4-HORSEMEN

OF

TRADING

APOCALYPSE

FEAR OF
PROFIT BECOMING LOSS
MODULE 4.4
TRANSCRIPT

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4-Horsemen of Trading Apocalypse
Module 4 Session 4

Fear of a Profit Becoming a Loss – Deep-Mind Techniques

Welcome to Session 4 of Module 4 of your 4-Horsemen of Trading Apocalypse program and this is the session your 'White Rider of Conquest', who represents your Fear of a Profit Becoming a Loss, is afraid of most.

I'm Les Meehan, founder of the RightMindTrader.com Academy and in this training session I promise to teach you the deep-mind techniques I know you need to deal with your fear of a profit becoming a loss.

Let's get right to it so you can rapidly arm yourself with the practical psychological counter-weapons you will need to unsaddle your White Rider of Conquest, and make him look an inadequate and incompetent fool in front of his brethren, the other riders of the 4-Horsemen of Trading Apocalypse.

Visual Metaphors – how your mind represents your fears

I want to start by teaching you how your mind represents your fears.

This is important to understand because the *two powerful techniques* I will teach you soon in this training session utilise this process to make rapid changes in your mind which will allow you to control the conflicting emotions being used as weapons against you by your White Rider of fear.

To give you a fuller understanding of how your mind represents your fear and how this is used against you by the 4-Horsemen of trading apocalypse, I want to share with you some essential and deeper background knowledge about your own inner resources and how they are used both as *dark weapons of fear* and as *swords of light* against that fear.

But first, let's start with a deep exploration into how we experience the external world through our 5 primary senses because later, this knowledge will give you the best understanding of how your fears manifest in your trading. This understanding will also help you know how and why the tools I am providing for you in this program are able to combat these trading fears.

How your fear weapons of dark and light are created?

We use our senses to explore and understand our external world and you can see the most natural and complete use of the senses to understand external experiences simply by watching babies exploring their environment.

Join me now as we take a *'sensory-stroll'* through the experience of a youngster as he explores a new discovery in his world (I will refer to the baby as 'he' but this is for ease of writing and not gender preference).

Sensory Learning

Stay with me as we journey into the 'sensory learning' our example child will utilise to understand his experience.

We know that we have the 5 senses or *modalities* of:

- **Sight** (Visual Modality)
- **Sound** (Auditory Modality)
- **Touch** (Kinaesthetic Modality)
- **Smell** (Olfactory Modality)
- **Taste** (Gustatory Modality)

And of these 5, research suggests the majority of people use the first three: sight, sound, and touch, more than the other two.

So, when the young toddler picks up a new and unknown object, such as a plastic building block, the first thing he does is look intently at the object by using his...

- **Visual sense**
  This enables him to learn about the objects:

  a) Colour
  b) Shape
  c) Size relative to his hands and other objects
  d) Location in 'space'

While looking at the object, he will also be handling the object and using his...

- **Kinaesthetic sense.**
  The kinaesthetic sense has three vital components:

  1. THE SENSE OF TOUCH

  2. THE SENSE OF MOVEMENT

  3. THE SENSE OF FEELINGS

  And by turning the object of his attention this way and that, our little 'sensory explorer' is having a 'tactile experience' in which he is:

  a) Gauging the object's weight

b) Checking its surface characteristics
c) Learning about any interesting features it may have by sticking his little fingers into any holes in the object

Next our little explorer is likely to shake the object and use his...

- **Auditory sense**
  To check if it makes any nice sound or other noise.

  He listens intently with his ears accessing his auditory sense; and he may also drop the object or throw it (this may also be a test of the weight of the object), to check if it makes any other interesting noise, especially when it hits another object or toddler (of course any new noise may come from the toddler the object hits!).

With curiosity still running high, the baby explorer may then use the...

- **Olfactory sense**
  He uses his nose to smell the object to add another layer to his data collecting.

Finally, and to the dismay of many Mothers who don't really understand what the child is actually doing, he will use the...

- **Gustatory sense**
  He uses his gustatory sense by sticking the object in his mouth to find out what it tastes like.

  If it tastes good he might try and eat it, but if it tastes bad he will likely spit it out in distaste.

Of course, concerned Mothers whom may have had no problem watching the toddler using his various senses to explore something like a lump of soil in the garden, may suddenly shriek and knock the soil from the toddlers hand to stop him using his gustatory sense when he wants to experience that soil with his sense of taste.

This may be why, apart from the food we eat, we don't know what many of the things in our environment actually taste like (do you know what the corner of your dining table tastes like?)

This is the natural process of discovery our little explorer attempts to go through for each new object he encounters.

He is utilising all of his 'information gathering' tools, his 5 senses provided by Mother Nature, in a process that comes naturally to all babies as soon as they are allowed to explore their environment.

Even babies still at the stage of 'lying on their back and gurgling' use their visual, auditory and kinaesthetic senses extensively.

As we leave the toddler stage and grow into maturity, we use this same sensory discovery and learning process for the rest of our lives but in a more refined way; for example we stop eating earth worms or swallowing pebbles for a dare.

As we get more adept at using our senses we come to depend heavily on the visual, auditory and kinaesthetic senses much of the time. In fact, research suggests that in Western cultures the majority of people use their...

- Visual sense 60% of the time
- Auditory sense 20% of the time
- Kinaesthetic sense 20% of the time

So what happens once our senses have gathered in the mass of sensory data from a new experience?

Perceptual Filter System

The collected data taken in by your senses is passed through an 'internal perceptual filter system' which...

- DELETES
- DISTORTS
- GENERALISES

...the data to *keep only that data your mind considers being of importance to you*.

This last point is very important because it tells us that most of the information gathered by our senses never reaches the memory we create of the original experience.

This means that a memory is never the same as the event that created it; and in coaching we make this difference very clear with the saying:

"The map is not the territory."

OK, once your perceptual filters have worked on the original data, what is left is then 'judged' by your emotional mind to answer questions like:

- "How do I feel about this new experience"

- "What impact has it had on me?"

And

- "How do I feel about myself right now because of this experience?"

Once your mind has considered and answered these questions, any resulting 'judgments' and associated 'feelings' produce *additional data* that is added to the filtered experience data.

This final 'package' of data then becomes the content for the creation of a specific, sensory-rich, memory which will be stored away and is readily available for future access.

How do I use this knowledge?

OK, now you know how you experience your environment through your senses and how the memories of those experiences are formed from a filtered version of that sensory data.

I imagine you are wondering what all of this has to do with your trading and trading fears so let me connect the dots for you right now.

Having this understanding of how your memories are formed is important to understanding and appreciating how and why your own memories can be used as dark weapons against you by the 4-Horsemen of fear.

It also helps you to know how you can use other memories as your 'swords of light' in your defence, to fight and defeat your fear-foes using the practical techniques I will teach you very soon.

So how are your memories used against you and how can you use them yourself in the fight against your fear?

Memories - Weapons of Dark and Light

Before I answer these questions there is one more piece of vital knowledge I have to share with you.

Remember that a memory is *simply a record* of the *filtered sensory data* from an experience together with *the addition* of the *judgement* and *emotional response* you gave to the original experience.

When you want to access the memory of a specific past experience you need a mechanism that will deliver to your mind the data stored in the memory.

We call this simply *memory recall.*

Memory Recall – Internal Virtual Senses

It may come as no surprise that since you used your five senses to collect the original experience data, that your *memory recall mechanism* uses a similar process.

So that your brain can recover and display a stored memory, i.e. the filtered sensory data of an experience, the mind utilises a set of *'internal virtual senses'* that replicate the equivalent five physical senses discussed earlier.

These *virtual senses* are also linked to your real senses through the mind-body connection i.e. what you think you also feel.

This means for instance, that when you want to tell your friend about the amazing chocolate cake you had after last night's dinner, you will need to recall the still vivid memory of that cake.

When you do this memory access, you will probably also sense the taste of chocolate in your mouth and may even say to your friend something like,

"Hmm, I can taste last night's chocolate cake even now!"

Once you have accessed a memory, and the relevant data it contains has been sent to each of the associated internal virtual senses, your mind will use each part of the sensory data to construct what in coaching is called an 'internal representation' of the original experience inside your mind-space.

Internal Representations

Depending on the type of data in the memory, one or more of your 'virtual senses' will be triggered to become a part of the *internal representation*.

For example, if there is visual and audio information in the memory you will see and hear this in your internal representation. Your visual and audio virtual senses will be used to replicate these sights and sounds as they will be needed by your mind to reconstruct a still image or a movie in your mind-space of the scenario contained in the memory.

If more of your senses were used to gather the experience data in the first place, which is likely, and then when you recall that memory the same range of virtual senses will be used to build the internal representation in your mind and body.

I said previously that each unique set of filtered experience data also had judgement and emotion added to it before it became a memory, and these will

also be recalled and added to your internal representation when you access the memory.

This means not only will you again be able to see, hear, smell, and perhaps taste what the memory holds but you will also feel the emotion again and even the original judgement you made at the time about the experience and about yourself.

> *"Your memory recall will recreate an entire psychological and physiological state change throughout your mind and body."*

And for good or bad, you can recall, recreate, and relive any past experience as many times as you wish using your 5 virtual senses; as if it were the original experience (but remember the memory is never the same as the original experience).

A Trading Example

Let's use a trading example to make this clearer and to demonstrate how your White Rider of fear can use these internal representations as *dark weapons* against you.

I call them *dark weapons* because they come at you from the shadowy corners in the depths of your unconscious mind.

Suppose today that you enter a new trade and it goes disastrously wrong and you lose a ton of money.

This loss is likely to cause you to feel a powerful emotional reaction in your body (the kinaesthetic sense) and as you analyse what went wrong you realise you made a terrible blunder in your setup so you 'judge' yourself by deciding you are an 'incompetent idiot' for messing up.

You now have lots of sensory data that goes through your internal filter system on its way to becoming a memory.

The sensory data you have may include something's like these:

- The visual information from the chart movements and colour changes
- The sounds of any indicators and alerts
- Any other sounds in your immediate environment you may not consciously be aware of
- The smell of the fresh coffee on your desk
- The taste of the chocolate biscuit you had nibbled for comfort while the trade was going wrong

- The emotions you felt while all of this happened

And finally…

- The sound of your inner critic voice telling you that you are an incompetent idiot who deserves to lose

Once this rich set of sensory data from this one 'trading loss' experience has been internally processed, it gets stored away as the memory of this single trade.

And it will remain in your memory forever (unless actively changed) as a potential 'dark weapon' for your 4-Horsemen of fear to call forth and use.

Now imagine it is the following week, you enter a new and completely different trade and while this trade is active someone puts a fresh cup of coffee beside you and a plate of your favourite chocolate biscuits.

Your nose picks up the smell of the coffee and the chocolate and your taste buds activate, at the same time your ears pick up the sounds of one of your alerts and all of a sudden your mind is filled with a powerful recollection of last week's disastrous losing trade.

The similarities to the previous trade, the coffee and biscuits, alerts etc., have acted as *triggers* (for more about triggers see Module 1 - Foundation) to connect your unconscious mind to the memory that contains similar stored sensory data.

But not only do you *see the losing trade* in your mind you also *feel the same negative emotions* in your entire body and, to your even greater surprise you start to *hear your inner voice* yelling at you that you are an incompetent idiot who deserves to lose.

Your White Rider has activated this *dark weapon* memory and it is immediately activating your fear of a PBL state.

In total confusion about what just happened and without knowing why, you suddenly become terrified that your new trade will lose you a ton of money – again!

And without thinking further, or questioning why, you exit the trade as fast as possible only to realise a few seconds later, as the market makes a big move in what should have been your favour, that you could have won a ton of money - but it's too late, you're out!

Your White Rider stormed into your mind and won by controlling your *fear-driven actions.*

I'm using this to illustrate how your memories can work against you but I think you know that this scenario has been played out many times by many traders and probably continues to do so as we speak.

> *"It is the ability that we all have to **recall and relive** past memories that is used against you by your 4-Horsemen of trading apocalypse."*

In fact, one of the most powerful dark weapons of your White Rider and his scurrilous gang is to seek out and bring into your mind any memories they can find of your *past fear-filled trading disasters*.

If there are no specific trading memories to use, your White Rider will look for *any type of memory containing fear* in order to control your immediate emotional state and to create unhelpful trading behaviours and possible knee-jerk reactions.

You now have a thorough understanding of how your memories are created and how memories that contain negative emotions like fear can be used against you.

So let's turn our attention to learning the practical deep-mind tools based on this knowledge and understanding which you will use to fight off your White Rider of fear.

Technique #1 - Change Internal Representations

The first powerful technique I want to teach you in this fourth module uses the knowledge you have now gained about your 'internal representations'.

Remember, when you recall a memory your 'virtual senses' are used to bring the data extracted from that memory into your conscious awareness to construct the required internal representation.

Because neuroscience has proved that the data in a memory is not all stored in one location in your brain, you have no other way to have complete access to a memory without bringing that data together and building a representation using your virtual senses.

For the majority of people their internal representations will be predominantly experienced in the mind as a visual picture or movie displayed on the 'virtual movie screen' of what I call your 'mind-space'.

Imagine a large globe around your head rather like a big deep-sea divers' helmet on which are projected your internal representations - that is your *mind-space*.

For people who predominantly use one of the other senses to gather their experience data, the initial representation may use this data first. For example, for more auditory people the main data in the memory may relate to sounds so these sounds may be heard first in the mind-space followed by the visual data when creating the complete representation.

Sensory Specific Words

When you want to describe a particular internal representation you have to use language and to help with this each of your senses: visual, auditory, kinaesthetic, etc. has specific set of words that can be used to describe the internal representation.

These sensory specific words describe the various 'qualities' of your internal representation.

For example, the visual sense relates to images and movies so some of the 'qualities' that a visual representation can have are:

- Image size (is the image big or small)
- Sharpness (is it crisp or blurred)
- Tone (light or dark)
- Colour (saturated or muted) or black and white
- Does it have a frame
- Edges sharp or fuzzy
- Position in space i.e. high or low, left or right, in the centre, near to you or far away

The auditory sense is for sound and uses words like:

- Loud or soft
- Muffled or clear tone
- High or low pitch
- Smooth or jumpy
- Direction i.e. where does the sound come from in your mind

The kinaesthetic sense is about feelings, touch and movement and will have qualities like:

- Hard or soft
- Smooth
- Gritty
- Gentle
- Light or heavy touch

And…

- Emotion or feeling i.e. sad, angry, happy, etc.

You will find a more complete list of these sensory-based words in your workbook for this module.

The point of knowing this is because it is these specific 'qualities' that your internal representations are composed of, and that give them their meaning and emotional impact.

Qualities Define Meaning and Emotion

The 'meaning and emotion' components of your representations are what cause the specific physiological reaction in you when you access a specific memory.

"Meaning and emotion creates reaction!"

OK, now we know that each internal representation is composed of certain qualities and that these qualities can be described by sensory-based words. We also know that it is these specific qualities that give the memory and thus the representation its power to affect us in some way.

So here's the important piece of the puzzle this has all been leading up to; if you *change the qualities of your internal representation* you also change…

1. THE MEANING
2. THE EMOTIONAL COMPONENT
3. THE POWER TO INFLUENCE YOU

The powerful techniques this knowledge gives you access to allows you to change any of these qualities at will to instantly change how the memory is impacting on you.

For example, imagine you have a trade in profit but the profit at the moment is only small.

And now assume your White Rider of your fear of a PBL has accessed the terrifying memory of that time you once lost all of your money in similar circumstances. Once you are connected to that memory, it will fill your mind clouding your ability to think straight and causing you to feel that past fear and dread all over again.

When asked to describe that image in your mind you might say something like…

"The picture is really big and bright, it is full of the intense colours on the charts I can see again and they are positioned right in the centre of my mind, in front of my eyes filling my vision. I can hear the sound of my inner critic coming from behind my left shoulder and calling me names. I can also feel a tight knot in the bottom of my stomach and my hands and fingers are tingling."

What we have in this description is a list of the 'sensory qualities' that make up this memory representation and if you mentally alter some of these qualities it will change how that representation is negatively affecting you.

This technique can be very powerful after the event for resolving negative trading experiences, such as heavy losses that caused you emotional hurt. If those memories are not resolved, they will become weapons for your White Rider to use against you later.

By systematically working each of your past negative trading experiences through the following process you strip the White Rider of his ammunition and render him harmless.

With a little practice, this change process can also be used 'in real time' whilst trading to deflect the impact of any negative image brought into your mind by your White Rider when you have a trade in profit.

This will allow you to maintain control of your emotions during the trade and ward off the influence of your fear of a PBL.

Let's now work through the simple 6-steps of the process for changing your fear of a PBL's internal representations and the underlying memories starting with...

1. ACCESS A REPRESENTATION/MEMORY

Bring into your mind a memory of a past negative trading experience where your fear of a profit becoming a loss was a prominent feature and that you want to change, or if you already have it in your mind tune into what is in your mind-space.

See as clearly as possible the mental picture or movie of this fear-based memory now on the theatre screen of your mind-space.

Now use the tables in your workbook for this module to record the various visual qualities of this fear of a PBL mental picture (if it is a movie add the additional qualities a movie may have such as fast or slow movement).

Look at each visual quality in the table for this step of the process and record your assessment of each of the visual qualities in the table.

For example, the quality of 'sharpness'; does the image appear to be sharp and clear or blurry and out of focus?

Just write one word to describe how your *mind-picture* appears for each of the visual qualities in the table list.

2. ACCESS SOUNDS AND FEELINGS

Use your virtual sense of hearing being used by the representation to now hear any sounds related to the experience and complete the 'auditory' qualities table in your workbook.

Do the same for the kinaesthetic components by becoming aware of the sensations and feelings in your body as you think about this experience.

Again, add these feeling qualities to the relevant table in your workbook.

Once you have the main visual, sound, and feeling qualities of the memory recorded in your workbook assess your current physiological state...

3. EMOTIONAL CHECK-IN

You now need to establish exactly the emotion generated by this memory that you are feeling right now, and rate its intensity to give you a way to assess the impact of the changes you are about to make.

We do this we use an 'emotional check-in' to name the specific emotion and establish its intensity number from 0-10.

What specific emotion are you feeling right now, name the emotion.

Now really connect with that emotional feeling and rate the intensity level you are feeling on a scale from 0 to 10 (where 10 is maximum intensity).

Make a note of this number in the space provided in your workbook for this technique.

(To learn more about the emotional check-in process see session 4 of Module 2 of the program).

OK, now we have a list of the sensory qualities of this memory, and we know exactly which emotion it brings with it and how intense that feels right now, the next step is to...

4. ANALYSE THE SENSORY QUALITIES

Analyse the various sensory qualities to determine which are having the most impact on you right now.

a) Visual qualities

Step 4a is to first use the list of 'visual' qualities in the workbook table, one at a time, and do the first action shown next to that quality in the workbook table.

For example, if the first visual quality is 'brightness' make your mental image look dimmer or darker; imagine a brightness knob below the image in your mind and turn it down to reduce the brightness.

Make a note in the workbook table of the result of making this single change to the image – has it made you feel better or worse?

Now do the second action, make the image brighter than before, and again note the result – better or worse.

Repeat this process for each visual quality in the table and record your results.

What you are doing is finding which of the visual qualities is creating the most impact on you; in other words what are the *visual emotional drivers*.

b) Auditory qualities

Repeat this sensory analysis of the qualities of the memory for the auditory qualities.

c) Kinaesthetic qualities

Finally, do the same analysis and complete the workbook table for the kinaesthetic qualities.

Once completed you will know exactly the visual, auditory, and kinaesthetic emotional drivers contained in this memory and that your White Rider of fear is using to gain power over you.

These tables are important because you need to know exactly which of these various emotional drivers are doing the most damage; and which you need to change to dissolve the memory's power and influence.

So, please remember to only make one change to one quality at a time and record the result of that change in the relevant table.

Now you have completed the analysis stage, you have all of the information you need to set about changing this internal representation for good, to remove the emotional impact it has on you.

5. MAKE PERMANENT CHANGES

Now to make permanent changes to the various emotional drivers you have identified that have the most influence which will now change the representation permanently.

Using your test results, identify which of the various visual, auditory and kinaesthetic qualities you changed that produced the most noticeable better result.

Now choose the one quality: visual, auditory or kinaesthetic, that produced the biggest change for the better in you.

Repeating how you changed that one quality for the better, make the same change to the original mental representation so it matches the 'better' version of that quality.

For example, if making the image dimmer (a visual quality) made you feel much better about the memory experience, make that change; make the image of the memory in your mind much dimmer.

Or, if making a sound slow down (an auditory quality) made things better, make that same 'slow it down' change to the sound quality in your mind.

One by one continue making as many changes as are needed to completely resolve the negative experience the memory created or to make a positive experience stronger.

Now play the new version of the memory through in your mind with the changes you have made i.e. see it dimmer, further away, smaller, moved downward, hear the sounds in a different way, notice also you can change the feelings too as you do this.

The final step is to test the results...

6. TEST THE RESULTS

Disconnect from the memory for a moment by counting from one to ten quickly; this will engage your non-visual brain and is called 'breaking state'.

Now, recall the original memory and notice what has changed for you.

Do another 'emotional check-in' and compare the change in intensity level of the emotions now with the number you wrote down at Step 3 of the process.

You should notice a difference for the better.

If the memory still has any lingering negativity, or if your second intensity number is above 2 or 3, simply repeat Step 5 of the process once or twice more and really concentrate on making the changes to the internal representation to also change the underlying memory.

The emotional check-in should be used each time to determine the change to the emotional intensity level.

Once you have a new representation producing better feelings you are done and can repeat the 6-Step process on another negative trading memory.

Creating 'Weapons of Light'

In this step by step we used a 'negative' memory to work with to make it weaker to stop it being a weapon for your White Rider, but this process also works with 'positive' memories that you want to make stronger to use yourself as *weapons of light* against your *dark fear*.

To enhance a positive memory you would change the sensory qualities of the mental internal representation to produce the stronger feelings you want.

For example, to increase your confidence access a 'confident memory'. If your analysis at Step 4 shows the 'visual' changes that increase the feelings of confidence it contains are: make it bigger, make it brighter, and increase the colours, then make these changes to increase the confidence it produces in you.

You can access any positive memories to use as 'swords of light' against your White Rider and this 6-Step change process can be used to make those positive memories shine even brighter in your mind; I urge you to try it!

Be Patient to Learn

As with all of the powerful deep-mind techniques in this program the processes are probably new to you so be patient and take time to follow the steps and explore them to become familiar with them.

If you use them regularly you and your trading will benefit so I urge you to practice them until they are second nature.

Technique #2 – Automatic Behaviour Reprogramming

Let's move now to the next powerful fear busting technique in this module which is more advanced than the previous technique and resolves a different problem.

The specific problem the technique resolves is that of *automated behavioural reactions* or '*triggered behaviours'* interfering with your trading actions.

For example, if you are the type of trader who consistently exits losing trades well before your planned stop, it could be that your 'exit action' is actually an *automated triggered behaviour* and you aren't even aware of it (especially if you often wonder afterward why you exited).

If you pay attention to the exact point of loss at which you bail out, you may find you exit at the same amount of loss (or close enough) each time.

This point will have become a 'trigger' and the triggered behaviour is exiting the trade without thinking.

All of these automated triggered behaviours are potentially dangerous to your trading as they occur outside of your awareness or control and as such can produce unpredictable results.

Trigger Reprogramming

The previous powerful technique I have already taught you in this session works to change your physiological state away from a 'fear charged state' to something more useful to your trading by changing the 'qualities' of your internal representations and memories.

The next technique I want to teach you, 'Trigger Reprogramming', allows you to *re-program your mind* to follow a *different path in your brain* in order to redirect any 'triggered behaviours' that are negatively impacting your trading.

A triggered behaviour then is an action or series of actions (a process) that has become associated with a unique 'trigger' of some kind and every time you experience this trigger, it immediately recalls and initiates the same connected

behaviour without you having any control over it. Once the mental representation of the behaviour is in your mind, as usual it will influence your trading activities. If this happens to be a fear-driven 'profit killer' mental image of the behaviour then expect to take fear-driven equivalent actions.

A 'trigger' initiates a specific neural-route through your brain that connects the trigger to a specific behaviour-based internal representation resulting in an automatic action.

But we can change the neural-network route through the brain the trigger is connected to and thus change the destination behaviour of the trigger.

(Just as a reminder, you can learn what you need to know about triggers in the first session of the foundation module of this program.)

When these automatic triggered behaviours are destructive to your trading e.g. driven by the fear of a PBL or one of the other 4-Horsemen fears that are a danger to your trading, it will have a dramatic impact on your trading plan and on your trading potential. Since most triggers function at an unconscious level, without realising it we are using them all of the time and many of our triggered behaviours are useful and necessary.

For example, most drivers on seeing a red traffic signal at a junction will automatically start the 'slow the car down' behaviour without having to think about what they are doing; this is a triggered behaviour and we have many others in our daily lives.

In the above example I said 'on seeing a red light' indicating that it was the visual sense that was used to detect the trigger, the red light.

In fact, any of your 5 senses can be used as the detector of a trigger as shown in the table below...

TRIGGER TYPE	SOMETHING YOU...
Visual	...see with your eyes
Audio	...hear with your ears
Kinaesthetic	...feel as a touch
Olfactory	...smell with your nose
Gustatory	...taste with your mouth

The type of trigger doesn't matter, a trigger will fire the same good or bad behaviour over and over again unless it is re-programmed and the 'trigger reprogramming' technique I am about to teach you will do just that.

This technique changes your existing mental programming so the trigger becomes associated with something more useful to your trading.

You can still have the same triggers, in this technique we are not destroying the trigger, but they will fire different and better behaviours resulting in you making any automated behaviour more conducive to your trading success.

When you have a live trade in profit, and you have your White Rider of the fear of a PBL creating negative emotions that 'take over you', you can also expect your White Rider to encourage your fear-based triggers to fire and initiate damaging automated behaviours.

The trigger reprogram process is the perfect tool for redirecting those triggers to initiate more useful behaviours.

Once reprogrammed, if your White Rider fires one of these triggers he will be completely surprised to see you behaving in the opposite way to what he wanted and expected.

For example, a trigger that previously unconsciously forced you to initiate a 'fear-fuelled exit trade' behaviour can be changed to fire a 'patient analysis' behaviour which gives you a chance to be in control again.

It is very powerful to know the triggers in your trading experiences, so I suggest you start to make careful notes during your live trading of anything you see, hear, or notice, that seems to 'fire off' a negative behaviour reaction and use the following technique on each example you find.

Trigger Reprogramme Process - Step by Step

OK, now you have a little background let me walk you through the 7-steps of the 'triggered behaviour' reprogramming process.

1. **IDENTIFY UNHELPFUL BEHAVIOUR**

   First, identify the unhelpful behaviour you want to replace.

   Think now of some negative recurring behaviour you want to change and as you think about the behaviour start to recognise the thoughts, images, sounds, and feelings, of your internal representation of that behaviour.

   As you now know, these are the 'qualities' or components that make up the internal representation of this behaviour.

   Firmly establish this mental image or movie in your mind and associate into it by seeing it through your own eyes (imagine looking

down at your own hands in the image) and fully experience again the unwanted behaviour and its negative consequences on your trading.

Once your unresourceful behaviour image is very clear in your mind, let go of it and quickly count from 1 to 10 to **'break state'**.

2. CHOOSE NEW BEHAVIOUR

Now choose a more useful example behaviour.

Think about what behaviour would be much better for your trading if you could replace the automated one with this new and better one.

Once you have selected a better behaviour, create an internal representation of this behaviour together with a positive physiological state i.e. make the behaviour feel good to do.

If you have one, recall a past memory of the behaviour you want, or simply create an imaginary one, and play it on the theatre screen of your mind-space.

Watch what it would be like to have and use the new behaviour in your daily trading and notice how good it is for your trading.

If you are associated into this new or recalled image or movie, change your mental viewpoint and perspective (your perceptual position) so you see the image with you in it and not looking through your own eyes (this creates a dissociated position of watching yourself in the movie).

Enhance the good feelings this replacement behaviour image gives you (smile more) until it is as compelling as possible.

This visualisation process is how you create the new *neural-network* in your brain that you want to follow so please practice this several times.

Now let go of this image and again quickly count from 1 to 10 to 'break state' before moving on to step 3...

3. IDENTIFY TRIGGER

Next is to discover and identify the trigger for the unwanted behaviour.

What exactly is the trigger that tells your mind to produce the negative image or behaviour?

Bring back into your mind the original automated negative behaviour so we can determine the trigger of this negative reaction.

With the unwanted behaviour image or movie in your mind (recall the image or movie now) ask yourself what occurs just before the start of this unwanted movie.

In your mind, see the beginning of your mental movie and now allow the movie to run back in time a few seconds to just before the start point.

Remember, with this mental movie image you want an associated scene (looking through your own eyes) of what is going on immediately before you engage in the unwanted activity.

What do you see, hear, smell, taste or feel in those before moments?

It could be a sight, sound, or feeling that functions as the trigger for this unresourceful state.

Once you have identified the trigger, maintain this time point of the image or movie in your mind (the point just as the trigger is being fired) as we go to...

4. POSITION IMAGES

Now you want to position the two images relative to each other by adding the desired new behaviour image to the existing mental picture.

Place the new image off in the bottom corner (left or right will do) of the negative one that is bigger in your mind. Imagine a small, postage stamp-sized version of your replacement behaviour image or movie in one of the bottom corners of the negative scene.

This may take some practice so please take your time so you can really see the two different sized images in position.

5. SWITCH THE IMAGES

Now to the magic of this technique. Once the two images are positioned clearly in your mind you mentally switch the two images and this takes a little practice so do it slowly at first.

You can switch the images easily by imagining the negative big image flying away into the distance getting smaller and smaller and then immediately see the little positive image come flying back getting bigger and bigger until it is right in front of your eyes.

Also, imagine the positive image making a whoosh sound as it zooms back into place.

At first, do this slowly, taking a few seconds to complete the switch.

As you repeat the process in the next step, you will be able to do it faster and faster, until you switch the images nearly instantaneously.

6. REPEAT SWITCH PROCESS

Now to repeat the switch process (steps 3 thru 5) but first clear your mind after each switch (change state quickly counting from 1 to 10).

This 'breaking state' is very important so please remember to do it. Also, remember to breathe normally and easily during the switch and the breaks.

For best results do the switch process **five to seven times**.

You know you have a good outcome when you have some difficulty maintaining the original negative image because this will prove your mind wants to follow the new neural-network you created at Step 2.

The final step, as usual, is to...

7. TEST RESULTS

The last step is to test the effect so now try to recall or use the unresourceful image or behaviour again.

Notice how hard, if not impossible, it is for you to recall it or to act it out.

If necessary, I recommend repeating the whole process again in a day or two, and again after a week but only if the old behaviour has come back.

Trust the process and the process will help you.

Summary

Phew, this has been an intense training session and I want to thank you and applaud you once more for sticking with it and enjoying learning all of this amazing content.

Let me summarise the great new learning's you are taking away.

We began with understanding at a deeper level how memories are formed using the five senses and how we use five identical virtual senses when we need to recall those memories.

We then explored how memories are recalled as 'internal representations' and that these representations contain the filtered sensory data of the original experience.

We also saw from an example how, because these memories contain judgement and emotion data, they can be used as weapons by your White Rider of the fear of a profit becoming a loss.

Then I taught you how we use sensory-based words to describe the 'qualities' of our internal representations and how these 'qualities' can be used to better understand the representation and create change to the meaning and emotion of the underlying memory.

You then learned two powerful deep-mind change techniques, one to change the impact of negative memories and one to reprogram any triggered behaviours to create a more resourceful behaviour, and how these techniques help your trading potential.

> *"Allow me to state once again that like all tools, these deep-mind techniques are only powerful when used and used often."*

Moving Forward...

So please continue to invest in your future and take the necessary time to really absorb the great content in this module and particularly the tools I have shared with you in this session.

Remember, one shot is unlikely to unsaddle your White Rider so you need to keep him at bay, day by day until you defeat him once and for all.

So as always be bold, be patient with yourself, and continue to use the strength and discipline you have shown that will make you the trader you dream about.

In the next module I want to guide you on the next step of your journey as I teach you in-depth everything you need, together with a new set of deep-mind techniques, to help you deal with the next of the 4-Horsemen of Trading Apocalypse - the Pale Rider of Death that represents the 'Fear of Losing'.

Come and join me there soon!

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