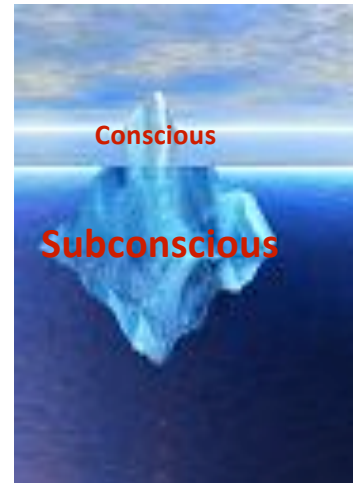


## The 24 Unbreakable Rules of the Subconscious Mind

**To achieve your goals, realize your dreams and become your very best self**, your external conscious desires must align with your internal subconscious concept of self. The fastest and most efficient way to achieve perfect alignment is to go straight to the most powerful force in human nature, the subconscious mind.

We achieve alignment faster and far more effectively when we have learned to work with that powerful force rather than against it. We do that best by understanding the rules of the subconscious mind; rules that are completely different than the ones the conscious mind understands and works with. Your subconscious mind follows these rules without exception so knowing what they are and how to work with them gives you a lot of personal power. It also allows you to be far more effective in your relationships because the same rules apply to everyone.

There are twenty-four rules that apply to the subconscious mind. The first eight of these were first categorized in *Rules of the Mind* by the late Charles Tebbets, a master hypnotherapist. Nine through twenty-four were identified by Dr. Sherry Buffington, the creator of the RAMP and AMP processes, through more than twenty years of researching subconscious processes and working with people at a subconscious level, learning the language, functions and nuances of the subconscious mind.



### Here are the 24 Rules:

1. *Every thought or idea causes a physiological reaction.* The subconscious mind rules your emotions. It can make you feel happy or it can make you feel sad. It can increase your energy and motivate you to great heights or it can suppress your energy and keep you depressed and miserable. And since emotions directly affect your physical functioning, your subconscious mind can make you sick or it can keep you well. Thoughts with strong emotional content always reach the subconscious mind and make an impression (or imprint). Once accepted, the thoughts generate ideas and the ideas continue to produce the same bodily reactions over and over again. When those reactions are not pleasing or beneficial to us, conflict arises in the form of mental, emotional and/or physical disorders. In order to eliminate or change chronic, negative reactions, we must connect with the subconscious mind and change the pattern responsible for the reaction.
2. *What is expected tends to be realized.* The brain and the nervous system respond only to the images accepted by the subconscious mind, whether they are self-induced or those that get our attention from the external world. The mental image, once formed becomes a part of the blueprint which the subconscious mind consistently follows. As the Greek Philosopher, Aristotle, appropriately observed, “We *become* what we think about.” That's why it is so important that we maintain a positive state of mind.

3. *Imagination is more powerful than knowledge when dealing with the mind.* This is an important rule to remember. Any thought or idea accompanied by a strong emotion such as anger, hatred, love, or political or religious beliefs usually *cannot be modified through the use of reason*. That's why you cannot reason with people who hold a strong belief no matter how crazy the belief might be or how much logical evidence you can produce to disprove it.
4. *Opposing beliefs cannot be held at the same time.* The subconscious mind seeks congruence so when opposing ideas are presented, it can accept only one of them. This is why there are so many battles and outright wars over belief systems. When an individual buys into a particular belief, he or she seeks to create alliances with others who hold a congruent belief and to avoid those that don't. Then, when that allied group encounters a group with opposing beliefs, both groups feel compelled to defend the rightness of their particular belief. The on-going battles between the various religious sects are a classic example of this.
5. *Once a belief or idea has been accepted by the subconscious mind, it remains until it is replaced by another belief or idea.* The longer a belief is held, the more it tends to become a fixed habit or thought pattern. This is how habits of action are formed, both good and bad. An ingrained habit forms a pattern that acts like a printed circuit which is followed faithfully whenever the pattern gets triggered. Rules 18 and 19 will further explain this rule.
6. *An emotionally induced symptom tends to create organic change if persisted in long enough.* We are a mind in a body and the two cannot be separated so what the mind dwells upon, the body responds to. Therefore, if you continue to dwell on or fear ill health, in time organic changes that fit your concept will occur. Rule 17 will further explain this rule.
7. *Each suggestion acted upon creates less opposition to successive suggestions.* This rule is why the adage, "success breeds success" is true. Small commitments that are successfully carried out, lead to larger commitments and larger successes. Failure breeds failure too, and for the same reasons. The rule in physics that says an object in motion tends to stay in motion is true on every level, whether it's a baseball speeding through the air, or an emotion, habit, or belief traveling the neural pathways of the brain.
8. *When dealing with the subconscious mind and its functions, the greater the conscious effort, the lesser the subconscious response.* This is why what we call will-power doesn't really exist! Anyone who has ever experienced insomnia will attest to the fact that the harder you try to go to sleep, the more wide awake you become. The same is true of people trying to kick an addiction; the harder they try not to want the addictive substance, the more they want it. To change the effect, we must change the *cause*, and the source cause of everything we do resides in the subconscious mind.
9. *The subconscious mind has its own language.* The language of the subconscious mind is emotions, images and sensations. It takes in the world around you holistically in story

form, and the stories are as complete, full and real as anything you experience externally. You experience this any time you vividly remember a dream. You realize that the dream seemed every bit as real as your waking life. All the sights, sounds, tastes, smells, and feeling sensations were there.

10. *The subconscious mind does not differentiate between what is real and imagined.* This can be easily demonstrated in the frequently used exercise of imagining sucking on a lemon. Although there is no lemon in sight, the body still reacts to the thought just as it would if you were actually sucking on a lemon. The mouth begins to salivate and, if you don't like the taste of lemons, your face contorts as though you had just put something very sour into your mouth. The response is the same with or without the lemon. The same is true with fears or anything else we can imagine.
11. *The subconscious mind is illogical.* Unlike the conscious mind, the subconscious mind does not try to make sense of things. Rather than making comparisons to see if they logically fit, the subconscious mind simply connects seemingly related data. As a result, it comes up with some pretty convoluted associations. The crazy idea that death equals happiness, which is the process that leads to suicide, is an example of this. Or the continued application of messages such as “You're too little to do that by yourself” or “don't talk to strangers” long after we have the abilities that would make dismissing these messages reasonable.
12. *The subconscious mind does not reason.* The examples in item 11 make this point effectively.
13. *The subconscious mind does not filter data.* It simply receives. The filtering is done at the conscious level.
14. *The subconscious mind does not recognize non-visual words.* When you hear the word flower, you don't see the word, you see a flower. If you happen to like daisies, you might see a daisy. If you like roses, you may see a rose. Even reading these words, your subconscious mind formed those pictures: a daisy and a rose. Notice that all the other words only served to direct the way you perceived the flower. None of the other words have a visual component so, while your conscious mind used the words to create a linear sequence and make sense of the idea, the subconscious only held onto the flowers. It is this rule that causes us to get just the *opposite* of what we want at times. For example, we keep telling ourselves “I am going to lose this excess weight.” To the conscious mind that sounds like a positive thought and makes perfect sense. But the subconscious mind sees only three words in that sentence; *lose and excess weight*. The result we get depends on what it does with “lose.” If “lose” means to fail to keep or maintain, we lose our resolve pretty quick. If “lose” means to lose sight of, we forget our intent to get fit pretty readily. And, of course, what the subconscious mind does with “excess weight” is work to maintain it!
15. *The subconscious mind does not recognize negatives.* Rule 14 is the reason that this rule is true. Words like no and not have no visual component. So when we say “I choose *not*

to overeat,” the subconscious sees only *overeat*. Overeating has a visual component. Words with a visual component are very powerful programmers, which is why we are frequently advised to watch what we think and say. What we think impacts only us. What we say impacts us and everyone else who hears our words.

16. *The subconscious mind knows only NOW*. It is not concerned with the future or the past. This rule is why so many people fail to achieve the goals they set and why many forms of therapy are not effective. Goals are not met when we set a future goal date and don't claim the outcome in the now. To the subconscious mind, nothing has any importance until it moves into the present moment. So, as the goal date draws near and we begin to own the outcome (go into panic mode), the subconscious mind goes into action. The panic creates discomfort in the moment and the subconscious mind goes to work in the moment to find ways to ease the discomfort. This is the pattern of the crisis worker.

Therapies that dwell on the past too much are ineffective for the very same reason. They are focused on a place that the subconscious mind does not deal with. The subconscious mind does not project into the future or delve back into the past. It can call up any event from the past if that event gets triggered by something in the moment, but it does not itself go seeking things from the past. So unless a line of questioning activates a trigger, all that occurs in the therapy session is that the *conscious* mind tries to make sense of the event; a process that has no effect on the cause, which is held in the subconscious mind. (See *Why RAMP and AMP Changes are Immediate and Permanent* for more information.)

17. *The subconscious mind cannot hold invalidated beliefs*. The subconscious mind is completely honest and totally committed to remaining congruent. Once the subconscious mind buys into a belief, it selectively notices only things that validate the belief and ignores anything that might invalidate it. Should evidence be introduced that invalidates the belief, that belief is immediately dismissed.

An example would be a child that was told he was not smart by a teacher and who bought into that belief. That individual would then select only experiences that proved that he was not smart and would ignore those that proved he *was* smart. This would continue to define the concept of self for this individual until that belief was invalidated. We can invalidate a belief by becoming purposefully aware of evidence to the contrary. In this case, the individual would have to become aware of areas in his life where he had done things that were smart—a number of things—but the minute there was enough evidence to show that he was smart, the old “not smart” belief would no longer be valid and would be instantly and forever erased.

18. *The subconscious mind seeks to maintain the conceptual self above all else, including the survival of the physical self*. (See [Why RAMP and AMP Work](#) for more on this rule)

19. *The subconscious mind sees CONCEPTUAL survival as emotional well-being or happiness. (See [Why RAMP and AMP Work](#) for more on this rule)*
20. *The subconscious mind is ever willing to provide whatever leads to happiness and/or survival and will provide the impetus instantly once it understands what is needed.*
21. *The subconscious mind works only for your benefit and does it 24/7.*
22. *When it knows what you need to survive and be happy, the subconscious mind provides that immediately (since it knows only now - rule 16).*
23. *Once the subconscious mind updates a file to a desirable state (happiness or survival), the file remains in the updated state permanently. The only way the new pattern would change is by presenting sufficient evidence that the updated file is no longer effective at producing conceptual happiness or survival.*
24. *Changes made at a subconscious level express automatically and are effortless to maintain*

**The AMP and RAMP processes help the subconscious mind update, remove, alter or amend the old, ineffective ideas.**