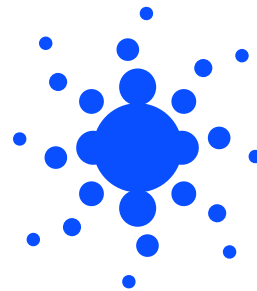


How Haters Help

Ridenour-Blade

Self-Evolution



**The Power to
Live Your Dreams**



Thank you for purchasing my book! After you read it, be sure to send your review to lee.ridenour@selfevolution.net for a chance to have it appear on our site.

I have authored a handful of other works, including:

Ways & Means of Time Management
Developing Insane Reflexes
Decaf: Breaking Your Caffeine Addiction
Starting Your Day the Right Way
Positively Passionate People
Eight Ways to Instantly Calm Yourself
Six Ways to Increase Your Energy All Day

My works up until this point have been primarily focused on the science of improving your daily life; within it, I have covered a variety of topics ranging from the body to the mind. However, my works have all shared one problem:

Not everyone is interested in that kind of stuff.

So, my point in this book was to critically examine something very crucial to all people – something that every single one of us deals with on a weekly, daily, and even hourly basis: Haters!

A handwritten signature in black ink that reads "Lee Ridenour". The signature is written in a cursive, flowing style.

Lee D. Ridenour
Ridenour-Blade *Self-Evolution*

This book is lovingly dedicated to

Andrew H. Nelson

killed in action serving in Iraq on Christmas Eve, 2006.

Your sacrifice will never be forgotten.



Rest in peace my friend.

Table of Contents

Chapter 1, The essence of HATERS	5
Chapter 2, Why they HATE	13
Chapter 3, Why you have to WIN	20
Chapter 4, How to WIN	26
Chapter 5, How to handle HATERS (and how to get whatever you want out of Life)	30
Chapter 6, Additional thoughts	43
Chapter 7, Support the cause	46
References	47

The essence of HATERS

Chapter 1

In my journey of launching my own company and passionately pursuing my professional career, I have gained a substantial amount of experience and learned many lessons. Aside from all of the technical analysis, I came to realize the two most important things about entrepreneurship and pursuing success in any endeavor in Life.

- 1) You must work your ass off.
- 2) There will be haters.

No doubt, we all deal with haters in various forms. However before I go any further, I do need to establish how qualified I am to write about this subject. I have experienced many forms of hating throughout my Life. From my youth, to my Bachelor degree, to my career at General Motors, to starting my own company, to planning the pursuit of my Doctorate degree, I have been hated upon by haters.

**Using all those haters in a positive way has helped get me to where I am today.
Thanks, haters!**

Although I use to be dominated by them, my acquired scientific, detached objectiveness has allowed me to become knowledgeable on the subject of “haters” from a sociological and a psychological standpoint... leading me to write this book.

A given fact of the human condition is that people all over the world are continuously dominated by haters. If you go outside at night and listen very closely, you can hear a faint “woooosssshhhh.” It is the sound of millions of people all over the globe sighing - millions of people having their dreams stomped out by haters, listening to what the haters say and giving up on themselves.

I watch people lose to haters every day.

I use to lose, but I do not lose anymore.

I have beaten countless haters.

I understand haters and can tell you how to positively use them to get whatever you want out of Life. I have done it, and I know how it all works. In this book, I will share that information with you. However, you will discover this book covers a lot more than just “haters.”

It has the real power to change your Life.

First, we need to start with a working definition of a “hater” as I refer to them in this book. People have hated each other for thousands of years for various reasons. There is quite a bit of literature available on the subject and psychology of hatred itself. This book however, addresses modern “haters” in the sense our culture knows them as.

Definitions

First of course, the scholarly Urban Dictionary definitions:

1. Hater – A person that simply cannot be happy for another person's success. So rather than be happy they make a point of exposing a flaw in that person.

Hating, the result of being a hater, is not exactly jealousy. The hater doesn't really want to be the person he or she hates, rather the hater wants to knock someone else down a notch.

Susan: You know, Kevin from accounting is doing very well. He just bought a house in a very nice part of town.

Jane (hater): If he is doing so well why does he drive that '89 Taurus?

2. Hater – A person who feels anger and/or jealousy for someone who has succeeded in something they have worked hard for.

A being who speaks badly, and/or takes negative actions in attempt to create problems for a successful person.

My simple, classic definition:

Hater (h8r); hat-er – noun 1. One who hates. In the case of a modern "h8r", one who hates another due to their success.

Thus, as I refer to them, haters "hate" others based solely upon their success. This also includes the traditional "doubters and naysayers" who also "hate on" the person pursuing success.

The hatred doesn't have to be genuine – **a hater is anyone who intentionally does anything to try to stop you from achieving success.**

A hater is not always easily identified. Your best friend could hate on you. The girl next door could hate on you. Your boss could hate on you. The garbage man could hate on you. The quiet guy in the lobby could hate on you. Even your own mother could hate on you.

I speak from experience when I write this: **Even the people who you consider closest to you can "hate" on you in the sense that they may try to stop you from achieving success.** However, there are different motives behind different haters, as we shall discuss later.

An individual may have never displayed any resentment or aggression toward you, until they witness you succeeding at something. Then, something very interesting may happen. The person unleashes a barrage of criticism, insults, and flaw-centered attacks upon you. It is at this point that they become a "hater." Lacking substantial grounding to attack you upon, the hater typically resorts to attacking your character and quality of work. Ironically, the work you are engaging in is often something the hater could never come close to accomplishing.

Unlike haters in the traditional sense, modern “success haters” very rarely have a preconceived hatred toward the person based upon their looks, religion, background etc; however once the success-hating begins, they may bring up the afore-mentioned issues in an attempt to validate their hating.

Now that we have a rough sketch of a hater, let us take a look at some (imaginary and real) haters in history. Once again, these are not simply people who hate others based on conventional reasons, but are instead those who hate and interfere specifically with success-seeking individuals.

Historical Example # 1: Gaff h8’s on Blort

Gaff is a normal guy living in the year 10,000 B.C. He was raised in the caves next to the river. He hunts during the day and eats and sleeps all night. Life is good. Gaff is quite content and comfortable with his lifestyle. He eats well and has few worries. He resides with a handful of other individuals, including his friend Blort. One day, Blort approaches Gaff outside of the cave.

Blort: Hey man, how is the hunting today?

Gaff: Oh... alright. I’m still eating meat from this weekend. Just chilling, you know.

Blort: That’s... cool. You know there was a whole herd of water buffalo over those hills this morning, right?

Gaff: Yeah I know... just didn’t feel like hunting though. I’m just chilling.

Blort: Oh... alright. Well I gotta run. I’m a mover and a shaker baby.

(Blort runs off to track down more food)

Gaff: What a freak. That dude needs to chill out.

(Blort comes back the next day)

Blort: Hey man I’ve got something you should check out. Follow me.

(Gaff and Blort venture out together)

Blort: Check it out. I found these apples and I planted them a while back. Now they’re growing new apple trees! Isn’t that whack? I mean, if I keep planting them, think of how many apple trees I could have here.

Gaff: Ummm.... OK.

Blort: Well seriously man... don’t you realize? I’m going to grow a bunch of these and use them to barter with the other clans – I could get some really cool stuff. My woman’s wanted some new shell jewelry for a while. The trader comes through occasionally. If I hand him a couple bags of apples I’ll be able to give her something good.

Gaff: Haha oh man... wow. That’s crazy... but be real with yourself man. That’s never going to work. I mean, you can’t just grow plants. They have to grow naturally. It can’t work. You’ll just waste your time. You know, you can hardly even hunt that good. Just come

chill back at the cave and hang out and try to hunt – take it easy like me. Be cool. I mean, just think of what everyone else would think if you were out here doing that. People will think you're weird. Plus, you'll make me look lazy.

Blort: (silence)

Gaff: You see what I mean?

Blort: Yeah I understand. Alright, talk to you later. (walks away)

Gaff and Blort continue their normal routines for a few months. One day, Blort appears at the cave, decked out in the finest furs and totally fly shell jewelry... and he's carrying a brand new obsidian spear! Gaff's jaw drops.

Gaff: What the? How the? What happened man? How'd you afford all that?

Blort: (stands quietly, basking in his dominance of Gaff)

Blort: Oh, nothing major. You remember those apples I planted that you said wouldn't work out? Well I made an entire plantation on the other side of the river. I have traders coming from all over the place now to trade for them. You really helped me out man... thanks for your support. If you hadn't doubted me, I would've never had the inspiration to finish the job.

Gaff: (crosses the river with Blort and views the plantation himself)

Blort: You got served, h8r!!! How you like them apples?

Blort WINS!

Gaff (lazy-ass) hated on Blort (go-getter) for trying to improve his current circumstances. Since Blort's success would make Gaff look lazy, Gaff tried to stop him, but he failed and was proven wrong! Oooohhhh!!!

Historical Example # 2: Pope Leo X h8's on Leonardo da Vinci

Pope Leo X: Alas! This man will never do anything, for he begins by thinking of the end of the work, before the beginning.'

Leonardo: (goes on to accomplish the following):

Inventions:

First parachute
First helicopter
First airplane
First armored tank
First repeating rifle
First paddle boat
First motor car

Paintings:

Adoration of the Magi
Bacchus
Baptism of Christ
Battle of Anghiari
Benois Madonna
Dreyfuss Madonna
Ginevra de' Benci

Drawings:

Anatomica
Animals and botany
Architecture and mathematics
Astronomy and cartography
Equestrian monuments
Landscapes and geology
Portraits

First submarine	La Belle Ferronniere	Self-portraits
Battleships	Lady with the Ermine	
Swinging bridges	Leda and the Swan	Other:
Clocks & cranes	Litta Madonna	Fables
Diving gear & water floats	Madonna di Piazza	Mirror writing
Printing presses	Madonna with the Carnation	Music
Robots	Madonna with the Cat	Sculptures
Mechanical spits	Madonna of the Yarnwinder	
Lifting jacks	Mona Lisa	
Textiles	Portrait of a Musician	
Water pumps	Portrait of a Young Lady	
Canals & drills	Salla delle Asse	
Water crafts	Salvator Mundy	
Ladders	Saint Jerome	
Catapults & crossbows	St. John the Baptist	
Cannons	The Annunciation	
Scythed chariots	The Last Supper	
	Virgin and Child with St. Anne	
	Virgin of the Rocks	

Leonardo da Vinci accelerates the advancement of mankind by several centuries.

Leonardo da Vinci WINS!

Historical Example # 3: Skeptics h8 on computer inventors

"I think there is a world market for maybe five computers."

– Thomas Watson, chairman of IBM, 1943

"I have traveled the length and breadth of this country and talked with the best people, and I can assure you that data processing is a fad that won't last out the year."

– The editor in charge of business books for Prentice-Hall, 1957

"But what...is it good for?"

– Engineer at the Advanced Computing Systems Division of IBM, 1968, commenting on the microchip

"There is no reason anyone would want a computer in their home."

– Ken Olson, president, chairman and founder of DEC

The computer ends up revolutionizing nearly every aspect of daily Life...

Computer inventors WIN!

All three of my historical examples involved the achiever triumphing over the hater. Sadly, the opposite is a more common occurrence in history. Typically you do not hear

about it because the ambitious person was snuffed out before they had a chance to shine; they were pulled down into the ranks of mediocrity. Mediocre people rarely make the history books.

“The history of the world is but the biography of great men.” – Thomas Carlyle

Modern Example # 1: Random mid-Michiganders h8 on Lee Ridenour & Kirk Blade

Now that we’ve seen some historical examples, I will give you some modern examples of hating: Here are some things which have been said to my business partner Kirk and I in regards to Self-Evolution.

“Quit dreaming.”

“You’re only 20, how do you expect to start your own company?”

“You’ll never be a millionaire.”

“What if your company fails, then what are you going to do?”

“You need capital to start a company.”

“Why do you think people are going to listen to you guys?”

“You need a degree in psychology.”

“You guys need to be certified.”

“How will you advertise? It’s too hard to get enough people to see it.”

“Is anybody actually buying this?”

“No one from Saint Johns ever does anything great, how do you expect to?”

“You need to invest a lot of money.”

“Your site looks like it’s from 1993.”

“Dreams aren’t real.”

“...Blah blah f*cking blah...”

Lee and Kirk’s website receive over 13,000 visitors in the first two weeks following launch and they make multiple international sales.

Lee “The Scientist” Ridenour and Kirk “The Ambassador” Blade WIN!

Modern Example # 2: YouTube commentators h8 on video poster

This is so classical; it is undoubtedly one of the most common forms of “hating” on the web today. The majority of videos you view on the internet have an infinite thread of comments attached, picking apart every bit of the video, and then picking apart the



comments of those who chose to pick apart different parts! Internet video comment walls and forums have turned into giant bitch-fests, wherein people who have little appreciation for their time waste countless hours arguing with someone who they will never see, and who likely has no pertinence to their reality.

The quarrelling can last days, weeks, even months... consisting of hundreds of comments; each one attacking the ones who post-

ed before they did. People vehemently defend their viewpoints, attacking each other based on personal grounds, pissing away chunks of their Life on something which brings them absolutely no benefits. If the video poster joins in and fights back against all the attacks (he will never win by doing so), the outcome is:

YouTube commentators and video poster both LOSE!

Modern Example # 3: "Cool" guy (Steve) h8's on "geeky" guy (Thomas)

Here's an example found from middle school all the way up to college students.

Thomas: Hey Steve, how's it going?

Steve: Cool man. I'm just going to go chill. What are you doing?

Thomas: Working on my physics project. I've found out some really cool stuff.

Steve: Oh... neat-o. Sounds like a blast. Not.

Thomas: No, seriously. It's really interesting. Some of the stuff I've been working on hasn't even been covered in the text book. It's pretty abstract, but I think it's really exciting.

Steve: Oh bummer man... well come on though; no one cares about that shit. You need to chill out Thomas. Every time I see you you're studying. You need to relax and be cool, or get into some sports like the rest of us, ya know?

Thomas: I guess.

Steve: Yeah... like seriously no one even knows what that crap is. You really need to do something popular, like sports or try hanging out after school. All of the stuff you like seems really dorky.

Thomas: I kind of see what you mean... But I really enjoy physics.

Steve: So what? No one even knows what you're talking about. If you want more friends and attention from chicks, you need to do something popular. I mean come on, it's not like you're going to make any great developments anyways. No one our age does that stuff.

Thomas: Alright. Makes sense. I guess I'll drop the physics research and pick up track or something... that shouldn't be too bad.

Steve: That's the spirit man. You'll be a lot cooler after you stick with it for a while. Just get away from that nerdy stuff for good.

Steve talks Thomas out of following his passion. Thomas's potential to create amazing advancements in the physics field is snuffed out prematurely. Thomas is pulled down from his higher calling of ambition into the ranks of mediocrity and "coolness."

Thomas, the "geeky" guy with tons of hidden potential, LOSES!

You have seen some examples of haters in historical and modern situations. I am sure you know many people who personally fit the roles depicted within the stories. The hating in the stories was obvious. However, there is a good chance there are many people in your Life who are hating on you, without you even realizing it. After finishing this book, you may begin to notice how many people are actually attempting to sabotage your success. Haters are not always easily recognized. They are everywhere, and it is a fact that nearly every one of us has "hated" on someone at some time.

I am not talking about some paranoid, schizophrenic conspiracy shit. Haters are a fact of Life and affect us all.

Sometimes we are the hater.

Sometimes we are the hated.

So, why do haters hate?

Why they HATE

Chapter 2

What is it about success that pisses people off?

Why do haters even exist? Why do people become agitated and jealous when they see someone else succeed? Some insight may be gained by examining our culture.

Contentment seems to be increasingly accepted nowadays. Youth are increasingly ready to accept handouts and live off of the past generations (their parents, in particular). According to Monster.com, 57 percent of college students moved home after graduation in 2004 (the “boomerang” generation). Since then, this rate has increased and is now estimated to be approaching 65 percent! The latest generation seems to have become accustomed to having the security of their parents (the stable Baby Boomers) to fall back upon whenever they need to. Many of them, backed by this security, have been sucked into a “culture of comfort.”

With such a culture developing, fewer people are following their ambitions. More and more are wasting away in jobs they may not enjoy and are making less money than they are capable of. Upward mobility in America is at an all time low, according to an income study by US News. People are not moving up like they use to.

One thing is for certain: immobility and contentment are much easier to endure than the battles and strife toward achievement!

It is easy to live a Life of passive compromise, never fully achieving what you are actually capable of... especially when your culture reinforces it!

With so many people taking the “easy” route, one of the most basic laws of human social structure is revealed: People look to each for validation in whatever they do. This is done instinctively to ensure survival within a group. Most humans continuously look to each other for approval (which is why many people are highly concerned with the opinions of others). The individuals living within today’s “society of comfort” look to each other for validation that “It’s ok if I don’t try harder.” Or, “It’s ok to stop here, because none of my friends have gone any further.”

Mediocre people surround themselves with other mediocre people in order to confirm their position in Life and in society. In doing so, they feel good, since “everyone else is doing it.” That is, at least everyone they associate with.

It is human nature to compare ourselves to those around us. Therefore, when a successful person comes along, the mediocre person feels inferior by self-comparison. How do they compensate for this feeling of inferiority? **By hating!**

Those of us who are ambitious have it rough in today’s world. An ambitious person causes a mediocre person to be cruelly reminded of what they could have achieved, had they not given up. Thus, the hating begins!

Mediocre people are hurt simply by seeing successful people. Every successful person is someone who followed their dreams – someone who strived to reach their full potential. The hater stops trying, afraid that if they keep going, others will hate on them.

They do not want to be made fun of for being “different!”

Thus, they give up. They become use to their lifestyle of forced contentment, and even blind to it. When they encounter a successful person, it is like a swift, refreshing kick to the groin. The hater is instantly wide awake, painfully aware of their reality and their inability to pursue their dreams (out of fear of what others might think of them).

This pain is so powerful and overwhelming that the hater must end it immediately. By hating, they hope to damage the successful person enough (in reality, or at least in perception) to bring them down to a mediocre level where they are no longer a painful reminder of what the hater could have achieved if they would have stuck to their dreams. If the hater succeeds in truly damaging the successful person, the hater will be victorious. As a result, they will be even more likely to hate on the next successful person they encounter.

Haters literally become “conditioned” to hate more after every successful “hating.” It is simply a mental conditioning process – a cycle that becomes stronger every time it is repeated.



What it feels like for a hater who sees someone succeeding

The “Vicious Cycle of Haters”



As you can see in the diagram, the cycle feeds itself. It explains why haters are usually either “average” haters who hate only occasionally, or “veteran” haters who have repeated the cycle so many times that they hate on others every chance they get. Humans repeat behavior when it is rewarded. Reward a hater by allowing their attack to have an impact on you and they will be sure to repeat that behavior!

The more times a hater hates (and succeeds), the more ways they learn to bring down ambitious people. With every successfully executed attack, they strengthen their arsenal of mediocrity. When a go-getter is brought down by their chosen method of hating, the hater subconsciously makes a note that “Alright that worked... I am going to remember that for next time” and is apt to use it again in future encounters.

Not only do haters continuously reinforce their attitudes every time they hate, but there is another problem: Haters reproduce. It would be nice if we could ship all their sorry asses to a remote island, but unfortunately they are scattered amongst us. Haters ally with other haters and even marry each other. Although it pains me to quote him, Kanye West once made a very true statement on the subject:

“There’ll always be haters, that’s the way it is... Hater n*ggas meet hater bitches and have haters kids.”

HAH... but sadly, it is so true!

As I mentioned earlier, haters obstruct the success of others for different reasons. Many do it for the previous reasons, such as reducing their perceived feeling of inferiority. However, some do it with good intentions. Some haters “hate” in order to protect the person who they hate on. I call this form of hating “trapping.”

Parents regularly “trap” their children in order to keep them from feeling the pains of failure or humiliation. For example, a child may have a seemingly crazy and incredible desire to join a team or do something out of their ordinary capabilities. The parent, desiring to save their child from humiliation, may persuade the child not to join. This is typically executed with some sort of carefully constructed reasoning that the child believes to be truthful and genuine. Most children intuitively believe that mommy and daddy have their best interest in mind, so sadly this “trap” is usually not recognized and the child’s ambition is snuffed without contest.

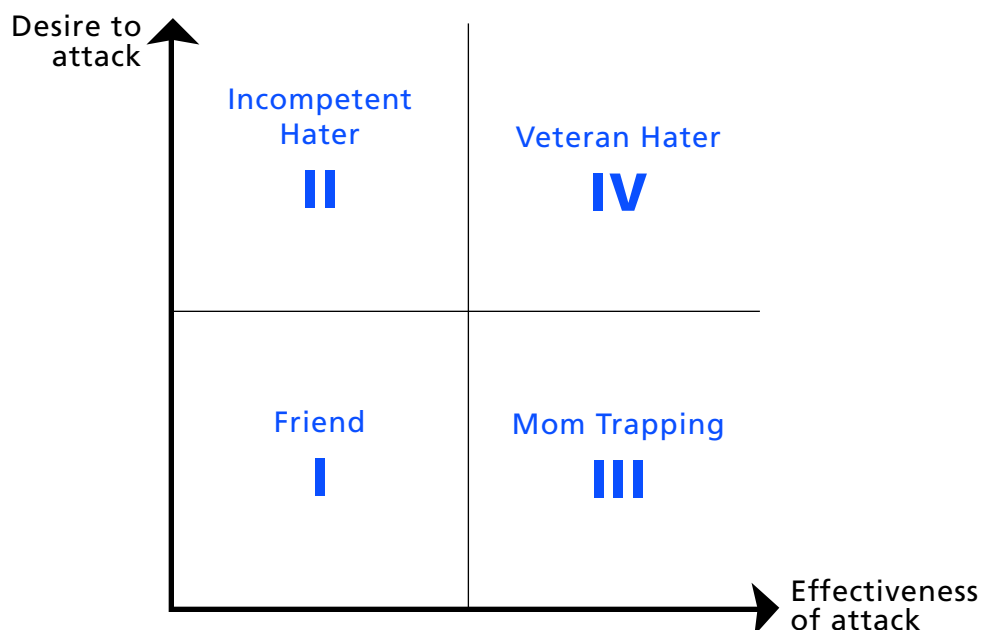
I am sure you can remember times you were “trapped” by your parents. Even the most loving parents trap their children (as indeed, they do it out of love). I can recall being trapped several times by my parents when I was young. Each time, the trapping was disguised and I did not recognize it as such until years later. One instance I remember in particular was in second grade, when I wanted to play football. My mother told me I “didn’t have the body for it.” I bought it and gave up. Today, I know the reason was that she knew my dorky little ass would be mercilessly dominated on the field, especially since I had not played any sports before.

In my example, I am genuinely thankful for my mother's actions. I know that in second grade my desire to play football was out of a desire for "coolness", not for the sport itself, and the time saved by not playing it was spent gaining the technical skills which I hold today. It was well-spent on things such as designing airplanes on Microsoft Paintbrush with my accomplice Andy and skipping recess to draft building floorplans in the school library.

Trapping is seen everywhere. Often times it is a bit more insidious than the loving protective techniques used by my mother. This action of "trapping" coincides with the development of America's "everyone is a winner" education system. In an increasing amount of elementary classrooms, tests and grades are being structured so that every student receives a good score or recognition simply for being there. This has even pervaded youth sports. In some events, every single participant receives a trophy, regardless of if they have won or loss.

The idea that seems to be taking over is that children need to be saved from failure and only experience victory. This is believed to protect their self-esteem. On the contrary, children need to experience occasional failures to learn how to deal with the real world. **Reality check:** In the real world, not everyone is a winner! Children must learn how to deal with setbacks and losses. Only by experiencing defeat will they learn how to grow and improve. So, if you are a parent, do your sons and daughters a favor and do not "trap" them or shield them from defeat. It is the only way they can grow (assuming you provide proper support and guidance when they do fail).

As I said in regards to trapping, do not let it be confused with genuine hating. To help clarify the differences between all the "types" of haters, take a look at the quadrant chart below. I classify the type of haters based on a) how strong their desire is to damage you and stop your success, and b) how effective their cunning tactics are in actually damaging you.



Quadrant I: Here, at the very bottom left corner, you will find your real friends and true supporters. Anyone that you associate with regularly from a business or social standpoint should be in this quadrant. These people have no desire to harm you on your path to success and likewise should never demonstrate their skill.

Quadrant II: Here, at the top left corner, you will find the haters at the bottom of the intelligence scale. Generally, these are individuals who had no interest in completing their GED, avoid learning new knowledge at all costs and love to talk smack to you. Usually they can only come up with a few very basic insults, which should have little effect on deterring you, since they are so comically primitive. One example in particular sticks out in my mind. In high school, I had a hater who spent most of his time in the weight room, eating, playing football and possessed the “skill” of being able to drink a 24-pack of beer in one sitting (of which he was very proud). I am no one to judge the moral worth of such a “talent”, but if drinking ridiculous amounts of beer was his way of self-actualizing, then so be it. We had a few smack-talking sessions, and I remember vividly the only three remarks his alcohol-shriveled frontal brain lobe could create were:

“F*ck you.”

“F*ck you mother f*cker.”

“You’re a f*ckin fag.”

WOW! Pretty creative! As you can guess, his hating had no effect due to the simplicity of his insults. He was a prime example of a Quadrant II hater. These are obviously the easiest to deal with. As a matter of fact I enjoy them the most, since they provide occasional comical relief. They certainly extract quite a hearty chuckle from me!

Quadrant III: Here, at the far bottom right corner, you will find people who are close to you, yet still want to deter you in the form of “trapping” as mentioned earlier. They have no desire to inflict damage upon your success and only want to save you from disappointment. As a result, they will use cunning techniques to stop you (which are usually disguised as something else, since they care about you and do not want to hurt you).

Quadrant IV: Here, at the top right corner, you will find the most damaging haters. These are the “veteran” haters that have both the desire and the skills required to damage you. They have spent a long time hating and know what works and what does not. These are the people who are “existentially tormented” by witnessing success and have dedicated their lives to bringing down successful individuals. Out of all the haters, they require the most skill to deal with and will be addressed the most in this book.

Let us get back to the subject of genuine “hating.” It is worthwhile to investigate the psychology behind many of the things haters say and do in their assaults on us go-getters. We will take a look at some examples of attacks, along with the possible thought process behind each attack. These examples are from haters who could be considered

Quadrant IV or “veteran” haters.

“Dreams aren’t real.”

This was said to Kirk while we were in high school and he was explaining some of our plans to a hater. The hater stated this matter-of-factly in hopes that Kirk would believe it and give up on following his dreams, since “they aren’t real.” Little did the hater realize, dreams are real. To me, they are more real than anything on this earth.

“Everything you can imagine is real.” – Pablo Picasso

Dreams start off as ideas, which can never be destroyed. Then, once they are crystallized into results, they become tangibly perceived. They exist in a person’s mind, and since reality is perceived, for many of us (myself included) our dreams are the realist thing we have. This is especially true after you force your Life to take on the shape of your dreams. It reminds me of a quote by the famous George Moore:

“Reality can destroy your dream... Why shouldn’t your dream destroy reality?”

...my sentiments exactly. My dream has been destroying the “reality” which so many others perceive and hold to be true. “Dreams aren’t real.” LOL. Kirk and I own our own company, have made sales internationally and are changing people’s lives every day. 13,000 people viewed our website in the first two weeks of business alone. We have only accomplished 1/10,000 of what we plan on doing, but I can tell you that **our dreams are more real than anything any hater says!** Sadly, the hater who said “dreams aren’t real” most likely gave up on his dreams a long time ago. It is our job to pull sad, defeated souls like them out of the mud and help them to exhume the remains of their dreams; whatever they may be.

“You need a degree in psychology.”

This was said to me in reference to my ability to become “certified” in self-development. The hater possibly felt that by undermining my credentials, he could deter me from my path. If I fell for it, I would give up, believing I was not “certified” enough, and thus no one would listen to me. However, the hater needed to ask himself this: Did most of the past gurus have psychology degrees when they started their self-development quests? No. In addition, here is a taste of reality: After graduating from GMI with a Bachelor of Science in Industrial Engineering, I will acquire a Masters in Cognitive Psychology and a Doctorate degree in Industrial-Organizational Psychology from Michigan State University, rated highest in the nation for their I-O Psych program. That, combined with my Industrial Engineering degree, will allow me to become not only a true authority on the mind, but also a leading expert in the field of motivation, personal development and human factors in organizations; allowing me to assist nearly any type of company (or person) in creating real change. This is without mentioning the piles of research papers which I am in the process of writing and having published in psychology journals. Try that for “certification.”

“No one from Saint Johns ever does anything great, how do you expect to?”

This was said to Kirk by one of our hometown-proud classmates. The sad part is, this hater was going absolutely nowhere in Life. Their statement precisely explains their particular situation. If this hater truly believed that “No one from Saint Johns ever does anything great” then how could they expect to ever do anything of any worth? This hating was more than just a typical attack; it was a sad reflection of one of the limiting beliefs this hater held inside. We will talk about the psychology of belief later in this book, but the fact is that unless this hater changes his beliefs, he will never rise beyond mediocrity.

What would have happened if we let any of these haters get to us? Our lives would be quite different if we had succumbed to enough of small attacks such as these. Being deterred from any single achievement due to a hater’s ranting can change the course of your Life.

That brings us to the next chapter.

Why you have to WIN

Chapter 3

Before we continue, we need to understand truly how much damage can be done to an individual when they allow a hater to affect them. It comes as no surprise that a series of insults can erode even the hardest achievers, but what of the effects of a single insult hitting its mark?

The examples from the first chapter were pretty obvious. However the damage that can be incurred by a simple, passing remark can be massive. Let us take the example of Don, a new employee at a large office building.

Don has a great first week on the job as a new project manager. He meets all his co-workers, kicks off a project to a great start and works very hard to make progress the first week. The second week though, things change. Don gives a presentation Monday morning on the success of his new project. Mike, an old-timer accountant who has never accomplished enough to be promoted, walks past Don on his way out of the presentation room.

Mike smugly says, "Interesting presentation Don, but my son makes better PowerPoints. Might wanna work on other stuff too...I've seen better."

Mike offered no explanation for what could be improved. He offered no feedback, only generic criticism. Mike's statement was not "constructive-criticism" or "helpful feedback", it was outright "hating." Such a remark could only hurt Don, not help him.

Don does not have a chance to respond to Mike, so his remarks stay in Don's head. Don has another presentation on a different project in another hour. He had prepared for his presentation the night before, but now with Mike's insult festering in his mind he cannot focus. Worse, the more he thinks about it, the more he believes Mike may be right, although he is clueless as to what parts of his presentation may need improvement.

Nervous and unconfident, Don is forced to go into his second presentation. Don's mind goes blank, and although he tries his best to present, he can only think of Mike's comment and begins to actually believe that he is a lousy presenter. His presentation gradually falls apart and Don comes across as sounding incompetent and uninformed of his own project. Due to his perceived ineptitude, Don is verbally attacked by the staff at the end of the presentation. Probing questions are directed at him, with rebuttal being nearly impossible from Don due to having his thought train completely scattered by the anxiety. As a result, the staff ends up tearing him apart in front of the whole group. Don leaves the presentation feeling ashamed, worried and completely lacking confidence.

In a distraught state of mind, Don goes on to make several mistakes later that day on a project, which angers some of his coworkers. Consequently, they perceive him as lacking the skills of a manager and spread negative rumors about him in an attempt to have him fired or transferred. The rumors take root, grow over the next few weeks, and ultimately result in Don being “let go” from the company.

Through an extended cause/effect chain in the example, Don worrying about Mike’s comment literally caused Don to lose his job. It may be a bit far-fetched, but you can see how easily one comment from a hater can mess up a day, week, year, or even a lifetime for a would-be achiever. The results of letting a hater damage you (long-term or short-term) can be catastrophic.

What happens when you use them to your advantage instead of letting them damage you? Allow us to reexamine Don’s situation in a different light.

Don has a great first week on the job as a new project manager. He meets all his coworkers, kicks off a project to a great start and works very hard to make progress the first week. The second week though, things change. Don gives a presentation Monday morning on the success of his new project. Mike, an old-timer accountant who has never accomplished enough to be promoted, walks past Don on his way out of the presentation room.

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STOP! Everything was obviously the same up until this point. Now though, Don has a conscious decision to make! He can let Mike’s hating bother him, or he can use it to his advantage (we will cover how later in this book). This time, Don chooses to use Mike’s hating in a positive way.

Now... Don does not have a chance to respond to Mike, so his remarks stay in Don’s head (just as before). However, Don examines them and sees them for what they are: hating. Don realizes such a generic insult shows that nothing was actually wrong with the presentation itself, but that Mike was simply jealous of Don’s advancement and needed something to base his attack upon! Don confides in this, reminds himself he is indeed a good presenter, and goes on to his next presentation. As he begins, he mentally makes a point of proving Mike wrong and proceeds to give an outstanding presentation. The staff members love it, are very satisfied with his project and are eager to see how he performs on future projects.

Don continues to manage outstanding projects and is promoted a few months later.

The two situations turned out quite different. Why? Because **Don saw Mike's hating for what it was, and proved him wrong!** You can see how one single decision by Don in handling a hater ended up helping to accelerate his career!

How many people end up like Don in the first example? How many people let haters affect them and sabotage their hard work toward succeeding? Too many!

So many people have their dreams (little or big, short-term or long-term) cut down or sabotaged by haters, it is absolutely tragic.

It saddens me, moves me and drives me to action.

I am now going to expose some very fundamental beliefs of mine. I am a very spiritual person and a definite humanist. With confidence, I believe **every single person on this planet** has something within them that is divine – a gift, waiting to be revealed. No matter how untalented, lowly, or incapable someone is perceived to be; every human being has their own unique reason for existence: some event to experience, some great work to complete, something to take care of, some condition to change, something to contribute, someone to love, a cause to serve, some story to share or some talent to express (big or small). Whatever it is; it is something only they can do since no one's situation and conditions in Life are identical. Everyone is in a slightly different situation and therefore will find different meaning in different things. Everyone has been given a gift in one or some of these things – **a potential** within their mind and heart, waiting to be defined by them, taken responsibility for and then chiseled from the world around them - using the tools their Creator has given them.

Thus, it is my belief that once we have defined our meaning in Life (to achieve, experience, or anything else), we must pursue it with every bit of ourselves. To do so is to be aligned with the will of your Creator as you bring goodness to the world or even simply to yourself with the gifts you have been blessed with. Our biggest struggle then, comes in keeping the distractions and obstructions of this world from hindering or stopping us from carrying out our mission(s). Explicitly, I believe that the harder we work at carrying out our missions, the closer we are to fulfilling our divine nature. **It is our job to overcome, shut out, blow away and break through anything that stops us from doing so.**

This is what overcoming haters is all about.

It is not just some matter of "standing up for yourself", or "showing them what's up." It is a matter of **doing what you have decided** you were put here to do. **It is a matter of living your Life the way you believe it is meant to be lived and not letting someone else stop you from doing so.**

...It's about annihilating any obstacle or distraction that interferes with you doing what you were put here to do!

This is why I have been quoted as saying "Perseverance is divinity." Realize: it is the nature of the things and people in this world to stop you or distract you from your path in Life. We are surrounded by millions of tiny pebbles, which when piled together, form massive walls in our path. If we are to become closer to our divine and sacred nature, we must learn how to persevere against the odds to follow our missions (whatever they may be in our lives). Persevere against all odds toward your goals (positive ones), and you will be helping to make yourself or the world a better place! If you let the haters win, they will have stopped you from following your heart!

Therefore, you must win!

The battle against haters and other obstacles can literally become the biggest struggle of your Life. Right alongside with haters is another closely-related obstruction to getting what you want out of Life: Latent fears.

Latent fears are "small" fears that eat away at you on a day-to-day basis and inhibit you from doing things that you have set out to accomplish. Latent fears include things such as:

- Fear of failure
- Fear of being perceived as "uncool"
- Fear of humiliation
- Fear of people thinking you are "weird"
- Fear of instability
- Fear of change
- Fear of being gossiped about
- Fear of being "different"
- Fear of rejection

...and even sometimes, the "fear of success!" I am sure you have felt all of these fears before in some form or another. They are the day-to-day fears, which accumulated over time can easily stand between you and achievement. Many of the ones people experience are based on valuing the opinions of others. The more you value the opinions of others, the more you are vulnerable to attacks by haters. Sadly, the majority of people you will meet immensely value the opinions of others. The great Marcus Aurelius put it best:

"I have often wondered how it is that every man loves himself more than all the rest of men, but yet sets less value on his own opinion of himself than on the opinion of others."

People who care about what others think about them hold themselves back in all aspects in Life.

STOP giving a shit about what other people think about you and YOU WILL BE FREE!

Why does it matter what other people think about you? It does not! Why? - Because it is none of your business. It is their opinion of you. It is based off of their viewpoints,

their beliefs and structured around the outlook that they have of Life and of others.

Their opinion is not you. It is not reality. **Only you know the “real you!”** In your whole Life, you will never make everyone happy. Everyone is different, has different beliefs and will attack you for different things that violate their beliefs of how things ‘ought to be.’

If anyone tells them how they think you ‘ought to be’, tell them to piss off! You will follow your beliefs, not theirs!

John “00” Fleming, one of my favorite DJ’s, stated it well:

“Unfortunately the hard truth is that when you make public your first DJ mix or first track is that it will more than likely get attacked by some people...this can really affect unconfident people especially if you have a weaker personality. It bugs the hell out of me these ‘brave’ people who unnecessarily speak out, I dread to think how many people have given up on music because of this, they have no idea what damage they are doing. Unfortunately this is human nature and there is no way I can change this, but I can try and make you change the way you think.

Whatever you do in Life, it’s impossible to keep everyone happy or make something to everyone’s tastes. If everyone in the world wore the same clothes, drove the same cars and ate the same food it would be a boring place to live. We’re all individual and are into different things. The first thing is to erase from your mind that you’ll be able to please everyone with your music, it’s impossible. You will always get negative feedback, so prepare yourself mentally for this....Remember, the most successful people in this world have broken the rulebook and simply followed their passion may it be musically, as an artist, designer or whatever. If they listened to others telling them they shouldn’t be doing something a certain way, then they wouldn’t be where they are today.”

What do you want out of Life??? Is it...

...To love and be loved?

...To have tons of fun?

...To make lots of money and have it all?

...To find enlightenment and learn the truth?

...To become powerful beyond measure?

...To help others all over the world?

...To create something amazing?

...To see and experience everything?

Whatever you decide you want out of Life, it is going to be very difficult to accomplish if you actively value the opinions of others! **So let it go. Stop caring about what others think about you!** In the end, their opinion means absolutely nothing in your Life. You are the sole owner and author of your Life's story.

No one else has the right to decide how your Life will be shaped except YOU.

When you "adjust" your Life (even in small, daily activities) to accommodate the opinions of others, you are literally surrendering parts of yourself to them. Once you learn how to disregard their opinions, the sensation of true freedom is overpowering. Try going just one day without valuing what anyone else thinks about you. It will be an extremely enjoyable day! You will have loads of fun and reveal many great things about yourself that were previously shrouded behind your latent fears.

I am not implying you should be insensitive to others. Everyone still deserves to be revered as a fellow human being and treated with respect. You do not have the right to hurt them or impede on them personally in anyway. However, respecting them does not mean you have to give a rat's dead ass about what they think about you! Toss their opinions out the window and act accordingly!

By now, I am sure you realize how this all ties together into why it is so critically important to not let haters slow you down on your path in Life. Now that you see the value of overcoming them, the question is: how do you overcome them?

How to WIN

Chapter 4

Before examining the fundamentals of winning against haters, we will cover the different ways in which a hater may attack you.

Haters may attack you via five main methods:

Written

Written attacks are the most common; particularly on the internet. Why? The hater may remain anonymous, with no fear of retaliation. Plus, it is much easier to talk smack about someone whom you will never meet in your Life. To deal with these attacks, simply ignore them (arguing will only fuel their hating), or have their IP address banned from your site, whichever seems more prudent at the time.

Verbal

Verbal attacks are slightly less common. They certainly take more testicular fortitude for the hater to execute the attack, as it is a face-to-face confrontation. When this is the case, I usually do not waste my time giving them an elaborate response. Instead, I have a very simple reply, illustrated in this example:

Hater: "Oh... that's a nice little business thing you got there. What makes you think it's gonna work? You're gonna fail man."

Me: "HAH!" (walks away)

Hater: *silent* (owned as he realizes his hating had no effect... and left to wonder what I meant by "HAH!")

Destruction of Property

If a hater cannot insult or damage you through written or verbal attacks, they may attempt to physically hinder your success through directly damaging your property or business resources. When this is the case, call the cops and have them arrested for destruction of property. (I am not allowed to promote anything illegal here).

Bodily Harm

["Great minds have always encountered violent opposition from mediocre minds."](#)
– Albert Einstein

If a hater is unable to stop you through destroying your physical resources, they may attempt to stop you by damaging your body itself. When this occurs, if you are less physically skilled I recommend utilizing pepper spray, a tazer, a collapsible baton, knife, sword, or even a ballistic weapon to protect your physical well-being, especially if they are serious in their intent to do you harm. An assault rifle, crossbow or potato gun is acceptable. If you have martial arts experience, I recommend delivering

an absolutely brutal, mean, hard and unforgiving beating to the hater, as this will not only neutralize the threat to your body, but will serve as a loud and clear signal to all haters that you are not one to be trifled with. When the vandals attack your sacred Temple, you must do whatever is necessary to stop them.

Do not be afraid to punch, kick, throw, lock, break, jab, stab, stomp, knee, elbow, chop, strike, push, pierce, shove, slam, twist, lance, stub, crack, smash, palm, head-but, slice, jam, sever, fist, ram, claw or eye-gouge your assailant into submission

(Once again, I am not promoting anything illegal here. Force is only acceptable up to the point where the threat to your physical safety is neutralized). Personally, I would not hesitate to smash my rock-hard Muay Thai shins into the face of a hater-turned-assailant, but I know for a fact I would hold back on their bitchass as soon as they were no longer a threat to my physical well-being. I would certainly be much more judicial in the introduction of my Glock G30 .45 Auto to the situation. Therefore, objective judgment must be utilized in such events as to how far to carry your counter-assault. Clearly, if you deliver a flying knee strike to their face and they are KO'ed, you should not proceed to teach them an additional lesson, as it is obvious they are no longer a threat (not to mention doing so would technically be exceeding "justified self-defense" as defined by the law). On the topic of ass-kicking, fast reflexes certainly swing the odds in your favor in any fisticuff. To learn some great techniques, check out: <http://www.selfevolution.net/reflexesreview.htm>

In dealing with the attack of any hater, you must:

- 1) Immediately neutralize any physical threats to yourself or your property if they exist.**
- 2) Recognize and identify what kind of method the hater is using to attack you.**
- 3) Formulate and execute an appropriate response (even if the "response" is ignoring them).**
- 4) Immediately separate yourself from them after issuing your response to increase its efficiency (let them "think about it").**
- 5) Put their attack into the proper light mentally for what it was, to protect yourself from emotional damage.**
- 6) If possible, find a way to use the attack to your advantage.**

Steps one and two have already been covered.

In step three, there are three types of responses you may use. a) An elaborate, cocky, sharp and witty response which floors them and scares off other nearby haters. For example, creatively insulting them using words far beyond their vocabulary level, leaving them to be lost dwelling upon the meaning of your remarks. b) A simple yet effective, no-thought-invested reply to dismiss them completely, such as "Hah!" or a chuckle, etc.

c) Completely ignoring them. This can be quite effective, along the same lines as “the best threat is an unspoken threat.” Completely ignoring them also has the two-fold effect that it saves you time in developing a reply, especially if you deal with haters daily.

“You will never reach your destination if you stop and throw stones at every dog that barks.” – Winston Churchill

In step four, the point is to leave immediately (if possible) in order to let them dwell upon how they were just dominated by you. We are not out to ruin the hater’s day, but they need to learn a lesson to not trifle with you in the future. Thus, the more effective your response is (letting it “soak in” by leaving), the better.

In step five, it is crucial to put their attack in perspective as soon as you can. We already took a look at the psychology and reasoning behind their attacks, now it is your job to remember those insights as you view their insults in an objective, detached manner. When you receive an attack, step back from yourself and view it for what it is: Resentment against your achievement, a mirror of their own negative views and nothing more. You may feel pain from the initial attack until you condition yourself to completely disregard their opinion. **Just remember, when the pain is present, the suffering is optional.**

In step six, look for a way to use their attack to your advantage. The two easiest ways to do this are to a) make it a point of proving them wrong, or b) find humor in their attack. To have a fun time proving a hater wrong, remember exactly what they said to you as you walk away. Next, pull out your “To-prove-wrong list” (if you do not have one, make one). Write down their name, the date and exactly what they said to you. If they said something specific to you about you being unable to accomplish “X task” by “Y date” and it fits within your goals, add it to your task list to spite them. If what they said was a negative “generality” about you, just put them on the list and remember them once you are triumphant in any endeavor – they will be one of the many doubters you can look back at and wave to. Review your list occasionally and remember all the nasty things the haters have said to you. It may provide some needed inspiration at critical times when you have lost focus. **Winning is made much easier when you have haters to prove wrong!**

“The greatest pleasure in life is doing what people say you cannot do.”
– Walter Bagehot

It is worth mentioning at this time that you putting them on your “list” is not because you hate them or are holding a grudge against them. You now understand why they do what they do from a psychological standpoint. Hating them would be to stoop down to their level. You must forgive them from a personal standpoint; it is your duty as a wise, emotionally intelligent human to do so. However it does not mean you have to forget about what they did!

One of my close friends was faced with the fact that many injustices had been done unto him in his youth. He always wanted to use the insults and injuries to motivate him, but at the same time was faced with the dilemma of not harboring resentment. One day, he stumbled upon the quote "Always forgive... never forget." The quote described what one must do in



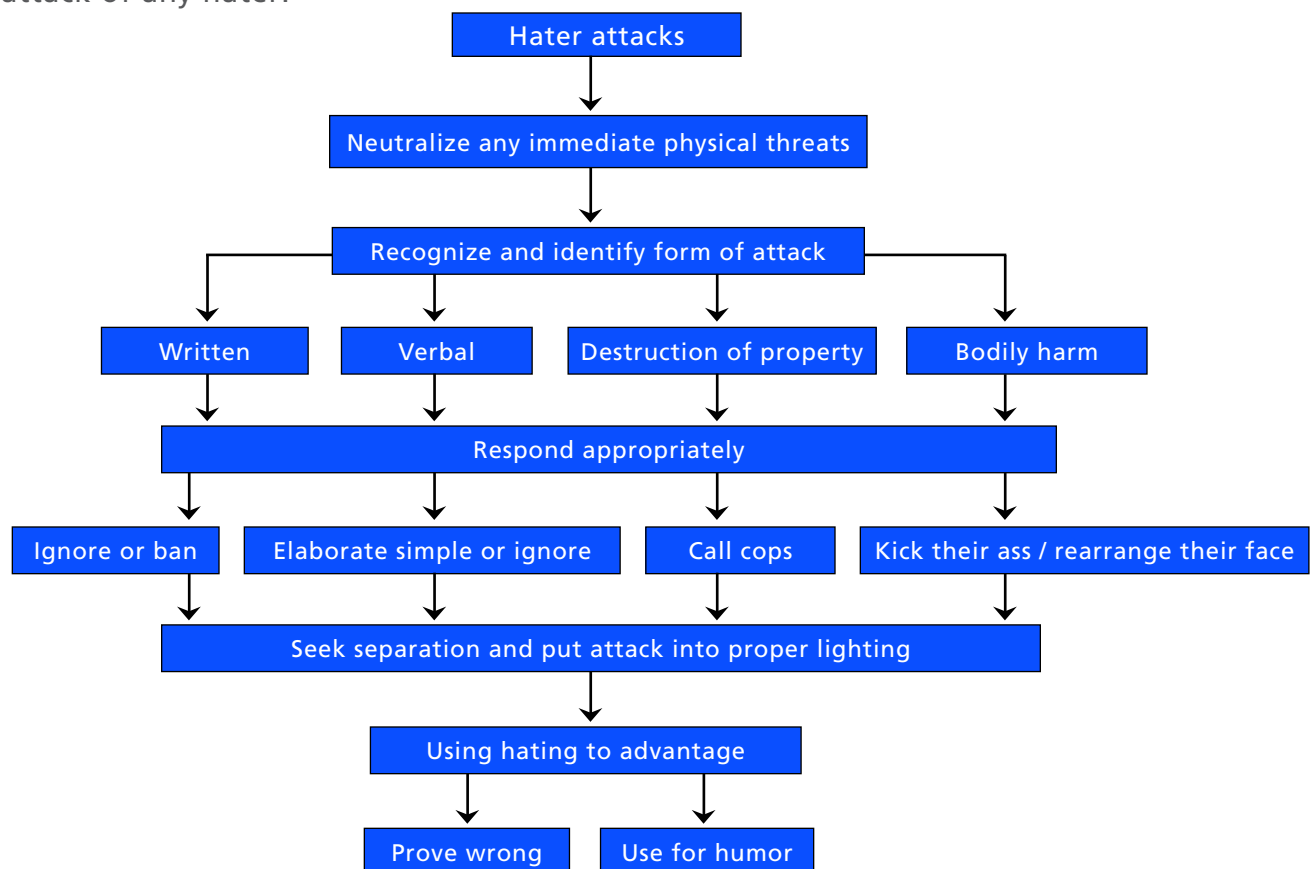
a situation as his perfectly. He felt it was tattoo-worthy, as it was the solution to one of the great struggles of his Life.

In regards to finding humor in their attacks in step six, this is usually pretty easy to do. As soon as you realize the true idiocy of their insults and what lies behind them (which is usually not excessive amounts of discipline or ambition), the entire situation becomes rather comical.

The easiest way for me to laugh my ass off is to just look at them. Simply look at them. Examine their scrunched up, judgmental, disapproving hater faces; full of envy, resentment, anger and immaturity. One can only laugh at them. Things that go through my head "Oh, I'm sorry... did I violate your cultural norms by striving to achieve, jackass?" *Wahhh!!!* (wipes tears from eyes and inserts pacifier)" or "Whoops.... my bad... did my aggressive and ambitious personality violate your social mores of being 'chill', douche bag???" **LOLZ @ U, H8R!!! :)**

Sometimes, it is all I can do to keep a straight face. I will receive a strange look, or see two people whispering while looking at and gesturing toward me and I usually have a good idea what they are saying. When that happens, it is extremely difficult to control my laughter. Typically, I am left with a massive smirk on my face.

To summarize, here is a corporately-badass flow-chart detailing how to deal with the attack of any hater:



How to handle HATERS (and how to get whatever you want out of Life)

Chapter 5

The book up until this point has looked at haters primarily through an external perspective. We have looked at why haters exist, why you have to beat them to live a happy Life and how to beat them. Now comes the part I have waited for the entire time in writing this book; something that will make you or break you in your quest toward living a fulfilling Life: Mental programming.

Mental programming is anything you subject your mind to, in any form. Nearly every part of your Life is the result of your mental programming, or the programming of someone who has had influence on your Life.

Mental programming has given birth to new lives.

Mental programming has destroyed lives.

Mental programming has built empires and nations.

Mental programming has caused entire civilizations to crumble.

Mental programming has created marvelous inventions.

Mental programming has ruined inventions before they could ever be created.

Mental programming has taken men to blinding heights of achievement.

Mental programming has brought the greatest men to their knees.

Mental programming nearly ended my Life.

Mental programming redefined my Life.

Mental programming has allowed me to get exactly what I want out of Life.

Mental programming will allow you to live however you want to live...if you learn how to use it properly.

“All that we are is the result of what we have thought.” – Buddha

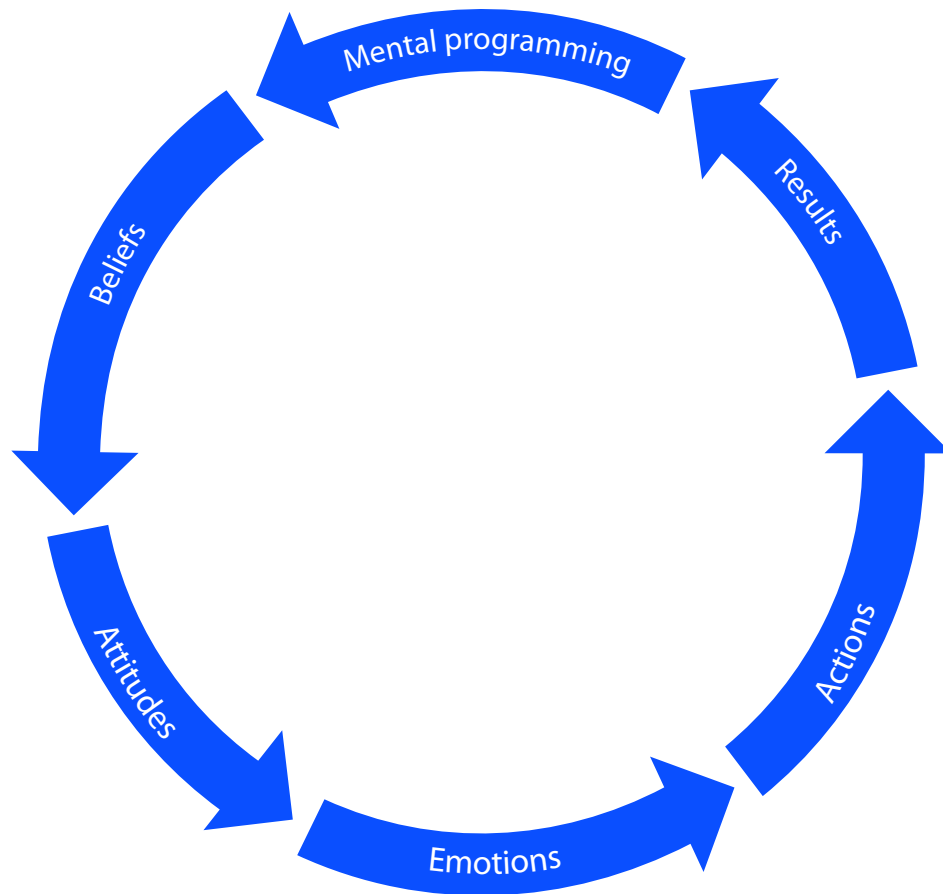
I’ve certainly made some big talk about mental programming (here and in other publications). So, why is nearly everything a result of mental programming? If you have ever explored any basic psychology, you are aware of the tremendous power of your subconscious mind. Your subconscious mind will believe whatever it is told... literally. You may filter information at a conscious level (ie; “I don’t believe that!... that’s rubbish!”), however no matter what you “think” at a conscious level, anything repeated enough times eventually leaves an impression upon your subconscious and will ultimately affect your belief system. The creation of beliefs is what is so important about mental programming.

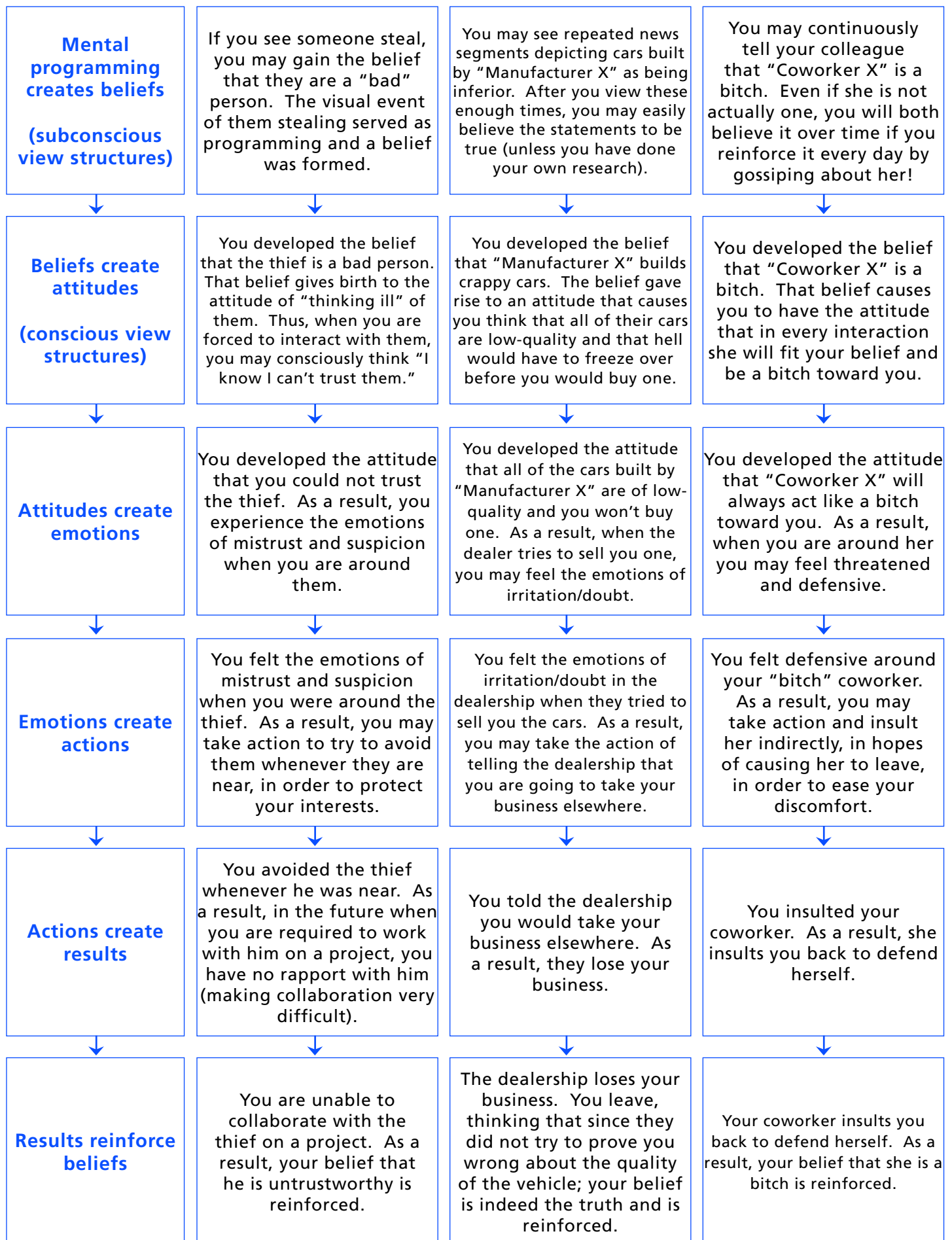
“A lie, repeated often enough, will end up as the truth.”

– Dr Goebbels, Hitler’s Minister of Propaganda

Mental programming creates beliefs.
Beliefs create attitudes.
Attitudes create emotions.
Emotions create actions.
Actions create results.

Let us examine this chain in detail:





Now that you have seen some examples of the programming cycle, it should be obvious how ridiculously important your mental programming truly is!

Mental programming is where it all begins!

The ways in which your mental programming and belief system affect your subconscious mind to create your Life are numerous. They are a subject which I shall save for a future publication. All you need to know right now though is how critically important your programming is for your daily, yearly and Life-long happiness.

By now, I am sure you are wondering how all this mental programming stuff ties into the subject of haters. Realize: nearly everything you see, hear, watch, encounter or experience serves as mental programming in some way.

Guess what? Haters, the smack which they talk and the way you handle them are no exception!

What a hater says to you and what you think in regards to what they said are both incredibly potent forms of mental programming. This is why you must learn how to handle haters. If you do not, the negative programming from your defeated encounters with them will end up creating negative results in your Life.

If you fail to do something to defend yourself mentally when a hater attacks, the results can be catastrophic. One insult or critique, dwelt upon and allowed to fester in your subconscious can end up skewing your entire belief system about yourself and ultimately affect your level of happiness. It even has the power to end your Life... no joke.

Thus, you are faced with one hell of a predicament. Haters are out to play chutes and ladders with your belief system and sabotage your Life. You need to keep them out of your mind. How do you do this?

The first things you need are strong conscious filters and subconscious beliefs about who you are. Know the truth about yourself at a conscious and subconscious level and anything a hater says contradictory to those beliefs is less likely to seat itself in your mind.

Unfortunately though, **not even the best conscious filters can stop 100% of a hater's insult.** Some of the attack will get past your filters and over time repeated attacks can add up to affecting your beliefs... it is inevitable. Thus, to deal with the damage inflicted upon your subconscious mind, you must develop situational counter-beliefs. That is, when a hater attacks you, you need to flood your subconscious with programming opposite of the hater's attack to "override" their intended influence.

As a relative example (not psychologically absolute), if a hater tells you "You've really been sucking at math" once, and you tell yourself "I've really been kicking ass at math" ten times immediately after that, you would have a ten times better chance of "kicking ass at math. The example is, of course (among other things), influenced by

how much you value the opinions of others. Unless it messes up the formatting (pushing onto next page) then it's not necessary.

This leads us to the topic of affirmations. Affirmations are statements you make to yourself, affirming the things you hold to be true. Affirmations are the key to successful mental programming. They can take many forms, can be used in many places and can literally become the programming "code" by which you shape your mind (and consequently your Life). In their basic forms, affirmations can be written, spoken or thought consciously (internal dialogue). Affirmations (what you believe you are or should be) and goals (what you want to do) go hand-in-hand.

In form, affirmations should be:

In the positive

Your subconscious mind does not distinguish complex grammar as your conscious mind understands it. For example, affirming "I never miss" would literally be interpreted as "I miss" by your subconscious mind. The key is to focus on linking words, without any "negatives" (no, not, don't, never, won't, can't, etc.) Avoid "null" words. Rather than using "I never miss", rephrase it in a way such as "I always hit my target."

In the present tense

If you phrase your affirmations in a non-specific future tense, such as "I will be wealthy someday", your subconscious will interpret it literally. That is, you always "will be wealthy someday", but will never actually be wealthy! If you phrase it in the future tense, your subconscious will leave it there. You may end up working toward being wealthy, but never becoming it because you always believed it would happen "someday." What your subconscious needs to hear is that it exists or is about to exist now! Some correct positive tenses could include:

"I grow wealthier each day."

"I am becoming rich."

"I am a money-making machine."

"I am a true business man and capitalize on every opportunity."

"I can seal any business deal with ease."

"I always find new enterprises to wisely invest in."

Specific and time oriented if possible

Again, following the "wealth" example, we become specific and use time constraints so that the subconscious has active targets to work toward:

"I increase my annual earnings by 20,000 dollars every year."

"I make 50 new sales each month."

"I find ten new clients each week."

"I invest 1,000 dollars each month in my IRA."

"I am working hard to receive the employee of the month award this June."

Ambitious, but still achievable in some way

Goals and affirmations are proven to be the most effective when they are hard to achieve. Therefore, strive to make them as ambitious as you can, without being impossible. If they are seemingly impossible, your subconscious will reject as being too far out of whack with your current beliefs. For example; "I make one billion dollars every hour" would be rejected. However "I am finding new ways every day to become a millionaire by age 50." could be accepted. Additionally, solve the rejection dilemma by attaching a plan to each goal.

"I will be a multi-millionaire by age 30 from making wise investment choices."

"I am steadily becoming a millionaire by working hard on my business each weekend."

"I make 250 dollars daily in commission through my extraordinary sales skills."

Linguistically engineered to create associations

As I mentioned earlier, your subconscious understands basic grammar the easiest. This applies particularly to associations (the linking) of words. To be most effective, words you wish for your mind to link together should be punctuated.

"I can **do anything** I put my mind to."

"I always **overcome** any obstacles with ease."

"**Innovative ideas** come to **me** continuously."

"My employees put their **faith** and trust in **me** for I am their leader."

"**My team** works **together** easily and I am proud to be a member."

When the words are linked through punctuation/accenuation, the mind creates the following associations:

I – anything

I – overcome

Innovative ideas – me

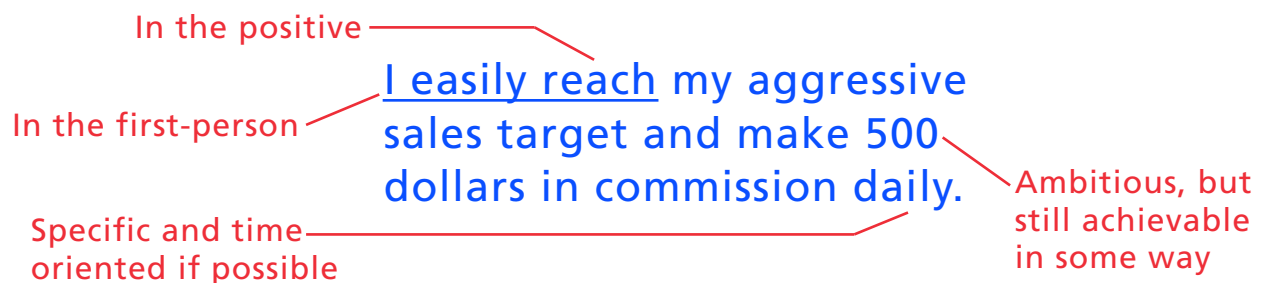
Faith – me

My team – together

The other words in each affirmation are also important; although as you can see the linked words are the key points in each. Research shows that strong voice modulation

supporting positive terms has significant effect on the effectiveness of mental suggestions. Therefore, be sure to accent the key words while speaking them. Another way to increase the effectiveness of your affirmations is to close your eyes while speaking them. In a recent study, self-affirmations were shown to be twice as effective with the eyes closed vs. the eyes opened! So who cares if you look weird closing your eyes in public?! **Close your eyes to shut out the deranged programming of the world, and program your mind the way it should be programmed!**

The basic “engineering” of affirmations is pretty easy to digest. Here, we review the correct “assembly” of an affirmation:



Equally important is how to use them. If you write down your affirmations, write them clearly or type them. You may create a full sheet of them to carry with you in your binder, or you may type them on a small card and carry them with you in your wallet or purse, as I do. Note, in my wallet, not in my purse.

Carrying the affirmations on a card in your wallet (in one of the transparent slots) allows you to open your wallet and look at them anytime, anywhere. Over time, as you solidify your sense of identity and grow strong beliefs about yourself, you may find yourself referring to them less and less. When I was still unstable in some areas of my personal beliefs, I referred to my card often and it helped immensely in some situations. If you have enough transparent slots in your wallet, you may create several cards with different categories of affirmations on each one. When you need them, you can literally decide it’s time to “play” your confidence card. Here are a few examples of cards you could carry (cut them out and use them, or create your own):

Confidence card

I excel at everything in life. I have rock-solid composure.
I carry myself with honor. I can achieve anything.
I am constantly on top. I am ridiculously awesome.
I am ready for anything. I know exactly what I believe in.
I can easily handle any problem. I am built of pure strength.
I possess incredible confidence. I know exactly who I am.

Relationship card

I love with all my heart. I view problems in the proper light.
I always express myself openly. I resolve problems easily.
I share emotions honestly. I love my companion unconditionally.
I am reliable and trustworthy. I am caring and highly empathetic.
I keep my priorities straight. I am loving and forgiving.
I get over issues quickly. I am a highly dependable mate.

Work performance card

I kick ass at my job. I define superior performance.
I am the number one employee. I am proactive and think fast.
I am highly skilled at work. I am the master of my position.
I work with others excellently. I produce incredibly creative ideas.
I always exceed expectations. I work hard and act decisively.
I out-perform everyone. I possess extraordinary work ethic.

Knowledge card

I easily remember everything. I possess knowledge in many areas.
I acquire new knowledge daily. I seek new knowledge at all times.
I learn unique ideas with ease. I filter information efficiently.
I effortlessly recall facts. I am addicted to learning.
I am wise and experienced. I am an expert in my field of study.
I perform perfectly on tests. I am highly intelligent.

Reading or speaking your affirmations to get you through stressful “key” events will work wonders. Key events include events such as interviews, presentations, exams, blind dates, competitions, physical feats, or anything else that causes you to feel anxiety or uncertainty. From experience, I recommend the following strategy to successfully execute key events:

Days / weeks prior

The long period of time preceding any event is the time when long-term programming should occur. The focus should be on programming yourself to be able to inherently handle any general events you may become involved in during your day-to-day activities. This is assuming you may not specifically be aware of the exact planned "event."

24 hours prior

The 24 hours prior to an event are an important time to affirm for the actual event itself. Gear your affirmations specifically for the event, and repeat them as often as possible during this time.

1 hour prior

One hour prior to an event is when you should aggressively affirm yourself. Your affirmations should be very targeted and repeated nearly continuously in this time. This is also a time to visualize performing perfectly in your event.

Start of event

The event itself is not a good time to use affirmations. Visualizing can help, however using verbal affirmations during this time can have somewhat of a reverse effect. The notion that verbally speaking them may suggest to your mind that you need to speak them (which implies that you may not fully believe them), thus hindering your confidence in the task. To solve this, you must literally "force" yourself to believe during the climax of the task. For example, when I break boards, I affirm my skills up until the actual strike. When I perform the actual strike I shut off all internal dialogue/affirmations. I force my mind and body to know, with absolute focus and concentration that they are performing perfectly.

End of event

The hour after an event should be used to aggressively affirm yourself in how you should have performed in the event (and reinforce yourself if you excelled). Congratulate yourself on your performance. In the event that you failed in the event, the aggressive affirmations will help with any necessary "damage control."

1 hour past

The 24 hours after the event should be used to reflect and continue to reaffirm yourself of your desired performance. Use the time to calm down and calculate where you will need to improve, while using affirmations to strengthen your beliefs about how you will perform well in the future.

24 hours past

The long period of time following the event should be used to remember the good things about the event. You may find recalling the event as an ideal example of performance could be useful in developing some of your affirmations for long-term development. Have no regrets about your actions. Learn from them and move on.

Days / weeks prior

Affirmations are highly practical for getting you through key events. In the long run though, they can be used to create solid personality change and to achieve incredible personal growth. Taking time to affirm yourself each day has the power to create real change in your Life. When should you affirm yourself? I say all the time, but there are two times each day which are crucial for maximizing the effectiveness of the affirmations and creating change quickly in your Life: **Directly before going to sleep at night and immediately upon waking in the morning.**

Why are these times the best? For this, we need to talk about brain waves. Your brain waves cycle through four main levels of activity throughout your day: Beta, Alpha, Theta and Delta.

The ideal state for mental programming is the alpha-theta range. When the brain is in this state, the mind is still cognitive while remaining the most open to mental "suggestions." Suggestions are programming – any instructions you put into your subconscious mind to affect your belief system (such as affirmations).

The two times each day when your body is naturally in an alpha state are before you fall asleep and immediately after you wake up. Have you ever been awakened by a song and had it stuck in your head the rest of the day? Your mind received the suggestion in an alpha state and as a result it was burned into your subconscious!

While you are in bed ready to fall asleep, read your affirmations and think about each one. In this relaxed state, not only will they be more effective, but they will also be the last things on your mind before you drift off to sleep. Think about it: Do you want the content of a late-night TV show to be embedded in your subconscious? - Or your affirmations; your carefully crafted programming for how you want your Life to be! Perhaps some people would prefer the former, but I would sure as hell prefer the latter!

I will give you a very personal example (without getting into too much detail) of how important it is to carefully choose what you put into your mind before you go to bed. In my youth, I was obsessed with the metal subgenres known as "death metal" and "black metal." The lyrics in both genres are generally of a violent, negative and very dark nature. Nearly every night, I listened to at least a half hour of such metal as I fell asleep; many times waking up to turn off my CD player. All of those nights spent loading my mind with venomous lyrics while I was in a mentally vulnerable Theta state had extremely negative effects upon many areas of my mind at the time... effects which took me several years to reverse. Even now, I am quite aware that a few of the effects remain hidden in my subconscious. It will take a few more years before I am able to undo all the mental damage I did to myself in those countless late-night hours. In the scale of my Life though, I would not have changed a thing (it is a long story).

Even more important is what you put into your mind when you first awaken. Not only are you equally mentally-suggestible as you are late at night, but the entire course of your day can easily be affected by what you put in your mind in the morning. (Again, my metal obsession held true with what I listened to in the morning hours). One of

my college roommate was having trouble with his girlfriend (they have since resolved their problems). Every day, his phone awakened him with the message:

"I HATE EVERYTHING ABOUT YOU... BUT I LOVE YOU!!!"

I'm sure most of you know what song these lyrics are from. It should come as no surprise that he was having constant mixed emotions and experiencing severe relationship turmoil! Starting his day off with that message definitely did not help the situation!

Do yourself a favor when you wake up...

Do not listen to negative music.

Do not turn on the boob-tube to listen to the daily bitchings of the talking heads.

Do not tune in to the shock-jock on the radio.

Do not whine about having to wake up and go to work.

Do not open the newspaper to read about all the "bad" things that are happening in the world and how your socks are going to kill you.

All that shit will stick with you throughout the day, so do not do it!

Do open your window and greet the sunrise and thank your Creator for its beauty!

Do tell yourself what an incredible day you have decided it shall be!

Do be thankful for a safe night spent with a roof over your head!

Do decide and think about all the amazing things you will accomplish today!

Do blast uplifting music as loud as your speakers will play it (I have disturbed my neighbors on numerous occasions via pumping badass trance music at 5 am)!

On the subject on starting your day, be sure to check out my free article, which explains some great morning tweaks in-depth:

http://www.selfevolution.net/starting_your_day_the_right_way.html

Binaural Beats

Back on the subject of brain waves, there exist some absolutely wonderful things in the realm of mental programming known as "binaural beats."

We took a look at the main levels of brain frequencies already. Within those levels, there are literally hundreds of specific frequencies; each frequency dependant upon which areas of your brain are the most active at the time; e.g. what activities you are performing, thoughts you are thinking or emotions you are feeling. For every unique mental state you experience, your brain is operating at a frequency unique to that state.

Here are some examples of various frequencies and their associated brain states.

Beta (40-13 Hz)	40 Hz	High-level information processing, focus and learning
	32 Hz	Enhanced energy and alertness
Alpha (13-8 Hz)	13 Hz	Passive information absorption & intelligence
	10.5 Hz	Relaxed and alert
Theta (8-4 Hz)	8 Hz	Relaxation and unfocused, creative problem solving
	6.5 Hz	Solving complex math problems & visual fixation
	6 Hz	Long-term memory stimulation
	5 Hz	Beta-endorphin release
	4.9 Hz	Intense introspection & meditation
	4.5 Hz	Wakeful dreaming, vivid mental imagery
Delta (4-0 Hz)	3 Hz	Feeling of unity with everything
	2 Hz	Deep sleep

Aside from the association of the frequencies, it has been proven that the human brain tends to acquire the frequency of any external sounds it hears through the ears or feels through the skull, in an event known as “frequency-following response.” This explains the ability of ritual trance drums to put listeners into a hypnotic state. Most drums in ceremonies are beaten at a rate of 4.5 beats per second (4.5 Hz). If you reference the chart shown earlier, you will see this is the vibration of a deep theta brain wave state. If the brain is subjected to the drums long enough, it will take on an identical frequency. Thus, the listener is lowered into a deep trance, allowing for epiphanies, spiritual revelations and intense feelings of discovery and enlightenment.

Binaural beats work the same way. “Binaural” is defined as a sound perceived with both ears. A binaural beat is actually two separate frequencies, one directed to each ear, with your brain perceiving the difference between them as the actual frequency. Do you know how you can tell which direction a sound is coming from? Your brain interprets the incredibly small difference between when the sound reaches one ear and reaches the other to determine which side it came from. The same part of your brain which performs this operation, the superior olivary nucleus, is also used to perceive the difference between the binaural beats. After being subjected to the frequency long enough (varying from 5 to 15 minutes typically) your brain will assume the frequency difference. Therefore, binaural beats can be created at any frequency, to create any one of a variety of mental states, or even a combination of them by using overlapping frequencies. Through EEG measurements, hundreds of associated mental states have been tied to a broad range of binaural frequencies. Do not forget that binaural beats are not simply plain frequencies. They are pairs of frequencies, configured to be heard from both ears, along with other tuning factors and transition techniques to be effective in causing the brain to shift states.

Electronic binaural beats are literally the “wave” of the future. I have used binaural beats on myself over the last few years and I can attest to their power. When you are in a situation to use them and have the appropriate software available, they can work wonders! They can provide concentration, focus, relaxation, excitement, revelations, calmness, confidence, insight, happiness and a variety of other positive emotions. One of the first programs I tried was EquiSync. The EquiSync CD’s have had tons of great reviews and their products create real results fast (myself included). You can find them at: <http://www.eocinstitute.org/?Click=10724>

Out of all the mental states which can be induced, perhaps the most important are the lower states which allow enhanced meditation and learning. These states allow you more direct access to your subconscious to increase the effectiveness of your affirmations. As they apply to programming yourself and creating proper beliefs to get what you want out of Life, frequencies in the alpha and theta ranges are by far the most valuable.

Not only do binaural beats allow you to program yourself more effectively, but they also allow you to “entrain” your brainwaves. By controlling your brainwaves for extended periods of time, your brain becomes conditioned to follow stable brainwave sequences in the future. Experiments have shown that people with stable brainwaves are comparatively emotionally stable and self-regulating compared to those with fluctuating brainwaves.

Many people view binaural beats as “weird mind-control tactics” and freaky. I believe they are a blessing! Using the correct binaural frequencies allows you open the gateway to your subconscious and program that which it is your rightful duty to program – your own mind! Why should it be hard? **Putting yourself in a relaxed, mentally open state through the use of binaural beats makes it easier to get past your stubborn conscious filters.** Build your affirmations carefully, using the techniques we covered. Then, get some good binaural beat software and start programming yourself the way you deserve to be!

Congratulations. We just finished covering a helluva lot of information on mental programming. However, we need to get back to the “meat and potatoes” of haters.

Thus, the next chapter.

Additional thoughts

Chapter 6

Up to this point, we have covered quite a diverse sea of topics. Topics ranging from sociology to psychology and from neurology to spirituality have been covered. They all have been directed towards one ideal: beating haters and living Life the way you want to live it. You should now be armed with the knowledge to do exactly that.

In order, we covered (among other things):

- What defines a hater
- Examples of haters
- The psychology and sociology of haters
- Types of haters
- The effects of being defeated by haters
- The effects of triumphing over haters
- The reality behind beating haters
- How to disregard the opinions of others to get whatever you want out of Life
- The different ways in which haters may attack you
- How to win against any attacks by haters
- How to use mental programming to get whatever you want out of Life
- Examples of mental programming and its use
- The attacks of haters on your mind
- How to beat haters at the mental level
- Affirmations as effective mental programming
- How to properly create affirmations
- How and when to use affirmations effectively
- The effects of brain-wave states on your mental programming
- Binaural beats to enhance your mental programming

We examined many ideas.

Now, after reading this book, you know:

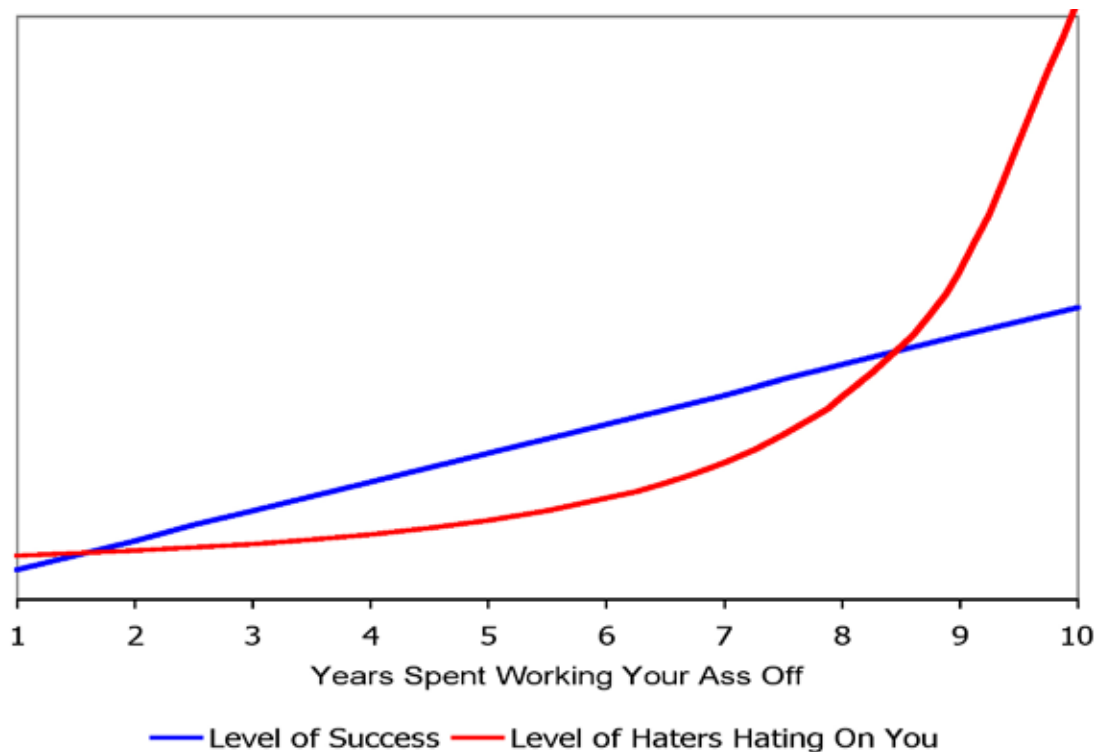
- Who haters are and how they work.
- How to beat them.
- How to use haters to get whatever you want out of Life.
- How to use your own mind to get whatever you want out of Life.

You have learned a ton. However...

This book has not reduced the number of haters in your Life one bit.

Truthfully, **I hope reading this book causes you to be hated on even more!**

Why? The most successful people clearly have the most haters! It is a powered function; as your level of success increases, the level of haters trying to stop you increases to the n th degree. This is depicted in the chart:



**In order to accomplish great things, you must be able to deal with haters!
Now you can!**

The more haters you have, the better. It means you are doing something controversial and ambitious, and that mediocre people are being offended by it (which is good for them). Haters are like the “good bacteria” in your stomach. A high level of “good bacteria” in your stomach is a sign of a healthy digestive system. Likewise, a high level of haters hating on your success is a sign of you pursuing something ambitious and unorthodox; something with the real potential to help make the world a better place!

Throughout the book, I have made a point of beating the haters. However, it is important to explain that as a wise, intelligent achiever and go-getter, you have the responsibility of also trying to help the haters to stop being haters. Haters are eternally stuck in their cycle of hating and we are the only ones who can free them so they may actually benefit society in some way (however small that may be). Thus, you have two main responsibilities.

The most important responsibility is to yourself and to the world. That responsibility is to not let the haters stop you from making yourself and the world a better place by

working towards the meanings and goals you have defined in Life.

The second responsibility is to improve the world by helping to turn the haters into achievers. This is done by a) not succumbing to their attacks (which prevents their actions from being reinforced / rewarded) and b) working your ass off in spite of their attacks to help inspire a few of them into abandoning their hater ways.

So, let the haters hate! Use them as fuel for your fire! Prove them wrong! Maybe miraculously, one of them may be inspired to elevate their state and pursue a dream that they gave up on long ago. The battle of You vs. the Haters can really be win-win in the end.

At the very least, you are now trained in how to deal with them and get what you want out of Life. You have learned to overcome the things that most people are brought to their knees by.

In the forest of the Haters in this Life are the mountains of your dreams waiting to be carved by you. Your Creator will provide you the chisel to carve your dreams from those mountains once you have decided what dreams you will carve.

Within this book, my purpose was to provide you with the axe to cut through the forest of Haters to reach those divine mountains.

You have what you need. Now, the rest is up to you.

Perseverance is Divinity.

A handwritten signature in black ink that reads "Lee Ridenour". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Lee Ridenour

Support the cause

Chapter 7

Now that you have finished *How Haters Help*, you need to ask yourself a question.

How valuable are the contents of this book to me?

When you begin using the tools I have presented to you within this book, it will take on extraordinary value. It is one of the reasons why I offered the book for free: Different people will use it and find different levels of value in it.

You can help to keep the book free for those who need it most. In thanks for reading *How Haters Help* and to help support the cause, I am offering you an incredible bonus package. Check out:

<http://www.howhatershelp.com/hatersspecial.html>

It's my way of saying thank you. You won't be disappointed.

Thank you once again for your dedicated support in the fight against haters.

References (Other HATER-related excerpts and works cited)

I would like to share with you some additional excerpts I found insightful on the topic of Haters as discussed in this book. These were pulled from the book *Resentment Against Achievement: Understanding the Assault Upon Ability* written by Robert Sheaffer. Although I do not agree with all of Robert's views, many parts of *Resentment Against Achievement* were "bang on the money" when it came to the psychological and sociological aspects of haters (a.k.a. "resenters"). I discovered the book after I began writing *How Haters Help* and it certainly aided in reinforcing my beliefs on the issues covered.

The achiever in his most concentrated form might typically be manifested as an entrepreneur or a successful professional, although these are certainly not the only paths to achievement, nor need the achiever possess their single-minded pursuit of a goal. Every carpenter, every teacher is an achiever, as long as that person pursues his or her work with zest and diligence. There are countless examples of achievers who, having made more than enough money to retire to a Life of luxury, continue nonetheless to work as hard as ever simply because they enjoy the challenge. Every achiever makes a contribution, large or small, to the continuation and advance of civilization. The resentful, on the other hand, are motivated almost exclusively by their envy and hatred of those who are more self-disciplined and more successful. There is no positive aspect to resentment; the resentful person has no workable plan for improving his situation, since the accomplishment of any ambitious goal requires real achievement. The resentful loathe the rich and complex civilization they see around them, which was built in spite of their surly noncompliance and their occasional attacks against those whose tireless exertions keep everything going. Civilization is the sum total of all its achievements, large and small, and the resentful feel the urge to randomly strike out at all aspects of civilization, no matter where or how they are manifested. ...None of these negative acts benefits the resentful in any meaningful way except by making them feel "uplifted" in the only way they know, by attacking accomplishment. Resentment is success-bashing. (Sheaffer, 1988, p. 10)

Because resentment is that peculiar form of hatred felt by those who fail against those who succeed, by the unproductive against the capable, it is never acknowledged as such, for naked resentment is perceived as petty and ugly by virtually everyone. Hence, resentment must wear masks when it appears in public. It is sometimes disguised as the pursuit of 'social justice,' or the 'class struggle,' or perhaps 'divine morality' – all lofty sounding terms invented to mask the ugly reality of a mob outraged by the wealth earned by others. (Sheaffer, 1988, p. 12)

What should be our goal? What is the most noble thing that an achiever can do to improve society? To help those filled by resentment to learn to achieve. How can these

be done? The key element is to prevent resentment from being a profitable strategy. Achievers must stop seeking to purchase the favorable opinion of those who vilify them (a strategy which can never work, as it brings only more vilification). (Sheaffer, 1988, p. 29)

What is the essence of this state called "cool," to which many so fervently aspire? It is a conspicuous display of flamboyant perversity, frequently overflowing into destructiveness, which is hostile to all things associated with achievement. It is the enforcement mechanism of the values of the lower classes, the glue that holds the slums together. This idealization of lower-class values is what limits the number of people who achieve upward mobility and keeps the poor in their place. If one has become totally cool, one possesses a set of resentments that has been polished to an unbelievably high degree. (Sheaffer, 1988, p. 62)

To harbor resentment of any kind not only puts one at odds with one's own economic self-interest and with the process by which civilization is maintained and advanced but also with one's own search for inner tranquility. Achievers do not worry about whether the resentful will mock their achievements, or think poorly of their failure to live up to transient standards of what is fashionable or "cool." (Sheaffer, 1988, p. 91)

People at the bottom of the economic ladder hardly ever profess to believe that those near the top arrived there through skill, education, hard work, and a willingness to take risks. (Many of them no doubt realize this but are unwilling to express it openly.) If they were to acknowledge this, they would be forced to blame their dismal state on their own shortcomings, which is psychologically unacceptable. Therefore, the lower classes imagine that the people at the top have either stolen their money or else simply have better "luck." (Sheaffer, 1988, p. 110)

Robert makes great points. Nietzsche also touches upon something in *Human, All Too Human* which I did not cover in the book, but which I feel is still entirely applicable to haters: pity. Many haters or mediocre individuals "suffering" in their self-inflicted conditions will use pity as a weapon to damage achievers who witness them in their situation.

Perhaps one can warn even more strongly against having pity for the unfortunate if one does not think of their need for pity as stupidity and intellectual deficiency, a kind of mental disorder resulting from their misfortune (this is how La Rochefoucauld seems to regard it), but rather as something quite different and more dubious. Observe how children weep and cry, so that they will be pitied, how they wait for the moment when their condition will be noticed. Or live among the ill and depressed, and question whether their eloquent laments and whimpering, the spectacle of their misfortune, is not basically aimed at hurting those present. The pity that the spectators then express consoles the weak and suffering, inasmuch as they see that, despite all their weakness, they still have at least one power: the power to hurt. In this feeling of superiority of which the manifestation of pity makes him conscious, the unfortunate man gains a

sort of pleasure; in the conceit of his imagination he is still of sufficient importance to cause affliction in the world. (Nietzsche, ap. 50)

In addition to the extracts, the following are other works which I utilized in the creation of this book:

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