

**Mack Newton on... CONSCIOUS LANGUAGE**

Are you a winner or loser? I can talk to someone for a few minutes and determine the answer to that question just by the words they use. I have heard that there are no meaningless thoughts. There are also not any meaningless words. All words that you speak are very, very important. It's called conscious language.

Conscious language is the words you put out into the world that give instructions to your subconscious mind and to the Universe. People often say things that are self-limiting or self-negating. When you use the phrase *I am*, your subconscious mind goes instantly on alert. Most dangerous is if you follow the phrase *I am* with negative or limiting thoughts, such as *I am tired...I am poor...I am angry*. You are providing the Universe and your own mind with a road map for what you don't want to become. Words become self-fulfilling prophecies. Winners say *I am powerful...I am capable...I am patient....I am ready*.

Words create images in our mind. Images are one of the most powerful ways to change the outer events of your world faster than you can possibly imagine. Images give you desire and energy. When you get a fearful image in your mind, that image is so powerful that your body will actually physically react in a fearful way. You may break out in a sweat or begin to tremble. Your heart rate can also rise along with your blood pressure. Your body doesn't know the difference between an image held in your mind and an actual event. The pictures you maintain in your mind and project, then become your world.

Your dominant thoughts and self-concept are expressed verbally in language and become the "tapes" you run in your head. These tapes beginning running as soon as you are faced

with a critical situation. Those words will be played back to you at moments that determine whether you act in a manner that makes you a winner or loser in life. It's just that simple.

Whether it's a project or an idea, your health or your body, a solution to a problem or a brand new endeavor, form a clear image in your mind and use conscious language to speed you toward your goals. The more crystallized your instructions to your subconscious mind and the universe, the faster the universe can help you bring your plan into reality.

Winners and losers don't talk the same. A winner makes commitments. Losers make promises. I've heard that promises are made to be broken. I would rather have five minutes of commitment than a lifetime of promises.

Winners are always learning from those who are superior to them in knowledge or performance. Losers are always trying to tear down those who are better than them. Suppose I have a chalkboard with two lines of equal length and ask students to make them unequal. A loser will go to the board and erase part of one line. A winner will make one line longer than the other. It's a concept in the martial arts called Lengthening Your Line. Winners will always lengthen their own line rather than trying to reduce another person.

Winners are always solution oriented. Losers seek someone else to blame. Blame is a big part of a loser's world.

Winners don't avoid problems. A winner goes through the problem to solve it. A loser



tries to avoid it by going around it or ignoring it. Losers don't understand that problems are lessons that must be learned or they will keep recurring until you do. These lessons will keep happening in different guises so you may not actually recognize them the second or third time around. But failure to solve problems will create greater and greater consequences. Winners know this and conquer each problem or challenge as it arises. Winners know that each mistake and failure is a teacher for us.

Winners rarely call it a problem. They think of it as a situation, or a challenge. An even more advanced way of looking at it is to see a problem as an opportunity. The greatest winners among us see a problem as an adventure.

Being a winner takes effort. Being a loser is easy. It's automatic if you use self-defeating language. If you are offended by my using the word loser, just realize that you can change your future and become a winner in your next sentence. The journey from loser to winner can take place in two seconds.

It's as simple as this: Instead of saying *it's not my fault*, say *what do I do about it?* Now apply that to every area of your life. *I am responsible. I can do it. If it's to be, it's up to me.* Say those phrases and you are a winner. When your thoughts and your expectations are positive you will become a winner for life.

**LOSERS SAY**

- I didn't do it. It's not my fault.*
- That's the way it's always been done*
- That's too complicated*
- I don't have the resources available*
- That will never work*
- There's not enough time*
- I can't*
- I'll try*
- I'll give it my best shot*

**WINNERS SAY**

- What do we do about this problem?*
- There must be a better way to do this*
- Let's look at that from a different angle*
- Necessity is the mother of invention*
- Let me give that a shot*
- Let's re-evaluate other priorities and find time*
- I know I can*
- I will*
- I will do whatever it takes*



# POWER HOUR IS A HIT!

The Power Hour is rapidly becoming one of the most popular shows in the KXAM lineup. Now beginning the second thirteen weeks of the show, Mack welcomes the challenge of creating such an attention-getting show. "I realize everyone can't come to me at the studio. So this is the way I want to touch people in the way I've been touched, to give back to the world what has been given me. I want to show people what some of the rules are for getting all that the world has to offer them, and to make themselves a more meaningful part of the world.

"The radio show represents an opportunity," continues Mack "to stimulate listeners' thought process, to say things to people that they have never thought

about before or perhaps heard expressed in quite this way. I want to challenge every listener to become a better person, to live up rather than down. You can become everything you were born to be and fulfill your ambitions and hopes and dreams. When we change ourselves, we change the world."

Just a few of the comments listeners have made about the effect the show has had on their lives: *You have really stimulated my thoughts.....It opened up a new dialogue between my son and me.....You've encouraged me to open my new restaurant.....I was able to forgive my Dad.....I was finally able to confront my anger.....This show just makes me feel alive!*

The show has had a series of exciting guests and inspiring talks from Mack Newton, with more to come. Mack has discussed life-changing topics such as the seven major ingredients to success, the importance of habits, zero-based thinking, attitude, the four success factors (plus one), basic universal laws, and six keys to teamwork. Upcoming weeks will feature talks on taking charge of your life, including how to set and achieve your goals, build a positive self-concept, and responsibility psychology.

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Guests have included all the sponsors of the show. Ellen Cherrill talked about mortgage refinancing, Dr. Jeffrey Ptak discussed aesthetic plastic surgery, and Tim Moore from Continental Catering discussed the origins of his business, which caters 3-2 and other menus for two to 1,000 people. Recently Rachell Hall, author of the 3-2 Cookbook also brought some delicious food to the studio and discussed 3-2 eating and gourmet recipes. The Power



Mack Newton & Michelle Corr  
(Host of 180° Radio Show)



Rachell Hall talks with Mack Newton and serves recipes from The 3-2 Gourmet

Hour also followed the efforts of Lance Armstrong to win the Tour de France.

A new sponsor is being added, Dr. Randall Widmaier, a chiropractor "Randy Widmaier will be on the show soon," says Mack. "I've known him for over 16 years. He's worked with a lot of athletes that I've trained and I've been referring clients to him for 15 years. I always get positive feedback about his work."

Previous Power Hours have included guests like Sammy Sosa, Jay Novacek, Roy Green, Neil Lomax, and members of the Phoenix media. When you listen you'll never be sure who might call in or show up next, so tune in on Saturdays!

The tragedy of life does not lie in not reaching your goals,  
the tragedy lies in not having any goals to reach.

—Dr. Isaiah Mays

Your own mind and the minds of those around you are an  
inexhaustible source of inspiration. The world is a dynamic,  
fascinating place. To learn to think and do differently is  
to interact with that world in a spirit of exploration and  
adventure. A wealth of possibilities lay before you.

—Mack Newton



## MASTER NEWTON AGAIN TEACHING TAEKWON-DO

Master Mack Newton is going to resume Taekwon-Do classes in September. “I stopped teaching Taekwon-Do classes for awhile but I have missed it,” says Mack. Teaching an ongoing class, you can watch students week to week and see them grow physically, emotionally and spiritually, to develop that warrior spirit.”

Master Newton is a seventh degree black belt and a two-time World Champion in Taekwon-Do. He is ranked as a master Taekwon-Do instructor. In 1995, he was inducted into the World Martial Arts Hall of Fame.

“The principles of Taekwon-Do are not simply something I discuss and teach, they are a way of life. Although Taekwon-Do is viewed as a sport by some, I see it as an art. The thrill of competition takes second place to the development of personal character through courtesy, integrity, perseverance, and self-control.”

Classes will be Tuesdays and Thursdays from 4pm to 5:30pm beginning September 16. A waiting list is already forming, so contact the studio if you want to register.



## ASK MACK NEWTON

*I have an idea for a new product that is innovative and I think there is definitely a need for it. However, I have not been able to develop a market for it. Banks have refused funding for a large scale operation and my individual attempts at selling it seem to indicate that people aren't quite as enthusiastic as I thought they would be. I have not had a single buyer. How do I keep pursuing this goal?*

It's not so much that you need an answer, as that you must start asking the right questions. That's where wisdom begins. You need to creatively stimulate that part of your unconscious mind that has all the answers. The way to sell your product is hidden there for you.

Creativity—or the ability to think differently—has been stunted in most people at an early age. The school system made you memorize facts, rather than come up with ideas. As a first grader, you were still awestruck by life and brimming with questions. But you were taught not to ask questions out of turn, not to get out of line, to slow down and listen to the teacher. Albert Einstein, incidentally, was considered to be a very slow student because his brain didn't conform well to the German learn-it-by-rote school system at that time.

So as adults, how do we get all that creativity back? It's still there to tap, but now it is submerged. It's in hibernation. Your own mind either contains the answer you need, or is able to attract it from the universe.

When you are determined to accomplish something, but nothing has worked so far, this is when you truly need to think differently. Question the failure. Read the Introduction to *The D Factor* that discusses the many ways to stimulate creative thinking.

Turn the problem over to your unconscious mind. Ask God, the Universe, or your higher self for an answer. You will get back a continuous flow of ideas and solutions and possibilities. It won't be at that moment, but soon and probably when you least expect it. Answers can come in the night in a dream, while you are driving your car, or just sitting at your desk.

One of the answers you receive may even be that your assumption about your product's viability is correct. Sometimes you have to create a market or educate buyers. For example, did anyone think we needed a new audio format before CDs became so popular? Most people were quite happy with their LPs and audiotapes. CDs then were quite expensive and required purchasing new stereo equipment. Yet look how dominant that market has become. You may also discover that there actually isn't a responsive market, or that your product needs a slight modification or a major modification or any number of answers in between. These ideas will come to you as you ask for inspiration and continue to work towards your goal.

When you receive an answer, write it down immediately. If you don't write it down and act upon it immediately, it disappears right back into the universe.

It also operates better in conjunction with faith. The more you trust the universe, the better and sooner the answers will come. Trying to force it simply won't work.

.....excerpted from *The D Factor*



# FROM SIZE 18 TO SIZE 6



"I have been overweight most of my life and have had different levels of success on many other diet and eating plans," says Verdeen Jackson, a sales rep. "Since I turned 40 I have had back surgery, a hysterectomy, broken my leg and had become less active. I ate fat free and very little food trying to

control the scary size I was becoming. I have since learned that I was actually putting my body into starvation by the small amount I would eat and didn't work hard enough to alter my metabolism. Although my doctor pronounced me perfectly healthy at 220 pounds, others in my family deal with heart disease, high blood pressure and diabetes and I was afraid that might be me one day."

Mack Newton's name came up in two different conversations that Verdeen had with clients and she had also watched him on Channel 3. Dawn Poe urged her to schedule a consultation with Mack Newton. "During my conversation with Mack I just poured my heart out with my feelings of hopelessness. I was so tired of struggling with my weight that I was willing to do anything. I had put effort into being a wife, mother and my work but never really put the same effort into taking care of my health."

All that changed after she began working out with Mack Newton in May 2002. She has lost 66 pounds, changing a size 18 body to a size 6. Even

more significantly, her body fat is now less than 22%, compared to a former 43%.

"This past year has been focused on my health and deciding my fifties will be fabulous," says Verdeen. "I now have a lean and muscular body and enjoy the 3-2 eating plan because it focuses on what I eat, not how much I eat. My husband tells people that I eat like a teenage boy and it has been refreshing to eat wonderful pure food any time I want. It used to be so much trouble finding clothes that fit and now I can wear anything I wish."

Mack's talks during cooldown have also inspired her and encouraged her. "The most exciting thing is that this is just the beginning for me. I can accomplish anything I dream and look forward to living a fulfilled life that I love!"



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