

A woman with long dark hair, wearing a red hooded dress with black lace detailing, holds a single red rose. Her lips are painted red, and there is a small amount of red lipstick smudged on her chin. The background is dark and moody.

THE
TRANSFORMATIONAL
POWER OF
BE
DO
HAVE

FROM EMILY TUCK

CONTENTS



- 04 **The Be Do Have Paradigm**
- 05 **Have Do Be**
- 06 **Do Be Have**
- 08 **Be Do Have**
- 09 **To Be**
- 10 **Staying Sane**
- 11 **Transforming Yourself**
- 12 **Limited Perceptions**
- 13 **Blind Spots**
- 14 **Beliefs and Cognitive Dissonance**
- 15 **To Be Or Not To Be**
- 16 **Law of Attraction in Action**
- 18 **Maintaining Progress**
- 19 **New Year's Resolutions Effect**
- 20 **Comfort Zones**
- 21 **Who Do You Choose To Be?**
- 22 **Your Self-Talk**
- 23 **Language of Sabotage**
- 24 **Language of Success**

**“The world you
desire can be won.
It exists...
it is real...
it is possible...
it’s yours.”**

- Ayn Rand



THE BE DO HAVE PARADIGM

Have you ever felt that you have so much to do in the world and yet somehow you seem to be going around in circles?

Or that you only make a certain amount of progress and then things don't seem to be maintainable?

You take up the habits (often at the start of a New Year) only to find that a couple of months later you have gone back to your old habits again.

You may have heard that we create our reality and even if deep down you believe it somehow you aren't sure how to apply it.

Let me explain to you the BE DO HAVE paradigm...



HAVE DO BE

You might find yourself thinking either when I HAVE money, time, support, space to think or some other magical/mythical thing... In my case one day I had a eureka moment when I knew what would help my whirring thoughts – if only I had Dumbledore’s pensieve, I would be able to empty all my limiting thoughts into it. We’ve all been there right? :)



So when I HAVE the thing I need, I will be able to DO whatever it is I can't get around to and then I will be able to BE whoever I want to BE – usually free, or happy, or a better business person, a better mother, wife, or woman generally... whatever it is you desire to BE in the world.

DO HAVE BE



The other option is if I just DO more and DO the action habit or activity that I need to, I will HAVE the things I want and I'll BE who I want to BE.

It looks like if I DO the exercise I will have the body of my dreams, the fitness level I seek, the clear mind I want and therefore I will BE free, or happy, or a better business person, a better mother, wife, woman, attractive to others, BE more confident.

These are the approaches that we are usually taught in order to get where we want to BE in life to achieve our dreams in life.



ARE YOU READY?

Let me introduce you to a paradigm shift that will
transform your life forever.

BE DO HAVE

Let's talk a little more about BE.

Have you ever tried to learn another language? Even if your only memory of learning another language belongs in secondary school.

When people learn a foreign language they are introduced to the verb to BE as a way to describe themselves to others. We are introduced to it even at beginners classes.



TO BE

The Verb to **BE** = I AM...

I am a woman

I am funny

I am happy

I am good at sports

I am a loyal friend

I am bad with money.

These are all ways to describe ourselves and who we know ourselves to **BE** in the WORLD.

Our subconscious self-image of who we are (**BE**) and who we know ourselves to **BE** is what creates our reality and therefore the things we feel we can **DO** and the life we can **HAVE**.

Our subconscious self-image needs to be maintained at all costs.



STAYING SANE

Maintaining your sanity is more important than anything else in the world, even being successful at something we want in the world. The outside world needs to match our internal beliefs for us to stay sane in life.



No matter how much we want to win at our sports game for example, if our subconscious self-image says “I am a middle of the road player”, then if we play excellently for the first half in order to maintain our subconscious self-image of BEing a middle of the road player, we will subconsciously sabotage our game in the second half so by the time we finish the game our internal subconscious reality is restored and maintained.

We create our reality. We are 100% accountable for what we create, whether we acknowledge it or not. Co-create our reality with the universe = 100% choice.

TRANSFORMING YOURSELF

How do we use BE DO HAVE to transform our lives?

By altering our subconscious self-image and who we are BEing in the world, we will naturally and easily effortlessly DO things, activities and habits in line with our NEW subconscious self-image or desired way of BEing so that we can HAVE the life we desire.



The tools in my programmes; Mindset Priming, EFT, meditations and epigenetics all shift our subconscious self-image and fundamentally change who we are BEing in the world, alongside other tools you may have come across before like affirmations or journaling.

I look forward to sharing them with you in my programmes and classes and show how Lilith will guide us to make the powerful choices at each crossroads of our lives, so that you are able to BE the person you always desired to BE. To embody Lilith in your life and to HAVE the life you desire where you are always embracing all of your potential in life.

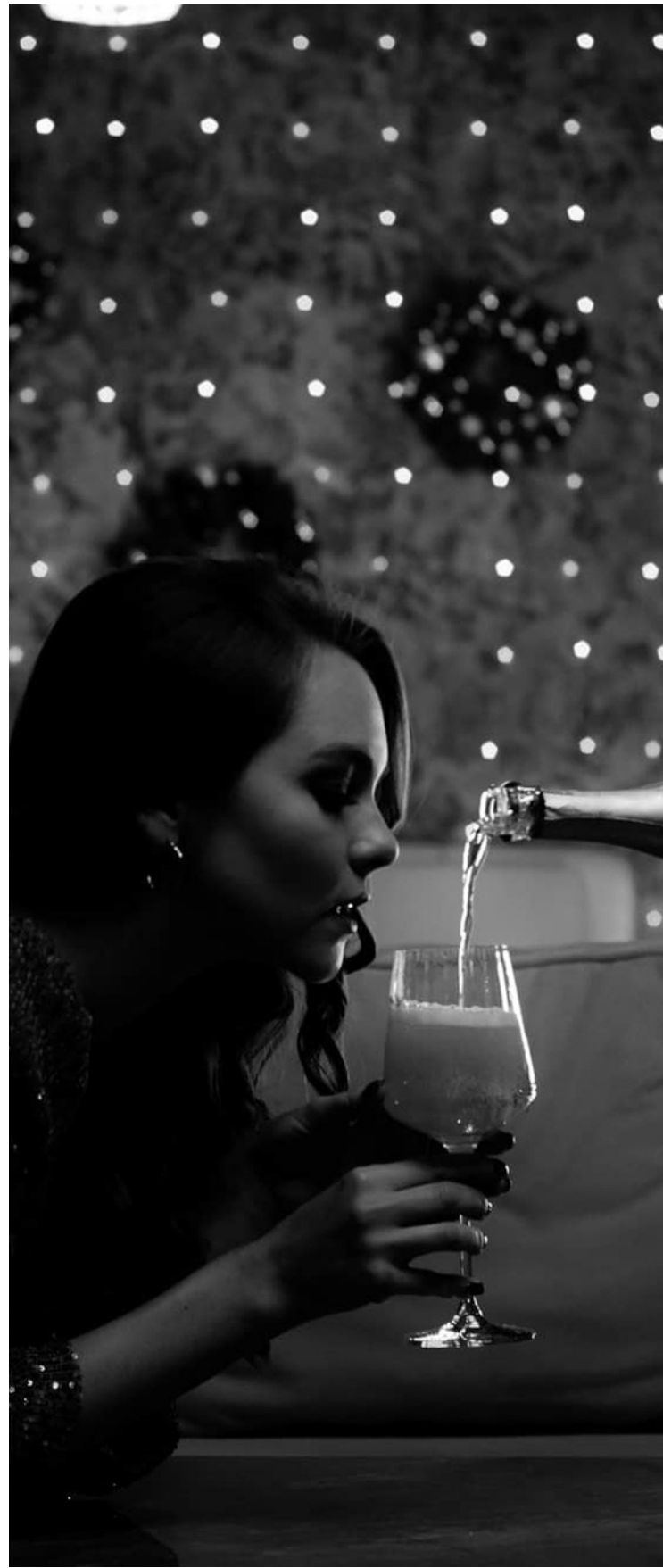
LIMITED PERCEPTIONS

When until now have you limited your perceptions around your goal?

We are made aware of things that we "can't do" early on in life. Things like dogs can hear things that we "can't" or that we "can't" see with X-ray vision despite how much we may want to as children.

This idea that we are limited in different ways also extends to beliefs we are told such as:

- "Girls can't do that"
- "Women can't earn more money than men"
- "People like us can't earn millions"
- "Rich people are mean"



BLIND SPOTS



How do the beliefs attitudes and expectations we hold from childhood experiences about money create blind spots?

I had a client who always assumed that other people have no money or less money than her or that life must be financially harder for them than for her. In one case someone had actually inherited a fortune but she assumed he had hardly any money because he had four children.

She grew up better off than the children in school and has maintained this in her financial story into adulthood creating a blind spot around the truth of her relationship to money.

BELIEFS AND COGNITIVE DISSONANCE



When we hold beliefs that are contradictory to the evidence of our eyes our subconscious cannot tolerate the gap.

Cognitive Dissonance is the name used to describe this gap between the beliefs we currently hold and the reality we are faced with.

In the case of my client, she believed was better off than those around her so others must be poor. She was then faced with the fact someone she knew had a) more money than she expected and b) more money than her.

When we have a tension between our beliefs and our reality then we need to ease this tension in order to maintain our sanity and for all to be right in the world.

This Cognitive Dissonance theory is sometimes referred to as the 'sure enough principle' – if you believe strongly enough that your day will turn out a certain way, then you unknowingly ignore any evidence that might confront you with the opposite reality and, lo and behold, sure enough, you look back in the evening and see that you got the day/result you expected.

TO BE OR NOT TO BE

Two choices exist to ease the tension

1) Ignore and discount the evidence so our current reality better matches our current beliefs.

Our subconscious will create a sufficiently powerful 'blind spot' to prevent us from consciously recognizing reality – thereby protecting us from the shock and pain of having one of our fundamental beliefs shattered.

In the case of my client, she chose option 1 to discredit his money by saying it was inherited and how life would still be hard expensive as they have four children so as they get older they will spend that money very quickly.

2) Change our beliefs to better match the reality that we are experiencing or want to experience.

**Change who we are subconsciously BEING
around money.**

During this course, you can use all the tools to support you in transforming your subconscious self-image and relationship around money.

LAW OF ATTRACTION IN ACTION

The Reticular Activating System

There is a filter system in our brain called **The Reticular Activating System** (RAS). It is responsible for filtering out evidence that is contrary to our beliefs or tuning us into something that we want or need.

When your RAS is filtered to find something, it goes about searching for it to bring it towards you.

It is this that is responsible for the law of attraction being a success. The RAS filters are based on what we tell it to find. The clearer we are about what we want and who we subconsciously choose to BE the easier it is for the RAS to filter for our desired outcome.

I have used it both deliberately and unknowingly in my life to attract all sorts big and small including a few beautiful vintage coats, meeting of my heroes and new clients to name a few.



LAW OF ATTRACTION IN ACTION

The Reticular Activating System



Understanding the function of your RAS and how it is programmed based on who we subconsciously believe about who we BE in the world, allows us to set much more ambitious goals with confidence. Knowing that as we do so and do the inner work our RAS is primed to support us.

You will start to achieve far more once you realise that by setting an ideal target around money, you don't need to know HOW. You simply need to move towards the goal and your RAS will reset and find new information and new evidence of this truth.

MAINTAINING PROGRESS

I've tried before why haven't I maintained my progress?

Otherwise known as *feast and famine* or *why can't I hold on to money?*

THE IMPACT OF OUR SUBCONSCIOUS SELF-IMAGE

When we understand the link between the performance of our DOING and who we are BEING in the world, our subconscious self-image. We are better able to focus on transforming who we BE in relation to money knowing that the actions the DOing will naturally follow when it is aligned.



NEW YEAR'S RESOLUTIONS EFFECT

At some point in your life, you have almost certainly seen temporary changes or improvements in performance, only for the rate of progress to slow down and grind to a halt before standards have dropped back to their previous level. New Year's resolutions are a classic example of this trend.

The key to understanding this trend and reversing it is to appreciate the link between our performance and our self-image.

Our subconscious has a multi-faceted picture of us and of how well we typically perform our routine tasks and hobbies, including how we deal with money and our relationship to it.

For sanity, our subconscious will keep our performance in line with our expectations. In other words, it will ensure that we act 'like us', even though that standard of performance may be well below our potential.



COMFORT ZONES

Comfort Zones

There are natural boundaries within us that determine how we will respond we know them as "comfort zones".

They represent a margin on either side of our self-image, in every sphere, within which we are comfortable and able to perform in a free-flowing way.

Once we are taken outside our comfort zone we instinctively do our best to get back to 'being like us' as soon as possible.

For example, if we are inside our comfort zone to be always overdrawn or to only earn X amount of money and then we receive a windfall, our subconscious will work hard to return our reality to match our current self-image. This results in us very quickly doing what we need to in order to spend or lose the windfall so we are overdrawn once again.

We may not like it but our mind breathes a little easier because it is familiar. It's *just like us*.

The other thing that influences our self-image and our comfort zones are sanctioning the opinion of another. It is akin to saying 'Yes, I am like that, you are right.'

By accepting others' opinions and by expressing our own, we establish and reinforce our self-image and thus increasingly create the boundaries within which we are likely to perform.

WHO DO YOU CHOSE TO BE?

Ways to Adjust our Subconscious Self Image

What beliefs, habits, expectations and attitudes do we currently hold that is “just like us” in regard to money?

What new comfort zones would we like to create around money, e.g. it is comfortable to be in credit, not overdrawn. Or it is comfortable to earn no less than X or to earn 100% our own money.

Who would we need to BE in order to have that as a comfort zone?

YOUR SELF TALK



The Self-Talk Cycle

Our self-image is also a product of our 'self-talk'.

We describe who we are BEING in the world in terms of:

- 'I am a good driver'
- 'I can't cook to save my life'
- I like...'
- 'My golf handicap is...'
- 'I am shy/confident'
- "I'm good/ bad with money."

Our statements about ourselves are accepted by our subconscious as fact.

Also the sanctioned opinions of others. anyone we saw as authorities – maybe an elder sibling or a friend, parents, teachers.

Take note of your self talk while doing this course and see what needs transforming to create the relationship to money you desire.

LANGUAGE OF SABOTAGE

HOW DO YOU USE YOUR LANGUAGE TO SABOTAGE YOUR GOAL?

MODAL OPERATORS OF NECESSITY

A final word on language that we naturally use both in our self-talk and with others, knowing how our conscious mind hears it, however, we may not be aware that our subconscious hears it differently.

Now we know our subconscious self-image is the one that determines our reality, I wanted to give you some words to be mindful of and some alternatives.

NLP explains that we are better off excluding words and phrases like

- Have to
- Must
- Got to
- Should
- Ought to
- I can't
- I'm not able to

Known as 'modal operators of necessity' from our vocabulary. Our subconscious hears them as you are being forced at gunpoint and so wants to stop this from occurring for you at all costs.

If you find yourself using the modals of necessity, don't panic. Replace them when you notice them and it will become a habit.

LANGUAGE OF SUCCESS

HOW DO YOU USE YOUR LANGUAGE TO ACHIEVE YOUR GOAL?

MODAL OPERATORS OF POSSIBILITY

NLP explains that we can use these phrases to support our success:

- I choose to
- I want to
- I need to

All of these can be used for urgent things without being cohesive.

Try it now: Say to yourself "I need to" or "I choose to" do my tax return. Now try "I HAVE to do my tax return". Notice the difference in your reaction inside. You find yourself more relaxed when using modals of possibility.



LANGUAGE OF SUCCESS

HOW DO YOU USE YOUR LANGUAGE TO ACHIEVE YOUR GOAL?

Words and Time

Using **Until Now** and **Yet** also have a different impact on the success of our goal.

Try saying to yourself: "I'm rubbish with money".

Now try "Until Now I've been rubbish with money".

You will notice the second version feels more hopeful. It is less limiting because it doesn't conflict with your historical self-image as you are free to choose a new one.

Your future doesn't equal your past.

Using **YET** also has an interesting impact on things.

I've not reached my target of "... a month" makes us feel a little defeated or like it's not possible or can't be done.

But try "I've not reached my target of ... a month YET" and you immediately feel it is more possible. This triggers the subconscious to start filtering the RAS to make it happen.



**“Why, sometimes
I've believed as
many as six
impossible
things before
breakfast.”**

- Alice in Wonderland