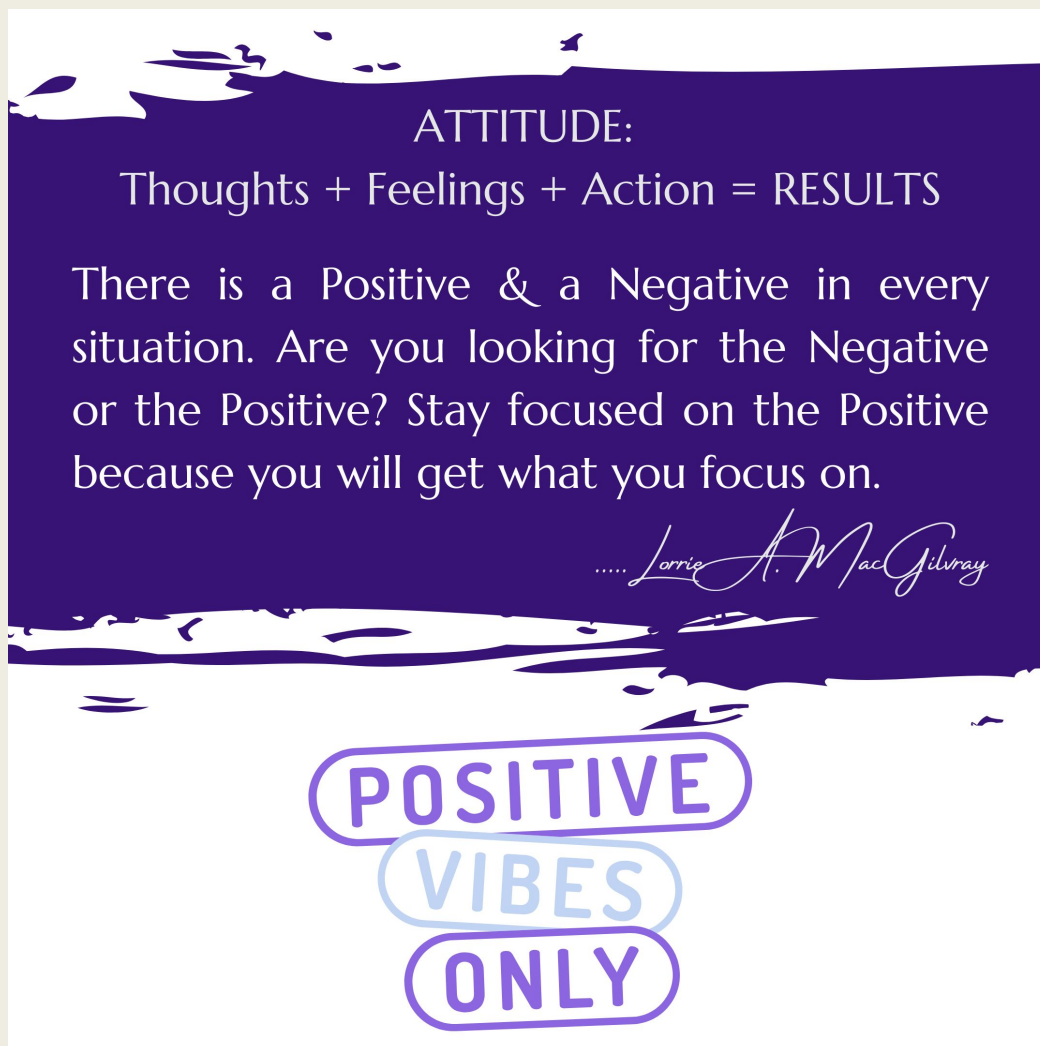


Paradigms Part 2: Positive Emotion & Attitude

Feeling is what makes a new idea stick.



◆ WHAT YOU NEED TO KNOW ◆

- ◆ A new idea won't change your paradigm just because you understand it. It needs **positive emotion** behind it to reach your subconscious mind.
- ◆ Attitude is the combination of your thoughts, feelings, and actions — and it's something you get to choose.
- ◆ The fuller Stick Person diagram shows how emotion — not logic alone — is what drives a new idea into your subconscious.
- ◆ 'Dis-satisfaction: it's a good thing' says Lorrie MacGilvray. Use the emotion in it to drive you to find new worthy goals.