



[The Power of Your Subconscious Mind](#) (affiliate) - Joseph Murphy

ChiroSummary by Alexander J. Rinehart, MS, DC, CCN

This classic book was first published in 1963 by prosperity guru Joseph Murphy. Chiropractors know a thing or two about the subconscious mind through the understanding of the Innate wisdom of the body and of course, the 33 Principles.

Murphy, like chiropractors, tell us that the solutions to our problems are found *within*. In fact, you might say you build a practice from *above down, inside out*.

Whether you're looking to attract new patients, increase practice income, or fix a troubled relationship in your personal life - turn to your subconscious mind for answers.

Call it procrastination, blissful ignorance, or laziness, we often know what we need to do to jumpstart success in our personal lives and business, we just need to DO it.

We need to set up that first lay lecture, we need to create a set of operating procedures to streamline staff training and reduce recurring problems such as patients failing to show up for their appointments. We need to make time for our kids and our personal lives.

The subconscious mind is like a muscle. Like any other muscle in the body it needs trained.

It is said that we only use 10% of the capacity of our brain. According to Dr. Bruce Lipton, up to 95% of our everyday behaviors are rooted in our subconscious. It's about time we started paying attention to it.

What's limiting your practice?

The Power of Forgiveness

"Do the thing you fear"

Fear can paralyze. As stated above, we take time to do "everything" but the very thing we need to do. It is something peculiar of human nature to spend 10 hours being "busy" with activities when you know 1 hour of another activity will save numerous hours of work in the future.

Ask yourself are you busy? or are you productive? We can *busy* ourselves with just about anything, but to successful people produce results.

In [E-Myth](#) fashion (affiliate) see what routine activities you find taking up your time and train a staff member to do them instead of you. Your time is valuable. Your time needs to be spent fostering creative energy and maintaining present-time consciousness with practice members.

Overcoming Fear: "Fear is a thought in your mind, and you are afraid of your own thoughts"

I have a calendar that offers quotes from ["The 7 Habits of Highly Effective People"](#) (affiliate). Each day I not only read the quote, but at the end of the day when I tear off that day's message, on the back I write the fears and negative thoughts that limited me that day.

I then do something powerful. I tear up that slip of paper and throw it, along with my fears, away. It's similar to the Unity Church's use of the Burning Bowl Ceremony that I learned from Multi-Level Marketing guru, Randy Gage.

During the [Burning Bowl Ceremony](#) (video) you write down all of your fears and negative thoughts, and once a year, or multiple times a year, you make the thoughts of fear disappear into the formless abyss they came from.

It is believed that the only natural fears are of falling and of loud noises. All other fears are learned!

"Thoughts enveloped in the powerful emotion of fear are realized in the subconscious mind."

Pay attention to how you're feeding your mind on a daily basis. Are you feeding it with gossip and negative news? Are you reviewing your goals? What about reading affirmations?

Experiment with an "hour of power" each morning where you don't think about your to-do list, but you read an inspiring book or meditate on everything you have to be grateful for. You might have to start with 15 minutes of power, whatever your threshold is, DO IT!

Believe in What You Do

One of Patrick Gentempo's central tenets with the Chiropractic Leadership Alliance is that Chiropractors are selling a product, a properly functioning nervous system, that most have no way of knowing if they are delivering.

Whether you need to revisit the GreenBooks, move your practice, attend a seminar, purchase new equipment, change your practice focus, or switch from insurance to cash or cash to insurance. Whatever your Chiropractic Truth is, you need to find a way to live it!

Like The Master's Circle emphasizes. you must BE, before you DO and HAVE.

Practice Universal Chiropractic Truths

"Think good of the other, and you are actually thinking good about yourself"

When we criticize other members of our profession, we criticize ourselves. When you look at some of the most saturated areas of chiropractic, you see some of the most successful offices this nation offers. When others are doing well, it creates demand for you too. Like attracts like.

Always wish success to all human beings, even your so-called enemies. Someone may have wronged you or did something ethically questionable. Have faith that karma will come back to them in their own time. Wish them success.

The worst form of an argument is to put yourself up by bringing someone else down. Differentiate yourself. Vibrate your Chiropractic Truth for others to follow. Your certainty will lead to growth. "Compete" by growing at a quantum pace.

Pay Careful Attention to Your Surroundings

Even though we may not consciously accept negative thoughts and feelings into our systems. If exposed to them, *they are registered by our subconscious mind*. (This is incredibly important and is referred to over and over again by Murphy. The power of your subconscious mind is not to be taken lightly!

Beyond concrete reality, we overlook the energy of objects and things. We now know from quantum physics and even Newtonian physics, that mass is comprised mostly of empty space.

We are swirling clouds of electrons that are present everywhere at once and at infinitely varying speed.

When you focus on speed, there's no way to know the location. When you focus on location, you have no way of knowing the speed. Your reality is therefore based on choice. You choose the reality you wish to see before you. And if this doesn't confuse you enough, the very act of observing the properties, changes the behavior of the properties!

So in your life and your practice have faith that the universe will give you what you're looking for. If you're fearful, it will support and find reasons for you to be fearful. Affirming negative thoughts by thinking them, saying them, writing them, watching them, or hearing them will not be likely to lead to a positive outcome!

Who and What are You Attracting in to Your Life?

The late business philosopher [Jim Rohn](#) asserted that we are the average of the 5 people closest to us. This means when you look at your finances, your health, and your practice success, it's usually about an average of the 5 people closest to you.

When you choose the path of prosperity and make choices in the lines of abundance, the universe brings like-minded people into your life. *In your spinal screenings for instance, are you attracting 2 new practice members at the price of turning 10 away?* Quick results disappear just as quickly as they arrived. Focus on *long-term, value-driven growth* based on honesty, integrity and excellence. Your income and practice size will follow.

Now that I live close to NYC, I've been to the city recently 3 times. On 2 of the 3 occasions, I saw someone I knew from my hometown in central Pennsylvania. Out of over 8 million people, was it just happenstance that I would run by someone I knew?

There is order to the random chaos of the universe if you learn how to watch for it. I have surrounded myself by people who are likeminded and attracted to similar things. So in our realms of experience, meeting them in NYC was actually *likely* to happen.

Moral of the story, set an intention on who you want to be, the type of practice you want to create, the work-life balance you want to enjoy and the universe will mold your reality to that intention. The lens by which you see the world drives choices in a world of infinite possibilities and therefore drives your results.

"Luck" is nothing more than when hard work meets opportunity. Seeing opportunity is when your lens for viewing the world is finely attuned to the frequency of your desires.

How many times have you been offered a referral from someone outside of your region and you're asked to refer them to another person closer to their neighborhood?

Trust in the limitless prosperity of the universe. When you give, it creates quantum karma that will fill your life with prosperity in both direct and indirect ways that you will never be able to measure - so just do it and humbly reap the eventual benefits.

Quantum Influence

When you post a blog article, you may see that 10 people "retweeted" your blog. You may then wrongfully assume that you had influence on 10 people. What you don't see and what is hidden to you like radiofrequencies in the air, is that someone may have retweeted the article without using the tweet function on your blog. Someone may have emailed it to a friend, or someone you are not following may have shared the article.

Be careful how you gauge success and failure! Your actions reverberate much louder than you may think.

We may be amorphous blobs of circulating energy, but to the eyes we are given color, personality and order. Out of nothingness, a radio turns invisible frequency into sweet melodies. Those melodies bring about emotions with physical and chemical underpinnings. Have faith that your intentions are having an impact. Trust your subconscious.

Your dreams can and will become real and palpable when you trust the universe.

Giving is an *expanding energy*, while taking and receiving is a *contracting energy*. Learn to never play the numbers game and never expect anything in return. Be genuine. Be a chiropracTOR and practice chiropracTIC like DD and BJ envisioned.

Leverage the Power of Autosuggestion

Chiropractors know that dis-ease can be a self-fulfilling prophecy. When individuals live with the assumption that they are what their genes say they are and that they're not a product of their behaviors and choices, you know that dis-ease developed by no accident. Your results are determined by your *Thots*. Junky thots in? Junky results out.

Utilize affirmations, prayer, meditation to calm the mind to create fertile ground for prosperity and abundance in whatever forms bring meaning to your life. Guard your mind like you would your family.

I always appreciate your feedback! Please take the time to comment and share your successes with these principles. Find yourself your own inexpensive copy of [The Power of Your Subconscious Mind](#) (affiliate) and also visit [ChiroSummaries](#) to find other summaries.