

Subliminal Messages: How Do They Work?

You've probably heard of subliminal messages. There are lots of urban myths about how companies and advertisers use these kinds of messages to persuade customers to act in certain ways. The truth is, however, that subliminal messages won't make you do or feel anything you're not already inclined to do or feel. And, ironically, that's what makes them such effective and powerful self-development tools.

The word "subliminal" is made up of two parts: sub, which means under or below (as in submarine) and liminal, which means threshold (as in the word limit). These kinds of messages are therefore presented "below the threshold" of your conscious mind. So even though you aren't aware of the information, your subconscious mind picks it up and locks it away in your brain.

You Can Literally Change Your Mind

Here's the thing – your subconscious mind is where the real power lies. Everything you think and believe is stored away in there. If you want to make real changes in your life, you have to be able to make changes at the subconscious level.

Imagine your subconscious mind is like a robot you've built. The first thing you do is program it to work in a certain way. Unlike any sci-fi movies you may have seen, this robot is incapable of doing anything it hasn't been programmed to do.

Your subconscious mind works just like that. Over the years you've been "programmed" by the things you've seen, the things you've heard, and the things you've done. Your thoughts and beliefs are embedded in there, and they get fed out to your conscious mind, making you think you're deciding all this stuff consciously... but you're not.

That's why so many people find it hard to quit smoking using their willpower alone, or to find the motivation to exercise more, or to lose weight. It's almost impossible to make any real changes that have a significant impact on your waking or conscious life, unless you first make those changes at a subconscious level.

Sublimely Effective

With subliminal technology, your subconscious mind gets bombarded with positive messages that can literally change the way you think. They bypass the conscious mind completely, below the threshold, so that this logical mind doesn't get in the way. The more your subconscious mind is exposed to these new ideas, the easier it is for you to alter your behavior, and that gives you the chance to change your programming from the inside out.

Subliminal messages are presented in the form of audio or visual stimuli – background sounds or flashing images – that you aren't even aware of. They sneak into your subconscious mind and start working to change your attitudes, making it easy to break bad habits and develop new, positive ones, and giving you that extra push you need to take your life in a whole new direction.

You might have enormous willpower and determination, but on their own they simply aren't enough. That's why so many people give up on their New Year's resolutions after a month or

two... because deep down they haven't actually changed anything. To do that, you need to get at your subconscious mind and input the new programming that will help you change your beliefs – and ultimately allow you to reach your goal.

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The Secret behind Subliminal Messages

What makes subliminal messages so effective? The secret behind them is a fact that advertisers have known for decades; the more people are exposed to something, the easier it is to influence them.

Suppose, for example, that you want to give up smoking. You know it's bad for your health, it's expensive, and it's becoming more and more anti-social. You have the desire to give up, for all the right reasons, but just can't seem to take it to that final stage.

Believe it or not, your conscious mind is getting in the way. No matter what you really think, you don't have the ability to put it into practice in the regular course of events. Your day is busy, you've got lots of other things on your mind, and you haven't given the idea of quitting smoking enough priority.

The Subliminal Advantage

Subliminal messages are positive affirmations presented to your ears or eyes at a rate or volume that your conscious mind is unable to detect. Your subconscious mind, however, takes in everything. These messages bypass your logical conscious state and go directly to your subconscious. If messages are sent frequently enough they'll start to change the way you think, and therefore the way you behave.

Someone who wants to give up smoking might be presented with subliminal messages similar to these:

- I am stronger than cigarettes
- I respect and nurture my body
- I am able to resist the temptation of smoking

Reading these three short affirmations on a page won't produce any magical results within your subconscious mind. But imagine the impact if, instead of three messages, your subconscious was exposed to thousands – over and over again – for a couple of weeks. All the research shows the same thing: gradually your attitude changes, and then your behavior.

How Subliminal Messages Work

Some people argue that, if you can't hear the sounds, or you can't see the images, how can they possibly make any difference? The point is that you aren't aware that you're hearing or seeing the messages, but your subconscious mind still takes them in. That's the reason why subliminal messages work in the first place – because they sneak into your head, bypassing your conscious rational mind, and getting at the core of your belief system.

You're exposed to subliminal messages every day. You might have the radio on in the morning when you drive to work and keep hearing about a new film that's just come out. The first time you hear it you give it your attention. As the days turn into weeks you're no longer consciously listening to it, but the information flows into your subconscious mind. If it's a film that interests you, this constant subtle reminder will probably be enough to get you to go to the cinema and watch it.

Now think how powerful that process would be if it was something you desperately *wanted* to achieve, like giving up smoking. Your determination combined with the mind-changing power of those positive affirmations makes a winning formula. Eventually you'll think of smoking as a disgusting, destructive habit that you can't believe you started in the first place.

If you really and truly want to make lasting changes in your behavior but can't seem to find the impetus to get going, try subliminal messages. You've got nothing to lose and the chance to gain a new and more rewarding lifestyle.

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Change Your Life with Subliminal Messages

Suppose someone told you it was possible to increase your productivity, lose weight, gain confidence, enhance your memory, or learn a language... just by sitting in front of your computer screen and getting on with your work.

If that's really feasible, it's a bit of a no-brainer, isn't it? Lose weight or learn French without even getting out of your chair. Keep on doing what you normally do every day and improve the quality of your life at the same time, without expending any additional effort. How could you even consider passing up the chance?

What kind of magical process is behind this amazing potential? It's something you've probably heard about, something that's so powerful it's been banned from advertising the world over. It's called subliminal technology.

The Power of Hidden Messages

Don't let that last sentence scare you. The reason subliminal messages have been banned from advertising is not because they're intrinsically dangerous, but because they're so powerful! They can help guide your thinking, subtly, without you even realizing.

With subliminal messaging products, you get to control that process yourself. You decide exactly what to focus your subliminal messages on, and when and for how long you are exposed to them.

Research has shown that subliminal messages are most effective when they are used with a specific goal in mind. So, for example, if you were desperate to quit smoking, your motivation in combination with the right subliminal messages would be enough to spur you on to achieve your objective. If you really want to quit, the messages will help you reach your goal. But, practically, how does this all work?

Under the Radar

Subliminal messages target the subconscious mind. They bypass the conscious, logical brain and go straight to the subconscious. Their ability to get "into your head" so to speak gives them incredible power... and here's the reason why.

The subconscious is a million times more influential than the conscious mind. When you're conscious, or awake, you're generally only able to focus on one thing at a time. You don't have the strength or the energy to spend your waking moments sifting through your beliefs to make deep and lasting changes – there's simply too much other stuff to get done.

Your subconscious, however, is always awake, always receptive, and always working away in the background. Everything you do, see, hear, and experience gets taken in and stored for later use. Whatever you think, feel, and believe comes down to whatever is in your subconscious, and in order to change any of those feelings or beliefs, you have to change the programming in your subconscious mind.

Take fear, for example; many people have phobias that they know are completely irrational. In the conscious world they can sit down and tell you that their fear of water is illogical, that

it doesn't make any sense, and that they know they're not going to drown by walking along the shore. But that doesn't stop them from being afraid.

To do that, they have to get at the source of the fear itself. They have to somehow slip under the radar of the conscious mind and communicate with the subconscious, altering their programming from the inside out. And that's what makes subliminal technology such an extraordinarily powerful tool for deep and lasting change.

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