

Chris Attwood: Welcome, everyone. This is Chris Attwood. I'm the Features Editor with *Healthy Wealthy nWise* magazine. Now I'll turn it over to your host for our "Passions" Series call, the author of *The Passion Test*, Janet Attwood.



Janet Attwood: Thanks, Chris. Hello, everyone, and welcome to The Passions of Real Life Legends. I'm the Cover Editor for *Healthy Wealthy nWise*. If you've been on these calls before, you know our focus is on passion. Twice a month, we interview people who have been incredibly successful in their own lives in discovering and living their passions, so you can become clearer on how you can live your own passions and give your unique gifts.

Passion is a key ingredient which brings fulfillment in life. Before we begin, I'd like to share this quote which really struck home for me, from renowned author, Soren Kierkegaard: "God has given each of us our 'marching orders.' Our purpose here on earth is to find those orders and carry them out. Those orders acknowledge our special gifts."

Let's discover our marching orders, okay? Tonight, I'm so pleased to introduce you to Paul Scheele, the Chairman of Learning Strategies Corporation. Paul co-founded Learning Strategies in 1981, and over the past 24 years, has built a company which is the premier provider of self-improvement, education and health programs.

Paul holds a Master's degree in learning and human development. He's an expert in neuro-linguistic programming [NLP], accelerated learning and pre-conscious processing. He has used his knowledge and skills to develop ground-breaking ways of learning from audio programs.

I first met Paul when Jack Canfield, of *Chicken Soup for the Soul* fame, invited both of us to be founding members of the Transformational Leadership Council. I quickly understood why Jack thinks so highly of Paul and I'm excited to introduce him to all of you. I like to call him the "samurai" of



our group.

As a special consideration for our “Passions” Series listeners, Paul is giving a special gift to all of you, which I’ll announce before the end of the call, so stay tuned.

I’m also honored to introduce our co-host this evening, who is another founding member of the Transformational Leadership Council, and a dear friend. Hale Dwoskin is CEO and President of Sedona Training Associates, and author of the *New York Times* best-selling book, *The Sedona Method - Your Key to Lasting Happiness, Success, Peace and Emotional Well-Being*. I encourage all of you to go to www.Sedona.com to learn more about the Sedona Method.

Hale and Paul, thank you both for being with us. Paul, let me ask you the first question. Can you tell us about your passion? Then, Hale, will you take over from there?

Paul Scheele:

I would say my greatest passion has always been for the transformational possibilities of the human being. I know that we’re born with magnificent capacities, genius abilities, and we commonly accept far less of who we are and live from a place of many self-defeating behaviors, many self-limiting thoughts and feelings about what’s possible.

I found early on that I was passionate about living my own life to the fullest. If there was a core value that I had, why I came into this world, it was really to experience the fullness of who I am in this physical form of a human being. If we really lived, what would be possible for us? If we had no limitations about what we could do, what would we discover about who we are?

From an early age, I found myself facing challenges and saying, “yes, I will proceed even when a lot of my own feelings and beliefs are to stop, run away, get out of here as quickly as you can.” I’ve found my own personal journey taking me to places in my own psyche, dark places in my own beliefs, about who I am, and really shedding some light on it, saying, “Who’s really in here? Who is this that is at the core of my life?”



I've found that my passion in business has been to create an environment in which people can, in fact, tap into that fullness of who they are, to reclaim the genius abilities that they had prior to someone, including themselves, talking them out of it. So many of us go to school and get talked out of what's possible. We believe in our failures, we believe in what we cannot do, more strongly than what's really possible.

As Buckminster Fuller put it, he said in the forward to Maria Montessori's book, "Out of 10,000 children, by the time they reach the 9th grade, 9,999 of them would have been de-geniused, and only as a result of very well-meaning and well-intentioned adults saying, "You can't do that. I've got to teach you. I've got to instruct you in that," many of us get shut down.

My passion really is what's possible, and how can we find better and better ways, not only to tap into that fullness of who we are that really exists, that's a core of who we are, but also realizing that we can apply that magnificence in all areas of our lives.

Hale Dwoskin: I have to say, based on my experiences and feedback from my customers is that people do the Sedona Method. From my own experience, you as a person, and your programs, I have to say you've done a very good job of living your passion.

You're an inspiration to be around, a terrific guy, and you're a living example of what you're trying to communicate. My hat's off, even though I don't wear hats - my hat's off to you as a living example of exactly what you're talking about. Tell us a little bit about how your company, Learning Strategies, came into being.

Paul Scheele: I kind of fell into almost all of it backwards. It's sort of the story of my life: I'm facing one way, I fall in backwards and discover what I was supposed to be doing there. I was going to the University of Minnesota in biological sciences, where I got my undergraduate degree in biology.

About midway through, somewhere around my sophomore



year, I was 19 years old, my mother calls up and says, "There is a woman who has spoken at our real estate company, talking about self hypnosis, and she just called me. She said she has a couple of doctors of psychology from Michigan who want to study learned clinical practices of hypnotism, and she needs some more people to fill out her course. Would you be interested in taking a class on how to hypnotize?"

I was a Yogi meditator, I was teaching Hatha yoga at a local meditation center. I was into self development and mind control, so I was kind of in that genre already. I thought, "I'm free this weekend. Why don't I check it out?" This woman's name was Zula, which I think is such a great name for a hypnotist. She was a stage hypnotist-turned-clinician. She really felt that stage hypnotism led people down the wrong path, and was aggressive to one's own psyche.

So, she was a clinical practitioner, had the oldest established hypnosis practice in the twin cities. She was told by a medical doctor she had two months to live because she was dying of inoperable liver cancer. On the weekend that I met her, it was five years since she had been given that diagnosis, so she had really been using her mind to overcome the pain and everything associated with her cancer.

She took me under her wing and said, "Paul, you could be great at this," so as a part-time job in summers and during my school year, I was doing individual consultations using hypnosis at the Hypnosis Center. After my graduation, I became the executive director of the Hypnosis Center. One of my professors, who was president of the Psychological Association and head of the psych department at the University of Minnesota said, "I have a friend who's in the business of human development. Why don't you go check him out?"

Well, they hired me. It was an international training and development company and they hired me to take over their special interest programs, which meant mind "stuff" - anything to do with what's possible in there. As graduate in biological sciences, I was the director of the human



development division of an international training and development company.

Hale Dwoskin: How old were you?

Paul Scheele: I was 22 at that time.

Hale Dwoskin: Precocious guy, aren't you?

Paul Scheele: It was so funny. They called me the spooky guy because they couldn't figure out how I knew so much at such a young age. When you're so passionate about this kind of thing, literally you're magnetized to draw these kinds of resources to you. When it's something you really want, it comes your way. It's the way the universe works.

When that company was bought by an even larger international company (which everybody would know, but I won't mention), they didn't want the human development division, so I jumped out of there. About two blocks down the road, using the roll over this line, which we were using at the institute, I started business as Learning Strategies Corporation with a colleague whom I had hired to work with me at the institute.

We hit the ground running. At that time, I was trained as a neuro-linguistic programmer. In 1977, I took my first workshop from someone who had studied with Bandler and Grinder. Then in '78, I spent five days with the developers of neuro-linguistic programming down in Kansas City. The first residential credentialing program in Santa Cruz in 1980, I was there for 21 days; the following year, for 28 days.

That was my beginning of really understanding the technology of hypnosis for the first time. Neuro-linguistic programming is really the study of how our reality is constructed. It gave a language to what I had been witnessing as a professional hypnotist for all these years. One of the things I discovered early on in hypnosis is that the goal here is not to place people in trances; it's to wake them up from the trances they're in!

This came as an epiphany to me when I was working in the



early days. I was just 19 years old and Zula called me up said, "The youth group called up from the Synagogue and they have 40 kids, and they want a demonstration of hypnosis." I said, "Zula, you're out of your... I can't do... What am I going... It's not a possibility." She said, "Don't worry about it. They'll pay \$150 for a 45-minute presentation." That sounded interesting, as a 19-year old, trying to...

Hale Dwoskin: Back then, that was a lot of money.

Paul Scheele: It was outrageous. So I thought, "Okay, tell me what I need to know." One of the things I did - I had a group of kids, 10 of them were volunteers - and I placed this one kid in a nice trance and said, "Your foot's glued to the floor. You can't move," and he could not move his foot. It was absolutely glued to the floor.

I said, "You can try to tell me your name, but you can't do it. Try." He could not say his name. It was impossible. At that moment, instead of saying, "Oh my gosh, hypnosis works. This is really happening," what I realized is, "Oh my gosh. This is what we do to ourselves every day." We take perfectly reasonable resources and throw them out the window because we accept this one simple thought: "I cannot."

Once the thought "I cannot" is accepted, that's our reality. Years later, in learning neuro-linguistic programming, they gave a language to help understand the boundaries of what a reality is. A reality is a result of the brain's processing that deletes, distorts and generalizes what is coming to us, so we create a map of reality as far less than what's really going on.

Once we have put these ideas in our map, that, "This is an area of my life I can't do," that is the reality that our life is based on. From age 19, I realized: this is my mission, not to put people into trances, but to wake them up from those trances where they think they can't do something, that the fullness of who they are isn't available. That's not the case; it's absolutely available and it's within one thought of wherever you are at any moment in time.



Hale Dwoskin: [Indiscernible] so accurately [inaudible]. Can you give us a little more insight into just how that work has evolved for you over the years and what are some of the things you've been doing as you developed [indiscernible] Learning Strategies and bringing that to people?

Paul Scheele: Again, I think I have to rely on this idea of falling into it backwards. As a company, we set up three things simultaneously: doing individual consultations using neuro-linguistic programming; then doing open enrollment public seminars on communication skills and personal development and things like that; and then in-company consulting.

Here I was, 26 years old. I was working in some of the most conservative Midwest businesses - giant companies - power generating, utilities, Honeywell was a huge corporation here in the Twin Cities. We were in five different divisions, doing human development courses for their employees, and creativity and problem solving, negotiation, delegation and things like this.

I was working with people who had been in the company for 35 years. I was only 26 years old at the time. The insights of hypnosis and neuro-linguistic programming gave me such a core understanding. Can you imagine spending, literally, thousands of hours with a person sitting in front of you in trance space, accessing resources within them?

What a gift the universe gave me, that I could have this experience from such an early age - regressing people through surgeries they had, and seeing that they knew every single thing that happened, even though they were in complete general anesthesia. Here, I understand that the human mind is always functioning. Consciousness is, as the meditative traditions from the Himalayas talk about - and all there is, is consciousness and bliss, and that, thou art.

As that is a basis, then the questions is always: "How do we use our consciousness to reveal that bliss, that immense power, that we really are?" If consciousness is being twisted to say that we can't do something, let's open up the gate.



Whenever somebody at a corporation would come to me and say, "Paul, could you design a [inaudible]?" Well, the first answer would always be, "Well, yes, of course I could!"

I don't know how, but I'll figure it out. I remember the University of North Florida called up and they said, "We've been told that you're the man we should go to, to teach higher-order thinking in the classroom, and wonder if you could work with our 60 mentor/teachers up here? We're on an AT&T grant. We've got \$400,000 and this year, the speaker is going to talk about integrating higher-order thinking in classrooms. Can you do this?"

"Yes, absolutely, I can. What are the days? Okay, that's terrific." Before we finished the call, I said, "I just have one question. What do you mean to integrate higher-order thinking in the classroom?" I had no clue what she was talking about. Once she explained it, I said, "Oh yeah - I can do that. That's exactly it." I designed a program.

Somebody called me up, IDS American Express, here in the Twin Cities. It's the largest skyscraper here in Minneapolis. An information systems data-processing group said, "Could you design a program using accelerated learning, which you've studied, that would help us do speed reading? Rather than spending 30 hours in an Evelyn Wood-type program, could you develop a course for us so we can do it in half the time?"

That's how a course called Photo Reading was developed! As a part of my Master's degree, that was a great project, plus this is the work I was in - designing and delivering courses. We designed it and this was going to be a phenomenal course. What if we launched this for the general public?

Photo Reading now is published in 18 languages, as you know, and it's a home study course, a live seminar, a retreat and all kinds of things. It's a huge part of our business. I didn't set out, Hale, to create a reading program. Someone asked if I could do that. I come to so many of these things with a fresh, naïve, if you will, perspective, or what the Buddhists talk about as a "beginner's mind."



I'm not limited by experts in the field who say, "You can't do this." I just find a way for it to be done. There is a way, there's always a way.

Hale Dwoskin: There always is. Can you give us some other examples of how you've been called forth to create such wonderful things as you've been developing Learning Strategies?

Paul Scheele: I'll say that one of the most interesting of all was - here I was in 1976 - I was walking on the university campus as an undergrad student at the university, and suddenly, it occurred to me, a voice came to me that said, 'You're going to have a business that's going to develop a set of unique audio programs that people can listen to, tap into resources that are within them, and apply those for the benefit of their lives. It's going to be an international company, you'll have this many employees, you'll do this much money each year.'

I thought: "Where did that come from?" I mean, I knew it was my own higher mind speaking, but I was being called forth to do this. We had the opportunity to work with individual clients and I actually had one of my business partners guide a relaxation technique in one microphone and I had another microphone in my fingers that was guiding them through an NLP change process.

We were two voices coming into this person's mind at the same time. I was on one side of the person; my partner was on the other side of the person. This particular individual wanted to quit smoking. He was going to go into oral surgery and figured maybe he could use this technique to quit smoking while he was in surgery. He'd come out and never want another cigarette for as long as he lived.

We did this two-part - listen to it in both sides of your head - and then he wore his little cassette player throughout the surgery. That tape would play over and over again as he was sitting there. He quit smoking after 30 years and never smoked again. I kept track of him for about eight or nine years after that and he never had another cigarette; never had a desire.



With another woman who had had a traumatic closed-head injury, the psychologist said, "She's uneducable." She would never really be able to learn anything beyond what she knew, up until now. Well, she wanted to. She wanted to get her Master's degree. We did the same thing, the dual-voice process and as a result of that, she completed her Master's degree, was able to move to another city and be gainfully employed. She said this was what completely changed her life.

Here I was, that original business partner left in 1985, and I met my current business partner, Pete Bissonette, whom you know, Hale.

Hale Dwoskin: Yes, he's a good friend.

Paul Scheele: In 1988, Pete said to me, "Paul, do you know what we need? We need some audio cassette programs." Well, there it was! Everything was set for me to launch what we call now the "Paraliminal technology." This is a unique blend of audio and digital effects that allow me to speak to both sides of your brain simultaneously. Nothing is subliminal. There's nothing below the threshold of your conscious awareness.

You actually hear everything, but you process it beyond your conscious mind's ability to process. It turns out your non-conscious mind processes millions of times more information than your conscious mind could ever even approach, so we really rely on these capacities using accelerated learning and preconscious processing to use this Paraliminal technology. It's a unique technology in the world. About a million people have purchased this line of audios.

Hale Dwoskin: Can you go a little more in depth, maybe even give an example, of the theory about Paraliminals? Give us an example of what might be on any particular topic - what we might be hearing in both ears.

Paul Scheele: Sure. We have 22 Paraliminals in the line. We've released them as something called "The Ultimate You Library."

Hale Dwoskin: I know - I have it at home.



Paul Scheele: Okay. One of the exciting things about the re-release is that we added a frequency track that facilitates the brain actually going into this phase. It's the Holosync® audio technology from Bill Harris. Let me give you an example. It's called "Get Around to It." The idea is to eliminate procrastination. How many of us avoid doing the things we know we're perfectly capable of doing, but we keep throwing other things in front?

One of the things I realized over the years in working with individual clients, is that people really are capable of developing compulsions. We're magnificently able to develop a compulsion of fixation on something. Well, what if we could contextualize? What if we could take that ability, just for this one thing, to have a compulsion to get it done, and then let the compulsion go?

Over the years, I've worked on that. When Pete said to me, "We need a tape on procrastination," I said, "Great! I've got just the protocol we can put together for this." It's called "Get Around to It." I gave it to one of my master trainers of Photo Reading to test it out once I first produced it, before we actually produced it for the general public.

She was a dive instructor for the Professional Diving Association, and she had about a year and a half of records that she needed to file. As part of her certification, she needed to keep files on everybody she trained. They were piled up all over her house, so she thought, "Well, this would be a great test for this. I'll just listen to the 'Get Around to It,' and then in the morning, I'll get up and file all of these things."

She went to sleep listening to the recording. The next morning, she woke up and really felt refreshed. Of course, this is the wonderful thing - if you go to bed relaxed, your sleep is so much better, so when you wake up, you feel better. She woke up, she really felt great, she got up and thought, "I'll get to all the filing," and she couldn't find any of the materials. They were all vanished from her room.

She thought, "What the heck?" She went over to the file cabinet, pulled it open and everything was filed. She had



gotten up in the middle of the night, filed everything, got it done, went back to bed and when she woke up, she didn't even remember until she saw the filing done. She realized that's what had happened when she woke up, it was so natural. When you have a well-integrated change occur, it should feel as if you did it yourself, not, "Paul Scheele's doing this for you."

Hale Dwoskin: Or as if you've always been that way.

Paul Scheele: Exactly. This should be a natural capacity that you can access at any time. Why should it feel like somebody else is doing this for you? I remember people calling up, saying, "I don't really get much out of audio programs. I feel they don't really work for me, so I'm wondering which ones would work for me of yours?" Well, this is a double bind. He's telling me that audio programs don't work, and now he wants another in a long line of audio programs that won't work for him!

I said, "First of all, let's get something straight. No audio programs work. If anybody tells you that this program is going to change you, run, because they don't. *You* change you." The audio programs are guides; they facilitate a natural change that occurs from within you. Using this unique technology that I developed, the feeling of that change is so natural, it's so from within you, that you know you did it.

Every one of them start out with you making this choice for you. What's so fun about these is - that fellow ended up buying several and calling back and saying, "These are the first audio programs that have ever worked for me." Just like the idea, you don't want to go into trance; you want to wake up from the trance that's keeping you from what's already so about who you are, which is what I love about your work, Hale. Through the Sedona Method, you keep bringing people back to who they already are.

Hale Dwoskin: Right, and that's the easiest thing to do.

Paul Scheele: Isn't it? It doesn't have to be tough. If you had the best hypnotists in the world snap their fingers and you dropped into trance, so what? What if the best hypnotists in the world



could snap their fingers and you wake up from the trances that have kept you from your life up until now and all the programming that went in? Things like our deep relaxation - people say, "I can't rest at night."

Well, I can tell you the story. Here's what you do: the reason you can't get to sleep is because about 11:00 or midnight, or 1:00, when you finally lay down after the busy day, what do you do? Your mind races at a million miles an hour. It's the first time all day you've had any time to yourself, so use it, but there's a point of diminishing returns. After about 45 minutes of running all these thoughts, you're not getting anywhere.

Hale Dwoskin: I'm so glad to [indiscernible].

Paul Scheele: Then you look at the clock, and what do you say? "Oh my gosh, it's so late! I'm going to wake up exhausted tomorrow." Then they go to sleep exhausted, feeling and programming their mind for waking up exhausted, and they wake up at about 4:00 in the morning and what do they say? "Oh my gosh, this is going to be horrible tomorrow! I'm going to drag all day long!"

From the beginning, they're setting themselves up for complete misery. What the deep relaxation tape does is bring you into this gorgeous place, where you're so relaxed. Every fiber of your being is totally relaxed. Your mind is absolutely calm, and from that place, you choose to come out and go on with your day. You just go right from there, right into sleep.

I had created several audio programs prior to deep relaxation, and one that my son listened to from about age five was called "Self Esteem Supercharger." He said, "Dad, could you make a Paraliminal that doesn't wake me up at the end?" because at the end of most of them, I say, "Wide awake, alert, feeling great!" So he'd pop his eyes open and he'd be wide awake when he wanted to go to sleep.

I actually created that ending on his request. It's been such a fabulous release for so many people. You know when you get to really, deeply relax? There is so much fabulous



resource that comes from you, but when you're running on empty all the time, it's so tough. I created one called "The 10-Minute Supercharger." There was a top-performing sales person in his field. This guy was so far beyond anybody else in his industry, it was astounding.

There was a cost to that. He would be running full tilt all day long. He'd come home and he'd really have to download everything he learned during the day so he could be prepared for the next day. He had a family - a wife and children - and he couldn't be with them. I had worked with his wife, and she had fabulous results for the things she wanted.

She said, "Maybe you could work with him." Actually, I was a little intimidated when he showed up because he was a big, macho sales master of the universe. He was such a pussycat when he realized how absolutely un-resourceful he would become every day. I created a protocol right there on the spot. We called it the "Buffer Zone Transition" tape.

He would come home, everybody would know Dad's going to the bedroom, he's listening to this tape. It's 10 minutes long, he comes out and not only would his mind have taken everything from the day and settled it down, but he would replenish himself - his energy reservoirs - from the inside out. Then he would clear his mind so he could continue his evening absolutely fresh and feeling great.

Years later, Ernest Rossi wrote a book about something called ultradian rhythms. He said if we could find a way to take a nap for about 20 minutes at certain times during the day, we could go full tilt all day long and feel fantastic. That's what happens when you listen to this 10-Minute Supercharger. For the next 10 minutes, all of that settles in and settles through, and 10 minutes after you've listened to it, you are fabulously supercharged. It's astounding.

That became one of our first recordings, and it was designed for the executive. Put it in your desk right next to you, put the phone on hold, put your headphones on, listen to this and you'll feel fabulous all day. This one recording absolutely saved my life more times than I could tell you. For students,



The Personal Genius, for people who need to get up and perform for others, things they've learned, The Memory Supercharger.

We've got so many. As I said, there are 22 of them. One of the ones I absolutely adore is called Prosperity. It's opening the flow to prosperity consciousness, the flow of abundance into your life. Some of the stories that have come out of that one are just those miracle stories. You listen to it and a couple days later, there's a big check in the mail. It's ridiculous. You can't promote it because it's too outrageous.

Hale Dwoskin: With this group, I'm sure they're used to it. Humor us. I love those. We get those here all the time too. Humor us - tell us a couple of those stories.

Paul Scheele: It's so funny, the person who's absolutely convinced they're out of money, they can't do it, they need a car, they need a job - whatever it might be - they'll listen to the Prosperity session in the evening, and the next day they get a call from an uncle who wants to give them a car that they're getting out of.

'We'll sign it over to you; pay the taxes.' It's just dropped in their lap and the thing they had thought of, prior to going to sleep and listening to this, was to get a new car! They didn't specify the type of new car. They just said 'reliable transportation.'

Another woman needed a certain amount of money, and two days after she listened for that purpose, a check was in her mailbox. What is so strange about it - it was within a few hundred dollars of exactly the thousands of dollars she needed. It was given anonymously to her. This is what was so remarkable about it. I don't know if people pay forward, or if angels made it appear in her mailbox or what, but it's stories like that.

Hale Dwoskin: When you get yourself out of the way, which is what the Paraliminals do - they help to get the conscious mind and all our self-sabotage out of the way - when you start to dissolve that, the universe wants to take care of you and it's doing its best every second. The problem is we're running into fears.



Paul Scheele: That's exactly right; that idea of being a magnet for what you're passionate about. You know, when you give the mind the proper impetus to do so, it will find the best ways and means to bring you what you want, but if you give it the statement that, "I cannot do this," then you've given the mind the assignment to find the proof of that in the world around you.

It becomes your living reality, what cannot happen in your life becomes your living reality. The moment that you dissolve that, you turn on this law of attraction. You become the magnet to bring to you everything that the universe is sitting there waiting to give you, because that is your divine nature. It is who you are at your core. All of it is possible.

Hale Dwoskin: Yes. Let's go back to something I mentioned a little earlier. We probably will talk more about all the different Paraliminals. I think it would be helpful for the listeners to hear just a short piece of any of the ones you described or maybe even one that's not on a tape right now, but just so they get a sense of the type of messages. I think that would demystify it a little bit and make it more appealing.

Paul Scheele: Let me put it this way, because we're so excited about the Paraliminal technology that we have a satisfaction guarantee on every single one of them. This is from the very first release of the very first audio cassette back in 1988, we have given absolutely, complete, unconditional satisfaction guarantee on all of them.

Hale Dwoskin: And you have a very low return rate, as far as I know.

Paul Scheele: Phenomenally low. We track industry standard, so yes, phenomenally low. People really do love this technology, but let me tell you how I constructed them. Each one of them has essentially five parts to them. The first part is an introduction, and really understand that all these are plug and play. It's not like you have to learn something first before these work for you.

Hale Dwoskin: That's one of the cool things about it. You just put it in and it just starts happening. Your natural abilities take over.



Paul Scheele: Yes. The first is really that, “Okay, here’s the opportunity. What is the choice you want to make?” A person might say they listen to positive relationships or personal genius or ideal weight. They might have the New Behavior Generator, which is like a self-improvement course in a single audio session. It’s phenomenal.

What is the behavior you would most like to be able to have generated automatically and spontaneously in your life right now? Who is a model of that behavior that you know, and are you sure that this is what you want? In essence, you’re establishing your intention right up front.

Hale Dwoskin: You’re buying into it too, not just establishing it.

Paul Scheele: Well, certainly. You’re setting your intention very clearly, and because your contract with me is, “Hey, Paul, this is what I want for me,” you’re becoming exceedingly clear about it. Now, if you could go into the psychological realm and discuss what’s really going to happen in here, there is rich literature on this. Phenomenal learning capacities are available to us in something called deep trans-identification.

If we could select a behavior, having seen that behavior generated by any human being in the world, your brain has something called mirror neurons and can actually fire off the exact same neurons in your brain that that person fires off in their brain, and this research is really very recently coming out. Those of us who understood hypnosis and neuro-linguistic programming knew that this was a capacity in people from the very get go. Dr. Milton Erickson wrote about this for years.

Hale Dwoskin: But it also goes back for thousands of years. As you mentioned earlier, because that’s kind of your background too, back to the [inaudible] traditions, also, so that’s part of the reason that there’s such a benefit of watching someone ahead of you on the path.

Paul Scheele: Exactly. This is called modeling. The human brain is an expert modeler, and it does it, it makes a model of the world by deletion, distortion and generalization, but if we took



those limiters off, and said, “Okay, here’s the behavior. Now, brain, you know how to generate those behaviors. Bring it forth.”

In essence, the set up in the beginning is saying, “What is the behavior? Are you sure this is what you want? Let’s get started.” Then there’s a brief relaxation that takes you into what we call an accelerated learning state. Now, it’s not a trance state. Trance is a limited focus of awareness within. What we’re talking about is an expanded internal awareness, not a limited one.

This isn’t an authoritarian hypnotist saying, “Do this.” This is an invitation from an expanded awareness inside of you. So, guiding you into this relaxed state of awareness, you actually open up your inner eyes, your inner feelings, you inner ears, and you expand into that awareness, and my voice is set to a background of music that was all originally scored for these. They’re set to the tone center of my voice and they’re set to the rhythm and peace of my voice.

It goes from something more rhythmic and upbeat and dominant to something much more ambient and much more open and expansive, almost cinematic, if you would, very expansive. My voice actually, through digital effects, begins to move, and the movement is so remarkable. People really comment on this. It sounds like, instead of my voice being out here, it suddenly moves inside of the head.

Hale Dwoskin: Right. I’ve experienced that listening to your [inaudible].

Paul Scheele: Yes. It’s fun. It’s an amazing thing that this is the result of the sophistication of digital audio and being able to position where the source and where the reflected sound comes from, in which ear. These are all carefully sculpted this way, and what happens is my voice begins to split into two voices where one voice goes into the right ear and one goes into the left ear. They start to pan separate into the separate ears.

At first, it sounds like it’s just my voice continuing, first one ear and then the other. Then suddenly, the voices begin telling different messages. The way this works, and this is



where we start with what we call the change work. We've got the introduction. We've got this induction into this more expansive state. Now we've got the change work.

The change work, in the left ear, you're receiving a message for the right brain, because we're cross-laterally wired. The right ear is associated with the left brain.

Hale Dwoskin: We're going into transitive. You've got to be careful.

Paul Scheele: The left ear's going into the right brain, so this is all indirectly encouraging the integration of what you're learning through a metaphor, through a story. The right ear's getting a message for the left brain, and the left brain is a step-by-step process that you're going through to actually make the particular change that you committed to.

It's guiding you through all of the steps of what we call the new behavior generator. It's a three-part process that allows you to bring this representation into line, test it to make sure it's yours, step into this, integrated fully in your life. All the while, the other ear is kind of encouraging this through a metaphor.

Now, what's happening is a sentence fragment in the left ear and a sentence fragment in the right ear makes a complete sentence, but because they're different messages, this sort of third message is going into the non-conscious processor of you. In the US, we had like, Campbell's Soup, for example. They had a little jingle, "I love my Campbell's Soup." The other part of the jingle is, "Soup is good food."

The way they made that message is, "I love my Campbell's. Soup is good food." What's happening is that there's this message that Campbell's Soup is good food, but they never said that. They took the sentence fragments, but the message that goes into the non-conscious processor is this other message, so each one of these scripts is very carefully designed to do exactly that.

There's this message from the left supported by the message from the right brain, and then there's this additional level of messaging that's going in that's being processed at

a much more powerful level than your conscious mind is capable of. This much more powerful part of you is the accelerated learner. It is the genius self. It is this more magnificent capacity that is your natural state that you have consciously talked yourself out of all these years.

As a result, then, after this change work, processors and integration are the two voices that have now been against a background of, like, the ocean or a beautiful countryside stream. This is a very full sensory sound that in both ears simultaneously. This comes into an integration processor, and here your brain now is going to fade into a delta state. It's a very deep kind of processing.

In the early days of studying hypnosis, I discovered that that's the place that most of the change really occurs. When you just let go and let your mind do it for you, well now, because you've already gone through those process here, I'm talking to you in a way that's saying, "All of these resources that are a part of you already are now spontaneously available and automatically used by you in all the appropriate settings, whenever you want or need them.

This is so true. When I'm speaking this, I'm speaking from a place of absolutely knowing that this is the truth about who you are, and when people hear this, they really sense it. They say, "Paul, your voice is amazing because it's like you are speaking right to me. You're not talking over me or at me. You're speaking from inside of what I know to be true."

Then the return process, which is the fifth part, is a returning to a more outwardly directed state. I will say that there are people who turn on these recordings and they fall asleep. They say, "Well, what do I do? I fall asleep to this. Is it really having an effect?" And I say, "Well, do you notice that you awaken when I start counting forward from one to five?" They say, "Yes. By the end of the recording, I'm always awake." Well, how could you have done that if you're asleep?

You're responding to what I'm asking you to do. It's just a return to a fully aware state out here. If you were asleep, you wouldn't have heard it. You weren't asleep. You were



actually in a state of processing beyond your conscious abilities. Back to this idea, all there is is consciousness and bliss, and that, thou art.

If all you are is consciousness, then I can speak to that consciousness that is you, whether you're in wakefulness, dream, sleep, or this fourth state that the Himalayan masters would talk about. This fourth state that people go to when they're in a meditative state, a much more...

Hale Dwoskin: Yes. They call it [Samadhi].

Paul Scheele: Exactly. This is the place of infinite resource. You know there is no need in your life. You are at one with the true presence and power that you are, and in that state, you see, that's where the learning happens. At the deepest part of this technology, there is that connection of you to you, and, hey, that's what I'm most passionate about.

People who come to this technology also are very passionate about it, and they love giving them to friends. They say, "You've got to hear this. This is really amazing." There is a woman who came up to me when I had spoken the first time in London and I gave a day long workshop for graduates of the home study course of photo reading.

A woman came up to me and said, "Paul, I just wanted to introduce myself. Two and a half years ago I started listening to your Perfect Health tape, and I had a cancer and none of the doctors gave me any hope of surviving it. I think that that saved my life." She said, "I know that you saved my life."

It was humbling because at the moment she said that, I knew that it wasn't true; that she had saved her life. What I was able to provide is the template of facilitation, a catalyst if anything, to bring her back to who she knew she was, what her body knew was capable. The integrity of her body was able to come through.

Even though there was nobody else that could give testimony of the possibility, she understood that there was a possibility beyond what all those sent testimonies from medical doctors had given her. I have had that privilege of



working with so many people in healing scenarios as well, that I just know that there's such a fabulous power within all of us, and we can really tap it. We can really be a part of it, bring it into our lives.

Hale Dwoskin: It's very inspiring when you help people move forward in that way. It is humbling, because you realize that it has nothing to do with you. Even in describing it, most of it, you never even would have thought of if it was up to you. It's all just brought forth through you. You just make yourself a really good vehicle, which is just fabulous.

Now, a couple of other things I want to make sure we cover; have you let us know about all the different topics that Paraliminals cover?

Paul Scheele: No, there's a bunch more.

Hale Dwoskin: Are there any other ones that you want to mention?

Paul Scheele: Yes. There's a great one called Anxiety Free, and a lot of people say, "Well, I'm not necessarily an anxious person, but from time to time, yes, when I think about my future, I imagine the worst possible scenario." Well, Anxiety Free actually trains you to project the past forward, so that you're kind of living forward out of a place of possibility. The Belief recording is phenomenal. Automatic Pilot, which overcomes self-sabotaging...

Hale Dwoskin: Hold on a second. Tell me a little more about the Belief process.

Paul Scheele: Beliefs are actually the result of three significant emotional events that occur in your life. The first one that hits is called the Initial Sensitizing Event. The next one is a similar event - now that your mind is sort of pre-disposed to notice that, and this can happen when you're three years old. It doesn't matter when. Now you're alert to it. Your nervous system is alert to it.

This is called the Symptom-Producing Event. Now, your brain and body start relying on this belief to operate in the world, to keep you safe and keep your life working. The third



is what's called the Symptom-Intensifying Event, and this is when it becomes a problem. Now you're stuck. You've got some nervous behavior, or you've got some bad way of being with people, so your relationships are turning off all the time, or you have some self-defeating belief that prevents you from succeeding in this area of your life.

You know that you're capable, but for some reason, you just can't seem to accomplish what you want. Well, what we do is unplug those three events on the first part of the recording, and then the second recording within this Belief Paraliminal is establishing these self-enhancing beliefs instead of the self-defeating beliefs by going through, essentially, a process of stepping into situations of these three events.

Literally, any belief can be established because you're the master of it. You've created every belief you live by. If you're going to have one, why not have it be self-enhancing? Why even have the self-limiting ones? It seems obvious and we're giggling about it, but we know sometimes one can sneak up on us.

Hale Dwoskin: They're insidious. They really are. I interrupted you. I slowed you down. What was the one you said right after that?

Paul Scheele: Automatic Pilot, which is about overcoming self-sabotage. Instantaneous Personal Magnetism, and I've got to tell you, the title of that came up from a book that was written in 1910. I'm a fanatic on collecting old books on mind stuff.

Hale Dwoskin: Are you really?

Paul Scheele: Actually, this fabulous protocol was discussed, described in there. This recording is profound. It's about building a charismatic personality. Instantaneous Personal Magnetism, isn't that a great title?

Hale Dwoskin: I love that title.

Paul Scheele: I mentioned Memory Supercharger. New History Generator, does something in your history stop you from moving forward? I remember one woman really felt bad that her



father died when she was a girl. She went through this and her life completely changed because she realized that she could have a history.

All of our histories, by the way, are the result of memories we have that are deletions, distortions and generalizations. In other words, they're maps that are partially correct, but only partially correct. In essence, every memory is made up. As long as you're going to have a made up memory, you might as well make it work for you.

Hale Dwoskin: Might as well.

Paul Scheele: That's exactly what this one is about.

Hale Dwoskin: How is that different from the one on Beliefs?

Paul Scheele: This one has to do with actually reviewing your history. It's a protocol I developed call the Fourth Path, where you can see your history overall, from the time of your birth to the time of now, so you get to really see the mental flexibility you have generated. As opposed to focusing in on a belief, you really develop a neuro-flexibility for creating your life in the moment, wherever you are on any one day.

Any time that the title says "Generator" in it, like "New Behavior Generator," "New History Generator," "New Option Generator," these have very pervasive effects across all the contexts of your life as opposed to some like, "Ideal Weight," or "Smoke Free," which are designed for a specific context, something that you want to accomplish. In "Prosperity," you focus on something that you want to reach.

"Sales Week," which we also call "Performance Week," you're really focusing on a particular behavior that you want to manifest, bring forward in your behavioral repertoire or that sort of thing. We have what we call the Activators, the Superchargers and the Generators, and they're all part of this library of Paraliminals we call the Ultimate You Library.

Hale Dwoskin: Just another quick question on that. On the History one, is it basically just opening your history up so you're no longer attached to it, or are you trying to create a new history?



Paul Scheele: You have a choice. For example, your life happens just the way it did. Even while it was happening, you had thoughts from time to time, “I wish it had been this way. I wish something else would have happened at that point.” That’s another way in which you can think of your own history, and then from time to time, as I’ve mentioned several times in this particular interview, things happen that are really unexpected, either you wished for or that you planned for or that you would have otherwise had happen.

There are really these three sorts of things, and at any moment along your time line, if you would, you could have a choice. At any point in space and time that you live, you could either focus on what was really happening, as you’re imagining it, what you wished might have happened, or something spontaneous could have happened.

Once you have walked your life with these three choices, there is a fourth, which means any one of these or something even better. You develop this spectacular flexibility at a neurological level, for really thinking your life into existence as you would choose it to be. Of course, that is what I would call a meta-outcome.

It’s a larger outcome, which as a result, is a generative experience, meaning you can focus on the fact that you’re bummed out that your father died when you were a little girl, but as a result of listening to this audio experience, you’re generating a capacity of more than just expanding the possibilities. You’re really learning that you are in a position of choice, of how you experience your life right now.

Again, that brings me back to my passion, because if at any moment in time I can say, “What is the fuller possibility of who I am right now in this event, who would I be? How would I live?” you see, to know that I have that choice in the palms of my hands with every thought I think, that’s an astounding level of liberation, and by bringing my attention to what I would then choose to create in my life, there’s no doubt but that I can have that.

Hale Dwoskin: Sure. We’re running out of time, so I have a couple more



things I want to ask you, but I do want to remind everybody that there's a special offer for the *Healthy Wealthy nWise* people who are listening to this recording, and so, what I really, highly encourage you to do, when we're done tonight...don't leave yet, because we're not quite done and I know besides us concluding our conversation, Janet has a few things to say and she may repeat this.

Get out a pen or a pencil and write this down: www.HealthyWealthynWise.com/PaulS, and if you go to that link, you'll get some information to find out how you can start benefiting from these Paraliminals that we've been talking about. Also, there's a special code in order to get a 15% discount, which is E905H.

I've only heard good things about the Paraliminals, not just tonight, but for many, many years, so I just highly encourage those listening tonight to, at the very least, go to the site and check it out. If you're ready to really make huge changes, I would just highly recommend you go out there and experiment.

Either get one or two or all of them, but if you were going to leave the listeners tonight with just a one or two thoughts, what would those be?

Paul Scheele:

I think, to come back to this idea of passion, so often we're talked out of our passions, and this is why Bucky Fuller talked about people being de-geniused. I don't consider myself to be any more of a genius than anybody else walking around on the planet. When my children were born, I knew they were born geniuses.

You know my wife Libby. When we interact with our kids, we operated from that presupposition, that that's who they are, and all we really needed to do in terms of their education is provide a rich template of resources from which they could then realize that genius to the fullest capacity. If, at any point, the school system began to shut them down, we would then step in and run interference, knowing who they really are.

The thought of it, if there is any area of your life, where,



when you approach it, you consider: “I’m not sure that this an area of my life where I have the resources to succeed,” whether learning a language, getting the job that you want, obtaining a level of abundance and prosperity that you want, the memory that you have, the weight that you want, the energy that you want in your life.

If at any moment in time, you say to yourself, “I don’t or I can’t have access to this,” realize that your passion, the true energy that is a part of the passion that flows through you are in that moment being shut down. You can turn them back on and live from the place of immense passion and energy, absolute possibility and creative capacity. This is all within your reach at any moment in time.

The library of Paraliminials - the reason that people love them so much is they can see on a daily basis where they’re shutting down, and that afternoon or evening, plug one of these in and listen, and really change things around instantly

Hale Dwoskin: That’s fabulous.

Paul Scheele: It’s not like you have to listen to one of these for 30 days in order to have the effect. It’s literally right now.

Hale Dwoskin: Well, we live in a society that likes instant results, so it’s nice that you’re offering something that’s giving people this instant result. I’ll tell you what I’m coming away with, besides a renewed excitement for everything that you are learning - you, Paul personally and your Learning Strategies. It reminds me of why I’m so supportive of what you guys do, because it’s so terrific.

The other thing is that there are so many places in our lives where we hold ourselves back without realizing it, and it’s not a coincidence. Paul, a lot of your stories indicate that grace, truth, self, or whatever you want to call it, is always trying to help us, every step along the way.

That’s been so obvious in your life. I’ve been very fortunate that way, too. We’re not special. Everyone who makes a positive shift in their lives, it’s because they’ve been getting a positive message all along that they just haven’t been



paying attention to.

One of the things I would just really like to leave everybody with, I really highly encourage you that because you were listening tonight, you may be getting a message. The message, I think, is simple, that you may not be living to your full potential, and this is at least one thing you can immediately do about it.

I would highly encourage everyone to go to www.HealthyWealthynWise/PaulS. If you decide you want to purchase something, and get a 15% discount, use your special code, which is E905H, and I'm sure Janet, whom I heard click back on, will be taking over in a minute, may repeat some of that.

It's always a pleasure to me just to hang out with you, Paul, and just really explore consciousness, because I think we're both consciousness explorers, and we obviously are passionate about it. I hope those listening tonight maybe caught a little bit of our passion. Actually, you didn't catch anything. I hope this reawakens some of your passion for the truth of who you are, and some of the willingness that's always there waiting to be tapped. Just go out there and really do something about it, starting from the inside out.

Paul Scheele: It's a pleasure to be with you, Hale. Thanks so much. It was great fun to lean into this fun and really talk about it.

Hale Dwoskin: Yes. It was fun.

Janet Attwood: It's so fun to listen to you guys. Your level of excitement is just very interesting to me. You're the most laid back, excited individuals I've ever heard. I thank you. I come on, "Blah, blah, blah," and then you two come on and I'm just like, "Whoa." I love it. Thank you so much. It's so coherent and beautiful and the knowledge is so clear.

Thanks so much. Hale and Paul, you've shared some amazing knowledge with us tonight. Actually, you both have, and it's so great to think that it's possible to develop so many different areas of life so easily and effortlessly. Before this call, one of our subscribers sent us the following email when



they heard that we were interviewing you, and so I wanted to read it very quickly.

It was that, "I just wanted you to know that I will be on the call with Paul Scheele. As you know, I am disabled. Part of my illness includes a sleep disorder. I cannot fall asleep for when I do, I awaken several times a night and cannot go back to sleep. I've been using LSD Sleep Relaxation for a little over a month. It's amazing.

I use it when I go to sleep. I use it each time I awaken in the middle of the night and it puts me right back to sleep. I had to go out of town. I took my codes and my Sleep Relax tape with me. The place I was staying was very noisy. Each time I woke up, I used the tape and it put me back to sleep. It's a wonderful product. Nicole."

I just wanted to share that with you. I thought it was so great. Yes, Hale, I'm going to repeat just one more time, because we want everyone to take advantage of this great offer. I want to give that website one more time, and the code, so once again the website to order your own set of Paraliminals is www.HealthyWealthynWise.com/PaulS.

For all of you who go to that page tonight and decide to order the Paraliminals and try them out with a 30-day, money-back guarantee, and you can get a discount of about 15% on the entire set by entering the following customer code, E905H. Thank you again, Paul, for making this wonderful program available to our listeners. Thank you both so very, very much.

Hale Dwoskin: Thank you, Janet, for creating this venue for sharing this wonderful information.

Janet Attwood: You're so welcome, and we just hope to have you both on many, many times.

Paul Scheele: Well, we're both open. You know that.

Janet Attwood: We do, and so, for everyone else, and all of you, be sure to join us on October 4th, when we will be interviewing the legendary Jim Rohn, whom Tony Robbins calls "an



extraordinary human being whose philosophy can enhance the quality of life for anyone who exposes themselves to it,” and Harvey Mackay said is “one of the most articulate, powerful, thought-provoking speakers I’ve ever seen.”

On October 18th, we interview Debbie Allen, author of the award winning *Confessions of Shameless Self-Promoters*. If you’ve ever wondered how to turn your passion into profits, you don’t want to miss this interview. Then on November 8th, we interview the great Les Brown, the award-winning speaker and author of *Live Your Dreams*. On November 22nd, join us as we talk with David Riklan, founder of www.SelfGrowth.com.

Then, on December 6th, I’m excited to announce that we’ve just confirmed that Mike Love of the Beach Boys will be our guest, so that will be a very interesting evening. It’s an incredible lineup, and we can’t wait to be with you again. I’ll open the lines up and we’ll say good night to everyone. Again, Paul and Hale, it’s just an honor to be with you. Thanks, everyone, for being with us.
