anger, worry, or sadness. See if you can sense the emotional resistance inside of you that's stopping you from feeling positive. As you go through your day, become aware of how you react to the situations and outcomes that arise.

Let's consider Judy, who, like many, adopts a default "negative expectancy" strategy in her daily life to avoid disappointment. This self-protective belief goes something like: “If I don't expect good things, I won't be disappointed when they don't happen.” Judy figures that if she lowers her expectations and things pan out as usual, she won't be disappointed. And if, by some stroke of luck, something good happens, she'll treat it as an unexpected bonus.

However, Judy's low-level expectancy leads her to attract more negativity. Her next “bad” outcome will reinforce her mindset of "this is just another thing that didn't work out for me," and this self-fulfilling prophecy becomes deeper ingrained. The more she lives with this pattern of negative expectancy, the harder it becomes to shift out of it. This mindset is often learned from well-meaning parents or influential adults. They begin with a “Don't be” phrase and may sound like this:

- “Don't be disappointed if you don't get an A on that exam.”
- “Don't be surprised if you don't get into that college.”
- “Don't get upset if you don't get asked to the prom.”

While these statements may come from a place of love and care, they subtly prepare us for disappointment and failure. Ironically, these protective strategies often harm more than they help. What if now Judy approaches future situations with a re-active “not to be disappointed” attitude rather than a with pro-active “I can do anything” attitude because she is full prepared to accept the consequences of her decision and actions. It's like the difference between a team “playing to win” versus “Playing not to lose”.

Now, imagine if Judy decides to change her attitude by reading a self-help book. She learns about affirmations and decides to try saying things like “I am happy” or “Great things happen to me every day.” On a conscious level, she may believe the affirmations, but her deep-rooted subconscious beliefs—those stronger, emotional patterns—are far more powerful than surface-level positivity. Do you see how it's just a matter of time before her subconscious emotional attachments overpower her conscious affirmations? True transformation of these limiting beliefs must happen at the subconscious emotional level.

Do affirmations work? Yes, but they easily become overpowered unless they are reinforced at the emotional subconscious level. In the final section of this book, I will introduce a method I call *Shifted Affirmations*,

combining positive affirmations with The DEEP SHIFT. This approach allows you to align your affirmations with your emotional energy, creating a stronger, lasting shift.

Referring back to the earlier traffic example, using affirmations and positive thinking will only help temporarily. Instead, by using The DEEP SHIFT and adopting an attitude of Present Moment Acceptance and Positive Expectancy, you are provided with a sense of calm and confidence, allowing you to act as though the Universe "has your back." You can fine-tune your awareness to look for clues or signs within obstacles. And, as a gatekeeper to your thoughts, you'll be able to decide which thoughts deserve your focus and which ones don't.

It all starts with acceptance of the present moment. Let's take a deeper look at some common non-acceptance techniques we often use in excess. Once we define these behaviors, it becomes mind-blowing how frequently we fall into these patterns without even realizing it...

Complaining, Worrying, Frustration, Fear, Anger ...

Unmasked, Clarified and Redefined

"Stop worrying about what can go wrong and get excited about what can go right," Tony Robbins.

"Complaining doesn't solve problems, it attracts them. The more you complain the more problems you'll have and the more people you'll infect with your problems. Don't be the infection. Be the cure!"

Isaiah Hankel

These commonplace words and actions are practiced just about every day by so many people that they often end up defining one's personality. By taking a deeper dive, we can closely examine what these actions truly are and how they affect us on a daily basis. Understanding the underlying causes is extremely valuable. When we break this down and pull back the curtain on what's really going on, we gain deeper insight into the inner workings of the subconscious mind. This is a crucial first step toward gaining control over our emotional landscape. The most important common thread of all of these emotions is that they all reject the present moment.

Let's begin with the definitive act of rejecting the present moment, complaining. By labeling the present moment as "bad" you are intentionally attaching a negative emotion to it. When you say things like "Business is so slow" or "The traffic is awful" or "The service is so slow," you're resisting the current situation and asserting dissatisfaction. It's crucial to recognize the difference between being dissatisfied with a situation and either accepting it or complaining about it. For example, if your food at a restaurant isn't right, rather than saying, "The food is awful," you can calmly let the server know there's something off about your meal. Most of the time, without raising voices or lowering your emotional vibrational frequency, the restaurant will gladly make it right. That typically leads to a positive outcome for both parties.

Worrying takes complaining to the next level by projecting negative "what if" scenarios into the future, often based on past experiences. Thoughts like "What if the economy gets even worse and I can't pay my bills?" or "What if I miss my meeting, lose the sale and get fired because of this traffic?" It becomes a spiral of negative prediction and leads to "negative expectancy", the polar opposite of positive expectancy. The key takeaway is this, worry is a negative man-made creation, a negative prediction of a future that hasn't happened yet. So why not predict something good instead?

Frustration is rooted in the belief that a desired result should have occurred by now. It's tied to unmet expectations and an internal deadline. Sentiments like "No matter how hard I try, I just can't get my business to the next level" are common. But constantly reacting from a place of frustration doesn't move you forward—it only strengthens emotional resistance. People who frequently complain about a lack of money often remain stuck in cycles of lack because they reinforce that condition with their mindset.

All of these emotions feed into fear—the inevitable result of clinging to negative emotional patterns. Fear is the master emotion that blocks present moment acceptance. It paralyzes us, leading to poor, fear-based decisions or, worse, no decisions at all. Often it results in procrastination as we try to avoid an imagined negative outcome.

Anger is the most volatile of these emotions because it represents the physical manifestation of them all. Sometimes it reveals itself as verbal outbursts like yelling or screaming. Other times it can erupt physically, directed at an object or, at worst, another person. We've all experienced these reactions, yet we know deep down they don't solve the underlying problem.

So what can we do instead?

That's where The DEEP SHIFT comes in. In the next section, we'll explore how this process helps dismantle emotional resistance at its core—empowering you to reclaim your peace, restore your clarity, and reset your emotional baseline.

Observation and Judgment...

Unmasked, Clarified and Redefined

"The ability to observe without evaluating is the highest form of intelligence,"

Jiddu Krishnamurti

To counter anger, complaining, worrying, frustration, and fear, it's important to understand the difference between observation and judgment. Observation is simply noticing a situation without attaching emotional meaning. Judgment, however, is observation plus the addition of an emotional layer. In other words, it's when you observe something and project negativity onto it.

Building on our understanding of working with the Universe, we realize that our vibrational frequencies attract similar frequencies. If you constantly operate from a place of anger, worry, or fear, you'll attract more of the same low-level type of energies. But observation—when practiced without emotional charge—holds a much higher vibrational frequency and resonates with clarity, neutrality, and balance.

Let's say you're faced with an undesirable situation. The simple truth is that you can choose either to accept it or to resist it. By simply observing it without judgment, you gain a clearer perspective of what is actually going on. This positions you to make decisions from a place of calm and elevated vibration. On the other hand, if you add judgment to the mix, you're almost guaranteed to slide into a cycle of frustration, worry, or fear. From there, it's only a matter of time before you find yourself spiraling downward into the rabbit hole of emotional reactivity, clouded judgment, and poor outcomes.

Let's take a closer look.

Worry, in particular, is a vicious cycle and a powerful form of self-sabotage. Here's how it typically plays out:

Decision → Action → Outcome → Perception of "bad" result → Negative Reaction → Negative Expectancy → Prediction that it will get worse → Worry → Overwhelm → Stress → Fear → More negative outcomes → More negative inputs → "Reactive" decisions.

But there's another choice you can make. Instead of worry, you can choose positive expectancy:

Decision → Action → Outcome → Same "bad" result → Observation of result → Concern / Dissatisfaction → Acceptance of result as "what is" → Positive Expectancy → Positive outcomes → "Proactive" positive decisions → New actions in alignment with your intention.

The key difference between these two models comes down to the difference between "worry" and "concern." Just like the difference between observation and judgment, these distinctions are rooted in acceptance versus

non-acceptance of the present moment. Worry leads to a projection of a negative outcome and triggers overwhelm, stress, fear—and ultimately, negative expectancy. Concern, on the other hand, acknowledges the situation labeled as dissatisfaction without projecting doom. It allows you to accept the result as it is and shift your focus toward a solution. By replacing judgment, frustration, and worry with calm, non-emotional observation, you take back your power. You gain the ability to make clear, proactive choices that align with your highest intentions. This is exactly what The DEEP SHIFT helps you do.

In the next section, we'll explore how the practice of emotional detachment allows you to create that inner shift—and navigate your life with greater grace, confidence, and peace.

Uncertainty and Detachment...

Unmasked, Clarified and Redefined

“He who would be serene and pure needs but one thing, detachment.”

Meister Eckhart

“Indifference looks like detachment, but it is not; indifference is simply no interest.

Detachment is not the absence of interest. Detachment is absolute interest, tremendous interest, but still with the capacity of non-clinging.”

Rajneesh

Detachment is simply the action of not attaching negative emotional weight to an outcome. It's one of the most powerful tools for accepting the present moment. When you attach negative emotions to an outcome, you attract more negativity. Detachment, on the other hand, helps you observe without emotional bias, which leads to clearer decisions.

The concept of detachment is beautifully illustrated by the common expression "Let cooler heads prevail." When emotions run high, such as in an argument, people often say things they later regret. But once emotions settle, clarity returns. This clarity allows for reflection, understanding, and moving forward in a more peaceful, constructive way.

The key here is that, when we detach, we avoid attaching negative emotional triggers and can approach situations with a clearer mindset. It's about moving away from trying to control everything. Take, for example, that classic Seinfeld episode where George Costanza comes to the brilliant conclusion that since his past decisions have led him to be a failure he decides that doing the opposite of what he would normally do must provide success. Now, from that one decision, a series of events and outcomes take place that turn his life around. By simply detaching from his usual way of thinking and embracing uncertainty, he unlocked a world of new possibilities.

Uncertainty is often seen as a negative place, but in reality, it's the birthplace of creativity and breakthroughs. It's where new ideas are born. You can either stay within your comfort zone and avoid change or step into uncertainty, knowing that by doing so, you open the door to growth and possibilities. As long as you take the attitude that the Universe has your back then you can enter the world of uncertainty not with fear but with a

heavy dose of excitement knowing that good things are about to come but only if you are tuned in and looking for them.

In summary, detachment doesn't mean indifference. It means making a conscious decision to not attach judgment or negative emotional reactions to outcomes. It's a tool to use to allow you to accept present moment outcomes as "what is" and go with the flow with a healthy dose of positive expectancy followed by searching for Universal Signs and then moving forward rather than fighting against the present moment, the Universe and flow of life.

Spirituality, Religion, and “God” ...

Unmasked, Clarified and Redefined

"Religion keeps society divided. Spirituality unites it."

— *Sri Sri Ravi Shankar*

I debated whether or not to include this potentially “controversial” section because many of us have far too strong emotional ties to this subject. So, I ask that you review this section with detachment and observation rather than judgment. Many of us, myself included, struggle with the concept of God and religion. A significant part of the challenge stems from the way we intertwine these two concepts, God and religion, when in reality, these are two distinct entities and should remain separate. By treating them as one, we complicate our understanding of both.

Recently, I was filling out a form and I was asked to select my religion from a list. Interestingly, I selected "Spiritual" instead of choosing from traditional religions like Christianity, Judaism, or Islam. But is spirituality a religion—and what does it actually mean? The truth is, it's not quite a religion in itself, but it is a crucial aspect of every religion. To be clear, most religions have both a spiritual and a religious component, and separating these two has been a key turning point for me.

Religion typically focuses on the teachings of sacred texts (like the Bible, Torah, or Quran) and is tied to specific rules, laws, and beliefs. When we remove the religious components, what remains is spirituality—the connection to a higher power or higher energy that transcends structure. To put it simply, spirituality is "Pure God" without the religious attachment.

So, what then is “Pure God”? Whether it's Christianity, Islam, Judaism, or any other traditional religion, the one common thread uniting all of these is that the spiritual aspect of God remains the same throughout. The challenge is in defining this God, and by separating the spiritual from the religious, we can better understand it.

Consider that there are 7 billion billion billion atoms functioning perfectly within your body at this very moment. The same goes for the 7 billion people living on Earth, along with all the animals, plants, oceans, and ecosystems—all working together in a miraculous balance. Who or what is responsible for all of this meticulous organization? No one on Earth can answer that definitively. If you answer “God,” or “Jesus,” yes, you're labeling it—but you're not defining it or explaining it. Applying science, the only answer that makes sense to me is that regardless of the religion attached, there is a higher, undefinable spiritual energy that governs all of this—an energy that keeps everything in order and functioning.

When I started substituting the words “energy” and “nature” for “God,” everything began to click. Viewing God as my atomic, cosmic connection with the Universe, or as a “Field of Potentiality,” helped me make sense of it. This higher, organized atomic energy system gave me peace. Once I accepted that no one knows for sure how to

define God—and that it becomes a personal decision—I could more easily define the workings of nature or this higher energy that works for me. Once I made this connection, I felt more aligned with the universe.

The concept of the "Field of Potentiality" explains how God could exist as omniscient and omnipresent—being the source of all creation. It represents the infinite potential from which everything emerges. Now, we must also consider the religious component of God—the cultural stories and teachings passed down through various religions. These stories from holy books guide people on how to live, how to understand right from wrong, and how to celebrate important events in life. This cultural part of religion serves a valuable role, and I encourage you to embrace the religion you follow if it brings you peace. For me, I have recognized that the religious aspect and the spiritual aspect are separate—and the moment I attempt to combine the two, it is the source of the confusion that defines religion and God.

When someone identifies as an agnostic or atheist, they aren't necessarily denying the existence of a higher energy. A basic understanding of science proves beyond a shadow of doubt that a higher level of energy must exist. Rather, I believe they are questioning whether that energy has been personified to explain and somehow validate the stories that are told in holy books as a real representation of this energy. I'm just saying that they are two separate things—and the combination of them is what is confusing.

I have heard a religious person trying to prove the existence of God by saying, "Look around you at all the nature—how can you deny the existence of God?" I respond that nature only proves the existence of a higher organizational energy but does not validate the stories written in your book. By separating the two, we can reframe and redefine the conversation. Spirituality itself can be considered a religion, and the Universe, with its infinite potential and energy, can be the "God" of spirituality.

OK... Let's move on to the next section of this book, where we take a deeper dive into emotions, which are the true driving force of our actions and life outcomes.

Section Two:

The Vibratory Ladder of Emotions

The Vibratory Ladder of Emotions	
	Freedom
	Peace
Acceptance Based Emotions	Acceptance
	Confidence
	Action
	Indifference
	Frustration
Non- Acceptance Based Emotions	Apathy

Consider the main difference between being a licensed pilot and a passenger on that airplane. The pilot understands how the plane works and can control its movements, while the passenger simply enjoys the ride, unaware of the mechanics behind it. In the same way, we can go through life making decisions as the passenger and taking actions without fully understanding how our minds work, or how emotions influence those decisions. The vast majority of us do exactly that, operate on “autopilot,” reacting automatically to situations without considering the inner workings of our emotions and how they fit into our everyday decision-making processes. But if we truly want to understand how decisions are made, we need to first understand emotions and define them and their role in shaping those decisions.

So, what exactly is an emotion?

To most, it follows along the same lines as the “What is a thought?” question asked in a previous section in that it’s something that we rarely think about or talk about. The most immediate answer is that emotions are “feelings”, but that is just a synonym for emotions, so what then are we actually feeling when we experience emotions and where are we feeling them? It’s just another question that we rarely think about because we are only passengers on the plane and we really don’t need to know, it’s all done for us.

That said, the simple answer is “chemicals.” The human body is a complex chemical factory, with four major chemicals responsible for the physical sensations of emotions, dopamine, oxytocin, serotonin, and endorphins. These chemicals are classified as neurotransmitters and hormones that originate in the brain, each triggering specific emotional responses ranging from fear to joy to sadness to excitement. Each emotion we feel is a unique blend of these chemicals, mixed in such a way that creates the physical sensation we associate with that emotion. Other chemicals, like adrenaline from the adrenal glands, also contribute to emotional experiences.

To understand this more clearly, let’s take a closer look at the rattlesnake analogy from earlier. When you encounter a rattlesnake or any dangerous unknown situation, your conscious mind immediately assesses the danger. It then taps into the subconscious mind, which retrieves past emotional experiences related to snakes and the chemical reactions tied to those experiences. What follows is a specific chemical release that creates the emotion you feel, fear in this case, prompting you to act in a specific way, like moving away from the danger. This process happens automatically, without any conscious thought, because it’s a built-in safety mechanism designed to protect you.

By viewing emotional responses as chemical reactions triggered by your brain and body, you start to see that your emotions are basically signals that your body uses to guide your behavior. Once you understand this process, you become like the pilot in the earlier analogy, you gain control over the plane. This awareness is the turning point, because when you realize how your emotions influence your decisions, you gain the ability to control your emotions and then your reactions and outcomes. Remember, emotions don’t define you and you can choose to release the emotional charge any time you like. Later, you will experience this with the DEEP SHIFT technique. Within you is a powerful tool to take control of your emotional responses.

Looking at the list of emotions, we can likely recognize that we’ve experienced all of these emotions at different points in our lives, and sometimes even in a single day. However, we tend to gravitate toward certain emotional states as our default. For example, a homeless person struggling with addiction may often fluctuate between apathy and frustration, while a teenager might drift between indifference and frustration. A high-

achieving workaholic might oscillate between confidence and action, constantly in motion. As you study these emotional categories, pay attention to where you fall and where others in your life seem to reside.

The Vibratory Ladder of Emotions is divided into two broad categories:

- Acceptance-Based Emotions
- Non-Acceptance-Based Emotions

Acceptance refers to accepting the present moment, and of course, the key to moving up this ladder is the decision to accept the present moment exactly as it is. This decision is a game-changer, as it opens the door to the higher emotional states of Acceptance, Peace, and Freedom.

One of the main goals of this program is to teach you how to ascend the ladder of emotions by embracing acceptance. By using the DEEP SHIFT technique daily, you'll learn to experience Acceptance, Peace, and ultimately reach the highest emotional state, Freedom. This represents the pinnacle of emotional growth and is the highest vibratory state in our journey up the Ladder of Emotions.

Will you be in a constant state of Freedom? Of course not! No one can stay there all the time, and it's not realistic or desired to think you could achieve that. The contrast of emotions is necessary for growth. The true question is, where do you spend most of your time emotionally? The key is to increase the amount of time you spend in the higher emotional states, especially Acceptance, Peace, and Freedom, so that you can live with greater ease, balance, and control.

Ascending the Ladder of Emotions

Let's take a closer look at the process of ascending each level of the "Ladder of Emotions" through the experiences of a fictitious salesman named Ron, and his boss, Mike. In this example, Ron has recently been hired by Mike as a commissioned salesman. Ron's compensation package includes a small base salary, with the opportunity to earn a \$500 commission for every sale he makes. His primary task is to make cold calls to prospective clients, and the sales process in this industry typically requires speaking to 100 clients before securing a sale.

Mike, an experienced salesman and trainer, provides Ron with a polished sales script that has proven successful in the past. In addition, Ron will receive ongoing support and coaching from Mike. Determined to succeed, Ron begins his day by confidently scanning the client list and making his first few calls.

The day starts off well, Ron is anxious to start and he has a smile on his face and a high level of energy and optimism. On the "Ladder of Emotions" we can safely place Ron somewhere between "Action" and "Confidence" as he has decided to improve his lot in life and take action. However, things begin to unravel around the 8th call when Ron is abruptly hung up on, barely getting through the script. By the 27th call, frustration sets in, and Ron slams the phone in anger. Around the 32nd call, Ron's positive attitude starts to fade, and by the 43rd call, his once confident demeanor has disappeared. The smile that once accompanied his calls has turned into a blank, hopeless stare. One rejection after another has caused Ron to descend the ladder of emotions, moving downward on the ladder from "Confidence" to "Action," then to "Indifference," and ultimately to "Frustration." Finally, he hits rock bottom—his emotional state has plummeted to...

Apathy

“I have a very strong feeling that the opposite of love is not hate, it’s apathy. It’s not giving a damn.”

– Leo Buscaglia

Apathy is the lowest and by far the most destructive emotional state. It is the epitome of non-acceptance of the present moment. At this stage, Ron’s past 43 rejections have overpowered his earlier positive experiences. His mind is flooded with negative emotions, and the pain of continuing his sales calls has become unbearable. The thought of hearing another rejection is more painful than the prospect of losing his job or quitting.

In this emotional state, the negative emotions associated with the rejections have caused him to arrive at an emotional state causing him to decide that taking any further action regarding phone calls is simply not worth it. He leaves the office in a huff and to numb the pain, even though it’s early afternoon, Ron heads to the nearest bar, seeking temporary relief through whiskey shots in an attempt to block out the overwhelming negative thoughts and emotions flooding his mind.

Apathy is a dangerous emotional state because it often leads to further destructive behaviors, such as alcohol or drug abuse, overeating, or other dangerous addictive patterns. Individuals in this state may even contemplate suicide or self-harm as a way to escape the relentless negative emotions. In this sense, apathy is not just a passive emotional state; it can actively destroy a person’s well-being by convincing them that they have no control over their future.

People in apathy often express thoughts like:

- “I don’t care.”
- “I’m worthless.”
- “It’s not even worth trying.”
- “Nothing works out for me.”
- “I’m beyond frustration.”
- “What’s the point?”

It’s inevitable that we all face apathy at some point in our lives, but the key question is how long do we stay there? It’s possible to experience apathy for a fleeting moment, like a baseball player who stands motionless after striking out for the fifth time in the game without even touching one pitch. However, just as quickly, that player can regain their focus, rise up emotionally, and return to the game with renewed determination. Similarly, we can choose to leave apathy behind by shifting our mindset and regaining our emotional strength.

In boxing terms, apathy is being knocked down and staying down—not because of physical injury or being knocked out, but because the boxer has given up on the possibility of winning the match and simply avoids more pain and injury. The critical choice for Ron (and for all of us) is how long to stay down or rise up.

Fortunately, Ron has someone to help him in this moment. Mike, having experienced similar struggles in his own career, shows up at the bar to support Ron. With empathy and understanding, Mike helps Ron take stock of the situation. Mike points out that, based on simple math, Ron has already earned \$215 in commissions. Ron looks up from his drink puzzled as Mike explains that it takes 100 rejections to make a sale. That means that every rejection is like earning \$5 towards a sale. So, one way of looking at it is that by getting 43 rejections multiplied by \$5 has earned \$215 in potential commission.

Mike's perspective shifts Ron's emotional state, as he begins to see that each "no" is actually a small step toward a "yes." Slowly, Ron's mood lightens, and a sense of relief washes over him. He accepts that it's just his first day, and with time, he can and will improve. Without realizing it, Ron has made the pivotal choice to accept the present moment—a moment he had rejected earlier. This SHIFT in perspective is what allows him to climb out of apathy and start ascending the ladder of emotions.

The important takeaway here is that the key to emotional growth lies in our ability to accept the present moment, even if it is uncomfortable or undesirable. While it may take time to fully accept certain painful experiences, the sooner we can do so, the less time we will waste in negative emotional states like apathy. Procrastination and hopelessness are hallmarks of apathy, and the longer we stay stuck in this state, the more damage we do to our emotional well-being.

Frustration

“Learn how to turn frustration into fascination. You will learn more by being fascinated about life than by being frustrated by it.”

– Jim Rohn

Frustration sits slightly above apathy, but it’s still firmly rooted in negativity, a result of non-acceptance. Think of frustration as apathy with a hint of hope. It’s the state where you haven’t given up entirely, but every action is weighed down by the expectation of failure or underwhelming results. You may often think, “Everything I try always seems to go wrong,” signaling a disconnect from the present moment and an unwillingness to accept things as they are. You might experience rolling eyes, head shakes, bursts of anger, and a deep belief that things just don’t go your way.

In this fragile state, Mike knows that Ron is on the brink. One more negative phone call could send him back into apathy, while a positive call could set him on a path to momentum. With careful observation, Mike suggests to Ron that he stop labeling phone calls as good or bad. Instead, he encourages Ron to observe them without judgment, seeing them as simple experiences or opportunities to learn.

Ron struggles with this concept—how could a negative call, like a person hanging up mid-sentence, be seen as anything other than bad? Mike reframes the situation and points out that if Ron learns something from the experience, then the call has served its purpose, regardless of the outcome.

For example, when Ron encounters a disinterested potential customer, he doesn’t have to react with anger or frustration. Instead, he can stay composed and open-minded, go off script and ask open-ended questions that reveal insights he hadn’t considered before. These insights could help him refine his approach for future calls. If Ron can start viewing these rejections as opportunities for learning, each failure will bring him closer to success.

At first, Ron is skeptical, but he’s willing to try adopting a more positive outlook. By the end of the day, he notices that the calls are going smoother, even though he is not even close to making a sale. That said, people are kinder, and he’s starting to feel more confident. The breakthrough moment comes when Ron resists his urge to slam the phone down, recognizing it as a habitual response and learning to control it.

People in frustration often exhibit these thoughts:

- "With my luck..."
- "Nothing seems to work out for me."

- "I'm the living proof of Murphy's Law."
- "It figures. That's the way things go for me."
- "I guess it was just meant to be that I live a life of mediocrity."
- "I'm so much better than this."
- "I'm such an underachiever."
- "What's the use in complaining?"

Frustrated individuals may procrastinate, avoiding action because they fear inevitable failure. They also risk becoming vulnerable to scams, cults, or extreme religious beliefs, searching for external solutions to their internal frustration.

Keeping with the boxing analogy, frustration can be likened to a boxer knocked down, ready to stay down but somehow finding the courage to rise, hoping for that one lucky punch to turn the tide. At the core of frustration is non-acceptance of the present moment, a dissatisfaction with where things are sprinkled with hope. By learning to accept the present as it is, we quickly move through this emotional state. This is a classic catch-22, because with frustration usually comes procrastination which keeps us from taking action, yet action is exactly what's needed to move forward.

Indifference

“Because of indifference, one dies before one actually dies.”

– Elie Wiesel

As we climb, we reach Indifference which is a safe place to hide, a neutral emotional state where we exist without fully engaging in life. It's that place above frustration and apathy, where we've been hurt enough to know we could do better, but we lack the drive or desire to do anything about it. We linger here, waiting for the missing piece to appear, hoping something will change but unsure how to move forward.

In this state, we often drift through life on autopilot, avoiding decisions and avoiding commitment. It's a place where we don't care enough to change, yet we still know deep down that something is missing. Many teenagers and adults find themselves here, blaming external circumstances for their lack of progress.

Examples of the indifference mindset:

- “Same _____ different day.”
- “Whatever.”
- “It's not my fault.”
- “Someday I'll figure out what I want to do when I grow up.”
- “Life is just passing me by.”
- “If it wasn't for _____ I would be .”
- “I'm on the fast track to nowhere.”
- “I'm just spinning my wheels.”
- “I can't decide.”
- “What's the difference? It doesn't matter what I say.”
- “There's gotta be more to life than this.”
- “I'm bored.”
- “I'm making a living.”

- “If I only had then I’ll be able to ____.”

Indifference is like the boxer who stands up after a knockdown, unsure if he or she has the strength or will to fight back but unwilling to fully fall. It’s a state of limbo, where we assess our situation, and try to summon the energy to take the next step.

Mike points out to Ron that indifference is a good place to be because it can be an ideal starting point for learning. It’s a step closer to acceptance of the present moment, where Ron can observe his progress without judgment. The key question becomes not if Ron will accept the present moment, but when. And how long is Ron going to stay in indifference? The answer is always the balance of pain and pleasure and when it becomes more painful and fearful to remain in indifference then it’s time to take action.

Unfortunately, too much time spent in indifference wastes precious opportunities to accept the present moment and move forward. Indifference is the space where we linger and gather up the steam to take action and move forward. Some people remain in indifference far too long and it’s a shame. This is a pivotal point for Ron because by taking purposeful action, it is a very good sign that he is moving up the ladder.

Action

“The path to success is to take massive determined action.”

– Tony Robbins

While indifference offers safety in the comfort zone, it also guarantees that nothing changes. For some, eventually the pain of remaining stuck and stagnant becomes greater than the fear of taking action. This realization sparks a desire for change, pushing us to take the first steps toward something new. Action is the antidote to procrastination. It’s the realization that nothing will change unless we take control of the situation and make it happen. It’s about moving beyond mere “re-action” to proactive action aligned with our goals.

In action, we realize that we hold the power to shape our destiny. Taking inspired action—aligned with our intentions—is the key to creating positive change. The emotional state of inspired action allows us to accept the present moment, take responsibility for where we are, and move forward. When Ron embraces action, he stops focusing solely on the outcome and instead immerses himself in genuinely helping his clients. As he practices “observation” rather than judgment, he begins to ask better questions and listen more closely to his clients, gaining valuable insights.

Action, while not always guaranteeing positive outcomes, builds momentum. Every step forward, even if it leads to failure, strengthens our ability to create success. As Ron experiences more action, he feels more confident, and eventually, he is ready to take things to the next level.

Examples of the action mindset:

- “I’m mad as hell and I’m not gonna take it anymore.”
- “If I want something done right, I guess I just have to do it myself.”
- “Time for me to take the bull by the horns.”
- “I’ll get it done by hook or crook.”
- “I’ll show them who’s in charge.”
- “I’m the driver of the bus and I know where I want to go.”
- “I got this.”
- “It’s time for me to show the world just how talented I am.”

With each positive action taken, momentum builds. While not every action will bring a perfect result, each one moves us closer to success. There seems to be a spring in Ron's step that was not present before. He's smiling a bit more. He begins to think along the lines of how many sales he needs to make to earn some good money. Mike introduces Ron to the concepts of the "Universe" and explains the "Law of Attraction." Even though they are just concepts to Ron at this time, he gets the feeling that over time, these principles will become his guiding light and the impetus behind accelerating his growth. He's now taking massive action with a newfound energy and a higher level of confidence. Oh and... Speaking of "Confidence"...

Confidence

"With realization of one's own potential and self-confidence in one's ability, one can build a better world."

– Dalai Lama

Confidence is the highest of the non-acceptance-based emotions. It arises from a blend of action and a strong belief in your potential to manifest your intentions. At this level, you have a sense of being capable, resourceful, and motivated. You're driven to succeed and improve, balancing hard work with the optimism that anything is possible. There's a belief that with the right knowledge, persistence, and positive attitude, success is within reach.

You might catch yourself thinking:

- "No problem. I can figure this out."
- "I can do anything I put my mind to."
- "I've got the skills to pay the bills."
- "I'm on a roll!"
- "Things are going my way."
- "I'll do whatever it takes."

However, the key issue here is that confidence, though empowering, still lacks true acceptance of the present moment. Confidence often stems from external validation—our accomplishments, possessions, and status. This attachment can leave us vulnerable. The more we have, the more we have to lose, and if circumstances change, it's easy to fall back down the emotional ladder.

For example, you might begin the day with high confidence, ready to take on the world. But a sudden, unforeseen setback—such as losing a major account, receiving bad news, or facing a personal challenge—can quickly spiral your emotional state downward, from confidence to anger, frustration, or even apathy.

Ron is doing well and actually beginning to enjoy himself. He still has not made a sale but he is so much closer. He is so much more composed and his listening skills have greatly improved. He is developing his instincts and becoming a much better conversationalist. He is able to choose the right words to entice the potential client to gain some interest. He is also getting much better at screening potential clients to the point where he knows whether or not to end the call. There was a time where he would talk to anybody but now, he has become more selective and politely ends the call because he sees it is wasting his time. Still, he is teetering on the border of

acceptance and what he may not realize is that once he decides to make this pivotal decision, he will begin to make the DEEP SHIFT and his life will never be the same.

Acceptance

"If you feel anxiety or depression, you are not in the present. You are either anxiously projecting the future or depressed and stuck in the past. The only thing you have any control over is the present moment; simple breathing exercises can make us calm and present instantly."

– Tobe Hanson

Acceptance is the transition point of this entire program. It is the bridge between emotional resistance and the higher states of being. It begins with recognizing that everything external, your circumstances, possessions, and outcomes, are reflections of your internal beliefs. If what you see around you doesn't align with your desires, it's time to adjust your inner world. This is the classic DEEP SHIFT moment where we see the transition from Ron 1 to Ron 2. It is that moment where Ron comes to the realization that Ron 1 gets Ron 1 results. He knows that in order to achieve his goals he must transform into a new improved version of himself Ron 2 and by deciding to accept the present moment that is exactly what he has decided to do.

Acceptance doesn't mean settling or resignation. It's about embracing where you are right now. For example, in my own life, after going through a divorce, I could have chosen bitterness and anger. Instead, I chose to accept the situation as it is, fully present in the uncertainty of what's to come. And looking back, I realize that the challenges of the last ten years have brought me growth I never would have experienced otherwise.

As we work through the DEEP SHIFT Technique, we learn to identify and release emotional resistance. For Ron, his journey to emotional acceptance involved embracing the acceptance of the present moment and using the DEEP SHIFT technique to clear mental and emotional blocks. As he practiced the DEEP SHIFT Technique throughout his day, he noticed greater clarity, a deeper sense of relaxation, and more confidence in his work. This new mindset shifted his approach to sales, allowing him to connect more deeply with potential clients.

Peace

"Outward peace is useless without inner peace."

– Mahatma Gandhi

Reaching the level of Peace may seem paradoxical because it often requires confronting the unknown, which can both sound and feel uncomfortable. However, once you accept the present moment, fear of the unknown dissolves. Fear is simply an emotion, and by using the DEEP SHIFT Technique, you gain the ability to calm your mind and shift into a state of peace. In this space, negative thoughts and past programming lose their power.

When you attain peace, you no longer let negativity cloud your judgment. Instead, you see things with "positive expectancy," meaning you trust that everything you need will present itself in the right time. As Ron experienced, by embracing peace, he found himself living in a new reality. He had surpassed the struggles of the past and created new opportunities for growth, both personally and professionally. This clarity and alignment with his inner truth led to both inner peace and outer success.

Part of attaining Peace is the knowing that you are completely in control of your daily situations. Once you know and understand how the sausage is made and how to fly the plane instead of the plane flying you, you realize that you control the show and you don't have to get angry or complain if you don't want to.

I witness this on the golf course every time I play because golf, or any sport for that matter, has an emotional component built in. For me, the golf course is a great place to test my resolve and my ability to accept the present moment, especially if I've hit what I consider to be a great shot that somehow takes an unfavorable bounce. Even though I start out with the best intentions, I do tend to complain and show bursts of anger. For example, two weeks ago, I hit a beautiful fairly high approach shot to the green that landed about three yards in front of the uphill sanded (because of recent aeration) green making it super slow. So, I'm fully expecting the ball to barely roll onto the green and then maybe roll two to three yards. But instead, the ball keeps on going and going, defying the laws of physics and gravity, somehow rolling uphill on the slow sanded greens and it keeps on going until it rolls past the flag and 30 more feet uphill off the other end of the green into the second cut of rough.

Right away, I can't believe my eyes. Instead of a ten-foot putt for birdie I'm looking at a difficult chip out of the rough and I start complaining about it. To validate my complaining even further, the people I'm playing with saw what happened and were all taking my side and agreeing with me and were in shock as well. "You were robbed," they said. So, yes, we all agreed that I got a bad break and we all knew it and none of us could explain it. So, I end up leaving the chip dreadfully short and then two-putt for a disappointing bogey. For the next several holes, I continued to put those negative vibes out there and seven holes later I'm still complaining about it. It should not be surprising that my entire golf game suffered that day and it was a day full of inconsistent shots and more gravity-defying chips and putts that had me frustrated.

You might be wondering how I could on the one hand be the author of this book that criticizes complaining and frustration and at the same time engage in complaining and frustration. Well, herein lies the biggest challenge with this program, keeping on track.

When emotions are at play, it's easy to get caught up in life moments that grab hold of you and trust me, they do. Sometimes it isn't until later that you realize how you've let your emotions get the better of you. The question is not whether or not you will go off course at some time, the question is how long will it take for you to realize it and get back on course. Also, at the same time, the beauty of this program is that since every moment is the present moment, at any time it is a simple matter to just take a step back and realize that you're in control and make a present time decision to accept the present moment and recommit to the program.

So that's exactly what I did yesterday when I played the very same golf course. Yes, the remnants of the last time I played were still lingering, but this time, I decided that no matter what happened I was going to keep a cool head and not complain no matter what happened. Sure enough, there were a few times when the ball took an unfavorable bounce, or stopped way short of the hole, or went too far past the hole. But instead of complaining or dwelling on it or even pointing it out, I just made the decision to observe rather than judge. I decided that I would remain conscious of my reactions and actually use a variation of the DEEP SHIFT Technique as part of my pre-shot swing routine. The bottom line, because I was much more aware of the present moment, I was more level-headed and more focused. As I went through the pre-shot routine, I discovered a flaw in my swing which was causing me to lose power as well as consistency. As a result, I was able to make that change and on the very next swing I hit one of the best shots of the season so far.

Part of accepting the present moment is that we all tend to get distracted and fall off course. This is normal and expected. The good news is that instead of beating yourself up, which is just another great example of not accepting the present moment, it is OK to accept the present moment, right now! With this current precise present moment. It's as simple as that and just like that you are back on track.

In the same way, Ron has realized that Peace is the epitome of success. It's the ability to know and trust that the "Universe" has your back. He knows that success is not dependent on external factors out of his control but rather on how he decides to react to those external factors. Keeping with the sports analogy, the true great athletes are not the ones who show great talent and ability. It's the ability to show their great talent and ability no matter what happens. It's the ability to block out external factors such as screaming fans, trash talk, the looming contract, etc., all relying on top-level clutch performance. It's something that every great athlete has to learn how to overcome.

Freedom

"You know you're winning when you're happy for no reason. When you don't attach your happiness to anything or anyone, you become free."

– Beau Taplin

Freedom is the ultimate destination on the emotional ladder. It's that place where negative emotions, limiting beliefs, and fear no longer exist. It's the point where you trust the Universe and its process, knowing that the Universe has your back and every outcome serves your greater good. In this state, you no longer attach your happiness or sadness to external outcomes.

Ron's shift to Freedom came when he realized that whether a potential client signed a deal or not, it was not a measure of his success, it was simply a part of the journey. Instead of focusing on outcomes, he began to focus on serving his clients genuinely. This allowed him to stay calm and centered and block out all distractions and remain focused on the one thing that truly matters, providing service to his clients.

Freedom isn't about breaking out of your comfort zone—it's about transcending it altogether. When you stop attaching negative emotions to outcomes, the comfort zone loses its grip on you. The result is a state of pure observation, where you're no longer driven by fear or judgment.

As you will see in the next section, the DEEP SHIFT Technique will help you transform yourself from who you currently are to who you desire to be. It's that place where uncertainty lives and is the breeding ground for everything that is needed for the creation of the new you.

Freedom doesn't mean you're immune to challenges, in fact, you are presented with them. Every day, life presents opportunities to react, but with awareness, you can choose how to respond. When something triggers you, you have the ability to observe without judgment and choose a response that aligns with the new, improved version of yourself. True Freedom comes when you let go of limiting beliefs and accept the flow of life. It's about trusting your inner compass to guide you, free from the constraints of fear, doubt, and judgment.

SECTION THREE

The S.H.I.F.T. Technique

Implementing the DEEP SHIFT Technique into your daily routine is like graduating flight school and being handed the keys to your own airplane. From this moment on, you're no longer just a passenger. You're the trained pilot and mechanic all in one and the best part is, you get to choose your destination. With that in mind, I'm going to assume there's something in your life you've been striving for — something meaningful that continues to elude you. So, let me ask, why haven't you attained it yet? To be specific, there are plenty of goals you've reached without much trouble. So, what's the difference between those and this elusive one? If you want this so badly, why don't you already have it? Surely if desire alone were enough, you'd be there by now. So, what's holding you back? If you've been paying attention, then you already know my answer. Emotional resistance. That's what's keeping you stuck. It's what keeps you tethered to your comfort zone, unable to break free and achieve what you truly want.

Let's take an even deeper dive into this thing called emotional resistance. Here's the truth. Your reality is simply the current culmination of every decision you've ever made and every action you've ever taken up until now. While logic plays a role with decisions, the more important ones are ultimately driven and taken over by emotion. So essentially, emotions determine your actions and those actions shape your outcomes. So, if we can control our emotions then we would be able to make better decisions. Easier said than done, but that is the exact purpose of The DEEP SHIFT Technique. You see, beliefs have emotional attachments and that is essential to know to understand how this all works.

What Is a Belief?

A belief is more than just a thought you repeat — it's a deeply rooted internal rulebook you've built over time, based on your unique life experiences. Every triumph, every failure, every repeated pattern contributes to this inner code. Let's say you play golf, and every time you step onto the course, you shoot over 100. Eventually, you conclude, "*I'm just not good at golf.*" That conclusion isn't just intellectual — it becomes an emotional truth and that's the real power of belief, it isn't just logical it's emotional.

Your beliefs carry emotional weight. That weight influences your decisions, and your decisions create your outcomes. Those outcomes shape your identity. And unless you challenge that cycle, your current beliefs — and their emotional attachments — will keep delivering the same results. In other words, Jeff 1 can only produce Jeff 1 outcomes. To rise to a new level of success, you don't just need better strategies — you need a new *version* of yourself.

That's what The Deep Shift is about. It's not about fixing who you are; it's about transforming yourself into who you were always meant to become — Jeff 2. And that transformation starts by identifying the old, emotion-bound beliefs... releasing them through a proprietary technique you'll learn shortly... and replacing them with brand-new Jeff 2 beliefs that are aligned with your next-level self.

Ask yourself if any of these sound familiar:

- “I always seem to get in my own way.”
- “I’m my own worst enemy.”
- “Something just comes out of nowhere and sabotages me.”
- “I get to a certain level of success but can’t seem to get beyond it.”
- “I’m plateauing”

If so, you’re not alone. Once you realize that emotional resistance has been what’s standing between you and the life you want, is the exact moment that you begin the DEEP SHIFT. Because it then stands to reason that removing it would clear the path. But how? It would be nice if you could just blink your eyes like “I Dream of Jeannie” and make the emotional resistance disappear. But that won’t happen, and repeating affirmations like “I now release all emotional blocks preventing me from achieving my goal” might sound helpful, but let’s be honest, it won’t work either. Not for real change. That’s because you can’t reprogram yourself using the conscious mind alone. To create real, lasting transformation, we need to go deeper — into the subconscious, the realm where emotions live.

That’s where the DEEP SHIFT Technique comes in. So, let’s pull back the curtain and look at some of the key building blocks behind how and why this works.

First, Acknowledge That the Resistance Exists

Some people resist this step entirely. They fear that acknowledging the existence of this resistance makes you less than perfect and gives it power. But in reality, just the opposite is true, awareness is power. Just like in any good detective story, identifying the possible culprit is most of the battle. The challenge lies in what you decide to do next. It’s so important not to beat yourself up about it. We all have some kind of emotional resistance going on whether or not we know it. It’s also crucial to understand that for the DEEP SHIFT to work we do not need to define the emotional resistance we just need to be able to feel it and sense it and then release it. As we will see it’s a lot like taking out the garbage. We don’t need to catalogue each piece of it, just know that it’s garbage and throw it out.

Second, Appreciate the Mind’s Potential

With regard to human health and healing, I believe the human mind is both the least understood and the one with the most potential for advancing the healing profession. I believe that one day, we’ll look back on this era and shake our heads at what we once considered modern healthcare. Just a century ago, we used leeches, bloodletting, and lobotomies. In the same way, I believe the next major breakthrough in healing and personal growth lies in the mind-body connection, a relationship we’re only beginning to understand.

In my view, the true potential of the human mind is unknown, untapped, and unlimited. That’s not just wishful thinking, it’s logic. Until something is proven impossible, it remains possible. That belief gives me the freedom to explore, test, and question everything. I encourage you to do the same. Don’t take my word for it. Question everything. Explore it for yourself.

Third, Tap into the “Wisdom of the Body”

The SHIFT Technique is a simple, learnable, five-step process designed to help you identify and eliminate the emotional resistance that lives inside all of us. The acronym S.H.I.F.T. stands for:

Sense it, Honor it, Integrate it, Free it, Transform it.

Each of these steps relies on what is known as the **Wisdom of the Body** — your inner guidance system. It’s the subtle but powerful connection between your mind and body that you already use every day without even thinking about it.

For example, ask yourself, “*Where did I go on vacation last year?*” The answer pops up — maybe *The Jersey Shore* — but it didn’t come from effort or logic. It came from a felt sense, but mostly an internal knowing of how to access the memory. No big deal you might say until you lose the ability to access it. Anyway, that’s the Wisdom of the Body in action.

The same applies to imagination or visualization. Picture a red balloon floating into the sky. Easy, right? You didn’t *think* your way into that image — it arose naturally through this body-based intelligence.

This same wisdom can be used to access stored emotional resistance. You can train yourself to bring it up on demand — not for intentional suffering, but for healing purposes. With practice, you’ll get better at locating where it hides in your body — maybe your chest, throat, or gut — and using that awareness to process and release it.

You might ask, “*Why would I want to bring up something negative?*” Because this is how you access your subconscious mind — the part of you that truly drives behavior. When you apply the DEEP SHIFT Technique, you’re not just feeling old emotions, you’re harnessing and transforming them. You’re throwing a lasso around patterns that have shaped your life — and finally doing something about them. This is just one of the things that separates The DEEP SHIFT from the others, who try to make change at the conscious level.

That’s what happens during the “Free It” step — where you use a proprietary breathing technique to physically release what you’ve been holding on to. To be clear it is a breathing technique that builds on diaphragmatic breathing but is used in a specific, intentional way as part of the DEEP SHIFT process.”

From there, you move into true transformation. You shift from the version of yourself that feels limited and stuck, Jeff 1 into the aligned, empowered version of you Jeff 2. The DEEP SHIFT helps you become the person you need to be in order to receive what you’ve been desiring all along.

This is the moment you take your power back — not by forcing new thoughts, but by finally transforming the emotional patterns that have held you back. That’s the real power of the DEEP SHIFT Technique.

Now let's walk through each step together:

- **Sense it**
- **Honor it**
- **Integrate it**
- **Free it**
- **Transform it**

5 Steps to the SHIFT Technique

Sense it

Honor it

Integrate it

Free it

Transform it

One More Use of the Wisdom of the Body... The Placebo Effect:

What if the future of healing doesn't lie in some external medical breakthrough, but in an internal non-medical one? What if your body already holds the instructions for wellness, and the key is learning how to activate them? We've seen it in the placebo effect — a sugar pill producing real, measurable healing in the body — not because of the pill itself, but because the mind believed it would help. That's the Wisdom of the Body in action. The converse of this for example would be saying "Stop that whining you're giving me a headache". Well if simply talking can cause a physical manifestation of a headache, then shouldn't it stand to reason that the opposite might occur? Might talking in some way cause the headache to go away?

Imagine a world where we learn to access our internal pharmacy not by accident, but by design — using focused attention, intentional breath, and emotional awareness. What if the next revolution in medicine isn't about curing disease, but about training the body to remember how to heal? What if emotional resistance is the culprit? Something to think about!

Step 1: S: Sense it

Step 1: S – Sense It

“Awareness is the light that dissolves the shadow.”

The first step in the S.H.I.F.T. Technique is simple but profound. It is to sense and then ultimately harness the emotional resistance that has long gone unsensed, and to consciously feel what your body has silently been carrying. This step invites you to pause, turn inward, and acknowledge the physical presence of emotional resistance, the subtle energetic tension that is blocking you from success. This resistance isn't just psychological, it's physiological. It lives in your body, in the electromagnetic field of your nervous system, and more precisely, in the quiet depths of your gut, chest, or throat. Wherever it hides, it echoes your unprocessed past.

Let's begin with the resistance to this present moment, a subtle but persistent adversary. Perhaps you're feeling stressed, frustrated, anxious, or sad. Pause and recognize that these emotional signals are not flaws or failings, they are *messages*. They reflect chemical and energetic responses within you that are trying, in their own way, to protect you. But this protection has a cost, it prevents presence, and it blocks growth.

Now ask yourself the all-important question that defines the main purpose of the DEEP SHIFT and at the same time points out what is different about this technique.

“What if this discomfort is not something to avoid or manage, but something to fully feel and harness so it can finally be released?”

This is where sensing begins.

The Practice

1. Find a quiet place
2. Bring to mind a specific situation in your life that currently in the present moment that causes you emotional discomfort, frustration, worry, sadness, or anger
3. Speak aloud or silently repeat the following phrase

“I allow myself to sense and harness the emotional resistance within me that is preventing me from accepting the present moment”

(You can substitute “accepting the present moment” with any positive goal or intention)

4. Close your eyes and bring your full awareness to the area just below your sternum, the soft space at the center of your abdomen, often called the solar plexus. This area is rich in nerve endings and emotion-storing fascia, sometimes referred to as the “second brain.”

5. Wait, breathe, feel. You may begin to sense a tightness, flutter, discomfort, or pressure. This is emotional resistance made physical, the felt presence of emotional memory stored in your body.

Focus 100% of your attention on feeling and experiencing the sensation and 0% on trying to “figure out” what specific event might have caused it. Please resist the temptation and simply let yourself feel it. Don’t intellectualize, *sensitize*. Emotional resistance is rarely caused by a single definable event, it’s more often a built-up, layered accumulation of unresolved moments from this week, this year, or even decades ago. Trying to sort them is like cataloging every item in a trash bin before taking it out. You don’t need to know what it is, you just need to dispose of it.

Think of this step as lassoing wild emotional energy, not to trap it, but to lovingly guide it into awareness. Only then can it be harnessed and then *freed* in the later steps of the process. Resistance, when left unacknowledged, lowers your vibrational frequency. It affects your choices, your outlook, and the people and patterns you attract. But when brought into the light of conscious attention, it begins to lose its grip, like fog touched by sunlight.

While most people are able to sense some form of emotional resistance when guided through this process, there may be a small number of cases where nothing seems to come up at first. If this happens to you, please know that it’s completely okay. One reason may be that the situation you’re focusing on isn’t emotionally charged enough. Try bringing to mind a more recent or more meaningful event — something that stirred frustration, sadness, disappointment, or fear. The key is to choose something that creates a bit of internal tension, but never more than you feel ready to handle. You’re always in control and can stop at any point.

In this case it may be necessary to lie down on your back and perform what is referred to as a DEEPER SHIFT which is explained later. It just means that greater focus and more time and attention may be needed.

It’s also possible that some emotions have been deeply buried or subconsciously blocked, and that’s okay too. If the sensation isn’t clearly felt, don’t worry. Science tells us that the brain can respond similarly to imagined experiences as it does to real ones — which means you can simply imagine what the emotional resistance would feel like. Visualize where it might show up in your body, and go through the SHIFT process as if it were there. The mind-body system is incredibly responsive. What matters most is your perception — not whether the emotion is vividly felt, but whether you are intentionally engaging with the process. In this work, what you believe and perceive becomes the experience. You may also notice as you doing this imagined version that at some point down the road, you begin to feel the sensations.

Remember, you are always in control. If it becomes overwhelming, you can stop at any time. But if you feel resistance coming up — even hesitation to continue — that’s often a sign you’ve touched the very thing that’s been holding you back. And that means you’re right where you need to be

Step 2: H – Honor It

“What you resist, persists. What you honor, transforms.”

By sensing and honoring the present moment exactly as it is, you are also honoring the emotions alive inside your body. This is not resignation. It’s recognition. You’re not giving in. You’re giving space.

Take this stance:

“I acknowledge that I’m not satisfied with this moment. However, I will not beat myself up, I will not settle, I will not complain, and I will not lash out. I accept that these are my emotions, and I honor them. They are mine, and I take responsibility for them.”

That one shift — from resistance to ownership — gives you something most people never realize they have. *Power*. You are no longer at the mercy of your circumstances. You recognize that your current reality is the result of your past decisions and actions. And now, you claim your part in it. At the same time, you are in effect packaging it up and preparing yourself to say goodbye to this resistance as it is no longer needed.

The next step of the process which is to integrate it to the point where you own it and are ready to take control of it. When you think about it this is a very powerful moment because you are harnessing and controlling the negative emotional charges that are holding you back and in a few short moments you will be expelling them from your body. This is not suppression of emotions in fact it’s just the opposite. It’s the release of the negative charge of the emotions.

With a little creativity, you’ll find that the standard DEEP SHIFT phrase can be personalized for just about anything. Think about the vast possibilities that this holds for you.

“I allow myself to feel and harness the emotional resistance inside of me that is preventing me from...”

(state your intention in the positive)

That blank can hold anything — a goal, a desire, a vision for your life. It could be as practical as finding a better job, improving your golf swing, attracting a romantic partner, or enhancing your physical health. As long as your intention is high and stated positively, you can apply this to virtually any situation.

But for now, let’s keep it simple. Let’s use it to accept something in the present that is currently causing distress. As you recite the phrase, you may begin to feel sensations in your body — tightness, fluttering, tension, or heaviness — often centered near the pit of the stomach. That soft space beneath your ribcage is one of the most common areas where people experience stored emotional resistance.

Don’t panic. This is not a problem. It’s the solution beginning to take shape. What you’re experiencing is the Wisdom of the Body at work. You are physically sensing the emotional backlog that has been sitting there, quietly influencing your thoughts, decisions, and behaviors. These are the energies tied to past events, now activated, now accessible, now ready to be released.

At first, it might feel a little uncomfortable. But because you are consciously choosing to honor it, you are in full control. Know that if at any point the intensity feels too strong, you can simply ask your body to pause. You are in control and you can end the exercise at any time. But as you continue to repeat the phrase, allowing the emotional sensations to build, you're doing something extraordinary. You are creating a moment of awareness so deep, it becomes a doorway. You are identifying and isolating the precise emotional energies that have been blocking your path. You've created an emotional trap — not to suppress these feelings, but to finally release the emotional charge that has been present.

As you focus on the center of your abdomen, you'll begin to notice this pool of emotion growing more defined. Remember, this isn't about a single memory. What you are feeling is a mixture of moments, a layered residue of unresolved emotional patterns — five minutes old, five months old, or five decades old. It doesn't matter when they came. What matters is that you no longer have to carry them.

Again, you don't need to identify the emotional garbage. Just know that it's garbage and you need to take it out. Simply honor what you feel — and prepare it for release.

Deep Diaphragmatic Breathing

“The breath is the bridge between mind and body, between past and potential.”

Deep diaphragmatic breathing is one of the most essential components of the DEEP SHIFT process. This isn't ordinary chest breathing. It's something deeper. Fuller. Transformational. If you've never done it before, get ready because this simple technique can change everything. You can do it anywhere — lying down, standing, or seated. But if this is your first time, lie down and place one hand on your chest and the other on your stomach.

Be aware that you could easily find a video on You Tube that explains diaphragmatic breathing and I encourage you to do so. You could also find a video that provides a 3D model of how the diaphragm actually moves during breathing which is extremely helpful. Or you can just follow along with the process I have laid out for you below.

As you inhale, focus on the belly. Allow your chest to remain still and motionless, as if a rope is gently holding it down. All the movement should come from your stomach. As you inhale, your belly should rise or expand outward and upward if you're lying down like a balloon filling with air. As you exhale, it lowers. Try it a few times, then raise your hand slightly above your belly and inhale again, watching as your abdomen moves to meet your hand. This is how you'll know you're doing it correctly.

All the movement should be coming from your belly and it should do all the work. When fully inflated, it may even bulge out like you've just eaten a big meal. That's okay. That's perfect. That's breath mastery in progress. Eventually, you'll reach a moment in each breath where your diaphragm feels completely full. It's like the first half of a satisfying yawn. I call this the freeing point. If you don't feel it right away, just keep going. With practice, you'll recognize it intuitively.

The slower and more mindful the breath, the more powerful the effect. As you inhale and your belly rises, silently recite the first three steps of DEEP SHIFT — Sense it, Honor it, Integrate it. You're allowing yourself to feel the presence of emotional resistance, but this time you're the one holding the reins.

You're harnessing it. You're setting the emotional trap and at the same time you're preparing for release. As you master this breath, you're training your diaphragm to become your ally in emotional clearing. Each breath becomes a movement toward freedom. Each cycle becomes a signal to your subconscious that you are no longer running, hiding, or resisting. You are ready.

This is a beautiful moment! Diaphragmatic breathing is a tool that puts you in control and once you learn how to do it you're ready for the next parts of the journey — Integrate it and Free it — the heart of your DEEP SHIFT.

Step 3: I – Integrate It

“You cannot heal what you do not own.”

To integrate means to welcome and to fully acknowledge the emotional resistance that what was once hidden. It also means that you’ve not only sensed and honored it but you also recognize its presence as well as its impact. And more importantly, you have harnessed it and you’re prepared to release it. Integration is the moment you stop denying that this resistance has been running the show. You no longer push it away or try to fight it. Instead, you say, “I see you, I feel you, and your time here is done.”

It’s like speaking directly to your emotions on a subconscious level and saying, “I know you’ve been hiding this from me, but I’ve found you. I know where you live. You’ve been pulling the strings from behind the curtain for too long. But now, I’m holding the rope. I’m not afraid. And I’m ready to let you go.”

When you reach the peak of your breath — what I call the freeing point — hold it for a few seconds and silently recite the words, “Sense it, Honor it, Integrate it.” This moment is powerful. You are no longer reacting blindly. You are consciously engaging with what was once unconscious. You have welcomed the resistance into your awareness and, in doing so, you have disarmed it. You’ve drawn it into your field of control, setting the stage for its release. This is the calm before the shift. The stillness before the storm clears.

It should be pointed out that the core of the DEEP SHIFT Technique is the need to access and release emotional resistance — and that starts with feeling it. But what if you can’t? What if you try to “sense it” and nothing seems to come up?

We have already mentioned that the key is to recognize that emotional resistance often shows up as non-acceptance of the present moment — and that can range from mild irritation to deep emotional pain. So, we start small. Think of a situation where things didn’t go your way: getting stuck in traffic, a delayed email response, a missed appointment. These everyday frustrations, however minor, often carry a subtle charge. That subtle discomfort is emotional resistance. If you can feel even a flicker of that, you’ve found your starting point.

From there, we go deeper. What else in your life are you resisting? A strained relationship? A recent disappointment? An ongoing problem that hasn’t resolved? You don’t need to relive trauma but if you can call up a recent, emotionally charged moment, one that still lingers a bit in your body, then you’re ready. That uncomfortable feeling — maybe in your chest, stomach, or throat — is the raw material of transformation.

And now, you’re ready to let it go.

Step 4: F – Free It

“To exhale is to release. To release is to return to yourself.”

Once you’ve inhaled fully and reached the freeing point, you are ready to move into the “Free It” phase. This is where the physical release happens. It’s not just an exhale. It’s an exhalation with purpose. Let it be slow, intentional, and complete. As you exhale, silently or softly say, “Free it.” The most important thing is to visualize the emotional resistance leaving your body with the breath. See it moving out like fog lifting in the morning sun. Let it go with as much detail and intention as you can.

If you’re doing this properly, you may notice a wave of relief, lightness, or even mild euphoria, especially around the pit of your stomach. The tightness or unease that was once there will begin to fade. That’s exactly what we want. It means the resistance is dissolving. The DEEP SHIFT is working.

Over time, this diaphragmatic breathing and all parts of the DEEP SHIFT becomes second nature. You’ll be able to do it anytime, anywhere, eyes open or closed. And with every repetition, you recondition your subconscious and reinforce a new emotional pattern. You create space because that’s what this step really is — making space for what comes next.

You are clearing out the old emotional debris to make room for a new version of you. You are preparing the ground for transformation.

Step 5: T – Transform It

“The future version of you already exists. Your job is to become it.”

This final step is where the real DEEP SHIFT takes root. It’s the moment you replace what you’ve released with something new, something aligned, something better. Transformation is not just conceptual, it is physical, emotional, and vibrational. It’s not just about saying who you want to be. It’s about actually *becoming* that person — right here, right now.

You’ve probably heard the phrase “fake it ‘til you make it.” The “Transform It” phase takes that idea deeper. This isn’t about pretending. This is about embodying a version of you that already exists at a higher emotional frequency. It’s about installing the future you — your Version 2.0 — into the present moment.

Start by reciting this phrase as soon as your exhale is complete,

“I ascend to the highest emotional level of freedom as I assume the posture of the new version of myself.”

Then ask yourself this powerful question,

“How would I be acting, feeling, standing and moving right now if I had already stepped into this new version of me?”

Don't overthink. Feel. Move. Let the wisdom of the body lead. For me, it often starts with a broad, genuine smile. My chest lifts. My posture shifts. I feel a wave of excitement and confidence. If I’m holding something like a golf club I regrip it ever so slightly in a different way that I imagine Jeff 2 might be holding it. You, of course might feel something different. That’s perfect because there’s no definitive right or wrong way to do this. The only mistake is not doing it at all. What matters most is that you are engaging your body, your posture, and your imagination. You are generating a state of being. You are shifting from Jeff 1 to Jeff 2 — or whatever version of yourself you are stepping into.

The Deep Shift Stance

This physical shift is what I call the “Deep Shift Stance”. It’s rooted in principles of neurolinguistic programming and embodied cognition. Think of it as a kind of conditioning— a way to train your body and nervous system to recognize and return to this elevated state.

It has three components:

1. **Posture** — Let your body rise. Assume the physical stance of your transformed self. Stand taller. Smile. Expand. Exude confidence.
2. **Gesture** — Add a simple motion that feels empowering. For me, it’s a smile and a fist pump. For you, it might be something else.
3. **Word or Phrase** — Choose a word that captures your intention. “Freedom.” “Power.” “Success.” “Jeff 2.” Let this be your auditory conditioning phrase.

These three sensory triggers — visual, kinesthetic, and auditory — combine to create a lasting imprint. They engage your body, your imagination, and your energy field. And with each repetition, you reinforce this new identity at the subconscious level. You're not just visualizing the deep shift stance, you're physically becoming it. This is transformation from the inside out. This is where it sticks. You've sensed it, honored it, integrated it, freed it, and transformed it.

You've moved through resistance into resonance. You've aligned with the frequency of who you are becoming. Now, you can take this practice into the world. You can apply it to any area of life — relationships, health, career, creativity, confidence, clarity. Because now, you're not just reacting, you're choosing.

The more you do the “transform it” part of the DEEP SHIFT, the more you can customize this part of it to truly fit your specific needs. By this I mean that you can take the extra time to go a little bit deeper and by doing so you can instinctively find the “better way to be” and by this I mean the Jeff 2 way to be what you are trying to be. For example, as you pick up the guitar, the golf club or the microphone you hold it in a different way that instinctively allows you to be more confident. As you speak in the sales meeting, or to your spouse or to your child there is a different tone to your voice. A tone of “You 2” that has never been seen or experienced before. With every time you do it you add another piece of the puzzle and get better and better.

And that's the DEEP SHIFT that you're making.

Advanced DEEP SHIFT Techniques

Setting a “Deep Shift Stance”

Similar transformational techniques such as Neuro Linguistic Programming rely on surface-level or conscious affirmations referred to as power poses. Like affirmations, when these are attempted at the conscious level, they can boost your mood temporarily, but don't stick. The difference with the DEEP SHIFT is that it works at the subconscious level. We release the emotional resistance *first*, so when we install a new belief or identity, it's not fighting against an old one. That's what I call “Shifted Affirmations” — which we discuss later.

The real power of the DEEP SHIFT Technique lies in its countless applications and variations. This versatility is what makes it so transformative. The fifth and final step, "Transform it," is arguably the most crucial because it's where the invisible manifestation process of your DEEP SHIFT first begins to take physical form. As you release emotional resistance, you'll gain control over your reactions. You'll feel more at ease, prepared, and aligned with the Universe. With resistance lifted, confidence and clarity emerge, letting you spot hidden signs, interpret messages, and move closer to your goals.

Like one workout doesn't guarantee lifelong health, one use of the DEEP SHIFT Technique won't permanently erase emotional resistance. It's a conditioning process, not a one-time fix. But with each use, you'll feel the pit-of-stomach tightness ease, proving its effectiveness. The “Deep Shift Stance” is a crucial component of the technique. When repeated consistently, this stance becomes a powerful trigger, ingraining itself into your muscle memory. Throughout your day it is a great idea to perform the Deep Shift Stance as often as possible along with a fist pump and saying "Jeff 2". The more you condition this into your daily routine and your life, the easier you can instantly shift your emotional state.

You won't remain in a state of Freedom all day. Nobody can, but with practice, you'll be able to recall it instantly using your Deep Shift Stance. This daily practice transforms you into the new, empowered version of yourself. Repetition strengthens the Deep Shift Stance, creating lasting change.

Shifted Affirmations

One powerful application of the DEEP SHIFT Technique is what I call "Shifted Affirmations." Unlike standard affirmations repeated at the conscious level, these go deeper. Traditional affirmations—"I am successful," "I am confident," etc.—can provide momentary boosts, but fail to make lasting change if emotional resistance still lingers.

Combining affirmations with the DEEP SHIFT Technique embeds them into your subconscious:

"I allow myself to feel and harness the emotional resistance preventing me from being happy, successful, confident, unstoppable..." the list goes on and on

This approach is simply using the DEEP SHIFT Technique to transform generic affirmations into emotionally resonant tools for real change. Customize them for specific moments:

- ***"I allow myself to feel and harness the emotional resistance preventing me from succeeding in this meeting."***
- ***"...from being relaxed and confident on this date."***
- ***"...from sinking this birdie putt."***
- ***"...from crushing this job interview."***

Use your imagination—Shifted Affirmations can be crafted for any scenario. For example, in line at the grocery store:

"I allow myself to feel and harness the emotional resistance preventing me from enjoying this present moment."

Why not enjoy yourself in line? There is potential magic in every moment but only if you are tuned in. Would you rather wait in Frustration or Freedom? When you're aligned with the Universe, even mundane moments can become meaningful.

The “DEEPER” SHIFT and The Knowing

The DEEPER SHIFT is a closed-eye meditation used for greater clarity on important matters. Lie comfortably, take a few deep breaths, and begin with:

"I allow myself to feel and harness the emotional resistance preventing me from accepting the present moment."

Then, use more specific variations like:

"...preventing me from knowing what it feels like to be Jeff 2." "...preventing me from knowing what Jeff 2 should do next."

Even if you don't consciously know the answer, this exercise taps into your “DEEPER” wisdom. Acting as "Your Name 2" may feel awkward at first—that's a sign of growth. Emotional resistance clouds action and the DEEP SHIFT Technique clears it, helping you access new choices and behaviors.

Procrastination is often just resistance in disguise. Use this phrase:

"I allow myself to feel and harness the emotional resistance preventing me from knowing what to do and taking the action I need to take."

This primes your subconscious to act. Yes, you may get an immediate inspiration but more likely it will take time. Remember, you don't get to decide when you're ready to receive the next step. Only the Universe can do that so be patient and over time, these phrases become powerful triggers that guide your transformation.

One of the most practical and immediate uses of the DEEP SHIFT Technique is for falling asleep—or getting back to sleep if you wake up in the middle of the night. I simply say to myself: *"I allow myself to feel and harness the emotional resistance preventing me from falling asleep now."* Then I take the deep SHIFT breath, allowing my body to fully relax, and I physically assume the posture of how *Jeff 2*—the peaceful version of me without wild thoughts running around my brain keeping me from sleeping—would lie in bed. It's that simple. I just repeat this process as needed until I fall asleep and it works great. My natural sleep potion.

So... What Do You Really Want?

The sky is the limit for you and by now I hope you realize the potential you now have in your hands. It bears repeating that the success you are looking for will not just come to you because you put out good vibes. In the end it comes down to how badly you want it and what you are willing to do to get it. You have to be prepared to take action and overcome obstacles and barriers and lots of “No’s” and moments of doubt. The most important thing to remember is that the main reason you have not yet gotten what you want is because Jeff 1 gets Jeff 1 results and in order for you to get the results you want you need to step in to Jeff 2 which provides an entirely different point of view and different set of rules that enable you to achieve outcomes that you have not been able to achieve.

Also know that the DEEP SHIFT Technique is endlessly customizable. With a little imagination it can be used for just about anything. When you raise your vibrational frequency and align with Universal flow, clarity and calmness arise, just like the sun shining through after clouds lift.

You won’t necessarily get immediate answers every time, and in this world of immediate gratification too many people abandon ideas that don’t work right away. This is a very big mistake. Sometimes clarity comes days or weeks later. Stay consistent. Start your day with the DEEP SHIFT Technique and sprinkle in Shifted Affirmations and continue them throughout the day. Look for Universal signs, signals, and insights—and take action when they appear.

At all times, follow the number one rule about manifestation and that is that you may not be ready to receive what you're asking for. Trust the timing. As the saying goes: "When the student is ready, the teacher appears."

The Win Board

The Win Board is a tool to track your progress and stay committed. It works as a check and balance system because if you are not using it, it becomes a clear sign that you're not as committed as you need to be. Set up a whiteboard divided into three columns: DEEP SHIFT, Wins, Distractions. Each day:

- Mark YES/NO under DEEP SHIFT for whether or not you practiced the technique.
- Log a win such as a sign, insight, or moment of progress.
- Note any distractions.

This visibility helps identify patterns. The great part of this is that if you find yourself with large gaps in practicing the technique then it's a simple matter to fix it. Simply recite the following:

"I allow myself to feel and harness the emotional resistance preventing me from doing the DEEP SHIFT Technique today?"

Having the board in plain sight keeps you accountable. Journals get forgotten—boards don't. Wins validate progress. Distractions reveal limiting beliefs. Both are equally important.

You should also realize that as of this writing I am becoming familiar with the possibility of creating a web application to facilitate both the performing of the DEEP SHIFT Technique and the chronicling of the Win Board.

The Final Realization

The Moment That “Shifted” Me...

and was the beginning of the end of my chiropractic career.

As a nineteen-year-old college student, I remember that fateful day when I went with my dad to his chiropractic visit. As I witnessed my dad being twisting into a pretzel until he heard a cracking noise in his back I was stunned. I remember innocently asking the chiropractor questions like what was going on and what it takes to become a chiropractor. Immediately, he stopped what he was doing and looked at me as if the world had stopped as he took me to his private office. It was here where I was given the chiropractic philosophy lesson that would change the course of my life. I was turned on the concept of the vertebral subluxation—a spinal misalignment blocking vital energy. Yes, I bought into the concept hook, line and sinker. Yes, I would later become disillusioned by its lack of scientific validation which combined with a wrist fracture would eventually shorten my chiropractic career. Yes, I would be filled with a sense of regret for some time. But along the way, I did whatever I needed to do to have this make sense to me.

There's a turning point moment in every life that breaks things open. For me, it happened in a hotel ballroom in Atlanta, 1997. At this point I had been a practicing chiropractor for over a decade. I was passionate, committed, but I was still searching for something deeper. Specifically, I was searching for a chiropractic adjusting technique that embodied and explained the vertebral subluxation in a way that satisfied me. Believe me when I tell you that I was not alone in my search and there were plenty of techniques out there all claiming to be able to identify the vertebral subluxation as well as remove it in a way that worked in a world beyond crudely “cracking the back pain away”. I was not ready to give up on the idea of vertebral subluxation even though there had been zero scientific research done to prove its existence. I truly believed there was something out there that explained healing in a way that involved placing the hands on the spine like chiropractic was meant to do. I was convinced that there had to be a method of healing that went beyond cracking backs and healed the body like never before and I desperately wanted to be a part of that healing culture and was willing to do whatever it took.

The search eventually led me to a Network Chiropractic seminar in Atlanta, 1997. I had read all about Dr. Donald Epstein, the creator of the technique. Based on my research, I believed this could be the missing link — the method that finally integrated the mind-body connection I had sensed for years but never fully understood.

I arrived at the seminar and as I entered the room there was a mix of at least 500 doctors and students who were all there with the same goal in mind. Upon closer examination, I did not see even one person who was wearing a jacket or tie as you might expect from a roomful of doctors. In fact, the atmosphere was more suggestive of a Grateful Dead Concert than a chiropractic seminar the only tie being the “Tie Dyed” variety. It was the first time I saw or heard Donnie Epstein, the Jerry Garcia of the room speak and he implored everyone to be present at the group adjusting session at 8:00 am sharp. I wouldn't miss it for the world.

The morning of the group adjusting session, I was ready. There were dozens of patients lying face-down on portable tables, and a handful of doctors moving silently among them. Typically, a Network adjustment might last 10-15 minutes or more. Instead of forceful adjustments as in typical chiropractic maneuvers, Network adjustments were more like feather light touches using the amount of pressure you would use if you were pressing on an eyeball. There was no force, no cracking. Nothing that resembled traditional chiropractic.

And then it happened.

One patient let out a prolonged scream — not of physical pain, but of something *deeper*. Another sobbed uncontrollably. In another part of the room a person's spine began undulating in a perfect snakelike wave from skull to sacrum. Another curled into a ball and shook as if releasing years of grief in a single breath. Their bodies were moving — not from manipulation, but from some kind of light touch that somehow had awakened inside of them. Pretty soon the entire room of perhaps 30-40 patients were all showing signs of what I would later be told were “Emotional Releases”.

I was stunned. Moved. A little scared and the skeptic in me could only reason that they must be faking it. But the more I watched, the closer I observed, there was no doubt in my mind that what I was witnessing was “100% Real”. Yes, this was real! It was unexplainable, it was magical, it was powerful. And most of all, I decided right there that I had no other option to conclude that I had finally found the holy grail and I made a pledge that I would learn how to do it.

Later that day, I had the opportunity to ask Donnie Epstein if he could explain what was happening on a biomechanical level. His response, in front of the entire group of attendees floored me as he simply said “No” to a roomful of laughs. The truth is that it's not biomechanical at all. It's emotional! With his magical light touches he was somehow able to release something emotional in each of his patients.

I spent the rest of that weekend immersed in study, asking questions, obsessively observing every nuance. I left the seminar and began training in the technique. I visited local doctors near me to pick their brain and try to understand what was going on. Gradually, I tried to bring it into my practice and implement it but... that's when things fell apart.

No matter how hard I tried, I couldn't integrate it. The patients weren't ready. The system wasn't ready. And, in truth, I wasn't ready. My intentions were sincere, but I couldn't replicate what I had seen and mostly I could not understand how these feather light touches could be responsible for such “life shifting” reactions.

As time went on, I was never able to fully understand what was going on with these emotional releases. Consequently, I had a much more difficult time trying to explain it to my patients. Eventually, I had no choice but to let this entire experiment go and return to a pain relief practice if I wanted to put food on my table. Eventually, over time, I let go of my chiropractic practice altogether.

But the experience never left me. The memory of that room — of those screams, those releases, the movements— lived in me like a question that wouldn't stop asking itself.

It took me years before I found the answer. But when I did, it came in a form that required no certification, no equipment, no formal technique. It came through a combination of trial and error and experimentation and

research, and reading and ultimately I devised a technique of my own designed specifically to find and feel and harness the emotional resistance- the very emotional resistance that was present and being released inside those very people in the ballroom. I figured out a way to feel and harness the emotional presence and then release it with a form of diaphragmatic breathing. Then replacing it with a new improved version of yourself that has the instinctual ability to help you become the person you need to become to achieve a new level of ability and awareness to achieve a higher goal. It's something I have named the "Deep Shift Technique" and now it is yours to use as you desire.

But here is the kicker. The more I explored it, the more I realized that Emotional Resistance is the new Vertebral Subluxation and the DEEP SHIFT technique is the new chiropractic adjustment. What if emotional resistance is the real subluxation, the real blockage? It's the same idea wrapped up in a different package. That seminar stuck with me all these years and wouldn't let go until it guided me in a better direction. It didn't just provide me with a technique. It gave me a doorway. This book is what I found on the other side.

Emotional resistance and vertebral subluxation are very similar animals. They both block vital energy. They both cause dysfunction. They both prevent us from being all we can be. Could it be that after years of searching, it seems like I've come full circle, but with a new definition of subluxation and healing. This book is my way of sharing the realization that emotional resistance is the true subluxation and the DEEP SHIFT Technique is my way of "Unmasking, Redefining, and Clarifying the "Vertebral Subluxation".

And so, I set out on a journey with a newfound energy and new found purpose I feel as though I have been given a second chance at breaking into the speaking market like I attempted about 10 years earlier. I am certain that I am much more prepared this time and for me it's just a matter of time before I find out if the Universe feels as though I'm ready as well.

Congratulations!

You have made it to the end of the book, but this is only the beginning. Now comes the decision either to stay on your familiar path and continue in the same old way. Or will you decide to make the DEEP SHIFT and venture into the unknown in pursuit of that transformation into the person you need to be? If you've come this far, something inside you is ready. Don't sabotage yourself. Don't settle. Take action. Embrace the DEEP SHIFT. Become who you were truly meant to be.

I wish you every success on your journey. For more information, support, or to share your results, visit:
www.jeffblumkeynotespeaker.com

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