

By Dr. Jason Secord

Disclaimer & Terms of Use Agreement: The author and publisher of this eBook have used their best efforts in preparing all the following written material. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness or completeness of the contents of its written material, programs or websites. The information contained herein and on all of the aforementioned mediums are strictly for educational purposes only. All responsibility for applying any and all of the information contained herein and on all the aforementioned mediums is the readers. Every effort has been made to accurately represent all of the information provided and their potential. There is no guarantee of earnings written or implied. The author and publisher disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is," and without warranties of any kind.

©Copyright 2009 Dr. Jason Secord



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



Table of Contents

Introduction

Dedication

Chapter 1: Some Background Stuff First

The Complete Person

- The Body
- The Mind
- The Soul
- The Spirit
- The "Central You" Concept
- Free Will
- Faith in Observation and the Nature of Truth

Chapter 2: You look but you do not see

- Filters
- The Incredible Power of Focus
- More on Focusing
- The Power of Visualization
- How to Train Your Subconscious Mind
- How You Can Train Your Mind?
- Make the Time
- How to Put Your Mind to Sleep Quickly
- Awareness
- Relaxed Focus
- Repetition
- Exercise 1
- Exercise 2

Chapter 3: You listen but you do not hear

- Improving Auditory Perception
- What the Ears Sense



The Power of Observation

“A blind person who sees is better than a seeing person who is blind.”

- Auditory Indexing
- The Art of Listening
- How to Listen
- How to ask Questions
- The Need to Communicate
- Exercise 1
- Exercise 2

Appendices – Bonus Instruction

How to Detect Lies

How to Ask a Question Intelligently

How to Become More Intelligent Than You Are Now

How to Be Articulate

How to Be Persuasive

How to Be a Good Listener

How to Listen

How to Communicate Effectively

How to Make People Listen to YOU



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



Introduction

In religion we have a saying, "Who is more foolish; a child afraid of the dark or a man afraid of the light?" This is an interesting statement. It goes to the heart of the matter of what do you really see, and in so doing, what do you comprehend? What is filtered out and what is of interest to a person? What is retained and what is useful? Although the questions seem endless; the core problem is observation first and then all of the other questions follow. In other words, you must first observe – see it, hear it, taste it, feel it, and smell it – before you can evaluate it with a bombardment of other questions.

This workbook is not about the other questions. I will leave these to the social scientists and philosophers. This book is about learning to observe with all of the five senses given to you. It might startle you just how much information you receive daily that is filtered out completely. We will discuss filters very heavily later on in the workbook. It will equally startle you just how much information comes to you that is not recognized by your senses and simply "passes by". I will show you why this occurs and how to overcome the lack of observation.

Trained observation is an art form. It does not come naturally nor does it come easily. You must practice it daily until it becomes second nature and it will become second nature rather quickly if you follow my instruction. My daughters always lamented the fact that growing up with me wasn't easy because they never seemed to be able to get anything by me. Trained observation has many attributes not only in parenting, but in business and your personal lives as well. Soon you will be able to spot the clues that will lead you to making good choices. These choices affect your quality of life so observing everything around you is most important.

C.S. Lewis once noted that if we had to choose between reading old books and new books, it should be the old books we choose. "Not because they are better," he wrote, "but because they contain precisely those truths of which our own age is neglectful."

Lewis was well aware that there were truths spoken through other worldviews that he was blinded from simply because he existed in his own. Our worldview is no exception. Every thought and experience, every book and idea that crosses our path, has been shaped within the caldron of postmodern thought, a mindset often ruled by the eyes. And when orientation to life is based on one's own perspective, and truth discerned by personal preference, blindness is a difficult concept to accept.

But that doesn't make it less real. Blindness is as natural to humankind as the desire to understand. We are blind to our own faults, blind to truths we don't want to hear. It is the cure to this blindness that is important. Eugene Peterson writes, "There is widespread interest in living beyond the roles and functions handed to us by our culture. But much of it ends up as a spirituality that is shaped by terms handed out by the same culture."

What do you do to see authentically? What do you do to protect yourself from walking blindly down paths shaped by dangerous ideas, down roads paved with misleading promises? We shall see!

Dr. Jay
Las Vegas, Nevada



The Power of Observation

“A blind person who sees is better than a seeing person who is blind.”



Dedication

When I was a boy, my training in observation began quite innocuously. A member of my family – his name was Gaetano Mazzerbo – was a master art restoration expert. He would take damaged masterpieces from the Italian Renaissance and Baroque Periods and restore them to their original magnificence.

After school I would go to his studio and sit with him for hours talking about some of the most amazing things. Many times I would watch him work and in his slow, plodding, methodical manner he would painstakingly clean and restore some of the most stunning paintings I ever had the privilege to see.

It was during many of these sessions when Gaetano would ask me, “Jay, what do you see?” Where I saw an event; he saw a whole story and so my life training in observation began.

I remember one session in particular where he was restoring a sculpture – it was a copy and not the original – of Michelangelo’s “Moses Receiving the Commandments on Mt. Sinai” (the original is in the photo on the right). Even as a young boy I sensed something was not right about this sculpture. He saw the puzzled look on my face and asked his famous question, “Jay, what do you see?” But this time the question seemed different. My eyes were looking at the sculpture but my other senses were alerting me to something being odd and I couldn’t recognize what that oddity was.

Let me explain – I could see that Michelangelo depicted Moses with horns growing out of his head. I could see this was odd but not the reason behind the depiction. To me, the oddity was not so much the horns but why they were there. Unfortunately, Gaetano didn’t know either, and told me that this fact had stumped art historians for centuries. Many years later I would discover the answer in Bible College. Michelangelo was the victim of a mistranslation of this bible verse:

“And it came to pass, when Moses came down from mount Sinai with the two tables of testimony in Moses’ hand, when he came down from the mount, that Moses wist not that the skin of his face shone (was radiant NIV) while he talked with him” (Exodus 34:29).





The Power of Observation

“A blind person who sees is better than a seeing person who is blind.”

In Ancient Hebrew, the word for radiant is “keren”. Oddly enough, it is also the word used for “horns”. So the reason for the oddity was a mistranslation of Exodus 34:29.

That day in Gaetano’s studio taught me more than I would ever know. I see things but are they real? I see things but are they fantasy? I see things but are they filtered by my culture, my gender, and my life experiences or my misunderstandings? What do I really see? And, like the horns on Moses’ head, why were they there? Michelangelo was fooled by words; what fools YOU?

We will begin with seeing; seeing and hearing are the two most important senses we have. The other three senses we possess – taste, touch and smell – are what I call confirming senses. They confirm what our eyes and ears see and hear.

This course will continue to fascinate you as you learn the skills I will teach you. It will sharpen all five senses and as these senses gain in acuity you will witness a very interesting phenomena – your sixth sense or what has been called ESP (extra-sensory perception) will grow too.

Your five senses are physical attributes that are controlled by your brain but influenced by your mind. Your mind is not your brain; the mind is housed in the brain. Everything you do is affected by your physical and mental attributes; everything is connected to everything else so first I will begin by teaching you about both these attributes.

Next I will teach you the influences that affect these attributes and in essence either enhance or corrupt the information received by your senses.

Gender plays a very important role in observation. The way men and women employ their psyches is very important so I will draw on information from some of my previous books to demonstrate gender differences in observation.

Culture also plays an important role. It will not do to cling to the cause and wish the result away. Reality does not play mind games. What is more, to anesthetize the mind in order to abort what comes to birth when wrong ideas are conceived and borne in the womb of culture, will only kill the very life-giving force of the nation that nurtures the idea. We must learn, in the words of one cultural commenter, to live as wise as serpents and as innocent as doves.

I grew up in an Italian matriarch family. I spent my whole childhood living with women. Many of the filters that my mind has developed centered on being a female-oriented male. I will show you how your own cultural situation affects what you see and hear.

In my opinion, the human mind and how the mind has been program encompassing many of the things I cited above is of paramount importance. I will give you the benefit of my mind studies here using what I have called “The Complete Person” concept.

In loving appreciation, this book is dedicated to my friend, Gaetano, may he rest in eternal peace.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



Chapter 1: Some Background Stuff First

Let's begin with some background information that will set the stage or lay the foundation of everything that I will teach you. Becoming a trained observer involves training the mind and before you can train your mind you must first learn about the mind. I will offer a good amount of foundational material for you to learn but the actual training will be in the form of exercises at the end of each chapter. Learning involves repetition so unless you commit yourself to the exercises on a daily basis, you will not see the results you seek.

The Complete Person



The Body

The physical body, of both men and women, are made up of 18 chemical elements, all of which are the exact elements found in soil. That should hit you in your self-esteem.

The central nervous system, made up of the brain and spinal cord, controls all the functions of the body.

Two subsystems are employed to assist the central nervous system.

- The first is the somatic nervous system, which controls all skeletal and muscular movements.
- The second is the autonomic nervous system, which controls the glands and emotions.

In the science of physiology (the study of the physical body), the endocrine system is the system, which encompasses the glands of the body. An endocrinologist is a medical doctor, who specializes in this system. Science tells us that almost all disease originates because of a malfunction of the endocrine system.

It is also important to understand that the health of the physical body has a tremendous effect on the mental health of an individual. Not all mental health maladies have mental roots. Many have physical causes, and it is important to understand the need for proper nutrition and medical check ups.

Using computer terminology, the autonomic nervous system is the software, which controls the brain, which in turn is the hardware, which relies heavily on the information stored in the hard drive, which is the mind. All the parts are connected and the illness of one part affects the health and well being of the other parts as well.

There exist three important control mechanisms of the body. They are energy, belief systems and the subconscious mind.

Einstein proved ($e=mc^2$) that all matter is controlled by energy, even atoms. All energy has a measurable frequency. In current medical technology, energy frequencies are measured with MRI's, CT scans, PET scans, and EEG's.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

It is now possible to use the body's energy to identify and treat unhealthy frequencies. It has been discovered that certain frequencies (about 7.83 hertz) operate in people of remarkable talent: i.e. healers, radionics operators, dousters, shamans, witch doctors, mystics, golden don, priests and priestesses, etc.

We also know that the optimum human frequency is a little below 7.83 hertz. To drop below this frequency brings on the onslaught of disease.

There are many factors, both internal and external, that affect optimum human frequency. What Einstein may not have realized is that beliefs affect energy.

Research by Bruce Lipton, Ph.D. of Stanford University, shows that biology is controlled by perceptions, or beliefs. His work, on cells, demonstrates how cells are either growing, or trying to protect themselves from toxins, or harmful thoughts. Cells in perpetual self-protect mode are more prone to disease, while cells in growth mode are more amenable to wellness.

In behavioral science, we see a similar pattern. Humans are either growing within their minds, or more often they are attempting to protect themselves from influences and belief systems that bring on anxiety, stress and psychosomatic symptoms.

The subconscious mind, referred to in religious terms as the "heart," is the term we use to describe the control mechanism the body uses to store our beliefs. These beliefs are stored as pictures in our "heart" and create frequencies in our bodies. Harmful beliefs, that cause unhealthy frequencies, are the source of almost all problems - physical, mental and emotional. If our problems were conscious, we'd have solved them already. Self-help books and many current cognitive therapeutic techniques focus on changing beliefs by painting over existing beliefs with new inputs; often with limited success. I have demonstrated previously, in one my books, just how easy a painted over belief system can bleed through and manifest itself in previous behavior. Have you ever wondered why?

The subconscious mind creates a belief system, which we call "pictures of the heart." These pictures involve either visions, or dreams. Dreams are fantasies. Science now tells us the subconscious mind cannot distinguish between fantasy and reality. This is why you cry at sad movies. Your conscious mind knows you are in a theater watching a movie. Your subconscious mind does not.

The subject of all dreams is the dreamer. Dreams are born in our desires, emotions and our will. People who are dreamers tend to gravitate toward the desires, emotions and the will of their psyches, and they believe in a belief system, which is fantasy. A life lived within a fantasy creates a feeling of self-centeredness, hopelessness and despair.

Visions, on the other hand, are pictures of the future that have already been experienced in the heart of those who give it birth. Visions are born in the intellect. Visionary people tend to gravitate toward their intellects. The subject of a vision is not the visionary but the world. Visionaries sacrifice themselves for the good of mankind. Visions are much more powerful than dreams. Visions have a moral quality that transcends the self-centered nature of dreams. By its very nature a vision launches a mission, a "cause-that-inspires." Visions create a sense of belonging.

Dreams are fantasies that vanish, more often than not, when we wake up. Visions live and grow until their birth. Visions provide the energy of their own fulfillment because visions are born of the spirit. They pulsate with a passion that carries the person who carries them. Visions require no evidence, brush aside all obstacles, and simply ignore the rebukes of those who can't see them. Visions restrain people; dreams and fantasy do the exact opposite, and are born of the soul.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

We act upon visions and/or dreams, using thought. Thought employs the intellect, in the case of visions, or the desires, emotions and the will, in the case of dreams. Intellectual thought relies on wisdom; emotional thought relies on the pursuit of pleasure, comfort and delight.

Thoughts evoke action. We act out our thoughts in the form of behavior, and/or conduct. Dreamers live within a facade; they create a false sense of worth using imaginary situations. Visionaries live within reality; they create change, within a framework of restraint, and intellectual thought.

Love is born in the intellect; lust is born in the desires, emotions and will. Love is a vision; lust is a fantasy. Love restrains; lust is selfish. Love is a sense of being one with someone; lust is a sense of being with someone. Love is communion; lust is companionship. Visionaries love; dreamers lust!

Relationships founded on lust, never endure. Lust must be renewed; once it is not, the two parts attempting to make up one whole tend to be abrasive to one another. Relationships founded on love tend to last. Love grows and the two parts into one whole, spend a lifetime discovering the mysteries of their mates. Let's go on...

When you breakdown the human anatomy into its most basic components (subatomic structures), there is absolutely nothing that you can see, or touch! Science has proven that the atom, the once assumed basic building block of all matter, is 99.99% EMPTY SPACE! All that exists is energy -- electrical impulses, flowing streams of quantum data, and various frequencies that hold together the small volume of subatomic particles, you call your body. This energy base enables the chemical reactions, essential to life, to take place, which allows your system to function normally -- digest food, eliminate waste, filter toxins, and so on.

But several factors contribute to the interruption of this energy flow in the body, which results in slow and devastating degradation of the human machine. These include air pollution, chlorine-treated water, pesticides on food, synthetic additives and chemicals put into health supplements, Peggy's lasagna and countless more. When these factors disrupt the electrical interaction of your body, it can, and will, manifest as hundreds of symptoms including Heart Disease, Diabetes, Cancer, Fibromyalgia, Allergies, Arthritis, Osteoporosis, Irritable Bowel Syndrome, Chronic Fatigue Syndrome, etc., etc., etc.

The human body is finely designed to stay in balance (homeostasis), in terms of tissue building up (called anabolism), and tissue breaking down (called catabolism). An excess of one over the other, is called a metabolic imbalance.

Toxaemia (the build up of toxins in the body), first occurs as a process of metabolism. Old cells are constantly being replaced by new cells; in fact three hundred billion plus, old cells are called toxic, and must be removed, as soon as possible, by the immune system, through one of four channels of elimination: bowels, bladder, lungs, and skin.

The problem of Toxaemia first occurs, when your body is not eliminating toxics, at the same rate the toxics are being reproduced. The second way Toxaemia occurs is from the by-products of foods that are not properly digested. The major portions of the foods we eat are processed, that is if we haven't processed them to death before we eat them. Because most of our food has been altered from its original state and we are not biologically adapted to deal with this altered food, the by-products of the incomplete digestion form a certain amount of residue, which builds up in the body. This residue is also called Toxic.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

Regarding your body weight, common sense will tell you that if more of this toxic weight is built up, rather than eliminated, then obesity will occur. An excess of body fat holds the toxic wastes and attempts to keep the toxins away from the organs of the body.

Toxins are acidic by nature; hence the body retains water to dilute and neutralize the acids in the toxins, adding even more weight and bloatedness. If the problem goes unchecked, the ultimate result is not only obesity, but also general discomfort, lethargy and a **DISRUPTION OF THE ENERGY FLOW OF THE BODY!** In fact, a good deal of the body's finite energy supply is used to eliminate the toxins in the body.

Cleansing of the system frees up energy. The following problems occur directly because of Toxaemia: Cellulite, Irritable Bowel Syndrome, arthritis, swollen ankles/joints, bad breath, slow metabolism (increase in weight), ulcers, digestive problems, migraines, bad skin, weak hair and nails, low immune system, and kidney problems.

In short, if you disrupt the energy flow of the body, you have big problems, Bubba!



The Mind

The brain houses the mind, but it is important to understand that the brain is not the mind. The brain is the physical organ where the mind resides. The mind is best described as the chemical interactions within the brain.

I want you to become comfortable with the concept of energy, for I will speak volumes on this subject. Energy, within the body, is basically chemical energy, which produces electricity, and these chemical reactions control the body.

The mind has two parts: the conscious mind, which "sees" and evaluates all real stimuli that is received from the five senses (or the ports of the computer).

It also contains the subconscious mind, which "perceives" what the conscious mind "sees". Perception can be very different than reality; this is one of the underlying problems in mental health. Remember this very important fact: If there is a conflict between the conscious mind and the subconscious mind, the subconscious mind always wins!

Within the subconscious mind lies intellect, which is made up of both empirical, as well as experiential parts. The subconscious mind also contains the desires, emotions and the will of both, men and women. The human mind of both genders gravitates towards the desires, emotions, and the will, rather than the intellect. We will discuss this trait in detail.

The mind employs a belief system, which evokes thought. This thought process relies heavily on the intellect, as well as the desires, emotions and will. Thought, in turn evokes action; this action is displayed as behavior, and/or conduct.

What I have just described is the basic functioning system of the mind, or as we call it in science, "placebo." From this basic system, many things affect placebo and skew the result. As I have already said, culture is one such factor, which skews the mind, but also the, male, or female orientation received in childhood. This skewing has a tremendous effect on how the psyche is employed, and we will also discuss this in detail.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

I spoke earlier about the pictures of the heart. These pictures are your belief system. We animate these pictures into either fantasies, or visions. After the thought process I described above, we express these fantasies, or visions through action, which in turn is called behavior and conduct.

Another such action is words! Except for love, the power of words inspired, by a vision, or fantasy, is the most potent human force. Visions evoke strength; fantasies evoke power.

Regarding visionaries, strong people do not generate strong words; strong words create strong people. Regarding dreamers, powerful people generate powerful words; powerful words do not create powerful people! To a visionary, strength is made perfect in weakness. To a dreamer, power is made perfect in strength. Words are a form of action, which takes their expression in both our behavior, and/or conduct. Powerful words work either for the good, or bad, or for everyone who uses them with conviction. Conviction comes from embracing a vision, or fantasy.

People who choose to speak using profanity constantly amuse me. When I ask why they do this, the typical response is, "They are only words. What harm does it cause?" Interesting statement, eh?

Words are powerful because they define the person speaking them. Words are the result of the underlying belief system. Social mores are still against profanity, but this form of expression is more and more commonly used, and as society comes to accept this expression, social mores are being changed. Cohabitation, drugs, and casual sex, are just a few examples of how social mores have changed within my lifetime.

A vision provides its own words; words that guarantee its birth. These words will always be simple, distinct, and focused. Dreamers plagiarize their words from imaginary life situations. The strongest words of a visionary, touch deeply felt needs; the powerful words, of a dreamer, touch selfish wants and desires. The sole purpose of strong words is to transfer the vision from our hearts to the hearts of a needy world. Visionaries do not try to convince, manipulate, or change anyone's mind. A visionary's mission is to communicate the vision in words that instantly create appealing images, which harmonize and provide a solution to what we need. Visionaries change existing belief systems; dreamers simply pander to them. Conversely, the sole purpose of powerful words is to transfer the fantasy from our hearts to the hearts of an insecure and lustful world. Dreamers do try to convince, manipulate and change a person's mind. A dreamer's mission is to communicate the fantasy in words that instantly create appealing images that pander to the lusts, desires, comfort and pleasure of those people who embrace a lustful lifestyle.

If you have vision and the words that express it, you have all the strength to succeed you will ever need. Everything else is commentary. The meanings of words are not in the words; they are in us. Living a life in the soul causes us to concentrate on pleasure, selfishness, and material things. These things are the very things we fantasize about. We create whole worlds in our minds, and then choose to walk up and down in our fantasy, neglecting our good. Where is our good? Let me tell you a profound little story. It cuts to the very core of one of the most perplexing problems facing people today. It's about a little boy named Tim.

"Little Tim sat playing with several wooden building blocks. Three other kids, bored and dissatisfied, spied Tim having fun. So, true to form, as our human nature defines us, they took his blocks. Tim sat for a moment and stared at the three other kids, then started playing with a hinged box...once again having fun."

There was a very important point the three kids overlooked as they coveted Tim's blocks. Tim's fun was not in his blocks, but in Tim. By trying to get Tim's fun, they rejected their own. Human activity



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

is often undertaken out of the conviction that our good is somewhere other than where we are. The three kids thought that by getting Tim's blocks, they would also get Tim's fun. They were wrong and so are you when you undertake to find your value and worth in any other place than yourself.

Meanings lie in the feelings, not in the words. Left brain, intellectual logic and content focused words, can be totally accurate and completely wrong! Words that ring and words that sing are words that reach the heart. Weak and predictable words can never penetrate the, "I'm not listening barrier," that guards the heart. Only words that create "instant pictures" have power. When we choose words we have to ask: What images do they create? How do these word-pictures make the person, I'm addressing, feel?

The mind works by the ear! Words create pictures and pictures talk back. The inner dialogue is called thinking. Sub-conscience thinking is the combining of sounds and preconceived images. How a person perceives this unconscious dialogue, determines "conscious decisions." Words that sound good, go-to-work immediately. Getting someone's attention requires you to capture the imagination with a picture that is more appealing than the one his, or her heart, is already watching. The right words are how you do it. Revolutions create the vocabularies that drive them! Everyone who uses the words becomes a teacher.

We also have what I call positioning. Positioning is the battle for your mind to either embrace a vision, or a dream. Positioning is not what you do with the vision, or dream; it's what you do in the heart. The easiest way to own the position in the heart is to be first! When I teach sales to salespeople, I teach them that in consumer marketing, the leading brand in any category is almost always, the first brand that has been heard. Whoever owns the position in the heart owns the category! If you can't be first in your category, create a new category. Marketing is a battle over impressions, not products. Perception is everything!!! When you promote the category, you have no competition. The most powerful marketing concept is to own a word in a person's heart. Words that "sound good" create positive mental images, below conscious thought. Words that sound good together are powerful memory devices.

In life, the leading brand in any category is almost always the first brand that panders to the lusts of a person. As in marketing, whatever owns the first position in the heart owns the category! The category I am speaking about in life is the MIND! If vision is not first in your category, then fantasy becomes first. Life is a battle over perceptions, not impressions. Once again, perception is everything. Everyone perceives FIRST to be best. Whatever you promote in the category you have no competition. If the category (mind), embraces a vision, then it is expressed first. If the category embraces fantasy, then it is expressed first.

A branding iron to the rump will work for cows; nothing external will brand the human heart. Branding is about how our 10,000 billions brain synapses cause us to feel about a vision or a dream and by our inherent human natures we always gravitate toward the emotional side of our psyches unless trained to do otherwise.

Branding is the instantaneous evaluation and verdict of every experience, good, or bad that we have had with an emotional trigger. It's an immediate, "thumbs up, or thumbs down." Branding is not what we consciously think and determine; it's about what our hearts feel, decide automatically, and instantaneously, when we hear, or see the trigger.

If we don't feel anything, our hearts say, in effect, "return to sender." We constantly want to feel and emote, these feelings. This is the inherent problem between love and lust. Love is born in the intellect and seeks communion. Lust is born in the emotions and seeks companionship. If our



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

human nature is to feel, we naturally gravitate toward lust. Love requires commitment; lust does not. In communion, your wants and needs are last; in lust they are first. Remember one of the paradoxes I taught you earlier: to become first, you must be last. Love is what you should seek!

Effective branding requires making compelling connections to deeply rooted human emotions, or profound cultural forces. "Me first!" every child's favorite phrase, identifies the most basic human emotion as the need for security. Love is that security, and lust is its counterfeit. Joy is only possible where people are secure. Power is never created, it is always transferred. When relationships built on lust are mistakenly given the power of the heart, the individual has lost the power to tell the difference. Everyone has a deep desire to create a relationship of value, a longing to belong to someone who loves him or her. Most people never discover a true love relationship. No one has ever received love by practicing lust! You can only receive love when you first give love.



The Soul

In science, we define the soul as the blood and breath of the body. It is important to note that both blood and breath are physical properties; it is the spirit, which is the non-physical property. Man was designed to live by the spirit, but the soul has usurped the spirit's position, and we now live by the soul instead of the spirit. This is very important. We were designed by our Creator to live within the energy of the Spirit, which is infinite. In other words, our spirits were meant to commune with God as one, connected to an infinite source of energy and strength. As I described above, the energy of the body is finite, and is stored as body fat, or as glycogen in the liver.

Science understands energy very well. There is only one element in the universe that is both matter and energy. We call this LIGHT! Einstein proved that energy is neither created, nor destroyed. When we physically die, our bodies are decomposed, and returned to the eighteen base elements of the soil. The energy the body held, upon death, is used to decompose the body. In other words, there is a finite amount of matter in the universe, but an infinite amount of energy. When we live by the soul, we live within a finite paradigm of both matter and energy. When this energy runs out, we die. Death is described as the soul leaving the body. This "soul" is the breath departing, and the blood ceasing its life giving properties. However, our spirits are eternal so let's discuss this for a moment. The soul and spirit are communal in nature, or together as one. They are distinct and separate entities, but they were designed to be as one; the immaterial parts of our bodies. This is an important fact. Upon death, our physical body decomposes and returns to the soil, but our soul and spirit live on. They cannot be separated, but one can usurp the other's divine position of animating the body. This is how I described it in one of my books:

People do not appear to see the difference between the matter part of an organism (the body), and the life part, which animates it (the soul). They seem to think that the organism, itself, is life. We all seem to suffer a similar problem of understanding. To put it in perspective, in human behavior science, people do not appear to see the difference between their outward habits (conduct & behavior), and the inward part that animates them (belief systems). It is not their outward appearance that defines our habits, but their inward experiences and anxieties, and this is where their habits are born. In other words, life is not your physical body. Life is what animates the body. It is not your conduct, or behavior, which defines who you are, but your inward belief systems. It is your inward belief systems that animate your conduct and behavior.

It is important to always think of both the soul and spirit in terms of energy. When you do this, the soul represents finite energy; the spirit represents infinite energy.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



The Spirit

In my definition of the mind, I have referred to the energy of the body. The mind utilizes energy, made within the body, in the form of chemical reactions. The spirit is that very energy that the mind uses. If you believe my premise that man was designed to live by the spirit, then the mind was actually designed to be a subsystem of the spirit. Wisdom resides in the intellect, and we were designed to employ our intellects first, and then decide if a situation requires an emotional response. This is homeostasis. We now live by the soul; the soul requires the pursuit of comfort, pleasure and self-gratification, which is no different from other animals on the planet. Sound familiar?

Because we now live by the soul, it is our inherent nature to gravitate toward our desires, emotions, and will, instead of our intellects. Here is where our problems begin. If we had continued to live by the spirit, we would have employed our intellects first, as a given inherent virtue, powered by an infinite source of energy, but because we live by the soul, we gravitate to our desires, emotions and will; using a finite amount of energy, in the form of stored energy, body fat, and manufactured energy, using the chemical reactions of the body.

Let's see if I can pull all of this together for you: Remember I said that both blood and breath are physical properties; it is the spirit, which is the non-physical property. As physical animating properties, it is the soul that serves our physical bodies. The body craves comfort, pleasure and gratification. If our spirits were the animating force of the body, we would enjoy the fruits of the spirit, which are love, joy, peace, longsuffering, gentleness, goodness, faith, meekness, and temperance (self-control). The spirit does not serve the body only; it serves the mind and soul too. In other words, it serves the complete person. Conversely, the soul only serves the body.

Men evaluate everything subconsciously, based on how much energy will be required to accomplish a given task. Women do not do this. However, science tells us that women have upwards of 50% more body fat than men. Interesting, eh? If you believe my premise that man was originally designed to live by the spirit, then it is easy to see what my conclusions are here. To live by the spirit, is to live within an infinite amount of energy that is never depleted. Since the soul is a part of the spirit, the animating force of the body would be linked to an infinite source of energy; hence, there would be no death. When mankind switched to living by the soul, instead of the spirit, man began to gravitate toward his/her desire, emotions and will, instead of employing his/her intellect, and it is in the intellect that the spirit resides.

With that said, and as I previously alluded to, if we were originally designed to live by the spirit, then we were originally designed to live hooked to an infinite amount of energy. There would be no death, and this is exactly what occurred prior to the fall of Adam and Eve, in the Garden of Eden. But, by living by the soul, we live within a finite framework of energy, and when it is depleted, we die.

The body renews the depletion of energy by nutrition; however, when sickness occurs, and the energy expended is greater than the energy renewed by our diets, we die.

Like what you have read so far? Buy the whole book now...[click here](#)

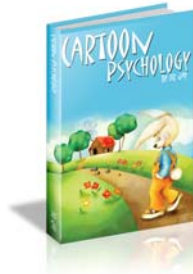
<http://store.payloadz.com/go?id=763717>



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

Check out these other amazing products from Dr. Jason Secord



\$19.95

<http://store.payloadz.com/go?id=763706>

You will laugh your ass off reading Dr. Jason Secord's book, *Cartoon Psychology*. Dr. Secord knows that humor gets people's attention but did you know that comics and cartoons contain subliminal messages that can make people buy products/services. *Cartoon Psychology* is a must for any sales or marketing executive's personal library. Example after example are given so get ready for fun and education all wrapped up in one best-selling book.



\$47

<http://store.payloadz.com/go?id=763707>

The way you sell to a man is not the way you sell to a woman. Every sales and marketing executive must read Dr. Jason Secord's new book, *Gender Differences in Advertising*. Dr. Secord's almost 30-years of researching the human mind provide the nuggets of pure gold this book contains. Are you an online marketer struggling with ad copy and sales? This book is for you too. Get it now before the price goes up!



\$47

<http://store.payloadz.com/go?id=763708>

The human mind and why you do the things you do as well as why your customers do the things they do is easily programmed and Dr. Jason Secord's book, *I Have a Mind to Believe* demonstrates the psychology behind programming the human mind in a sales, marketing and advertising environment. Now you can use psychology rather than persuasion to sell products/services. This book is a must for any sales executive's library. Get your copy today before the price goes up.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



\$47

<http://store.payloadz.com/go?id=763709>

The need to know who you are as well as your customers and why people do what they do is very important in advertising and marketing. Dr. Jason Secord, a behavioral scientist, has written a book that will blow the lid off on how you sell products and services online. Now you can learn to program your buyers. After almost 30-years of researching the human mind, Dr. Secord has discovered some very interesting traits that can assist you in getting gobs of buyers. If you sell any products/services you need this book. Order it today before the price goes up.



\$19.95

<http://store.payloadz.com/go?id=763710>

Have you ever wondered what "Quid Pro Quo" means or any of the Latin phrases that are used daily in business terminology? How about "non sequitur?" Well now there is a handy desktop compendium of thousands of Latin phrases to use as a reference resource right at your fingertips so you won't be left wondering any longer. Order Dr. Jason Secord's "Latin Phrase" book today before the price goes up.



\$19.95

<http://store.payloadz.com/go?id=763711>

Have you ever loved and lost? Do you really know the difference between love and lust? Do you have problems being in relationships? Are you frustrated and hurt from being betrayed and deceived? Dr. Jason Secord's new book, "There Is No Way to Love; Love Is the Way" addresses just about every issue regarding love from the human mind's perspective. You will be stunned to learn just how the mind evaluates and maintains relationships and how very important it is programmed to do things that sabotage every relationship you attempt. But not to worry, Dr. Secord shows you how to program your own mind to get the type of relationship that is satisfying and long lasting. Order Dr. Secord's book today before the price goes up.



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



\$19.95

<http://store.payloadz.com/go?id=763712>

Male/Female Realities is all about men and women's attempt to come together in communion and harmony but more often than not come together dressed for battle and neither has plans to take any prisoners! Why can't we all just get along? The answers are more complicated than you think but the answers are in Dr. Jason Secord's new book, "Male/Female Realities." Order your copy today before the price goes up.



\$19.95

<http://store.payloadz.com/go?id=763715>

In the battle of the sexes, there are no victors, only losers! Dr. Jason Secord's new book, "Men & Women...attack or attract" goes right to the heart of the problem and offers valuable insight as to why something every human being is drawn to - the opposite gender - finds it so difficult to get along and enjoy each other's company. Need answers to life's most perplexing problem? Order Dr. Secord's new book today before the price goes up!



\$47

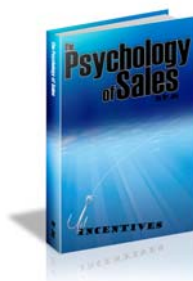
<http://store.payloadz.com/go?id=763717>

You look but you do not see EVERYTHING; you listen but you do not hear! Dr Jason Secord's compelling new book teaches a person how to see EVERYTHING that the eye takes in and how to evaluate it in the conscious mind so the person misses nothing. Learn how the mind filters out stimuli and how to reprogram your filters to take advantage of everything you see and hear. Every sales and marketing executive should read this book. Order Dr. Secord's book today before the price goes up!



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."



\$47

<http://store.payloadz.com/go?id=763720>

The Psychology of Sales is a must read book. Using persuasion to sell is now passé. Using psychology to sell is the rage. Tired of lackluster sales and making little or no money. Do you want step-by-step instructions on how to advertise and market the right way? Dr. Jason Secord, one of the leading experts in behavioral science, is the author and the genius behind sales psychology. Order your copy today before the price goes up.



\$19.95

<http://store.payloadz.com/go?id=763721>

Betrayal! Deception! Cheating! Why do we love and lose and why can't we just get along? Too Late For Fruit; Too Soon For Flowers begins where a person exists between being betrayed and a new beginning. Learn why people behave the way they do. Dr. Jason Secord, one of the leading behavioral scientists and relationship expert, opens his case files to demonstrate real patient histories that have suffered the very worst of betrayal and deception. Have you loved and lost? Order Dr. Secord's book today!



\$47

<http://store.payloadz.com/go?id=763728>

The meaning of words is not in the words they are in US! Every sales and marketing executive will tell you the importance and power of words. The problem lies in the way we perceive the meaning of words. Each gender perceives the same word differently. Do you want write more effective ad copy? Dr. Jason Secord, a leading behavioral scientist's new book "Wordz" is nothing short of sheer genius. Now you can learn to sell to both men and women using the right words that convey the exact meaning you want them to convey. Order this book today before the price goes up!



The Power of Observation

"A blind person who sees is better than a seeing person who is blind."

Follow Dr. Jason Secord on These Social Networks

Digg

<http://digg.com/users/global556452>

Direct Matches

<http://www.directmatches.com/profiles/DM5564>

Facebook

<http://www.facebook.com/people/Jason-Secord/100000238230589>

FriendFeed

<http://friendfeed.com/global5564>

HelloTxt

<http://hellotxt.com/user/74762425>

Hi5

<http://jasonsecord.hi5.com>

LinkedIn

<http://www.linkedin.com/in/drjasonsecord>

LiveJournal

<http://success5564.livejournal.com/>

MySpace

<http://www.myspace.com/500379729>

Ning

<http://www.ning.com/jasonsecord>

Rebja

<http://rebja.com/success5564/>

Retaggr

<http://www.retaggr.com/Page/success5564>

SmakNews

smaknews.com/user/view/profile/success5564

Sokule

<http://www.sokule.com/global5564>

StumbleUpon

<http://global5564.stumbleupon.com/>

Tagged

<http://www.tagged.com/jasonsecord>

Twitter

<http://twitter.com/jasonsecord>

YouTube: <http://www.youtube.com/success5564>