

IMAGE MAKING – ACTING “AS IF”

THE KEY TECHNIQUE FOR SHIFTING POSITIVE INTERNAL VISUALIZATIONS INTO EXTERNAL REALITY

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Our entire lives are governed by images. We create images in our mind and we live according to what we create – intentionally or not. We create images that are good and bad, positive and negative, real and unreal. Image Making, or Visualization, is an integral part of our conscious thinking process and we engage in Visualizing or Image Making on a continual basis. Heavy image making is even known as “day dreaming,” and we all day dream from time to time – some of us more than others.

However, it necessarily follows that we should be truly aware of the images that we build in our mind. It also follows that we should also be aware of the necessity of building images that will produce the results that will move us onward and outward, toward our desired destination.

All images created in our conscious mind are planted into the subconscious mind – intentionally or unintentionally. It is undisputed scientific fact that our subconscious mind has no ability to “think on its own.” It has no ability to question, filter or even reject the conscious thoughts and images that we create in our conscious mind. Our subconscious cannot even take a joke. It merely accepts as TRUE every image, thought or creation imagined, created or realized in the conscious mind.

One of the most Powerful Tools to be used in Constructive “Image Making” that I have learned – but find it rarely discussed – is the process of acting “As If.” As we continue to build the positive images in our mind, and as we plant those images into the subconscious mind, it is critically important that we take the next necessary steps of actually “stepping into” or assuming the Image(s) that we have created – of the person that we wish to become, or the Success that we Desire. Many have questioned or wondered how is that possible – how do we take Image Making transformation from the internal world to the external world? Acting AS IF is that technique, and it requires us to step outside of our comfort zone and began to assume the persona of the person that we Desire to become, or the Success that we Desire to attain. When we act AS IF, we take the

Image Making process from our world within and apply it to our world without.

For example, if your goal is to become highly wealthy (obviously, with more Definiteness of Purpose and Plan), you must act AS IF you are already financially successful. You must think not only financially successful thoughts (*i.e.*, success consciousness), but you also must act AS IF you have already attained the wealth that you Desire. Now, your bank account may not be ready, but that should not stop you. You still need to act AS IF. There are many, many other ways and means in which you can act AS IF you are financially wealthy and focusing on an empty bank account is not one of them.

As another example, if it is your goal to become a highly successful businessperson, then you must act AS IF you already are a highly successful business person. Approach every meeting, every conference call AS IF you are the highly success business person that you Desire to be and the other side is expecting. Feel it. Become it. Live it. If you want to become a Donald Trump, then you must act AS IF you are already a Donald Trump. If you want to become a Sir Richard Branson, then you must act AS IF you already are a Sir Richard Branson. Step into the persona – but remain true to your Ideal and Purpose.

Combining strong positive visual images in the consciousness of our mind and planting those images to the subconscious mind is the first half of the Image Making process (yes, it is a process; it is not a silver bullet). The second half of the process – which is just as equally and vitally important – is to act, immediately, AS IF you already are that person and that you have achieved the goal of which you Desire.

I first learned of the importance of the tool of acting AS IF many, many years ago, when I began to experience anxiety and panic attacks of an unknown cause and nature (at least at that time). I will not get into all the details as to why I began to experience the panic attacks; however, I found the most powerful technique in overcoming my anxiety and panic attacks was to live my life “as if” I was anxiety and panic attack free. Instead of catering to my fears and panic, I would continue to venture out and conduct my life as though there was no such thing as panic or anxiety attacks. In the event that anxiety or panic entered by consciousness, I “pretended” and acted AS IF I was not experiencing any such discomfort. I refused to allow the panic, fear and anxiety be my master. I simply ignored it. Now, it did take some amount of effort and practice, but in time the fear, panic and anxiety dissipated and eventually left, never to appear again. I refused to give it a home by acting AS IF it did not exist. Acting AS IF

was probably the most effective tool in overcoming the anxiety that plagued me at that time.

In his book, *You Were Born Rich*, Bob Proctor relates a true story of an insurance sales manager named Paul Hutsey. Year after year, despite trying harder and harder, Paul’s sales team always managed to pull in the same numbers. They were stuck. However, with rightful coaching and proper Image Making, Paul finally was able to attain phenomenal sales results by employing the AS IF method in his Image Making transformation. What Paul had been doing year after year was to let the present circumstances and the history of prior sales dictate each year’s bottom line. Paul could not see past the past results, despite the fact that he tried harder and harder each year. Through proper Image Making, Paul implanted into his conscious mind the grand image of greater sales. He held that Image – with persistence and a determined will – and, in turn, these prosperous Images were planted into his subconscious mind, thereby evoking emotion and transmuting emotional energy into Action. But Paul did not end there. As Bob relates the story, Paul “would be quick to tell you that he will never let present results dictate the image that he holds in his mind. Rather, he holds the image of what he wants and then he acts AS IF he already has it.” It is that last step that makes it all real – acting AS IF.

As Bob Proctor continues in his book, *You Were Born Rich*, “just build the image of prosperity on the screen of your mind and watch what happens. Remember though, regardless of how tough things get, you must continue to hold the picture of personal prosperity. You’ll very likely run up against a series of circumstances that will, for a time, almost have you convinced you are actually going backwards; but, persistence is the key. Continue to hold the picture of personal prosperity and understand that what is happening to you, is what must happen prepare you to receive the good you desire.”

Children are absolute Masters at acting AS IF and we can certainly learn from them. Have you ever watched children play? Their Imagination and Creativity has not yet been stifled by the passage of years and self-imposed limitations, rules and belief systems that thwart, if not destroy, our Imaginative and Creative abilities. When children play, they actually assume the roles of the characters, and act AS IF they have become the characters of their Imagination. Beautiful.

As adults, we belittle this amazing Creativity and Imagination and call it “pretending.” We look at it as a fantasy world. It is not real. It is only in the Imagination of the children. To the children, however, this is not fantasy – it is real. When children play “pretend,” it is much more than

simple “pretend” to them – they truly become the characters of the Images of their minds. What better way to step into a persona, *i.e.*, stepping into and assuming *your* positive Image?

What adults call “pretending,” to children is reality. We must, therefore, put to use in our minds the Creativity and Imagination that we were given as standard operating equipment at birth, and utilize these Infinite and Limitless mental faculties to begin in our minds to not only create the pictures and images of what it is that we Desire, but to take the process to the critical next step and use those Images and begin acting AS IF. The power of acting AS IF cannot be overstated. It is the key to true Image Making.

As Paul Hutsey once stated, “the me I see is the me I be.”

Begin to live your life today – NOW – by acting AS IF you already are the person you are striving to become or that you have already attained the Success that you Desire. Begin acting now AS IF you are the most successful person in your mind’s eye and heart. For when you continue to create strong visual Images in your mind and plant them into your subconscious mind, you will find that acting AS IF will immediately begin to transform the Imaginative and Creative world within into the “real” world without.

As true Students of Success, however, we see and know that Reality truly begins within and that the world without is but a reflection of our Thoughts.

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Richard is a practicing intellectual property, technology and Internet law attorney with offices in Robbinsville and Princeton, New Jersey, and New York, New York. He has been practicing law for more than twenty years and has been named a “New Jersey Super Lawyer” for seven consecutive years (2004-2010) appearing in annual editions of *New Jersey* monthly magazine.

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Richard is married and is a devoted husband and father to three beautiful children.