



# A BRIEF GUIDE TO SUBLIMINAL MESSAGES

What You Need to Know about  
Subliminal Messages and How to  
Use Them to Change Your Life

# **A Brief Guide to Subliminal Messages**

***What You Need to Know about  
Subliminal Messages and How to Use Them to  
Change Your Life***

## INTRODUCTION

I want to thank you and congratulate you for downloading the book, "*A Brief Guide to Subliminal Messages*".

Back in March 2015, I created a YouTube Channel, *Black Sheep*, with the intention to provide high quality subliminal sessions as tools to condition people's minds and assist them in achieving their goals.

The topic of subliminal messages is still relatively unknown and understandably it has garnered a lot of skepticism over the years.

The purpose of this book is to give you a solid understanding of what subliminal messages are, how they work, and how you can utilize them to reprogram your subconscious mind and manifest anything you want.

Thanks again for downloading this book, I really hope you enjoy it!

# **THE SUBCONSCIOUS MIND**

***“The reason man may become the master of his own destiny is because he has the power to influence his own subconscious mind.”***

*Napoleon Hill*

## ***The conscious mind***

The human mind can be divided into two complimentary parts: the conscious mind and the subconscious mind.

The conscious mind is essentially what we tend to think of as who we are. It's everything that we think and feel throughout the day. It's our consciousness or awareness. As you are reading this book, you are actively aware of the words before your eyes. You may also be aware of the computer in front you, the chair you're sitting on, and perhaps you sense little bit of tension in your neck. Essentially everything you see, hear, think and feel in the present moment make up your conscious mind.

Your conscious mind operates linearly and can only handle one thing at a time. In order to protect itself from being overloaded, the conscious mind passes whatever information it cannot handle directly to the subconscious mind. Among other things, subliminal messages exploit this to beam messages directly to the subconscious mind.

## ***The subconscious mind***

The subconscious mind is responsible for everything that happens in your body without you being aware of it. It beats your heart, grows your nails, digests your food and maintains your body at the perfect temperature to keep you alive. It is capable of about 10 quadrillion operations per second!

You can think of your subconscious mind as a gigantic warehouse that permanently stores everything that ever happens to you. Everything you've ever seen, heard, felt or experienced is forever stowed in your subconscious mind. Every experience and every memory lies somewhere within your subconscious mind. Some memories are easy to remember. For example, you may easily recall

what you had for dinner last night. Other memories, on the other hand, are almost impossible to recall. You probably don't remember what presents you received for Christmas when you were six, how they compared with what your siblings and friends received, and whether you were happy or disappointed.

Although you don't consciously remember what happened when you were six, these memories have not just evaporated into thin air. They have been imprinted into your subconscious mind and they affect every aspect of your current life. Your personality, behavior, self-esteem, and confidence are all shaped by the years of programming of your subconscious mind. This is why traumatic experiences during childhood can have lifelong repercussions on someone.

The subconscious mind also records your habits, beliefs, self-image, skills... essentially everything that is below your awareness threshold and that operates on you. When you're learning to drive a car for instance, it's virtually impossible to focus on anything else while you're driving. Your conscious mind is fully immersed in the present moment and 100% focused on operating the car and paying attention to obstacles on the road, traffic lights, road signs, pedestrians... However, once you become a proficient driver, you are able to hold a conversation or text someone and simultaneously drive a car. This begs the question: Who is driving the car? It can't be your conscious mind because the latter can only do one thing at a time. That's right. It's your subconscious mind. The skill of driving has been transferred to your subconscious mind, which frees up your conscious mind and allows you to operate on autopilot.

The purpose of your subconscious mind is to make sure you behave exactly the way you are programmed. It basically contains the blueprint of how you are going to act at in every situation and it makes sure you perform according to that blueprint.

## **The power of your subconscious mind**

According to Sigmund Freud, the mind is analogous to an iceberg, where 5% of it, the conscious mind, represents what we can see above the water. The other 95%, the subconscious mind, the largest, most powerful part of your mind, is what remains unseen below the water. Let me repeat that thought. Your conscious mind, which is what most of us identify with, represents only 5% of your mind!

This is why I believe we don't even exist in the sense of how we think we exist. We tend to think we are this rational person with all these conscious thoughts and that we are the ones dictating the flow of our lives when in reality we are mostly governed by subconscious forces that stem from external societal influences,

limiting beliefs, insecurities, expectations of friends and family, self-image, peer pressure...

Your subconscious mind influences every aspect of your life. It literally drives about 95% of what you think, feel and do every single day. Unfortunately very few are aware of this and most people live their entire lives on autopilot, following the same patterns of thought and behavior, only to wonder why they never get the results they so deeply desire.

If you have any limiting beliefs deeply seated within your subconscious mind, then you can spend years trying to lose weight, be successful, attract the ideal partner and still find yourself failing over and over without even realizing why. Tony Robbins puts it beautifully: “Our beliefs are like unquestioned commands, telling us how things are, what’s possible and what’s impossible, what we can and can not do. They shape every action, every thought, and every feeling that we experience. As a result, changing our belief systems is central to making any real and lasting change in our lives”

Limiting beliefs can be beliefs about:

- What you are capable of
- How intelligent you are
- What kind of partner you deserve
- How attractive you are
- How much money you can make...

Limiting beliefs can be extremely insidious because they have the ability to hold you back without you even being aware of it. In fact, if you have a limiting belief in one area of your life, it will be virtually impossible to succeed in that area until you replace that limiting belief with a more empowering belief. Your subconscious mind is about a million times more powerful than your conscious mind. Remember, it represents 95% of your mind. This is why change is almost impossible solely on a conscious level. Consciously fighting against 95% of your mind is obviously a battle already lost.

## **Reprogramming your subconscious mind**

The key to attract what you want in life is to actively reprogram your subconscious mind by planting and cultivating positive, empowering thoughts, beliefs, and behaviors that support your goals. You essentially have to put your subconscious mind and your conscious mind on the same team, instead of fighting each other. This is a journey that takes effort, dedication, and discipline,

which is why most people don't even bother embarking on it. However, it is well worth the effort and I can guarantee that if you put in the work to actively reprogram your subconscious mind, you will be able to attract anything you desire almost effortlessly.

The question remains - **How exactly do you reprogram your subconscious mind?**

The short answer is through conditioning. The subconscious mind doesn't respond well to one time conscious input, it tends to be stubborn and it likes to resist change. This is why you have to train it regularly. What is amazing about the subconscious mind is that it will believe what ever you repeat to it over and over, whether it is true or false. So with a little bit of consistency, you can train your subconscious mind, through brute repetition, to attract anything you want.

When it comes to reprogramming your subconscious mind, consistency is key. I really cannot stress this enough. People who get the best results from my subliminal sessions are generally the ones who are the most consistent. One of my subscribers, Chetana Chey sent me this message a few months ago: *"Thank you, man. I'm now completely transformed into a Badass Alpha Male ... I consistently used it once a day for 2 months. I now possess all of the abilities in the affirmations that you wrote in the vid description. Surprisingly, I become the focal center of women's interest. I am very happy with this transformation."*

There are actually many ways to go about reprogramming your subconscious mind. In the next section, we will be focusing on subliminal messages (one of the most effective) but here are some other techniques you may want to look into:

- Visualization
- Positive Affirmations
- Meditation
- Auto-suggestions
- Positive habits/routines

# **SUBLIMINAL MESSAGES**

***“Whatever we plant in our subconscious mind and nourish with repetition and emotion will one day become a reality”***

*Earl Nightingale*

## **What are subliminal messages?**

Now that we've established a solid understanding of the inner workings of the subconscious mind, it's time to dive into the topic of subliminal messages.

Subliminal messages are essentially visual/auditory stimuli that lie below the threshold of conscious awareness. A subliminal message is therefore impossible to perceive even if you are actively looking for it.

Conversely, supraliminal messages are stimuli that lie above the threshold of your awareness. They are messages that you can see, hear and understand. The reason I mention them is because supraliminal messages can also influence your subconscious mind. For example, researchers have shown that when German music was played in liquor stores, German wine would sell better than French wine and vice versa.

Subliminal messages are either visual (stimuli that quickly flash on the screen) or auditory (stimuli that is usually drowned in background music). Because you cannot consciously perceive or understand them, subliminal messages are beamed directly to your subconscious mind; your conscious mind has no way of rejecting them. This makes subliminal messages an extremely effective tool to reprogram your subconscious mind.



## **Research examples**

A vast amount of scientific research that has already been carried out on subliminal messages, but for the purposes of this book, we'll focus on just two examples:

One of the most popular instances of the applications of subliminal messages is the one published in 1979 by an article in the TIME magazine titled "Secret Voices" where Hal C. Becker, director of the Laboratory for Clinical and Behavioral Engineering at Tulane University, had the idea to incorporate subliminal messages to the music played in department stores in order to reduce shoplifting. These messages emerged at such a low volume that they could not be consciously perceived and said things like: "Be honest, do not steal. I am honest. I will not steal. If I do steal I will be caught and sent to jail..." The result was impressive: Nearly 50 department stores in the US and Canada implemented Becker's idea and one east coast chain was reported to have reduced theft by a staggering 37%.

Another experiment, published in the Journal of Counseling Psychology in 1982 was done to see whether subliminal messages could improve academic performance. Three times a week, before class, a group of students were exposed to subliminal messages designed to enhance their performance at school. Statistical analysis of the results showed improved academic performance of these students when compared with students that were not exposed to the subliminal messages. The ones that were exposed received grades in the range of high B to low A while the other students received grades in the low B range.

Subliminal messages have also been extensively used in the advertising industry as a tool for driving more sales. In fact, they work so effectively that they have been banned in some countries around the world, including Australia and the United Kingdom. Stop and ponder that for a second. Some countries decided to render subliminal messages illegal because of how potent of a tool they can be to influence someone's behavior.

# DO SUBLIMINAL MESSAGES REALLY WORK?

***“Only one thing registers on the subconscious mind: repetitive application - practice. What you practice is what you manifest.”***

Fay Weldon

One of the most common questions I get on my YouTube Channel is:

*“Does this actually work?”*

I will admit that I don't like answering this question simply because there is no absolute proof that subliminal messages work.

I hope that reading this book so far has convinced you of the effectiveness of subliminal messages in the context of reprogramming your subconscious mind.

There has always been a lot of skepticism around the topic of subliminal messages and the most common objection I have come across is the following: People who use subliminal messages are merely subject to the placebo effect.

There are countless experiments out there that have been carried out to show the effectiveness of subliminal messages. I personally have experienced tremendous positive changes from using subliminal messages and I have many subscribers on my YouTube channel who have reported mind-blowing changes. Here are some examples from some of my subscribers:

- *My nose is tremendously slimmer and I'm just glad I don't have to spend 10k for a nose job now LOL*
- *This worked for me like you wouldn't believe... My skin cleared up almost completely in a week. I currently believe in magic, unicorns, and love at first sight. 10/10 would recommend. Willing to provide more details if asked.*
- *Ever since listening to this for about 2 weeks or so straight, I now have a new perspective on taking on challenges in life. I now*

*actually JUMP to the opportunity to take on challenges rather than run from them! My walk is much more confident, and my speaking with people face to face increased a few levels up. Thank you for this video!*

- *I have to say I love your videos. I can see the difference right away... especially with this one... my mind feels sharper and I am more observant.*

Whether it's only the placebo effect in action or not, it doesn't matter. The fact remains that these changes are real. That was my objective when I created Black Sheep; to help people all over the world create positive changes in their lives. That is what motivates me to keep going.

## **THE BLACK SHEEP TECHNOLOGY AND HOW TO USE IT.**

**“To shift your life in a desired direction, you must powerfully shift your subconscious.”**

*Kevin Michel*

### **The Black Sheep Technology**

The technology I use on my YouTube channel is outlined as follows:

- Visual messages: 5 different visual messages per second
- Audio messages: 6 superposed audio tracks with regular and slow voice speed.
- Relaxing sounds: Usually rain or ocean waves sounds to put you in a relaxed state of mind where you'll be more receptive to subliminal messages.
- 6Hz Theta Binaural Beats + Isochronic Tones: These are brainwave entrainment technologies that cause brainwave frequencies to fall in step with intended frequencies. (these require headphones) The 6Hz frequency

is associated with dreams, deep meditation and hypnosis. It has characteristics of reduced consciousness similar to the first stage of sleep, where your mind is more receptive to subliminal messages. Research has shown that combining binaural beats and isochronic tones produces maximum brainwave entrainment.

## **How to use my subliminal sessions**

I get a lot of questions regarding how to use my subliminal sessions so here are some answers to the most commonly asked questions:

### ***How many times should I use it?***

I usually recommend people watch my subliminal sessions between 1 and 6 times a day for at least a month. This is because it takes about a month to build a habit, and as we discussed earlier, repetition is the only way to reprogram your subconscious mind.

I set an upper limit of 6 because overusing subliminal sessions can cause secondary effects, especially if they contain binaural beats.

Some people will get results after a few days of use, while for others it will take much more time. This is normal. Results will differ from person to person. Be patient with it and avoid comparing yourself to other people.

Note that the above recommendation is not a strict guideline. It's a great way to get started, but eventually you will want to experiment with it and figure out what works best for you. I, for example, have found that just watching/listening one time every night before going to bed was extremely effective. There might be something to pre-sleep subliminal sessions.

### ***Can I just listen?***

Yes. The messages/affirmations are both visual and auditory so your subconscious mind will still pick up the auditory messages. In fact, most of the subliminal self-help industry is based on audiotapes that people only listen to. You could also watch without listening.

### ***When will I get results?***

I don't know. Aim to watch consistently for a month and results will come.

### ***How many different topics can I work on?***

There is no one-size-fits-all answer. Of course you don't want to work on too many topics. That will only disperse your efforts. You need to find a balance that works for you. I personally recommend up to four different topics during the same period of time.

### ***How can subliminal messages create physical changes?***

Your subconscious mind is extremely powerful. It creates physical changes at a cellular level in your body everyday. (i.e. when you're digesting food)

### ***Do I have to pay attention to the visuals/audio?***

No. The messages are subliminal. Hopefully by now you understand what that means!

### ***Do I have to meditate?***

If you want to. That will put you in a more relaxed state, which is good for receiving subliminal messages.

### ***How come I can read the visual messages?***

Many people can read the messages on the screen when they focus on them. In this case, the messages are technically not subliminal, but they become supraliminal. That is totally fine. I set the flashing speed so that you can see the messages if you want to, however there is no need to focus on the visuals for the entire video.

## THE FUTURE OF BLACK SHEEP

***“It is psychological law that whatever we desire to accomplish we must impress upon the subjective or subconscious mind.”***

Orison Swett Marden

I'm always looking for new ways to improve and recently I've been working on ways to upgrade my technology, create more effective subliminal sessions and thus influence the subconscious mind at a much deeper level.

I am considering taking my subliminal sessions to the next level by creating a membership site where people will have access to the highest quality subliminal sessions on the Internet.

Such a site would include the following features:

- 10x more powerful Brainwave Entrainment Technology.
- 10x more powerful audio affirmations (Regular speed, High speed, Slow speed and Reversed audio tracks)
- More messages per second.
- New subliminal sessions added regularly.
- 30-day Guided Challenges...

And much, much more.

Of course before I create such a product I need to know if people are interested in it.

So if this is something that appeals to you, then please let me know by filling in this [short questionnaire](#).

## CONCLUSION

Thank you again for downloading this book!

I hope it was able to help you get a deeper understanding of the power of your subconscious mind and how you can use subliminal messages as a tool to reprogram your it.



Finally, if you enjoyed this book, make sure you look out for e-mails I might be sending you in the future. You'll get exclusive updates on what I am working on behind the scenes. Don't worry. I will never spam you. I will only send content that can change your life.

Peace !