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CLEAR THINKING

from Uncommon Knowledge

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Psychology for success, health and happiness
January 2006
Sent only to subscribers

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In this month's Clear Thinking...

- 1: Top Tip: How does it feel?
- 2: Article: Fortune favours the brave
- 3: Inspiring Quote: Change

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We trust 2006 is starting well for you and will be a year in which you experience real progress in your life. Clear Thinking will continue to focus on the psychology that underlies success, health and happiness. Every month we aim to bring you inspiration, challenge, insight and motivation - without jargon or obfuscation.

We are continually developing new products for our subscribers and clients, and you may be interested in the latest addition to our special programmes - The Hypnotic Diet. Just the thing to deal with the effects of Christmas!

But this powerful 3-CD set is emphatically NOT a diet in the usual sense of that word. The word 'diet' implies effort and conscious will. The Hypnotic Diet works by subtly changing your relationship to food, exercise and your own body. This means that being trimmer, fitter and healthier becomes a natural way of life, not an artificially enforced effort or deprivation regime!

Best of all, subscribers can maintain wallet weight by taking advantage of our special offer – 20% off The Hypnotic Diet (normal price £49.95, £39.96/\$72.50 to you) if you order your set by 31 January 2006.

You can order the set here:

<http://www.uncommon-knowledge.co.uk/go/diet.html>

And if you are hoping that 2006 is the year when you will find a life partner at last, you would do well to read and assimilate our article on bravery. You are sure to have some of your assumptions challenged!

The turn of the year is also behind our Inspiring Quote. As you make your New Year resolutions, think about the real meaning of change...

Enjoy Clear Thinking!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge Ltd

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1: Top Tip: 'So tell me - how does it feel?'

The type of language you use when attempting to influence some one is vital.

Charity fund raisers are taught to ask people how they 'feel' about giving monthly instalments rather than what they 'think' about giving to charity. Why would this make a difference?

It seems that when we use the 'feel' word we activate centres in the brain which are more closely associated with emotion and sentimentality.

The 'think' word, in contrast, 'lights up' more detached and rational thought, which is less likely to be influenced by compassion.

Consequently, when attempting to appeal to someone's emotions, it is more effective to use the word 'feel'.

The opposite is also true. If you want to persuade someone who is angry or depressed to get back in touch with a calmer, more rational frame of mind, use the word ‘think’ more. You’ll find this is amazingly effective.

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2: Article: Fortune favours the brave

It's shocking news - but you need to know.

Two researchers conducted experiments on attraction and found that women prefer risk-prone brave males to risk avoidant non-brave males, and it seems that us men (at least subconsciously) are quite aware of this preference.

Male bravery was the biggest influence on women’s choice when selecting short-term and long-term partners and even male friends. Kindness turned out to be a much less important factor. When bravery was pitted against unselfishness, the surprising result was that women put much more weight on courage than kindness – and this was despite their protestations to the contrary...

To read the complete article, go to:

<http://www.uncommon-knowledge.co.uk/dating.html>

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3: Inspiring Quote: Change

“There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered.”

Nelson Mandela, South African President, b1918

“We did not change as we grew older, we just became more clearly ourselves.”

Lynn Hall, US author, (from Where Have All the Tigers Gone? 1989), b1937

The subtleties of the changes inside yourself are rarely apparent on a day-to-day basis. They are most likely to reveal themselves, often with surprising clarity, when you return to an old haunt or an old relationship.

Year by year, increasing layers of maturity and experience give us more confidence to be the people we really are. Perhaps it is possible to accelerate that process.

What about you?

Can you remember the last time you caught up with an old friend or visited an old haunt?

Is the memory more of that place or person... or your attitude towards them?

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Roger Elliott & Mark Tyrrell
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