

**THINK RIGHT NOW!**  
**ACCELERATED THOUGHT &**  
**BEHAVIOR MODIFICATION**  
**PROGRAM OWNER'S MANUAL**

**Think Right Now! International**  
**Mission and Vision**

The mission of Think Right Now International is to provide personal development products that help empower and enable people from all walks of life to create permanent, desired behavioral changes that will enable them to lead a more healthful, productive, fulfilling and happy lives with greater dignity in all they do.

Our vision is that, as the direct result of people worldwide achieving success with our Accelerated Success Conditioning Programs, and the resulting ripple effect on all of the people who interact with and are affected by clients, Think Right Now will contribute to the betterment of people across the globe.

**Table of Contents**

|  |    |
|--|----|
| Why Think Right Now?                     | 3  |
| How Think Right Now Works                | 4  |
| 1) The Research                          | 4  |
| The 11 Mental Patterns of Failure        | 4  |
| The 11 Mental Patterns of Success        | 5  |
| 2) The Conditioning Statements           | 5  |
| 3) The Information Delivery Technology   | 6  |
| How To Use Think Right Now Programs      | 7  |
| How Often to Use Think Right Now         | 7  |
| How You Will Know It's Beginning To Work | 7  |
| How Soon Will See Changes                | 8  |
| Complimentary Programs                   | 9  |
| How To Handle a "Slip-up?"               | 10 |
| Helpful Hints                            | 10 |
| Catalog                                  | 11 |
| Contact Think Right Now                  | 11 |

## Why *Think Right Now*?

3

It's very likely that you purchased *Think Right Now* products after trying a number of other processes that didn't help. For instance, you may have:

- Tried many fad diets, meal replacement shakes, melt the fat wraps, herbal formulas and “fat absorbing” pills, but still haven't been able to lose weight and keep it off.
- Listened to the motivational tapes, read positive thinking books and attended the seminars, but still rarely see a major project or goal even close to completion...if you get started at all.
- Reasoned with yourself about how your fears are not logical, gone to several different counselors and even taken anti-anxiety meds, but still feel anxious, fearful or gripped by panic attacks.
- Chewed enough nicotine gum for five lifetimes, worn the “patch” or even taken anti-depressants to quit smoking, only to continue to give into the intense cravings.
- Started and stopped more exercise programs than the Gabor sisters had husbands, bought all the latest firming and toning gadgets (that now sit collecting dust), and still are as out of shape and lacking energy as you've ever been.

So, why haven't you been able to change so far? It's because you apparently have not changed what you think about and how you think about it...

*You see, every one of us* is governed by two main conscious thought processes—asking questions and affirming what we already believe... All day long. Each time you have a thought, you are either asking a question of yourself or someone else, or making a statement of affirmation. For example:

- Who does she think she is? Does this dress make me look fat? (questions)
- This soup is delicious. (affirmation)
- It's getting dark. (affirmation)
- I hate him. I like him. I am a good person. I'm an ass. (all affirmations)
- This meeting is boring. Is it time to go home? (affirmation & question)

By this constant, non-stop affirming and questioning process (your *thought patterns*), your current habits, beliefs and attitudes are further cemented in each day. And it's your habits, beliefs and attitudes that dictate and control every action you take. Every single day, the “you” that you are is becoming more deeply rooted...and harder to change. That's why all those attempts to change your ways of feeling and acting have rarely worked—they haven't been able to alter your long-standing, firmly rooted mental patterns. So up until now, feeling how you wish you could feel and acting how you wish you could act may, at times, seem nearly impossible. The cliché about teaching an old dog new tricks has a lot of merit.

To make this a little more clear, here's some examples of thought patterns you may have, things you may have tried in the past to change and why they didn't work:

- No diet in the world will take away that uncontrollable, mouth-watering feeling of desire you get when the cheesecake or cookies come out. (*Your thoughts may be, “I can't say no! I'll just starve myself tomorrow.”*) Yeah, sure.
- A motivational book or tape can't take away the fear that causes procrastination and cannot force you to finish a project you've been putting off. (*Your thoughts may be, “I'll do it later... I don't want to miss my favorite TV show... I don't have time... Aw, I'll just let someone else do it... I'm too tired now.”*)

- Being sedated and numbed by pills because of specific fears and anxieties (which can create a panic disorder) is no way to live your whole life. (*Your thoughts may be, “Oh, here it comes... I’m feeling nervous... I can’t breathe... I’ve got to leave!”*)
- A seminar conducted by the greatest of the sales greats won’t give you confidence when you pick up the phone or call on a customer face to face. (*Your thoughts may be, “They won’t want to buy from me... Who am I kidding? My product sucks... they’re going to hate it... I’ve got to make this sale or I’ll go broke!”*)
- A patch won’t take away that tremendous urge to light up a smoke, especially when you’re having a cup of coffee or a cocktail. (*Your thoughts may be, “I’m dying for a cigarette... If I don’t get a smoke I’m going go nuts... Just one won’t hurt.”*)
- A belly trimming gadget promoted by the most gorgeous women won’t make you stop hating exercise. (*Your thoughts may be, “I hate sweating. But my muscles are sore! Why do I have to do this? I’d rather sleep. Can’t there just be a magic pill to make me look good?”*)

You see... It all makes perfect sense. Until and unless you change your core beliefs, attitudes, emotions, your chances of being able to change your **actions** and achieve major, important things in life is about as likely as getting your dog to meow.

### **How *Think Right Now* Works**

For thousands of people across the globe, Think Right Now Accelerated Thought & Behavior Modification Programs have been the answer they’ve been looking for because they do help change how you think... your beliefs, your attitudes, your emotions and ultimately, your actions.

There are three key reasons why this is so:

#### **1- The Research**

To create each Think Right Now Accelerated Thought & Behavior Modification Programs, our research team pours over dozens of sources of information on a particular subject. Then, we compare the beliefs, attitudes, emotions, decisions and actions (in *22 separate and distinct categories*) of the most successful people in that particular subject area with those of the most unsuccessful, problem-ridden people. We carefully look at each type of person’s affirmations—what they think on a moment-by-moment basis.

And it never fails—the two groups are always polar opposites...Those two vastly different sets of self-instructions, beliefs and attitudes then set the stage for the carefully constructed affirmations.

The 22 distinct types of brain patterns mentioned above are made up of what we refer to as the “11 Patterns of Success” and the “11 Patterns of Failure.” After years of researching a variety of subjects, the research has shown time and again that people’s quality and quantity of action regarding a particular subject could always be explained by 22 core thought, belief and attitude patterns. As you would expect, we typically find that the successful people in a given life area “run” more of the Success Patterns, while the unsuccessful people are more frequently running more of the Failure Patterns.

#### **The 11 Mental Patterns of Failure (in the particular skill or “area” of life)**

1. Having the self-image of a failure
2. Mental pictures/movies/imaginings of failure before it ever happens
3. Blaming others; not taking responsibility
4. Having doubts; lacking confidence, believing that “I can’t”
5. Positive emotional associations to *unsupportive* people, places, things, activities
6. Negative emotional associations about *supportive* people, places, things, activities
7. Continual worrying about what may or could go wrong (looping)
8. Expanding the size of your tasks or decisions (creates overwhelm, fear, procrastination)
9. Expanding the size of mistakes, setbacks, delays to seem large, tragic

10. Disaster thinking; always expecting the absolute worst to happen
11. Physical illness from pressure and stress (resulting from 1st 10 patterns)

5

**The 11 Mental Patterns of Success (in the particular skill or “area” of life)**

1. Owning the self-image of a success
2. Feeling a strong purpose for reaching a goal
3. Imagining success even before it happens
4. Continual mental focus on the benefits of reaching your goal
5. Belief in your abilities—confidence
6. Taking appropriate goal achieving actions; getting things done
7. Looking for and finding enjoyment/happiness in goal-related actions
8. Openness to learning the lessons in all failures and successes (knowing there are lessons)
9. Seeing mistakes and setbacks as normal, solvable
10. Recognizing and appreciating what you gain from each success
11. Being genuinely proud of what you’ve accomplished

In uncovering as many as 1,100 disempowering mental patterns for each program, literally no stone is left unturned. This ensures that each program’s re-patterning statements are as complete as can be.

## **2- The Conditioning Statements**

Having completed our research as described in on page 4, we have an extremely accurate picture of the thought patterns a person would need to eliminate (the success-killing, failure-causing, disempowering self-talk, beliefs and attitudes), and the new ones they need to adopt and embrace to be successful in their chosen area of concern.

Think Right Now programs use a two-pronged approach to re-patterning thoughts and beliefs, both equally important.

“Clearing” affirmations are developed that help the listener to let go of the undesirable thought patterns and anything that could cause them. As they pertain to each program’s subject, these statements are specific and direct. For illustration purposes, some of the general flavors of clearing affirmations you’ll hear in each program command you to believe that you have:

- Released and forgiven yourself for past failures, indiscretions and poor decisions
- Eliminated unsupportive habits
- Let go of past traumas/things that have hurt you
- Replaced undesirable states of mind with a desirable ones
- Eliminated all struggle for success in the specific life area/challenge
- Released all resistance to learning what you need to know to succeed

...And many, many more.

In addition to the releasing beliefs and attitudes, “Installing” statements are created that embody the empowering thought patterns found in people considered “the best of the best” (related to each program’s subject). One after another, your mind becomes drenched with the most empowering, positive statements designed to permanently change how you think, how you feel, and as a result, how you act. Many people report they felt like they switched heads with the super successful—that making the right decisions and taking the right actions became suddenly easy and felt natural.

This unique two-pronged approach of releasing the failure patterns and embracing the success patterns is what makes Think Right Now! Accelerated Thought & Behavior Modification Programs unmatched in the personal development field.

It can be compared to painting a rusty surface: If you paint a surface without first clearing away the rust, it will eventually bubble up and peel off no matter how good the paint is. Your mind works in a similar

way—unless you get rid of your old mental habit patterns, they will continue to make you feel and act the same old way you have for years. So the clearing affirmations clear away the “rust” of your undesirable mental patterns, and the installing affirmations are the “new paint” that helps to create the new you. **6**

### **3– The Information Deliver Technology**

The third key to the unparalleled effectiveness of all *Think Right Now! Accelerated Thought & Behavior Modification Programs* is the technology used to deliver the re-patterning statements. It’s the same technique Mike Brescia used back in 1987 to go from a homeless, insecure “salesman” who couldn’t sell his way out of a paper bag to an international record shattering professional in four separate industries. It’s called “Suggestopedia” commonly referred to as *Accelerated Learning* or *Superlearning*.

Originally pioneered by famed Bulgarian psychotherapist Dr. Georgi Lozanov in the 1950’s, Suggestopedia is a remarkable method of learning in a relaxed state of mind that promotes effortless comprehension and increased retention of what is being learned.

Instead of learning statistical data, mathematical formulas or foreign languages (as Lozanov used in many of his initial test studies), *Think Right Now!* programs “teach” your mind to release the undesirable patterns that are preventing your success in a given area, and to accept and embrace the “new you”—the positive, empowering, success-driven patterns (as described in number 2).

**The Suggestopedic Accelerated Learning method is comprised of three components:**

- Triple repetition of the material being learned
- 8 second spacing between the start of each statement
- 60 beat-per-minute music playing in the background (to induce and maintain relaxation in the alpha brainwave state of mind, which is associated with higher learning and better retention)

The effectiveness of the repetition used in Suggestopedia is logical, especially when you apply it to some everyday life situations like these:

- You listened to your favorite song over and over as a teenager. And because of the repetition, you can sing every word of that song even 20 or 30 years later!
- You probably know that  $5 \times 8 = 40$  without even having to think about it. Why? Because as a kid, you learned the “times tables” through **repetition**.
- Ever notice how hard it is every January to get used to writing a new year on documents? Why? Because of 365 days of **repetition** writing the old year, that’s why!

The power of repetition is obvious in many facets of your life. It’s the way that deep learning occurs... real embodiment of the concepts or information and retention of what’s learned for many years...most times, for life. Well, now it’s time to let the power of repetition help you make some changes in your life that you’ve only dreamed about so far.

#### **How To Use *Think Right Now! Accelerated Thought & Behavior Modification Programs***

Think Right Now! programs are easy and convenient to use... no matter how busy your schedule may be. While some of the suggested methods of using them may produce your desired changes faster, you will experience results, as long as you commit to one thing—**HITTING THE “PLAY” BUTTON ON YOUR TAPE PLAYER, CD PLAYER OR IPOD.**

Here are the various ways you can use your Think Right Now! Programs. It’s best to use **as many methods as possible**—that will only increase the effectiveness and speed at which you make your desired changes.

It’s not necessary to use headphones. The only requirement for Think Right Now! programs to work is for you are able to hear the words (even as only a whisper) and that you listen/read/write regularly.

**The Ways to Use listed below are in descending order from “best-best” to “least-best”:** 7

**(1) Listen to an entire CD or tape at least once a day while awake but relaxed (*at normal volume*)**  
Ideally, you should do this in the morning or at night (or both, if time permits). Sit upright or semi-reclined in a comfortable position with your eyes closed. Try your best to eliminate outside distractions, like noise from the TV, people talking, the phone ringing or music playing. Aim to minimize internal distractions too—if you’ve had a bad day at the office or the traffic was atrocious this evening, just let it go and listen.

**(2) Write the statements**

Choose 10-15 of your favorite statements and write them on a piece of paper three times per day. As you finish writing each one, say it out loud (or to yourself) with conviction and enthusiasm. Imagine that the statement is true right now, that it really describes you now.

**(3) Read your favorites**

Choose 15 of your favorite statements and write them on a piece of paper or on index cards. Read them to yourself three times per day (morning, noon and the last thing you do before going to sleep at night). The third read-through should be out loud. It’s also a good idea to affirm that you truly believe each statement after you read it by nodding and saying something like, “Alright!” “Yes!” “That’s me to a T.” “You bet.” “Absolutely!”

**(4) Listen while doing (quiet) activities (*at normal volume*)**

You can have your program playing in the background while you engage in quiet activities, such as cooking, light housework, doing crafts, gardening, going for a walk, reading or relaxing. Many users with jobs that don’t require concentrating on conversations play their programs as they work—you can decide if your work atmosphere is appropriate for that.

**(5) Listen while talking or watching**

A great time to get your active subconscious mind re-programmed is while your conscious mind is absorbed in some other activity like talking on the phone, in person or watching TV. In these cases, set the volume low enough so it can be heard as a whisper but not loud enough to interrupt your conversations or whatever else you are paying attention to.

**(6) Listen while sleeping (*at very low volume*)**

Play your program all night long while you sleep—your brain is still awake even when you are sleeping! It only needs to be loud enough to just make out the words as a whisper with one ear on your pillow. And since you are already relaxed, it’s not necessary to hear the music.

Some users have had concerns that their spouse or partner does not want to hear the program playing softly all night. If this describes you, you can plug headphones or ear buds into your player and drape them over the bedpost near your pillow. You can also use a “pillow speaker,” available at electronics stores such as Radio Shack for \$10-\$20 USD.

**(7) Listen while driving or doing more vigorous activities (*normal or loud volume*)**

If you travel a lot for business, you’ll be very happy to know that you can listen to your Think Right Now! program as the miles tick away! It’s also effective to listen while doing physical activities such as heavy cleaning or vigorous exercising. We just recommend that you omit the 4-minute relaxation session on tracks 1 and 3 (for a CD) or the first four minutes of side A and B (for a tape) if you are driving or performing any activity that requires high energy and alertness (for obvious reasons!).

**How Often to Use Think Right Now**

As often as you can! At least once per day, but preferably even more often. The simple rule is, the more you listen to the CD/tape, write or speak the statements, the faster you will notice positive changes in your conscious thoughts and in your automatic, unthinking split-second responses. With all the different ways to use shown above, there’s always a time and place for Think Right Now!

**How You Will Know It’s Beginning To Work**

Within a few weeks after they start to use Think Right Now audio programs, the vast majority of users begin to notice subtle changes in how they think and feel. They find themselves thinking, saying and doing things that are out of character for them, but in a good way! They gradually see themselves think-

ing and acting how they have always wished they could in a particular situation or challenge. We **8** receive hundreds of reports of users who are very excited as they begin to see the differences. They feel more calm and at ease. Eventually this becomes who they are.

In some cases, users notice immediate, significant positive changes in their thoughts and attitudes. Such quick results may indicate that the user may not be dealing with a challenge or bad habit that they've had for very long or that the "old way" is not providing much "benefit" or pleasure; hence, it is not as deeply ingrained as other thought patterns may be and is more quickly and easily reversed.

In addition, occasionally you may feel a slight agitation or anxiety when first using a Think Right Now! program, and this is easy to understand now that you know how the programs work. Think Right Now! Program challenge head-on some strongly-held, deep-rooted beliefs, attitudes and habits, which you have probably had for years, and contradicts them with thought patterns that are, in all likelihood, completely the opposite. As your subconscious mind hears the life-changing affirming statements, it may be saying, "Oh, no. That's not me."—and this may result in agitation or anxiety. Rest assured that any agitation or anxiety encountered is temporary and will subside once your mind begins to accept the thoughts, beliefs and attitudes of the "new you."

#### **How Soon You Will See Changes**

While many people do see or feel *some* type of change within the first few days and weeks, how quickly you will see changes is dependent on a number of variables including the following:

##### ***1) How long you have had your issue or challenge***

One major factor is a person's unique starting point--how "ingrained" their belief, attitude and emotional patterns are. If someone has a thought or belief pattern for *years*, it is also going to take some time to dissolve. Remember that some people are in therapy for years to overcome their challenges.

While Think Right Now programs are very effective, thought patterns that have been conditioned over years or decades must be conditioned out through repetition, and this process may often take many months to break and will continue to respond over years of positive conditioning. Mike, the President of Think Right Now! still listens to these programs 20 years after creating the first one... and it shows!

##### ***2) How often you use the products and under what circumstances***

Since your beliefs and behavioral patterns have been conditioned *in* to your mind over and over, day after day, it only follows that daily listening is essential to condition the same thought patterns *out*. You simply can't listen once or twice a week, or listen with numerous distractions around you, and expect fast results—TRN programs are good, but they are not "magic pills." The more you can listen per day while relaxing, preferably with your eyes closed, the faster you will see results.

##### ***3) External factors***

It's important to keep in mind that there are outside factors (physical and otherwise) that may sometimes affect the rate of change. For example, chronic depression may be impossible for an audio to eliminate if the conditions that cause it continue on... like physical or sexual abuse.

Another example: If you're using I Love Exercising Now! to develop a love for exercise, yet have a medical condition (back problem, etc.) that causes pain, it may take time before you're a regular exerciser—not because the program isn't working, but because you have physical hurdles to conquer.

##### ***4) The number of titles you are using at the same time***

Generally speaking, the greater the number of titles you are using at one time, the longer it will take to see desired results from each individual program.

It is important to use complimentary programs, however you would be wise to use no more than three complimentary programs at one time.

On the next page are suggested complimentary combinations of some of the programs...





### **How To Handle a “Slip-up?”**

Even after listening to a Think Right Now! program for a while, it’s not unusual to have a slip-up and run an old thought pattern, even if just for a moment. You are a human, not a robot.

It’s important to remember that, in most instances, you’re trying to “undo” thought patterns and habits you’ve had for years, decades and even your entire life. It took years for those beliefs and attitudes to form to create the you that you are now; hence to have your thoughts revert back to their “old ways” is not unusual, nor is it an indication that the program isn’t helping you.

The key is to keep listening to your CD/tape and reading your statements. Eventually those slip-ups or momentary weaknesses, if any, will disappear and the new, desirable thoughts, beliefs, attitudes and action habits will naturally become who you are.

### **Helpful Hints**

**Think Right Now! for Windows Software:** This software is the perfect compliment to the Think Right Now! audio programs. Think Right Now! for Windows is a visual subliminal software program that flashes positive, success-oriented, esteem-enhancing affirmations on your computer screen while you are working in Windows (Version 95 or newer), with soothing, 60-beat-per-minute baroque-style music playing in the background. (The music is optional and may be turned off.) Your eyes pick up the affirmations, in the categories that you choose, as they visibly flash across your screen. You can also very easily copy the statements from any Think Right Now! audio program and paste them into the software—so you can visually program your mind for positive changes all day at your computer, and listen to the audios morning, noon and night. Talk about an unbeatable combination!

**Have patience** Ours is an “I want it NOW” society...and as much as we all want our desired changes to occur quickly, we must have patience. If you don’t experience the “clouds parting” or feel like a new person in a week, be patient. Remember that you have been becoming “you” for a LONG time. Each and every day, reinforcing all those beliefs, attitudes and habits. So it only follows that “undoing” a lifetime of programming will likely take some time. But keep with it. Hit the play button, write the statements and read them, over and over again. You’ll be so glad you did.

**Ignore what others think** Friends or family members not familiar with personal development products or behavior modification might be less than supportive or enthusiastic about your Think Right Now! programs, simply because they don’t understand accelerated learning, how the mind works or the power of affirming statements like you do. Your response to that must be: It doesn’t matter! Keep using your program! Who cares what they think? When those same friends or family members see the changes in you, they’ll change their tune.

**If you want to be entertained, go to the movies** Think Right Now programs are anything but entertaining. They are meant to change you—not make you laugh or sing. When you want to be entertained, turn on the TV, go to the movies or play some music. When you want to change your life in the easiest, most effortless way possible, play Think Right Now programs and read the statements.

In only a few minutes per day, you can override the most vile, anxiety-producing failure-generating thoughts and behaviors and replace them with powerful, positive success producing patterns possible.

**The female voice** Studies have shown that women respond more positively to a woman’s voice, and that men responded equally well to either a male or female voice. Since Mike wanted Think Right Now programs to be most effective for everyone regardless of gender, we chose to use a soothing, clear, trained female voice to narrate the programs.

**Listen to the music titles alone, too** In addition to serving as the background for the Think Right

Now audio programs, we've also made our various specially designed music titles available by themselves in CD format. Numerous studies have proven the benefits of 60 beat-per-minute music on the mind and body. Melodies with this tempo have shown to enhance restful sleep, reduce the need for anesthesia in surgery, speed learning, lower blood pressure and boost immune response. Many of our clients use our music titles to: Improve concentration and memory while studying, stay composed before important events, promote healing, calm hyperactive children, enhance the power of visualization and meditation, and boost creative thinking.

**Using double programs** A number of Think Right Now audios are double CD or cassette programs. They differ from singles only in that there is more information on them. They are no more complex. They are double the size because their topics require more re-patterning statements to both clear old as well as install new mental patterns.

These programs should be used in the same way as singles, the only difference being that you can cycle back and forth between CD (or cassette) 1 and 2. If you play your double program at night, and you have a CD carousel, you can put both CDs in, set they player to repeat all and then you can play them both all night long.

#### The Think Right Now Audio Catalog

\*\* = double program  
(all available in both CD and tape format):

Anger Management Now! \*\*  
Fearless Public Speaking Now! \*\*  
End Procrastination Now! \*\*  
Effective Time Management Now! \*\*  
I Am Organized Now!  
Real Self-Esteem Now! \*\*  
Real Self-Esteem Now! (Ages 9-13)  
Win Friends & Influence People Now! \*\*  
Infinite Joy Now!  
Unstoppable Motivation Now!  
Supreme Confidence Now!  
Financial Abundance Now! \*\*  
I Love Exercising Now!  
Eating For Excellent Health Now!  
I Am Smoke-Free Now!  
I Am Healed Now!  
Accelerated Sales Success Now! \*\*  
Setting & Achieving Goals Now!  
Dissolving Panic & Anxiety Now!  
Freedom From Depression Now!

#### Think Right Now! Accelerated Success Conditioning Music (available in CD format)

Evening Serenade  
Fair Winds  
Sailing  
Dreamer's Dance  
New Day  
Awakening  
Autumn's Shore  
Into the Light  
Siren's Star  
Hu's Blues  
A Higher Tide  
Third Eye Suite  
Wish You Were Here

#### Windows Software

(available in CD-ROM or download)

Think Right Now for Windows

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Office hours are Monday – Friday, 8:30 am – 4:30 pm EST  
You can email, write or call us. If we're not immediately available, we strive to answer all questions within 24 hours.