

## *PSYCHO-CYBERNETICS CAN HELP...posted compliments FactorReady.com...*

Psycho-Cybernetics by Dr. Maxwell Maltz...book review notes via Factor Ready 1/2016...

The book, Psycho-Cybernetics, was originally authored in the 1960s by Dr. Maxwell Maltz. It (including updated editions) has sold over 35 million copies, and still remains an advantageous and highly respected motivation and valid self-help book. In fact, many of the recognized speakers in the field of motivation, such as the renown Zig Ziglar, Wayne Dyer, Brian Tracy and Tony Robins, etc., have based material on this proven concept. Even the psychological training of Olympic athletes has utilized these formulas as well. Dr. Maltz himself, was a recognized plastic surgeon, but concerned when many of his patients complained after receiving their desired surgery, that they did not see any real difference, and still claimed they felt unattractive. Dr. Maltz realized that in addition to the appearance improvements made on their physical surfaces, these particular patients would also need improvements to be made on their personal self-images as well. Such self-images can be considered as a picture each person has of themselves mentally, and encompasses their personal beliefs such as ability, any deficiencies, popularity, etc. Some of these may have been correct in the past, but are now no longer the case. However, until such time these beliefs change, our behavior will be influenced by those beliefs. For instance, a person may have been involved in a bad auto accident when they were driving, and now be fearful of further driving because of this bad experience. That person can continue to be hampered by such feelings, until resolved. Dr. Maltz viewed such behavior as a negative cybernetic form of feedback. We can however, correct our behavior and enthusiasm to reach our goals, with consistent positive image light shed on our self-image. This was the key theory on synthetic experiences, that Dr. Maltz referred to as the Theater of Our Mind. An example would be: There are three teams of golf players. One team of which practices making good one stroke putts, while the second team doesn't practice at all. The third group sits it out too, but mentally practices making the solid one stroke putts. When results of all three teams are compared, the team that practiced did better than the non-practice group. However, the team performing the mental putting activity scored almost as well as the team that did the actual physical practice. Dr. Maltz helped many with his discovery that performance could be improved by a person seeing themselves mentally doing a particular activity well. Untold numbers of people have been able to benefit by simply putting these ideals to work. If you are interested in these concepts, we certainly recommend you learn more at [psycho-cybernetics.com](http://psycho-cybernetics.com) and acquire the current book along with any other optional materials wanted. The book can also be found at Amazon and other suppliers as well. Note: You'll definitely need this book, in order to obtain the complete picture of the suggested 21 day minimum time program, along with access to the needed mental exercises, etc., that are involved to help reach any overall goals.

PS from Factor Ready: This book is a true classic motivational and self-help book that remains in vogue and very applicable today. It basically defines the subconscious as a goal seeking mechanism that may be programed toward obtaining worthwhile goals via positive mental practice. Other classics in the self help category, well worth mentioning include: "The Power of Positive Thinking" by Norman Vincent Peale, and "How To Make Friends and Influence People" by Dale Carnegie. You'll also find many good personal and business book reviews, including inspirational and management, etc. (all by Michael Gray, CPA) at: <http://www.profitadvisors.com/reviews.shtml> Note: Many motivational materials themselves, may be found at [ZigZiglar.com](http://ZigZiglar.com) including Zig's signature book, "See You At The Top." Zig was indeed a dedicated Christian and a master motivator, who we greatly admired. The Main Motivation Manual is of course the Holy Bible itself, with Scriptures such as, "For As A Man Thinks In His Heart, So Is He" (Proverbs 23:7) and "Do Unto Others As You Would Have Them Do Unto You" (Luke 6:31), etc., etc. Read at least the New Testament for yourself (such as the NCV or MEV modern English versions) and then continue your excitement by reading "Imagine Heaven" by Pastor John Burke. Just those 2 inspired books alone should get your motor running for sure!

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