

THE  
COACHING  
MASTERS

# Brainwashed: How To Sort Your Head Out



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# Brainwashed: How To Sort Your Head Out

*"Lewis, your best thinking has put you in prison and rehab; maybe, your brain needs a good wash!",*

my Counsellor said to me, as she looked me straight in the eye and watched the smug grin on my face turn to a look of complete embarrassment. She didn't need to say anymore, and I didn't need to reply. Although I didn't understand what she had just said, somehow, on some other level, I knew she was right.

You see, up until that point, I was convinced that everybody was trying to brainwash me, I knew best, and it was everyone else that was the problem. Little did I know that I was the very thing that had been holding me back my entire life. I'd tried everything to sort my life out: changing jobs, starting businesses, new partners, moving country, but they all went tits up. I also tried using a drink, drugs, crime, gambling, sex, and violence, but they all went, even more, tits up. The only thing I didn't ever consider, was to sort my own head out.

**I'm going to let you in on a secret now.**

This secret is usually for people who have tried everything else and have hit rock bottom like I did. If I tell you, you first need to promise that you're going to really hear what I am about to say and not do what you usually do and automatically dismiss it. Give it a chance, because if you do, this could be the start of an incredible journey that will see your life transform in a ridiculously short space of time. You ready? Okay. You are the solution you've been looking for! Now, if that seemed like an anti climax, that's probably because you've already dismissed it. That's okay; it just means that you really need to read this book.

The more I study psychology, the more I realise how overcomplicated it is. There is so much information out there, from experts who are desperate to portray how clever they are and show off all the new words they've learnt. The truth is, the experiential knowledge I have accumulated through my own personal journey is far more valuable than any academic education. As clever as these experts are, they seem to miss the crucial element of allowing people to understand what the hell they're talking about!

In this book, you'll see no theories, diagrams or referencing; only solutions to the problems you are facing.

**No jargon, no irrelevant information, just solutions.**

After you finish reading, you'll know:

- 1. How to Find Freedom in The Part of Your Head You Don't Know About***
- 2. How to Realise You're Telling Yourself Stories***
- 3. How to Stop Telling Yourself Stories About Why You Can't Do Stuff***
- 4. How to Start Telling Yourself Stories About How You Can Do Stuff***
- 5. How to Become Comfortable Outside Your Comfort Zone***
- 6. How to Work Out What the Hell You Want to Do with Your Time***
- 7. How to Wake Up Early & Work Your Arse Off***
- 8. How to Not Beat Yourself Up for Having a Messed-Up Head***
- 9. How to Make the Best Investment You'll Ever Make***

Sound good? Okay, let's get started.





## How to Find Freedom in the Part of Your Head You Don't Know About

Despite what a lot of people think: your parents, your sense of style, where you live, what car you drive or what filters you use on Instagram, have nothing to do with who you are. What makes you, the person you are, is created from a part of your head that you don't know about.

It's also this part of your head that does 95% of your thinking for you.

## How to Find Freedom in the Part of Your Head You Don't Know About

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Having this part of your head stops you from confusing yourself with loads of different information at once. It takes all the information from everything going on around you and uses it to form meaning. This is how our attitudes and behaviours develop. This process has been going on without you having a clue, since the day you were born. Ever wondered why you don't have to think about breathing? This is just one of the processes that are dealt with in the part of your head you don't know about. Let me give you an example. When I met my girlfriend, Fiona, she had only been in the UK for a couple of months, after moving from Switzerland. I helped her develop her English and encouraged her to ask me if she got confused with any words she heard me say. Once, she asked me what the word 'though' meant. I tried to think of every possible way I could explain it and come to the conclusion that actually, I had no idea. She seemed confused and said, "but you say it all the time." I replied, "I know, but I can't explain it; I just know." You see, I must have heard people using the word and used that experience to understand what it meant. I knew it, but because it was processed in the part of my head I didn't know about, I had no idea how I knew it.

Do you ever get a feeling that 'something' isn't right? Or maybe you know that 'something' is holding you back, but can't quite put your finger on it? If so, then there is almost certainly something going on for you, in the part of your head that you don't know about.

***The good news is, the remaining 5% that you do know about, is more than enough to find out what the hell those things are.***

If you want to be able to start making things happen, it's a strange thing to grasp, but you have to start from the inside out, because everything in the part of your head you don't know about, manifests itself and has an outward effect, which influences your life.

If you're like me, you will have been wasting your time trying to fix the circumstances around you. When I first landed in rehabilitation, for drugs and alcohol misuse, I expected them to teach me how to stop drinking vodka and taking cocaine. It turns out; they barely mentioned the substances. They knew that the circumstances were created from a cause. By removing the cause of the problem, it prevented the actual problems occurring in the first place. Basically, by sorting my head out, I didn't need to use drink or drugs to cope anymore. Think of like a garden weed. You can pull the weed out as many times as you like, but it will grow back. However, when you remove the root from underneath the soil, the cause of the growth is removed, meaning the weed will no longer grow. This is the same reason that you keep trying new things to get you where you want to be, but keep ending up back at square one. **You're trying to pull the surface of the weed out when you actually need to dig deeper and grab the bastard by the roots!**

When you learn to contact the part of your head you don't know, you can use it to bring more health, wealth, and happiness into your life. This isn't something you need to create; you already have it, you just have to learn to use it. By sorting your head out, your world will change, resulting in you creating your dream life, business, relationship or whatever it might be; that's down to you. You will also feel a lot more content and happy in yourself. That's what it's all about, isn't it - feeling content and happy? The external things will be just a beautiful by-product of your state of mind.

**I can assure you; this is no illusion; It works.** I've done it, and so have millions of other people. It's no secret; you just may not have been open to the possibility of it before. Once you accept and acknowledge that your head is responsible for the things you desire in life, you will soon find the process of positive change far easier. You will have the ability to find the solution to every problem you face; the confidence to continue on the path you intend to take; and subsequently, the freedom to go out there and make things happen!

Spending a number of times in prison, I thought I knew what freedom was. I thought freedom was being able to go wherever you wanted. However, once I was outside the prison walls, I still didn't feel free. Freedom is defined as, "the power or right to act, speak, or think as one wants without hindrance or restraint." I couldn't speak how I wanted, for fear of rejection or disapproval. I couldn't think how I wanted because my feelings of inadequacy and self-doubt were so overpowering. These factors then meant I couldn't act how I wanted and that meant I couldn't create the life I truly desired. I could go wherever I wanted, but I was even more imprisoned by my own head than I ever was in prison.

***I did eventually realise that I had the power to change it.***

Through sorting my head out, everything externally in my life transformed almost overnight; but more importantly, I had the power to act, speak and think, exactly how I wanted, but never dared to. That's freedom; that's the power this stuff can do for you and every single area of your life.





## How to Realise You're Telling Yourself Stories

Although, the part of your head that you don't know about helps you navigate the world efficiently and make sense of what is going on, sometimes, it's here where you can develop unhelpful habits or attitudes that hold you back and prevent you from moving forward and developing your life in the way you'd like.



## How to Realise You're Telling Yourself Stories

I've always wanted to be successful, but looking back on things now, it's obvious why I struggled. It was rare that I could speak to my alcoholic father without chaos breaking loose and he would regularly shout in my face, tell me that I would never amount to anything and that I was a buffoon. The part of my head I didn't know about, believed him, and this caused me to tell myself stories about why I wasn't good enough and that I was going to be exposed as the idiot I was, at any minute. As a result, I ended up with an ASBO at age fourteen, expelled from school at fifteen and in a young offender's institute by the age of eighteen. I also turned to drugs, alcohol, gambling, sex, and violence. I've since spent multiple times in prison, diagnosed with three different mental health conditions, lost jobs, had my driving licence revoked, been in life threatening situations so many times I can't even count, including being attacked with a knife, breaking my jaw and tearing my gullet. I've been sectioned under the mental health act, suffered sustained seizures as a result of my alcohol abuse, overdosed a number of times, destroyed every relationship I came into contact with, racked up thousands of pounds in debt and one time even attempted suicide.

***Sounds unbelievable, doesn't it? I sometimes don't believe it myself.***

Because of the stories I told myself, it prevented me from ever pushing myself. I wanted better for myself, but deep down, in the part of my head I didn't know about, I thought I wasn't worthy. I always felt like something was missing. I tried to fill this void by changing things around me or filling it with things, but nothing ever really seemed to do it for me. The reason nothing was working, was because I was trying to use something external, to fix an internal problem. It's quite obvious when I think about it now.

You'll be amazed to know how many stories you tell yourself, over and over again, on a daily basis. Throughout your lifetime, this process, of constantly reinforcing stories to yourself, has created who you are, how you see the world and how you show up in your life. Some of these stories, formed from positive experiences, can be empowering and have the ability to drive you forward; however, some that have been created from negative experiences, are limiting and hold you back, create self-doubt and completely kill your ambition and motivation.



When I told you that you were the solution you've been looking for earlier. You probably told yourself a story about why it's a load of mumbo jumbo and not for you. The main problem with these stories is you will only allow information into your head that enforces the stories you tell yourself. This means any other information will be automatically dismissed. This not only prevents you from doing stuff, but also from taking advantage of other opportunities that may present themselves to you. It's understandable why we do this because it wouldn't make sense for us to take in every person's opinion of the world when we already have our own. I mean, after all, if you can't trust yourself, who can you trust, right? Wrong. In reality, the truth could be very different. From absorbing various types of information, from potentially unreliable sources, the way we view the world can be very easily misinterpreted.

I remember a time when I was sitting round the dinner table with a previous girlfriend of mine and her parents. My girlfriend always refused to try new foods, but on this occasion, she was talking about the food she was thinking of trying. Her Mum immediately responded by saying, "Oh no, you wouldn't like that." I didn't think much of it at the time, but I now understand why my girlfriend was so fussy with her food! From the information from her Mum, she had formed a story in her head that she didn't like many types of food. This story prevented her from enjoying various foods that she may have loved if she hadn't been telling herself such stories.

We've all had the experience of deciding to move forward with something, but then heard a story in our head about why we can't make it happen, right? You may tell yourself stories like, "I might not like my job, but if I opened my dream business, I might fail, and everybody would laugh at me" or "I can't stick to a diet, so I'll never be able to lose weight." Now, although I would like to say to you, "you know that is rubbish, right?". The reality is, you probably don't. The sooner you realise that some of these stories are just complex misinterpretations of yourself and the world, that are only preventing you from moving forward, the quicker you can get to where you want to be.

***The stories aren't just causing harm to your wellbeing; they're also directly affecting your life.***

Ever heard someone saying, "I always seem to go for arseholes. I know I shouldn't, but I always seem to attract them". The reality is, they are probably telling themselves stories about how they don't deserve to be loved or appreciated. Therefore, the part of their head they don't know about will seek a relationship that enforces the stories they tell themselves and look for someone who will mistreat them. If an opportunity of a positive relationship presented itself (someone that's not an arsehole), the person would likely dismiss it, as it contradicts the stories they are telling themselves. This will leave them in a seemingly perpetual cycle of disappointment.

We tell ourselves or sorts of stories, for various reasons. Going back to when I told you that you're the answer you've been looking for. The part of your head you don't know about, maybe considered the possibility of taking a look inside yourself, realised that it seemed overwhelming, confusing and scary, along with a million and one other reasons and decided that you're not prepared to go there. The part of your head you do know about, then heard, "It's a load of mumbo jumbo and not for me." The reason you tell yourself those types of stories is it's far easier to believe that the problem you're facing is external. You may start to think that It's somebody else's fault; the obstacles you're facing are too large and out of your control, or you don't have the resources available to you. The truth is, you're the person creating these obstacles.

### ***It's not just you; we all do this.***

Being branded a violent thug on the front page of my local paper wasn't enough for me to see past the stories I had been telling myself, and neither was numerous near-death experiences. I was convinced that every single thing that entered my head was nothing but the truth and certainty, not something that needed to be questioned. I had managed to develop this ingenious and convincing art of justifying my actions to myself, through these brilliantly crafted stories. Everything was so cleverly constructed in my head to keep me from having to accept that I needed to start making changes to myself. The part of my head I don't know about decided that by not knowing the truth, I could stay ignorant to the problem and potentially avoid any discomfort of having to take responsibility for myself. I didn't have to say these stories out loud, or even acknowledge them because they were constantly reinforced in the part of my head I didn't know about, which meant I had absolutely no idea it was happening.

You might be thinking, "that sounds alright to me - I'd rather be ignorant to my problems and blame everyone else!", but this does not help you in the long run. We are going to be talking about this in the next chapter.



# How to Become Comfortable Outside Your Comfort Zone

You want to feel comfortable in life, right? You don't want to struggle to pay the bills; you don't want to struggle to get out of bed in the morning, and you don't want to struggle with your head and the way you feel about yourself.





## How to Become Comfortable Outside Your Comfort Zone

You are designed to keep yourself alive and safe, meaning the part of your head you don't know about will also tell you stories to prevent you from jumping off a bridge for a laugh. The problem with this is although this process keeps you safe, if abused, it can also lead to stagnancy, complacency, and mediocracy. You're actually very unlikely to be able to achieve the real level of comfortability that you are looking for by staying in your comfort zone. So, Ironically, the only place for you to achieve the level of comfortability that you really desire, is outside your comfort zone. Yeah, to feel comfortable, first, you have to feel uncomfortable! "Why would I want to feel uncomfortable?", I hear you say. Well, one of my quotes, that I posted on social media once, sums it up pretty well, I think. "Not everyone is prepared to sit through difficulty. When I approach it, I get satisfaction, knowing I am in new territory. A place with less competition and more opportunity". You see, outside your comfort zone may seem difficult and uncomfortable, but that's where opportunity awaits!

***What happens if you stay in your comfort zone?  
I'll tell you the answer. Nothing; nothing happens.***

People who keep doing what they've always done will keep getting what they've always got. When you feel uncomfortable at the moment, you may retreat, as you associate the uncomfortable feeling as there being something wrong. Actually, nothing is wrong at all; it's just unfamiliar. Try and associate feeling uncomfortable, as a good thing. Remember, you're in new territory!

Think of the time you first downed a bottle of cider down the park with your mates. At first, it seemed daunting. You wondered what would happen to you; but after, you wondered what the fuss was all about. "Pass me back that bottle of cider. I'm going to spin in a circle whilst I drink it now!", you probably said - or maybe that was just me. Once you do something the first time, you will have moved forward and be ready to tackle bigger and more challenging tasks. The process of moving forward is growth. Growth is what leads to your development, and this is the process that will take you from where you are now to where you want to be. If you're feeling uncomfortable now and you're still reading, then you are ready for the next chapter.



## How to Stop Telling Yourself Stories about Why You Can't Do Stuff

I've had the opportunity to coach people varying from the homeless, to millionaire entrepreneurs. What shocks me is everybody tells themselves the same contradictory stories. We all have two voices in our heads. The Inner Coach that tells us things like, "you are great," "you can do this" and "you deserve to be happy, fulfilled and successful"; cheering us on and motivating us to go after what is important to us. These are stories you tell yourself about how you can do stuff.

## How to Stop Telling Yourself Stories about Why You Can't Do Stuff

We also have The Inner Critic, that tells us things like: "you shouldn't even bother trying, because you are going to fail anyway", "everyone will know you are an idiot", "you are not good enough, smart enough or pretty enough"; encouraging us to sabotage our progress and hold us back from achieving our desired outcome. These are the stories you tell yourself about why you can't do stuff

What I realised, is regardless of the person's level of success, nobody is immune to The Inner Critic. No matter how successful you become, you will still have that voice that will tell you things like: "You're about to mess this up," "why don't you just give up," "you don't deserve this."

The difference between people who are successful or unsuccessful, is successful people only allow their mind to be occupied by their Inner Coach, whereas less successful people had their Inner Coach drowned out by the deafening sound of their Inner Critic, spouting the irrational, nonsensical stories at them.

At the moment, you may not hear two voices. Your Inner Coach and Inner Critic are signing together, like some perfectly harmonised melody. The will mean you don't know what thoughts you should bring to your attention to and which thoughts you should let go. The first thing you can do is separate the two voices. The best way to do this is with a professional Coach. Somebody who has the ability to ask the most appropriate challenging and thought provoking questions, to force you into seeing the truth. **However, if you want to get started straight away, you can start to kill off your Inner Critic yourself.**

I'm quite familiar with the criminal justice system. To be convicted of a crime in the UK there has to be sufficient evidence to prove that you're guilty. This is the process you can take when you start telling yourself stories. Every time you hear your Inner Critic, feed you with negative nonsense, question yourself thoroughly. Is there any facts that support that story? If there is no evidence, then you can let that story go. If there are facts to support the story. Who is to say the outcome will be the same the next time? You'll be amazed at how many stories you've been telling yourself during your lifetime, with absolutely no facts to back them up.



Let me give you an example. Has somebody ever asked you to do something and you've replied, "Oh no, I could never do that," and they say, "Why not," for you to simply reply, "I don't know, I just can't." If there is no evidence to support your story, then time to tell it to do one, because it's only holding you back from making things happen.

Another way you can eliminate these stories is by running an experiment. Say, for example, you see a man/woman who you would love to strike up a conversation with. Your Inner Critic starts to pipe up and tells you that you don't have the confidence to talk to them and that you will mumble all your words and make a fool out of yourself. What do you think would happen to your Inner Critic if you ignore its comments, walked up the man/women, introduced yourself with confidence and walked away with the result you were looking for? Your inner Critic would be weakened! You'd realise that you don't have to believe every story that your head tells you and that by proving it wrong, you can eliminate more stories that have been holding you back.

### ***It's important to remind yourself of every victory against your Inner Critic.***

Remind yourself of how wrong it was and all the benefits you got from ignoring its stories. After a while, you'll notice the same ones coming up, anticipate their arrival and simply laugh at them. For example, "Let me guess, I'm about to do something that makes me feel uncomfortable, I bet I'm about to start hearing a story about why I should give up and I don't have what it takes." Proving your Inner Critic wrong will make its voice start to fade, as it realizes it doesn't have the power to influence your actions anymore.

Let me give you another example. It took three people telling me to write a book before I started to write this one. The first person was a friend about five years ago. He told me I had so many stories and could write an epic book. I laughed and dismissed it immediately. The part of my head that I didn't know about didn't even give me a chance to acknowledge it. The second person was a Coach of mine. He said to me, "Lewis, you've got a book in you." I gave it a thought, but immediately told myself stories: "I would never be able to write a book," "I don't have anything to write," "Nobody would want to read my stuff." After hearing that, it seemed like a pointless thing to do; so, I dismissed it for the second time. The third time, another Coach of mine told me that it would be great to write an E-book for my coaching website. I then decided that I really needed to examine what was holding me back. I realised I felt uncomfortable, but that's because it was unfamiliar. I looked at the facts. "Have I ever tried to write a book before?" "No." "So how do I know that I can't?" "I guess I don't." "Do I have stuff to write?" "Actually, I probably have a few bits I could share." "Will anyone read it?" "I don't know until I try." "Okay, time to run an experiment and prove these stories wrong; I'm going to write a book!"

It turns out, I can quite easily write a book, I have a library-full of information stored in my head, ready to use; and guess what? If you're reading this, then that means at least one person has read it. **My Inner Critic is left feeling deflated, and my Inner Coach is feeling pumped!** Now I wish I had acted when my friend first told me five years ago. That's okay; it's not nearly as bad as someone who never realises that there is nothing holding them back, other than themselves, is it? Don't let that person be you.



## How to Start Telling Yourself Stories about How You Can Do Stuff

Remember how I explained that every piece of information you've absorbed during your lifetime, is processed in the part of your brain that you don't know about, used to from meaning, accepted as fact and then manifests itself, having an outward effect on your life? Well, here is the most amazing part!



## How to Start Telling Yourself Stories about How You Can Do Stuff

The part of your brain that you don't know about does not have a filter. Just in the same way you have taken in information, accepted it as true, and told yourself stories about why you can't do stuff; you can do the same with new information. You see it's only the part of your head that you do know about that is logical and makes any decisions. The part that you don't know about will absorb anything that you give it and automatically accept it as true. If you tell yourself positive stuff, aligned with how you wish to see your life develop, this will then lead to you forming new stories in your head about how you can do stuff! You can massively use this to your advantage; because, as I explained earlier, these stories that you tell yourself will manifest themselves and outwardly affect your life.

So, how do you receive this new information? Up until now, we've spoken about the part of your head that you don't know about. However, don't forget, you still have that 5% capacity from the part of your head that you do know about! All you need to do is simply think good stuff about yourself, your abilities or your future. Better yet, you can say them out loud. The new information that will be fed through to the part of your head you don't know about, accepted as true and used to generate new, supportive and empowering stories about how you can do stuff! Guess what will happen then?

***You'll start progressing your life; you'll start feeling better about yourself, and you'll start making things happen!***

The best things to try and reinforce to yourself are the direct opposites of the stories you tell yourself about why you can't do stuff. If your head tells you that you're shy, nervous and socially awkward, then tell yourself you are a confident, charismatic, extroverted person. You may not believe the stuff you are enforcing to yourself straight away, but the more you enforce it, the more that is accepted in the part of your brain that you don't know about, the more that will then resurface as new stories about how you can do stuff - then, you'll believe it.



The first time I was introduced to this concept, I didn't know whether to laugh or cry. I walked into a room at nine in the morning, called, 'morning affirmations.' I had just been admitted into rehabilitation, but I had no idea why I was surrounded by people singing, what sounded to me, like nursery rhymes. I listened a little closer and heard the words,

***"I'm H.A.P.P.Y, I'm H.A.P.P.Y. I know I am, I'm sure I am, I'm H.A.P.P.Y. "***

They then stopped and one by one, each would shout things to themselves. I thought they were mad. They'd shout things like,

***"I'm a new person," "I'm a strong person."***

I reluctantly accepted the sheet which had a list of examples you could use and gave it a go. When I walked out the room for the first time, I had a strange feeling from within. I kid you not, after one session, I walked out feeling empowered. Needless to say, the effects it had from repeating this exercise every day for some months, were powerful, to say the least.

I now look myself in the mirror and tell myself exactly how I want to feel and what I'm going to achieve. The part of your head you don't know a bout will take care of the rest. Before you start telling yourself stories about why this won't work for you - how about giving it ago? This stuff contributed to changing my life, and if I hadn't of forced myself to give it a try, I would still be sat in prison blaming every man and his dog for why I felt the way I did and why life was so unfair. You have absolutely everything you need right now, to change: your life, the way you feel and everything that comes with it.

***Remember, if you keep doing what you've always done,  
you'll keep getting what you've always got!***



## How to Work Out What the Hell You Want to Do with Your Time

Many people make the mistake of setting a goal, just because it sounds good, or because everyone else is doing it, or because it's what they think they 'should' be doing. This is why people lose motivation later on; because they're not identifying with their goal on a personal level. As a result, they're left unfulfilled and dissatisfied with their progress, because they're not gaining that satisfaction that they're looking for. They then end up back to square one, trying to motivate themselves again. If you pick the right goal -you'll barely need to motivate yourself to achieve it.



## How to Work Out What the Hell You Want to Do with Your Time

The best goals are ones that represent your own deepest desires. If you're able to pin-point your ultimate vision of the future, then all you have to do after that is set, small progressive steps, to lead you in the direction of your vision. If you don't evoke an emotional response when you think of your goals - then it's likely somebody else's goal.

Here are some good questions you can ask yourself to work out how what you really want to do with your time. What is really important to you? What would you enjoy doing the most? What would you do if you had six months to live? What would you do if money wasn't an object? What would give you the greatest feeling of self-esteem and satisfaction? The most important of all-what would you do if you knew for certain you wouldn't fail?

You'll find, that when you start to answer these types of questions, that some thing will jump out at you. If it doesn't, keep at it, it will come. When it does, before you immediately dismiss it and start to recoil, because you feel uncomfortable; and before you start to tell yourself a story about why you can't do it. Have a think. Remember what we've discussed. The feelings you're getting are normal. Something isn't wrong; it's just unfamiliar. Think about the stories you're telling yourself about why you can't do it and ask yourself, why can't you? Are there any facts that say you can't? Why not try? My guess is, that absolutely, you can do it!

**Then find out the first step that you need to take to make it happen.** Then, don't think - just make that step. It's a lot easier after that step, and you'll thank yourself for doing it, trust me! What's the worst that can happen - it doesn't go to plan, you then learn from it and try again, only to succeed the next time or the time after that? If you're scared of failing, that's okay; I was too; until I realised failure is something that can be embraced. When you push past it, you will have grown, each and every time, and are doing something that 99% of other people don't do, which is keep going! You only really fail when you give up. Before then, you're just working out what doesn't work, which is all part of the process and equally as important as what does work. **Ask yourself another question, what would happen if you didn't try?** You might spend your whole life wondering if you could have done it and just left feeling discontent with yourself and your life. If you think, failing is hard, wait until you experience the feeling of regret! It's so sad when people realise too late. You have absolutely everything you need in your life right now, to go out there and make things happen. Don't be one of the people that realise on their death bed. Have that talk with yourself and realise right now.



It might seem hard to explore yourself or talk with others about your feelings, desires, and dreams. It's uncomfortable, yeah - but why? Because, it's unfamiliar, remember? Ever wondered how taxi drives seem never to shut up? Especially when you're getting a taxi back from somewhere you've spent having a heavy night. The reason they seem to tell their life story to anybody is one simple thing and one single thing only. Experience. By chatting away to their customers every day, they've learnt to communicate and learnt to open up and discuss what's going on for them.

I used to really struggle with this. I never spoke to anybody about my feelings or allowed myself the opportunity to work out what I really wanted for myself or my life. I was convinced nobody cared about me or what I had to say; it was weak to talk about yourself; and also, that I didn't need anybody because I was perfectly fine on my own. Stories, stories and more stories - all preventing me from getting me to where I wanted to be! I remember when somebody would graduate from their rehabilitation programme, everyone would say something kind; and a lot of people usually cry. This used to infuriate me. I could feel my blood boil when I saw tears rolling down people's faces. It turns out; I wasn't angry, I was upset. I couldn't understand how people could form a relationship with each other in such a short space of time, to the point that they would cry when they left each other. I was jealous of them.

Through my progression through treatment, I would talk more with others, ask more questions and listen to them more. It surprised me, despite the stories I used to tell myself, people did actually care what I had to say, and they did show me empathy and compassion. I'd been keeping myself well away from people my whole life, without even realising it. I eventually got so good at talking, that when I called someone on the phone, and they casually asked me if I was alright, they'd get 45 minutes of me telling them my life story and every emotion I'd felt over the last 24 hours. I don't expect you to go that far, but if you're thinking that you're not the kind of person who talks about what is going on for you and what you want for yourself and life, then don't worry, so was I. Just because you are like that now, doesn't mean that's how it always has to be.

***Remember, if you keep doing what you've always done,  
you'll keep getting what you've always got.***



## How to Wake Up Early & Work Your Arse Off

Once you have everything out your way that's been holding you back and have explored what you want to do with your time, now it's time to start taking action. You see, good intentions are great, but that's all they are - intentions. It's down to you to go out there and make things happen for yourself. If you've identified something that's important to you and really worth pursuing in the previous chapter, then you will be ready to get down to work!



## How to Wake Up Early & Work Your Arse Off

I used to always feel tired. I've since realised that I was never tired, I was uninspired. Through this journey of self-discovery, I was able to identify what was truly important to me and this gave me the first real boost of motivation I had ever felt. It wasn't forced, it was a true hunger to go out there and make things happen. Not for anybody else, or because it was what I thought I 'should' be doing, but for me! I remember thinking, "Wow, this is what motivation feels like." I suddenly knew how those crazy people got up at like 4am and went for a run and hit the gym. In fact, I was one of those people, and it was easy!

Now, if you're thinking right now, "But Lewis, I'm not a morning person, I have never been." I've got another secret for you. That's another story you've been telling yourself. There is no such thing as a morning person. The crazy people who get up early, take ice showers and crack on with what needs to be done, simply know what they need to do and are bloody excited to do it. When your dreams, goals or aspirations are more important to you than a bit of extra sleep, then you will become, as you may call it, a 'morning person.'

I met a guy on my travels in Cambodia, called So Phoarn. He offered a tour on his tuk tuk, which is a converted moped taxi, around the city, for 12 hours straight! As soon as he finished his tour, he would work a night shift in a hotel. When the night shift finished, he started his tour again for the next day. I was obviously shocked by this, and it was true because I took the tour and stayed in the hotel he worked at too. I asked him when he slept and if he was tired, to which he replied, "I sleep in the back of my tuk tuk, whilst the tourists visit the attractions. I don't care about being tired; I just want more experience". That blew my mind as it was, but what really struck me, was how easy it was for him to work that hard. I then realised that it wasn't just So Phoarn that had this incredible super power to work so hard. In fact, a lot of workers that I had seen in Southeast Asia had been the same. Now, do you think that Asians were born this way or are any different from us? Of course, they aren't; but, they have learnt to become hard workers.

***It's essential for them to work hard to survive and they have worked so hard, for so long, that it's no longer hard for them - It's normal.***



Hard work is only hard work when you're not doing it. Once you start working hard, it just becomes normal, and you'll find more difficult things, 'hard.' I know this to be true. I get a strange buzz when I push myself to cycle somewhere in the rain or drag myself out of bed when I've been up all night being sick and continue to work. Once I've done that stuff a few times, I've increased my 'hard work threshold' and then working on my goals for an hour or so a day doesn't seem like such a struggle.

When I came out of rehab, I started going to narcotics anonymous meetings, which is a support group for recovering drug addicts and alcoholics. There was a story floating around of a guy that was cleaning the toilets at the annual convention, one year. Someone from the convention asked him if he was clean and sober, to which the cleaner replied, "Yes, I am." The guy then asked him how long he has been clean and sober for. The cleaner looked at his watch and said, "Well, it's quarter past 2 in the afternoon, I woke up at 7, so I guess I must be just over 7 hours now". Later that afternoon, at the convention, the cleaner took to the stage and shared his story about giving up drugs and alcohol over 30 years ago! After, the guy went up to the cleaner and asked him why he had said he had only been clean and sober for 7 hours. He replied, "Just for today kid. Just for today".

***You see there is a philosophy called 'just for today,'***

they use in Narcotics anonymous, which is a way of them tackling their addiction one day at a time. Using this helped me a lot because I can remember physically starting to sweat when I started to think about how I was going to deal with a holiday, birthday, Christmas or New Year, sober. By using the 'Just for today' philosophy, no matter how much I was struggling, I just had to stay clean and sober today. Tomorrow, I would have a massive blow out and drink and take as many drugs as I wanted, but, just for today, I would stay clean and sober.

I now use this in other areas of my life. Every time I face an obstacle that would usually set me back or come across something that could take me away from my goals, I tell myself,

***"just for today, I will continue working hard to move me closer towards the vision I have for my future."***

It really doesn't matter how incremental the steps are, as long as you continue making that consistent action, putting in the hard work and moving in the right direction - you will make things happen!



## How to Not Beat Yourself Up for Having a Messed-Up Head

Sometimes, I have a bad day and think that I am a disgrace of a Coach. "How on earth can I help other people when my own head is messed up," I say to myself. I have to remind myself that despite how I feel and like I am the only person who feels this way, everyone's head is messed up in one way or another. The reality is, your idol, your parents, your friends, your enemies, the queen of England and even that annoyingly happy neighbour that looks like she is on acid half the time, has their fair share of problems. Do you know why? Because they are all human.



## How to Not Beat Yourself Up for Having a Messed-Up Head

***None of us are perfect. Perfection simply does not exist; it's an illusion.***

We all struggle sometimes and feel a bit messed up in the head. That's okay. There is no point beating yourself up about it. What happens if you beat yourself up? You start to tell yourself stories about why you can't do stuff again, and we know how that one ends. It just makes things worse. What matters is how you recover after your head feels a bit messed up and how we let it affect us.

Sometimes, I have a slight relapse of behaviour, and I feel my blood boil as I try and blame someone else for the way I feel about myself. Yeah, I feel like head-butting someone or closing my business, because I'm not worthy of anything other than being back in prison, where I belong. But I don't. I wait for the feelings to pass, I explore what made me feel like that, take responsibility for it and try and increase my awareness around myself further, to avoid it happening next time. Then guess what happens?

***I move on.***

I continue to progress towards my goals, and I haven't allowed my head to send me backward. It's not about having a perfect head, that simply wouldn't be human. It's about sorting your head out a bit, so you can understand it and not allow the bastard to mess your life up or get in the way of the things you want.





## How to Make the Best Investment You'll Ever Make

Warren Buffet, one of the richest men on the planet, famous for making the best investments of all time, was once asked, "what is the best investment you can make? He replied, "The most important investment you can make is in yourself." If you look at highly successful people, they all possess the ability to find time to work on themselves, whether it's reading, courses, academic education or hiring a coach. They realise that if they want the external things in their life to develop, they need to grow to facilitate these changes.



## How to Make the Best Investment You'll Ever Make

I'll be honest; there was a time where I wouldn't have spent a penny, nor 5 minutes of my time investing in myself; mainly because I didn't think I was a worthwhile investment. Serving my final 18-month sentence for Grievous Bodily Harm, I remember thinking that I'd never change, I was wired differently, and I simply had a personality that was destined for disaster. I then thought of the morning I was sentenced. My friend and I had found it hilarious that we had taken a photo of me standing outside the same court room seven years earlier. We decided to take another photo of me outside the same court room, and he posted the two photos on social media next to each other, with the caption, 'Nothing Changes.' For some reason, this time, perching on the end of my bed, serving my third prison sentence, it didn't seem so funny. Over the sound of the keys of the prison officers walking down the corridors and the inmates shouting to each other out the window, everything went quiet, and all I heard was my own voice, as if for the first time, "I can't keep doing this to myself." I took a good, hard, look in the mirror and was honest with myself for the first time in my life. I finally started taking responsibility for myself.

***I understood that if I wanted my life to change, first, I needed to change myself.***

I decided to do some basic Math & English qualifications. I was expelled from school at fifteen and left with no GCSEs. There was no reason why this was going to be any different. At first, I didn't allow myself to learn anything. I actually thought I was angry at the work itself, somehow. I'd leave the class, screw the paper up and refuse to do anything. One day, my Tutor, Suzie, sat down next to me and asked me what the matter was. Nobody had ever asked me that before, and for the first time, I started to speak and what came out of my mouth amazed me! "I just don't understand," I said. She comforted me and what I realised was I was just angry at myself for not understanding. I put so much pressure on myself to understand everything, that when I didn't, I felt like an idiot. I was scared that people would know I was stupid. These are the stories I had been telling myself that were holding me back my whole life.

Suzie continued to support me for around 6 months, and once I had passed my basic Math and English qualifications, I hesitantly asked her, "Do you think I could go to university?". To this day, I remember the certainty and conviction of her voice when she looked me straight in the eyes and said: "Of course you can!". I actually feel quite emotional thinking about that, because as soppy as it sounds, that one simple comment changed my life forever. I left that prison with a goal and the confidence to go and make it a reality. I started to study. Every time I felt uncomfortable or angry, I pushed past it. I knew why I felt that way now, so it was okay. I could now respond to my emotions, rather than react to them; but, there were still other obstacles in my way. My criminal record. I continued to study; study hard. I even went to community centres to learn and stayed up all night searching online, taking in information from everywhere. I eventually got to college. Already not bad for someone who left school over a decade before with no qualifications. I left college with a Distinction and the highest marks in the college. I've since returned to the college to do talks to the students about how I was able to get my results. With my Distinction and application to the criminal conviction panel at the University, I got offered a place! Not bad for someone who was scared of everyone thinking he was stupid. Actually, by not trying, not pushing myself and not allowing myself to go after the things I wanted in life; that, was what was stupid.

***I hope this is making you think:  
what goals could you set; what could you learn; what could you achieve?***

If you follow the steps in this book, you'll watch as the transformation takes place in your life and see the very things, that you've wanted to achieve your entire life, starting to happen, by what seems like some kind of miracle. You don't need to wait for this miracle; you can make it happen, right now.

I've since taken the most amazing journey of self-discovery. To give you an insight into the depths I want to change: I engaged with counsellors, psychotherapists, psychiatrists, psychologists, coaches and even started afresh by resettling in Portsmouth, a beautiful calm city by the sea. I now run two successful businesses, whilst traveling the world, running my business online; and still, devote a lot of my time to higher education and volunteering for various charities and organisations. I've been fortunate enough to travel and enjoy so many rich and fulfilling life experiences; a far cry from the prison cell I was used to just a few years ago; however, never in a million years did I think I would be the kind of person to help others and change the world, in my own little way.

When I think back to the two photos of me outside the courtroom, with the caption, 'Nothing Changes,' I still laugh; but, I laugh now because of how wrong I was. I never thought it would be me to prove it, but change is possible, and it allows you to do absolutely anything you want. I no longer recognise my past life and can honestly say that I don't recognise myself as the person I once was. Through the support of others, I have been able to develop into the person I've always wanted to be, and things around me keep getting better and better! Oh yeah, and I'm teetotal now - I don't need to escape from my life anymore. Another thing, remember those three-different mental health diagnoses? I've now been told that I don't display a single symptom of mental illness. Whether I cured them, a miracle occurred, or I even had them in the first place, I will never know; but, what I do know is, they don't affect me or my life anymore.





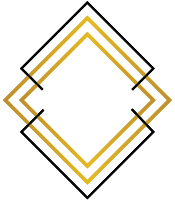
The funny thing is, right at the beginning, I worried about being brain washed when actually all anybody wanted to do was brain wash me into believing in myself and making me realise that I could achieve anything. Giving my brain a wash, sorting my head out and realising I was worth more than what I was giving myself, was the best thing I've ever done. The investment that I previously said I wouldn't have made in myself, I now make daily. I'm constantly striving to learn more about myself and become the absolute best person I can be. In doing that, everything else seems to fall into place around me quite nicely.

I can't describe to you the sense of satisfaction I get from seeing my life progress in this way and the fulfilment I get from being able to help other people. I'm living, progressing and achieving my goals; and although I'm not there with all of them yet, it's no longer a struggle, because I already feel success. In fact, I am a success. I'm enjoying the journey ten times more than I will probably ever enjoy the destination anyway. Nothing can take that away from me.

What could you achieve if you sorted your head out? If you want to find out, then you can schedule a discovery call with me, at [www.lewisraymondtdaylor.com](http://www.lewisraymondtdaylor.com) - together, we'll get that head of yours sorted out and make things happen! Don't be the person who waits until it's too late; you deserve a hell of a lot more than that! Remember, if you keep doing what you've always done, you'll keep getting what you've always got.

And If you're wondering if you can do it. In the words of my tutor in prison, that changed my life forever- of course, you can!

Lewis~ someone who's been there.



THE  
COACHING  
MASTERS

# Brainwashed: How To Sort Your Head Out



**LRT LEWIS RAYMOND TAYLOR**