

How Falling Down Teaches Kids How to Walk and Think

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"Every thing secret degenerates, even the administration of justice; nothing is safe that does not show how it can bear discussion and publicity." - John Dalberg-Acton, 1st Baron Acton, 23 January 1861

Preface

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Before I was old enough to drive, I sold self-help programs and materials door to door for a company my father had a distribution agreement with. It specialized in personal and corporate development materials as well as sales training programs for insurance companies. A lot of these materials came from the early self-help movement, which among other things suggested people could just about do anything with a clear and open mind and hard work.

Over time I became good at selling these programs, but as excellent as they were, they did not produce the results people who bought them were entitled to and I wanted to know why. Gradually I began to understand the way people are taught, forced, coerced, cajoled, punished, manipulated, bribed to act impacts what they think, and that their habits of action develop the thinking that makes them the people they become, not their logical thinking processes. You learn to think largely as a result of the way you have been taught, badgered, coerced, conditioned, educated, threatened, punished or sweet talked into acting without your consent, and not the other way around. Much of your thinking ends up simply justifying what you have been forced to believe are your own beliefs. Look at how you are raised, schooled, employed and react with society from a young age and you will get it. The **video in this link** explains how your brain reacts to and learns from its surroundings, which biologically impacts your habitual behavior.

Military boot camp does not ask permission. Can you imagine the sales pitch if it did? *"Is it Ok if we give you a crappy salary, a medical plan, durable clothes all the same color, free meals and a place to live as long as you never question us sending you to place like Iraq based on total lies about things like them having weapons of mass destruction. In return you must kill innocent women and children to teach the rest of the world not to defy us. When you are done we will give you medals, call you a patriot and a hero, and parade you (like a complete sucker) at baseball games. And we will make sure compliant and brainwashed citizens cheer and clap like monkeys seeing bananas when they are hungry, so that your blind obedience to lies will never be challenged. Now sign here."*

Our habits are environmentally and physiologically reinforced, a process that keeps a person moving in the unique direction they have learned to live with over time. Much of what we learn, or in even simpler terms, have been externally driven TO DO, is not accurate, in polite terms, and if we are habitually conditioned to move in a particular direction reinforced by beliefs that are erroneous, we will end up right where the world is now. **IT IS ABSOLUTELY CRITICAL TO NOTE YOUR PERMISSION IS NOT REQUIRED AT ALL.** Past and present governments are in effect undermining and destroying America and the lives of your children without your permission, your vote or even your understanding of what is happening and history shows the majority of politicians are both self-serving, self-protecting and completely disconnected from the results of the decisions they make. But they always get their pensions.

“It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong.” - Thomas Sowell

The idea of free will and self determination are wonderful ideas, but we live in a perpetual state of being parented and controlled, and very little of that parenting, control, guidance, enforced behavior helps us develop free will and self determination. In fact it does quite the opposite. That does not mean the potential is not there, but you are shaping two environments when

you make the decision to change in any way, to get ahead. One is your own, behavioral, habitual environment, and the other is your surrounding environment which includes the people around you. In a small and isolated community it may be easier to change and grow without being effectively boot camped into compliance by those around you. But in larger society as a whole, the pressure to conform to the popular habitual behavior of living, the Skinner Box as it were, is more complex. You do not live in isolation in a crowded world, and when you consider the behavior of many around you, you realize there are a lot of people in polite terms who are utterly incompetent.

To understand the impact of your immediate surroundings on your ability to change your habits, get your face tattooed with fake tattoos, wear clothes you would never think of wearing, go home and tell the people you live with, parents, loved ones, immediate family you think having intimate relationships with animals is the way to go, and watch their reactions. Less dramatic changes are no less impactful but harder to spot. The process of change is regulated by a physiological process called homeostasis, which essentially is a process to maintain consistency in your behavior or experiences. When you attempt to change anything in your life homeostasis automatically puts on the brakes to the change. Later in this article we show you in greater detail how it works. Dr. Robert Sapolsky is a MacArthur “Genius” Fellow, a professor of biology, neurology and neurosurgery at Stanford University, and a research associate at the National Museum of Kenya. He explains the process of stress (change) on your life and how it impacts your behavior and free will [in the video in this link](#).

*"What fascinates Dr. Sapolsky most about human behavior is a paradox - we are both the most violent species on earth, as well as the most altruistic, cooperative and empathic. In his most recent book *Behave: The Biology of Humans at Our Best and Worst*, he examines how every act - heroic, appalling, or in between - is caused by the neurobiology that occurred a second before, the environmental stimuli minutes before that triggered that neurobiology, hormonal influences during prior hours....all the way back to*

childhood and fetal experience sculpting our brains, and the effects of genes, culture, ecology and evolution."

Governments, who are supposed to serve you and do not, are changing your behavior with their acts and your input is universally ignored. Ask yourself what politician or bureaucrat you think should tell you and your children how to live and have the behavioral controls to enforce that way to live. That is exactly where you are at today. Governments have become the enemy instead of the servant.

Notice how Democrats and Republicans both vote to pass the bills that negatively affect your lives. It is all a charade, a put on, as long as the gravy train for donors and sponsors continue and your wages are kept low, you have no universal health care, small business is being attacked, and your children are exposed to deviancy at a young age. Both parties can find multiple ways to modify the environment you interact with and that is what actually modifies your behavior, which over time you justify and adopt as your own beliefs. You may not agree with that statement, but what you do every day is you, not the fictions in your mind that you delude yourself with. The whole purpose of propaganda is simply to keep you from exercising your ~~God-given~~ absolute, you choose, right to protect your life and that of your children when attacked. You do not need to ask permission to fight to breathe, but propaganda is used to try and stop you from trying.

Later in this site I will explain how life insurance companies became some of the richest and most powerful corporations on earth by capitalizing on people's habitual behavior data. In short, you trap mice by putting traps where the mice run. Horrific as it may sound, people are not all that different.

Years later Edward Snowden exposed the fact that the NSA was collecting behavior data on everyone. My work in the insurance industry and knowledge learned from our family's startup of a life insurance company provided deep insight into the value of having this data. And through a

relative, J Edgar Hoover provided me with information that helped me to understand how the military uses personal data for behavior control and propaganda.

It immediately occurred to me the NSA and all other connected government agencies and companies in the private sector collecting behavior data on everyone has nothing to do with terrorism and everything to do with behaviorally controlling the civilian population. Running these programs takes lots of people and that process leaks information all of the time which can easily be found with effort. Those knowledgeable about behavior control and propaganda will quickly recognize what is going on, as you will see as you go through this site.

The NSA and the government are using behavior control manipulations to sell the public on the legitimacy of government and a perpetual state of war. War is not really what you think it is. Imagine if every two years 50% of all manufactured automobiles suddenly started to disintegrate into a pile of metal shavings and plastic, a process that took less than a minute once it started, with no warranty whatsoever. You would be forced to replace them at your expense. That is what war is, an excuse to disintegrate billions of dollars' worth of goods annually with no salvage and you have to keep paying. If you think tobacco companies are crooks you have never really had a good look at the US Military establishment. What a scam. Maybe one day you will wake up and get tired of it. To do so they need to create a nation of compliant citizens government and the military industrial complex can control so that they can create another Empire like that of ancient Rome, which failed completely, as will the American empire. Rome built with stones, American functionaries, the hired and elected help, build with lies.

The problem is their foot soldiers keep tripping over themselves bullying and murdering citizens, blowing up innocent people, destroying cities, raping and torturing family members which creates retaliation and destruction everywhere. Now the American military establishment has to double down and in the process creates such an unstable environment

globally the public will eventually have to find a way to get rid of them. And, just like in ancient Rome, politicians are simply puppets for patricians whose hands are under their togas controlling everything they do. A huge problem for this modern-day Roman spectacle is the fact that we live in a world that is so connected it is like one big security camera that never shuts off. Nothing stays hidden for long. The recent Panama Papers leak is proof of it. Be forever thankful for leaks and whistle blowers. That is democracy, just like the Boston Tea party was.

This site is reporting what it sees in the camera as it relates to behavior control and propaganda on an ongoing basis. Fortunately, I know how you can use the behavior control and propaganda programs the military has developed to benefit you and that is explained as well. But first you have to get well past the fog that government is infecting your mind with. This site provides a fog light.

It is absolutely critical to note that when this government or any government deliberately and completely destroys your environment, in effect modifying the Skinner Box, creating fall down points and curbs to restrict your activity, without your input, they are directly attacking you and the lives of your children. Voting will not solve the problem because the effective levers of power are so firmly compromised that they act like a backstop for the corrupt destruction of nations. Icelanders attempting to create a new constitution crowd sourced by the people provides a very basic example of how the will of the people can be subverted by entrenched power and political subversion.

However, the destructive policies can be reversed and other acts such as flooding the country with illegals can be remedied by rounding them up and throwing them out. Want be kind, tell the illegal aliens to get off their duff, grow some courage, and fix the countries they fled, like what they are really are, which are deserters. You are told about the value of the law and independent courts, which is all nonsense, No one that is supposed to represent you believes it at all. The founding fathers, and people

throughout the centuries have figured it out, and that is the offenders have to be defeated completely, and at any cost.

"what country can preserve it's liberties if their rulers are not warned from time to time that their people preserve the spirit of resistance? let them take arms. the remedy is to set them right as to facts, pardon & pacify them. what signify a few lives lost in a century or two? the tree of liberty must be refreshed from time to time with the blood of patriots & tyrants. it is it's natural manure." - Thomas Jefferson to William Smith, Paris Nov. 13. 1787

They must not be left with anything that can be used to regain power, and more importantly, you must seize control of their money and wealth, all banking systems and financial exchanges. They are weapons of mass control and destruction as surely as nuclear bombs. Look at what the Canadian Government did to the truckers protesting provable failed Covid policies, and the wars in Vietnam, Afghanistan and now Ukraine show.

A clear idea of what needs to be done can be seen in the example of the war between the North and the South over slavery. A politically negotiated solution would not have solved the problem, and provided outcomes no one liked. The bloody war and fighting to the death made the point. Even so, history shows a continued effort to overturn the result of the war.

Thank Ed Snowden for peeling the roof off the coliseum. Snowden is not a traitor, a government operating in secret is, and as you will read further down, corrupt officials in the administration are behind the secrecy that allows the abuse of citizens the NSA has undertaken. Citizens get to vote for a group of these traitors every four years.

Voting for politicians today is like giving a thief your bank card and password and agreeing to go to your room for four years and not come out. You get exactly what you deserve in that scenario. The system was setup with the idea politicians can be trusted. Now that the joke is over, perhaps you will learn to inspect what you expect. I don't have the answer for how to fix it, but there are billions of you on earth, so start to figure it out.

“It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong.” - Thomas Sowell.

Introduction

This site provides you with ideas, tools and techniques to change your life for whatever purpose you can imagine. The tools and techniques to do so are largely being perfected by the US military at great cost and have been proven in years of military conformity and confrontation. You need to understand how to use these tools and techniques in your own life for the benefit of you and your family and the honest pursuits of your nation.

There are only two things, components or whatever you want to call them, that make you who you are, your habitual behavior and your critical thinking. When you change them you change you. You must know how to control both. Trying to change your habitual behavior without being able to think critically will not work well. Think of it as starting out on a trip with a map that has all of the place names, road markers and layout wrong. No matter how you make decisions with this map you may never get to where you want to go.

Much of the information you use to make decisions is either wrong or has been altered or manipulated in some way, like the map described above. Altered or manipulated information is effectively propaganda and you can't rely on it. Propaganda is essentially a roadblock or a fork in the road of truth and justice that may take you to a place that is not in your interests or those of anyone else. The implications of blindly obeying wrong information and propaganda are discussed throughout the site.

"Now that I look back, I realize that a life predicated on being obedient and taking orders is a very comfortable life indeed. Living in such a way reduces to a minimum one's need to think." - Adolf Eichmann, Nazi SS Lieutenant Colonel and major organizer of the Holocaust

If no one ever put anything in your head but the basics of eating and cleanliness, you would have a free mind not limited by potentially false beliefs and you would be completely free to make things up, try them and test them out.

"Have no respect whatsoever for authority; forget who said it and instead look what he starts with, where he ends up, and ask yourself, "Is it reasonable?" - Richard Feynman

"The first principle is that you must not fool yourself - and you are the easiest person to fool." - Richard Feynman

The utterly fantastic news is the fact that changing habitual behavior is not a process as unreliable as making New Year's resolutions. It is a reliable and systematic process that the US military uses routinely to create military personnel who act as one mind to accomplish military objectives. Externally the military uses behavior change and propaganda processes to influence the behavior of target audiences, foreign and domestic, for purposes explained in this site.

The fuel for the military's weaponized behavior change processes are massive database records of everyone's personal habitual behavior and belief data, their health, financial and employment records, their social media activity, their phone conversations and texts, identification of their friends, family and acquaintances, their residence and movement data, and their religious and political affiliations, just to list a few of the many data points being collected by the NSA and organizations like GCHQ in the UK. The military calls this information Domain Analytics. I will explore this point in greater detail in the site and why it is important to you.

Your belief in anything, whether it be advice your parents gave you, whatever education you have, some form of religion, or belief in the leaders of your country all must show they work, not through blind faith, but with results. When you have the tools to change your behavior the

only thing you need after that is a reason to do so and the understanding that you are entitled to make these changes without fear of reprisal from anyone.

"There is no harm in doubt and skepticism, for it is through these that new discoveries are made." - Richard Feynman

In order to implement their behavior change and propaganda processes the military has developed detailed instruction manuals and related information that is continually being updated as they are improved. This site provides links to a number of military behavior change training manuals so that you can read them and learn how to use the information in them for yourself.

Everyday Improvement for Brain Dead Zombies

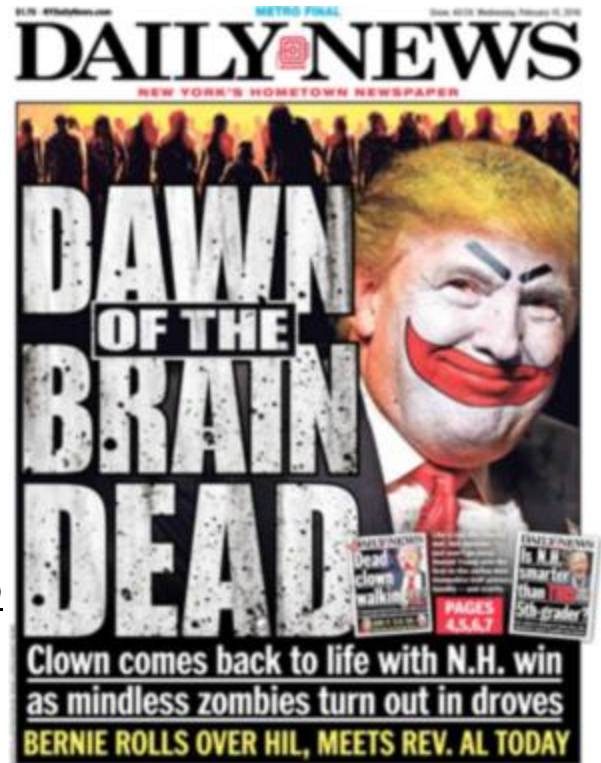
The approach this site takes to personal development is different. Normally you would expect to read stories of how certain individuals worked hard and succeeded, like the guys from Airbnb who started from nothing with a simple idea and became a huge success, or the story of the single mindedness of Jeff Bezos who built Amazon into a multibillion-dollar behemoth. There are two problems with using people like a Bezos or a Steve Jobs as an example of how to improve our lives. One is that we tend to think of these people as gifted, exceptional or lucky in some way instead of thinking we can do it ourselves. That belief reduces us to

following others. You actually don't have to.

The next is the fact that what we really need in the world is millions of Steve Jobs, not people who wait on tables or punch a cash register for low wages. We have to learn to think of living and any form of achievement as a team sport in which we must improve the performance of every member of the team, and not just rely on so called super stars. The behavior control and propaganda programs the military is perfecting offer a way to do that. The

military can take millions of blue-collar people with limited education, who are not wealthy, members of minorities, many from broken homes and some with criminal records who got into the military with waivers, and rapidly change their behavior using specific processes and procedures.

The US media likes to deride the group of average people many military recruits come from as "brain dead mindless zombies." Trump supporters. The suggestion that people that vote for a Trump or a Sanders are uneducated and blue collar reveals the contempt the 1% of the population and the politicians they have bought and paid for have for citizens generally. This may explain why they believe they are entitled to influence how average citizens live and act using behavior control and propaganda programs instead of encouraging the use of these programs to improve everyone's lives. The idea that economic status and educational attainment are the only indicators of intelligence is not correct. At the most, only 30% of Americans have some level of college education. To say that any minority, even if they have greater education, should be able to dictate policy and living conditions for an entire nation is simply wrong and will not work. How many people today are where they are due to circumstances beyond their control or have subjugated themselves to



market forces just to feed their families?

A large number of the world's inventions, discoveries and businesses were started by self-taught people with no formal education and if you read their stories, they for the most part claimed they were able to pursue their interests far more effectively without the limitations of formal schooling (see the 19 minute mark). Years later awarding them with college degrees does not offer any credit to the institution doing so.

A formal education may actually be an enemy of change and achievement because it creates followers who are encouraged to trade their certificate for a salary. Being beholden to any boss, company or way of doing things may well be a severe disadvantage if you want to learn to think critically. Not having to conform to any authority is liberating, which is why the government appears so intent on getting full control over everyone before they actually figure out what is going on, as this site will show.

The military has proven a structured and supportive team environment together with the behavior change and propaganda processes this site describes can be used among other things to turn average people into potential killers who will face death for an idea with no assurance that the idea, the mission, is legitimate. And we know many of these missions are fictions and were not legitimate at all.

The fact that the US military can organize and move millions of people with great vigor and bravery in the pursuit of fairy tales proves conclusively their behavior change and propaganda processes work and can be applied to anyone. Using these processes in your own life is a huge opportunity creating significant opportunities to excel.

"If we did all the things we are capable of, we would literally astound ourselves" - Thomas Edison

Peeking Into Pandora's Box

The behavior changes and propaganda processes developed by the military and fueled by the NSA are not uniformly applied throughout the ranks. There is a secret room behind this fantastic machine that spins the tales and weaves the fantasies that only a few select people at the top get to see.

Call it the cooking up pretexts for war room, the inventing scary enemy stories room or the dream up a bad guy room. That secret world is in the process of being described in the Empire section of this site which has been under development for a while. I touch on some of it here. Sorry I am taking so long. These processes are different for military personnel who are a captive audience than they are for the general population. The behavior of a captive audience can be changed much faster. Think boot camp.

Changing public behavior requires a different approach, using external stimulus or stressors. Such stimulus is provided using propaganda, or in the case of foreign audiences who are targets, by "any means possible" such as blowing up their homes, murdering their spouses and children, killing their dogs, raping their daughters or sons, and destroying their societal infrastructure. In these circumstances the external stimulus causes their behavior to change very quickly, and for the majority their fear of more coming keeps them in line.

You should have no illusions about the lie of spreading freedom and democracy. The founding fathers and many philosophers that went before them understood there will always be tyrants who will corrupt and destroy freedom and democracy for personal gain. This site will tell you about other men with the vision to recognize that corruption and explain how it is spread. Its even better for the propaganda campaign when a few of the people in conquest states get mad and shoot back or take the fight to the home of the aggressor, because then they can be accused of threatening the aggressor's troops and citizens and the perfect state of escalation and fear develop. Their daring to defend themselves is used to magnify the

impact of domestic propaganda at home.

The military makes sure the public knows about these attacks through the media which has become a propaganda arm of the state. Their stories reinforce the stressors required to turn domestic audiences into people held captive by fear.

One thing that should really wake you up about just how far the media has fallen (the US is ranked number 41) is in the discussion that took place after Donald Trump pointed out George W. Bush screwed up on 9/11 and lied about weapons of mass destruction in Iraq. Those lies were responsible for a US invasion of Iraq in which innocent people were murdered and Iraq was destroyed in a military invasion under the false pretenses of protecting America.

The media was horrified that Trump dared to violate the "taboo" about telling the truth. Since when did telling the truth become a taboo? The fact is, Bush lied and whether he authorized the attack on Iraq directly or defaulted on his decision-making authority and let others do so, he bears criminal responsibility as Commander in Chief for the murder of Iraqi citizens and the destruction of a nation. The Iraq campaign was part of a premeditated strategy by Bush aided by Cheney. Bush claimed the authority to disobey more than 750 laws he enacted to place himself above the law and hide any scrutiny of his actions by Congress, using signing statements to redefine the power of the President and grant his office power to violate constitutional protections. Quoting from the linked American Bar Association document, Bush granted himself authority to refuse to comply with:

- Congressional requirements to report back to Congress on the use of Patriot Act authority to secretly search homes and see private papers;
- The McCain amendment for bidding any US officials to use torture or cruel, inhuman, or degrading treatment on prisoners (the president said in his statement that as commander-in-chief he could waive any such requirement if necessary to prevent terrorist attacks); (See page 15, 16 and 17 of the linked document)

Bush issued more signing statements in his term in office than all of the other Presidents since signing the Declaration of Independence combined, and in so doing is making the administration of the US government, spying on citizens, and starting wars an executive privilege without oversight.

The cut and paste catchall phrase Bush used to grant himself absolute power is: *"would be construed in a manner consistent with the President's Constitutional authority to withhold information, the disclosure of which could impair foreign relations, the national security, the deliberative process of the executive or the performance of the executive's constitutional duties."* Bush and his crew figured out how to get rid of oversight, i.e. turn off the security system, so that he and his buddies can create plans to rape and pillage the entire world, using honest people in the military guided by fantasies invented to make them think they are acting in the interests of the nation when they carried out his orders. However, Bush's declaration of special legal status for himself does not cover up the fact that lies are lies and murder is murder. Allowing anyone, no matter what their position, to create their own rules for what constitutes murder and the destruction of a nation is wrong.

If Bush gets away with it, you pretty much can figure out where things are at in government. The greater problem now is whether or not future administrations will fix the problem, or carry on the behavior as Obama appears to be doing. If you want to know why politicians are hated and America is being attacked by extremists, this site gives you enough links to figure it out. Which is actually the most ridiculous thing in the world. America was and is a great nation, there are just a bunch of thugs in the Beltway giving it a bad name.

Trump sailed through Bush country in South Carolina solely because the so-called brain-dead zombies that support him are clearly far more capable of smelling the rot and stench of corrupting influences in DC than the reporters who no longer investigate and report but simply announce

whatever is put in front of them. The reason the RNC and the big money interests lined up behind guys like Bush and Rubio may be panicking about Trump or the Democrats coming to power, may be the fact that Cheney and Bush have so totally corrupted the Office of the President that anyone coming into power who is not in their pockets may actually be able to use the office in a way they might not like. They poured \$140 million into Jeb Bush's campaign, and so far have spent \$9 million in February before Super Tuesday to stop Trump. Moving on, an additional benefit of sensationalizing military power in the media is the implied warning it serves to nations which are not yet targets that they too can be the recipient of such treatment. Anyone that does not agree with the aggressor state's "strategic interests" must be made to understand they can be directly attacked or left on their own to defend themselves against the "real bad guys," the Russians, the Chinese, the Iranians, the terrorist hordes and so on. What the state must try to hide in all of this is its role in provoking rebellion against foreign governments or political or economic practices the state does not like. It is amazing that a nation with enough bombs to erase life on earth cannot actually sit at a bargaining table and make deals rather than campaigns to kill people all over the earth. To me it implies these guys are nothing but a bunch of psychopathic clowns.



With the right amount of money spent on a propaganda campaign anything bad can be made good, and anything good can be made bad. Tobacco companies made tobacco look good for you for years, Monsanto has invested millions in defending the toxins in Roundup, DuPont has done the same with the toxic agents in Teflon, fire and waterproofing, and Exxon has invested millions denying climate change. Pillaging, poisoning, exploiting and destroying are all balance sheet terms deceptively hidden under the bottom line, although you will never see them written down.

Or if enough weapons are supplied to insurgents in target states set up for destabilization, all kinds of pretexts for military intervention can be created. Lying and deception are now the new forms of truth.

Domestically, militarizing the police and making sure they "look militarized and fierce," overlooking their brutality, and failing to effectively prosecute abuse when they are caught, holding military drills inside the nation under the guise of training, and shooting citizens who protest too loudly all provide the necessary stimulus and stressors to keep citizens in line. It also helps if the banking system robs everyone blind and steals their savings, and domestic economic policy screws up the economy so badly that the stress of the average citizen's life is increased just trying to survive and maintain whatever semblance of the American dream they have left. Then the state has to make sure the only corporations citizens can afford to work for and make ends meet have significant advantages over small businesses. Once the entire stage is set then the state uses the military, terrorism pretexts and frauds like the TPP to insert these companies like a suppository into the bowels of foreign states so that the Ponzi scheme continues.

It is critical to make sure citizens have no cost-effective health care system or social safety net so citizens can never direct their attention to anything other than survival, and divide citizens on the basis on their education so that blue collar workers are made to feel less capable than the elites who obviously "know more," which is confirmed by the fact that they "do better" financially. When average citizens do rally around anyone other than people blessed by the deep state, be sure to call them names like "brain dead mindless zombies" and continually emphasize the point that they are blue collar, uneducated, unemployed, inexperienced, or whatever other descriptions can be used to marginalize and shut them up.

And do everything in the state's power to threaten the Edward Snowdens of the world so that the entire state sponsored fairy tale never gets exposed.

Like This Site? Not Hardly

I am not asking you to like this site, but you should be interested in who appear not to.



The image above is a snapshot of Google Analytics session logs for this site listing government agencies and military organizations following the site along with a few others in [this list](#). Since I have never received a letter from any of these firms thanking me for acknowledging how great the behavior change and propaganda processes they have developed are, I can only assume they are unhappy I am talking about them. Which is really too bad.

The site is about you knowing how to take control of your life to benefit you, using the behavior change and propaganda processes your tax dollars paid for. You would hope the behavior change and propaganda processes the military is using in team environments to create vast armies would be used to create a nation of great thinkers, inventors, business people and be used to lift everyone in the nation up. More than likely however you have never heard of this material before. Why Not?

Why Blue-Collar Heroes?

It's great that there has been a Thomas Edison, a Henry Ford, a Steve Jobs, an Einstein on earth. But trying to use the example of the odd Thomas Edison or Steve Jobs that come along as evidence of the great opportunity there is in the world, is simply false. There are 7.4 billion people alive now on earth and as a percentage the odd Steve Jobs or a couple of hundred great inventors or thinkers over hundreds of years and the billions of people that are or that have been on earth does not even register on the lift yourself up by your bootstraps scale.

Understanding the reasons why so few people benefit from the potential they have is critical. Living on earth is a team sport and everyone is in the game. Coaching them should be an opportunity to make all of the players do better.

The military has proven it is one of the best coaching organizations on earth. They have shown how behavior change and propaganda processes can transform millions of average people into those that will put their life on the line, even for a fiction. To use a sports analogy, they get everybody running down the field in the same direction with total ferocity. Yay.

All we need to do now, is get rid of the fictions and lies and create real missions based on legitimate objectives the billions of people alive on earth have and the world can change very quickly.

You simply have to decide if you personally will be better off as a behaviorally controlled hunk of meat guided by induced habits and rote thinking, or if you would actually like to think for yourself and make decisions. I guess a reasonable next question would be are you the only one entitled to do so, with perhaps your children included, or should everyone else you know have the same consideration. Or are they too stupid, too black, too white, too yellow, too liberal, too conservative, too religious or not religious enough and therefore need their brains erased and have the cop down the street decide how they should behave?

This site is based on the idea that the human mind has enormous capacity to beneficially influence life outcomes, even with recognition of the damage that can be done to a brain by a host of factors, including poverty, genetics, upbringing and internalized processes I will describe later in the site. In addition to internal roadblocks, external factors also impact a person's ability to achieve what they might like in life: the structure of societal systems in particular. When I started writing this site, I was not totally aware of the level of manipulation that was occurring in these systems, including propaganda, lies and manipulation of our news, education, legal and political systems.

Unfortunately, it appears that those in power or that have great wealth are not interested in brain dead mindless zombies becoming critical thinkers or high achievers. I suggest you look through this site, and then go through the Empire link when it is done. In doing my research the matter, I found the information I intend to include well documented by many other credible sources that speak to this issue.

There is a real disconnect between the politicians and institutions that influence and corrupt them and the majority of people in most nations. Referring to them as brain dead mindless zombies because they are willing to take a chance on new ideas or disruptors like Trump and Sanders rather than putting up with more of the same from the politicians they are sick of proves it. The media portrayal of people desperate for change reflects this disconnect. Repeatedly describing them as blue collar, largely uneducated people working in low paying jobs and who will follow an unelectable "clown" like Trump confirms it. This portrayal exposes an offensive and dangerous bias that average citizens are not qualified to participate in the governance of their nation. We supposedly live in a land of opportunity, and that by working hard with a positive attitude we can do great things. What is well hidden from the average person is the fact that while they are working hard to benefit from the American Dream they are being systematically undermined while they do, like Linus trying to lick the football.



"We are grateful to the Washington Post, the New York Times, Time Magazine and other great publications whose directors have attended our meetings and respected their promises of discretion for almost 40

years.....It would have been impossible for us to develop our plan for the world if we had been subjected to the lights of publicity during those years. But, the world is more sophisticated and prepared to march towards a world government. The supernational sovereignty of an intellectual elite and world bankers is surely preferable to the national autodetermination practiced in past centuries." - David Rockefeller

In addition to taking personal control of your habitual behavior since it is the foundation of your future and learning how to think critically, you need to know how the structure of societal institutions can impact the choices you have so that alternatives to these institutions' potentially damaging influence can be put in place.

As little children we were born with clear minds, imagination and belief - a force or the "Force" if you like. Children's helplessness when they are born leads us to create environments, processes and systems to protect them and bring them up. These processes are mostly broken but they do a great job of killing off any semblance of the force most people were born with.

"Education rears disciples, imitators, and routinists, not pioneers of new ideas and creative geniuses. The schools are not nurseries of progress and improvement, but conservatories of tradition and unvarying modes of thought." - Ludwig Von Mises.

Learning anything is primarily methodology, a system, and to change things you have to change the system. You also have to make sure what is put forth as knowledge is not just drivel or propaganda. Above all, kids have to be free to imagine, to question and learn to think critically. The way the world works today, there is little proof anyone in government or finance really knows what they are talking about, or if they do and the way the world is working is deliberate, you won't risk much by encouraging and trying new ideas.

The bad news is all systems are observable, and what can be observed can

be analyzed and corrupted. The headline "Richest 62 people as wealthy as half of world's population" is evidence that something is badly out of whack. The good news is nearly everything can be changed by you, but only if you are vigilant and decide to do so. That's what this site is about.

Evil as a Product and Export Commodity

It is important to recognize that certain human behaviors can be so harmful to others than they can be described as being evil. When that behavior is institutionalized, an Evil Empire can be said to exist to corrupt the systems of governance people depend on and take away the options they have to increase their position and influence. We watch movies and listen to tales about superheroes and evil doers and think that stuff is all myths. The fact is, mythical beings inspired real people to mimic them. Buck Rogers for example helped to put us on the moon. And as for the bad guys, they are even worse than in the movies.

They lie, cheat, steal, deceive, murder, rape and torture men women and children, destroy entire countries and unquestionably spread evil. And their evil is just a process that is easily duplicated.

Dr. Philip Zimbardo, Professor Emeritus Stanford University suggested evil can be systematically created and spread to others and documented the process in the Stanford Prison Experiment. The Stanford Prison Experiment has been criticized for failing to disclose participants were coached, which rather than invalidating the experiment, proves something far more disturbing. It shows that people are not inclined to be evil on their own, but with leadership from people and systems that embrace evil and wrongdoing, they can be coerced into atrocities simply to follow orders. Dr. Zimbardo and Yale Professor Dr. Stanley Milgram showed how that process was deployed in Abu Ghraib prison. Dr. Zimbardo gave evidence of the process as an expert witness in the examination of the torture and inhumane treatment of prisoners in Abu Ghraib.

Abu Ghraib is proof institutional evil exists, and was deliberately and willfully implemented by George Bush and his advisers, and which continued in the Obama administration. Evil can be systematically spread to infect anyone and has been done so throughout history. In addition to wherever else such processes can be found, it is securely embedded in the land of the free, home of the brave, and quarterbacked by an assorted mix of those that deliberately harm others in the Beltway. Maybe the new slogan should be land of the deceived, home of the brave, and evil and corrupt behavior drives our mission, so screw you.



"The power is in the system. The system creates the situation that corrupts the individuals... If you want to change a person, change the situation." - Dr. Philip Zimbardo, TED talk September 2008

In the Empire link, which is in the process of being updated, the creation and spread of evil in government and corporations, is documented. Dr. Zimbardo calls this process the Lucifer Effect. Once you get through the Empire link when it is done, you can call the Pope and tell him he does not need to sell Lucifer on faith anymore, Dr. Zimbardo has documented how Lucifer works both at Stanford University and Abu Ghraib.

"We shall meet again. I have believed in God. I obeyed the laws of war and was loyal to my flag." - Adolf Eichmann, Nazi SS Lieutenant Colonel

While the existence of harmful behavior occurs throughout the world, what is unique about documenting it so clearly in the behavior of individuals in the Beltway claiming to act in the interests of American citizens is the fact that they and certain of their so-called democratic allies pose as freedom fighters and liberators while secretly this cabal of

miscreants is doing everything in their power to be anything but.

Human beings have always looked for ways to overcome adversity and make life easier, and have relied on faith, belief, myth and stories to make sense of things unseen. Faith and rituals have developed over time to pursue these myths and stories in the hope for salvation; whether that salvation is from starvation, threats of violence, poverty, illness or death.

Looking outward for help to solve mysteries and problems can be a good thing, but that process can lead to a dependency on the shaman, the priest, the scientist, the teacher, the leader who claim to be in touch with the invisible forces that provide answers to life's pressing problems. When we rely on others to the exclusion of our own minds and the forces within us, we miss the opportunity and the necessity to learn to help ourselves.

In all fields of endeavor, we are learning about the powers and abilities that are within us all and that can be used for our benefit. It is no accident that we are living longer and are healthier than we ever have been in history, and it is no accident that we have people living in space and have walked on the moon. And it is no accident that we no longer have to fear the plague that killed millions or the polio that crippled our children. We have demonstrated again and again we can find solutions to our problems and create new opportunities in the future.

And while all of this wonder and achievement unfolds around us, dark forces have been advancing to control invention and opportunity for their own greed and profit, to the exclusion of others. This is possible due to the fact that every system, every process, every invention, every habit we develop, every belief we may hold can be identified, studied, understood and from there manipulated and turned against us to hold us captive using the Lucifer Effect.

American elected officials have mastered implementation of what could be described as the Lucifer Effect, which can be called the Lucifer Discipline

since it has been artfully adopted as a specific tool to infect target audiences. This behavior is being exported around the world and deliberately deployed to destroy entire countries to advance a questionable American agenda.

The fantastic news about discovering the Lucifer Effect is part of a suite of tools to manipulate and control behavior is that fact that the system, the technique, the methodology is well documented. The linked document is only one of many similar documents in existence or that are being developed that detail how to use the Lucifer Discipline along with other behavior control and propaganda tools, and the military is driving the growth of companies and people that understand how to use them.

This capability has worked so well that in a number of countries the groveling officials in government are copying some of these tools and tactics and are employing them to create a permanent class structure in their own nations. Congratulate American officials for raising the bar on manipulation of citizens for the gain of a corrupt political, military and corporate establishment. The rest of the so called free and democratic states are studying the lessons. Those nations that never claimed to be democratic have no need to. But oddly enough, lying and BS seems to be standard fare for everyone, no matter what type of state they define themselves as.

That is the dark side of things, and hopefully this site will expose it and explain how to commandeer the Lucifer Discipline and your personal commitment to overcome the destructive behavior that has infected the world. It is entirely possible to become mentally powerful and move freely in any direction you chose, but you are going to have to jettison a lot of mental baggage to get your innate abilities working. You will also have to learn how to process that massive amounts of propaganda we are now subjected to spewing rubbish about how great the political hired help is. Nations and citizens are great, but their appointed and elected help are proving to be anything but.

"To be a hero, you have to learn to be a deviant, because you're always going against the conformity of the group. Heroes are ordinary people whose social actions are extraordinary. Who act." - Dr. Philip Zimbardo, TED talk Sept. 2008

One Beginning

I grew up in a household with a successful but abusive father who beat my mother and I when he was drunk or angry. Living like that makes you dislike bullies, abusers and authority by fear.

"The wound is the place where the Light enters you." - Rumi

As a child my mother took us to Sunday school where they taught the idea that God looks after us if we are good and punishes us if are bad. To a young mind, that idea implied the abuse of my mother and I was somehow our fault or a mysterious lesson from God.

At the time I was too young and afraid to challenge the teaching. Today, with all due respect to whatever God some people faithfully believe in, and as a parent of children I love, there is no benefit to living in any kind of abusive environment or making children think doing so is some kind of lesson they must accept in faith.

My father sold vacuum cleaners door to door when he was young and so when I was 13 or 14, he made me walk door-to-door in our neighborhood selling self-help materials for a company he represented. The self-help materials were from noted businessmen, authors, and lecturers and preached the gospel that anyone can become successful with work, the right attitude and goals.

Once I understood the materials we were offering I became proficient at selling them. I thought if I became successful financially, I could buy my way out of where I was at. However, fearing that I might do something wrong by making money selling these programs, I decided I had better check what the so-called experts and God had to say about it.

I began an intense period of study in which I read through numerous bibles, the major texts of various religions, a large number of esoteric texts and more than 800 books at the time. I took courses on self-improvement and self-actualization, studied Eastern and Western religions and lived in an ashram for a while. These studies, while imparting greater knowledge did not reveal the answers I was seeking at the time.

At one point of extreme frustration, a flash of heightened awareness swept over me. Perhaps the volume of material I studied triggered a euphoria in which everything seemed to come together. I felt there was nothing to fear from life or death and the world is about creating and enhancing life. The concept of a god was like that of a caring parent with little children being the window to the universe. Wealth was legitimate if it was accumulated in performing service to others.

This state of awareness was intriguing. Many of the ideas in the books I had read, such as the Law of Success, various bibles of different religions and other texts all fit together. It seemed like answers to many of life's mysteries were in plain sight but for some reason we can't see them. This link has a number of these books and the list will be populated for self study.

While in that state I revisited a number of the books and texts I had read previously and wrote down a kind of inspired Coles notes of what I had experienced. This site sums that up in a way hopefully you can use or investigate on your own.

In later reading I learned a prominent Canadian psychiatrist Richard Maurice Bucke in the late 19th century experienced a period of altered consciousness which he documented. Bucke researched the world's literature on the subject and corresponded with others about it over a period of years before writing "Cosmic Consciousness: A Study in the Evolution of the Human Mind." In his book, Bucke describes his own experience, those of contemporaries, and studies of historical figures that may have experienced bouts of such consciousness. Bucke described the characteristics and effects of this state as:

- its sudden appearance
- a subjective experience of light ("inner light")
- moral elevation
- intellectual illumination
- a sense of immortality
- loss of a fear of death
- loss of a sense of sin

Bucke's book is available online to read or download in [PDF format](#).

"But there is a third state of religious experience which belongs to all of them, even though it is rarely found in a pure form, and which I will call cosmic religious feeling. It is very difficult to explain this feeling to anyone who is entirely without it, especially as there is no anthropomorphic conception of God corresponding to it." - Albert Einstein. "[The World As I See It](#)." pp 19

These bouts of consciousness however brief may reveal knowledge or understanding in advance of systematically learning it. While organized systems of education provide information in a progressive fashion, flashes of altered consciousness could explain knowledge not obvious to the person who may actually possess it in one form or another already - the "AHA" experience. Many inventions and discoveries seem to fit this approach. A fervent desire to understand something may be the most valuable form of knowledge of all.

"Discontent is the first necessity of progress." - Thomas A. Edison

If you read the biographies of people credited with unique discoveries or who created products and services that met with widespread acceptance, a number of them report having the idea in their head before they could figure out how to implement it. In some cases the original idea turned out to have an unexpected application in another, unrelated and unanticipated area.

"I have the result, only I do not yet know how to get to it." - Carl Friedrich Gauss

"I am enough of an artist to draw freely upon my imagination. Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world." - Albert Einstein

Or perhaps such flashes of awareness reveal a link in our consciousness that pierces the mental fog we inherit from how we are raised, educated, governed, employed and taught religion, to a state of being in which there are different rules.

"In general, we look for a new law by the following process: First we guess it. Then we – now don't laugh, that's really true. Then we compute the consequences of the guess to see what, if this is right, if this law that we guessed is right, to see what it would imply. And then we compare the computation results to nature, or we say compare to experiment or experience, compare it directly with observations to see if it works. If it disagrees with experiment, it's wrong. In that simple statement is the key to science. It doesn't make any difference how beautiful your guess is, it doesn't make any difference how smart you are, who made the guess, or what his name is. If it disagrees with experiment, it's wrong. That's all there is to it." - Richard Feynman

Little children are of particular importance. They, be it ever so briefly, appear to live in the state of consciousness Bucke studied. In their most innocent state children are what they imagine at any given moment and the world is their impression of it. When you watch little children playing at being mothers or spacemen for example, you can see they are acting as if they are that person right now. They are Jedi. The only comment that could be made is that they need practice and experience to be better at it. Doubt is initially not part of a child's make up.

William James, one of the leading thinkers of the late nineteenth century advocated acting "as if" you were in a position already in his writings.

Certain biblical quotes, including "Therefore I say unto you, What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them" and "Jesus answered and said unto them, Verily I say unto you, If ye have faith, and doubt not, ye shall not only do this which is done to the fig tree, but also if ye shall say unto this mountain, Be thou removed, and be thou cast into the sea; it shall be done" are all admonitions to believe now and just do it.

Acting as if, being there now, or thinking from a position as if it is already done are not dependent on being highly skilled at whatever you are doing at that moment. Having spent years studying goal setting, I realized setting goals may actually be destructive because they reinforce the fact that you are not where you want to be now and confirm a time and space differential that has to be overcome to reach them. However, by acting as if you are in the position you want to be in already and starting to do what you imagine even without the best of skills, which can be acquired, you are in a much better position than pushing the start off to some point in the future as a goal. Replace goals with task lists. See [this](#) and [this](#).

This line of thinking becomes clear when you think of athletics. Athletes use their imagination to visualize succeeding in a sporting event as they warm up for it. Visualization would not work if the athletes imagined eventually learning how to participate in the sport at some point in the future. Going down a ski hill, imagining falling in great detail and then visualizing getting better a year from now reinforces a negative result. Think from the desired position not to it.

And if you start something today you discover you are not happy with, don't worry about it.

"A foolish consistency is the hobgoblin of little minds, adored by little statesmen and philosophers and divines. With consistency a great soul has simply nothing to do. He may as well concern himself with his shadow on the wall. Speak what you think now in hard words, and to-morrow speak what to-morrow thinks in hard words again, though it contradict every thing you said to-day. - 'Ah, so you shall be sure to be misunderstood.' Is it

so bad, then, to be misunderstood? Pythagoras was misunderstood, and Socrates, and Jesus, and Luther, and Copernicus, and Galileo, and Newton, and every pure and wise spirit that ever took flesh. To be great is to be misunderstood." - Ralph Waldo Emerson

"If you follow your bliss, you put yourself on a kind of track that has been there all the while, waiting for you, and the life that you ought to be living is the one you are living. Wherever you are - if you are following your bliss, you are enjoying that refreshment, that life within you, all the time."

- Joseph Campbell

Various religious texts describe heaven as belonging to little children, while many other texts emphasize the importance of an open mind free of prejudice and judgment. Certain eastern religions teach the idea that a mind free of any bias or preconception is a prerequisite of acquiring greater knowledge. That idea has nothing to do with faith, in fact it challenges the idea of blindly following anything on faith alone.

Little children do not see themselves as black, white, Asian, Indian, Jewish, Chinese, Russian, Muslim, British, American, Canadian, Catholic, Christian or any other nationality, faith or belief. Ask yourself how then did they become black, white, Asian, Indian, Jewish, Chinese, Russian, Muslim, British, American, Canadian, Catholic, Christian or any other nationality, faith, or belief? Who were the brilliant minds that conditioned them to be that way?

What about the conditioned beliefs that it was OK to keep slaves, that some humans are genetically superior to others and everyone else is on the earth solely to serve them, that people who are not of a particular faith should be destroyed, that one race is superior to others? Children certainly did not dream this stuff up.

If we are to encourage children to have open, imaginative and questioning minds then it is important to understand how little children become us. Out of necessity for their care and protection we teach or behaviorally

condition little children to "do" and "behave" a certain way long before they learn to think critically, if ever. Dimming the Force in them takes time. The do this and do that pattern of teaching/learning continues through much of their lives and over time these do this and do that actions become habits reinforced physiologically by an unconscious process designed to maintain the state of their habits as they are. Without any thought or choice, we bring them up learning to listen to and depend on other people, external institutions and supposed leaders for everything they know and become.

Do you think not? Did you choose your parents, the neighborhood you grew up in, invent your own schooling, college training, religion or job? If so, congratulations.

Over many years, parents, friends, relatives, their religions, the schools and the neighborhoods children are raised in condition children, you and I, to act in a certain way. If you grow up in an abusive household, or your parents separate, you learn that hurt and disillusionment too. Think about your life growing up and how things around you subtly molded you to fit in. While some people may be spared the absolute demands of conformity for a myriad of reasons, the conditions they are left in also become habits. Reacting against something ties you to it, just from a different point of view. Willard and Margaret Beecher, in their book *Beyond Success and Failure* discuss this occurrence at length.

The years of conformity and pounding into children's heads the ideas they learn to accept, which happens at every level of their lives starting from their earliest years, become habits of thought and action that are like layers of fat on their bodies that are difficult to shed. The neighborhoods chosen by our parents are delineated by income, race and class. We go to schools in these areas, may attend religious services locally, and if we are fortunate enough, we take courses designed by others who supposedly know best at colleges and universities. We work at jobs predefined by someone else. We are wholly dependent in our most formative years on

environments and circumstances created by others. The behaviors and habits they and we develop in these environments and circumstances can be with us forever unless they are changed.

Life becomes a kind of Skinner Box and our interactions with people and societal institutions are like a ball bouncing from bumper to bumper on a pinball machine. The bumpers are like behavioral triggers that direct us and provide limits, in many cases without our being consciously aware it is even happening. The



societal institutions that we interact with are a component of the Force.

Which is where the problem is. We learn to act long before we learn to think, from the time we are young and which continues as we grow up. This increases our reliance on others, and which eventually become incredibly binding behavioral habits.

Ultimately, when faced with the difficulty of overcoming our habitual behavior or continuing to rely on the habits and information imprinted on us by others, innocently or otherwise, in many cases it proves to be easier to rely on the behaviors and information we are indoctrinated with than change. Now we are in trouble.

Imagine a situation in which Google Maps uses your smartphone and facial recognition to see if you are looking at their map, and every time it detects you look away Google subtly alters the roads on the map. It might be funny to think about, but how far off track could you get in a scenario

like that?

At one point in time people believed in witches, and those believed to be witches were persecuted and burned at the stake. Some people thought the world was flat. Both beliefs were wrong, but imagine living during the time these beliefs were widespread and children were taught to believe them. Any action they took based on these beliefs would be incorrect.

What if much of what we think and do today is based on beliefs and ideas that are just as wrong as a belief in witches and a flat earth? What if the corporations, news organizations, religions and governments that represent us have figured out how to manipulate and control our thinking and behavior to such a degree that we are relying on fictions, lies, and myths?

If there is no hell or heaven, then whatever rules we decide to live by is all there is. On the other hand, for those that believe God and some form of heaven or hell exist, they still have an obligation to develop the most effective ways to live together on earth with mutual respect and dignity. That really should work regardless of what anyone believes.

This site shows you how to identify the fictions, lies and myths we are indoctrinated with and how they are planted in your head. It provides you with insight and techniques you can use to get rid of the fictions, lies and myths to improve the way things work in your life. Going through the links in this site will assist you to understand the influences and information that brought you to this point.

If you can accept as a possibility the idea that the state of little children's minds with their ability to imagine freely and act confidently is how human beings' minds should work to ensure our future on earth, then it is vitally important to understand how to nurture those states of mind through to adulthood and do nothing to interfere with their ability to imagine and pursue the unknown with confidence. Free the Force.

"I never did a day's work in my life. It was all fun." - Thomas A. Edison

"If we take everything into account, not only what the ancients knew, but all of what we know today that they didn't know, then I think that we must frankly admit that we do not know. But, in admitting this, we have probably found the open channel.

This is not a new idea; this is the idea of the age of reason. This is the philosophy that guided the men who made the democracy that we live under. The idea that no one really knew how to run a government led to the idea that we should arrange a system by which new ideas could be developed, tried out, and tossed out if necessary, with more new ideas brought in - a trial and error system. This method was a result of the fact that science was already showing itself to be a successful venture at the end of the eighteenth century. Even then it was clear to socially minded people that the openness of possibilities was an opportunity, and that doubt and discussion were essential to progress into the unknown. If we want to solve a problem that we have never solved before, we must leave the door to the unknown ajar." - Richard Feynman

Richard Feynman made another critical observation I quote below:

"We are at the very beginning of time for the human race. It is not unreasonable that we grapple with problems. But there are tens of thousands of years in the future. Our responsibility is to do what we can, learn what we can, improve the solutions, and pass them on."

Waking Up

Many years ago I learned the habits we are programmed with are forces that predict life's outcomes. Having access to insurance company actuaries, the statisticians that study historical habitual behavior data to predict longevity and disability for life insurance companies so they can make a profit, revealed the power of habitual behavior.

Actuaries study demographic and behavior data classifying people by criteria such as age, sex, profession, education, the schools they attended, their religious affiliations, marital status, geographic areas lived in, illness history and that of immediate relatives among other things; today described as the social determinants of health. Actuarial data provides a picture of peoples' lives with conclusions drawn from analysis of that data proving to be incredibly accurate, illustrating the importance of having this information. Analyzing and interpreting behavior data is not a speculative exercise in the insurance business, it is all about profit and loss. Getting it right is critical to making a profit.

Life insurance companies capitalize on this predictability to sell life insurance policies that cover things like the risk of dying or being disabled accidentally. A 30-year-old person can buy \$1,000,000 in life coverage for around \$450 per year, which can be paid in installments. The client is insured on signing the policy application in many cases and the insurer has to set aside reserves to cover the face amount of the policy plus pay the agent's commission. It would appear the insurer is taking a huge risk, but it is not. Insurance actuaries have studied behavior data extensively and their ability to predict risk based on that data makes policy issuance an investment and not a roll of the dice.

Using behavior data life insurance companies became the largest and most powerful financial institutions on earth, out earning banks. Their growth has been limited only by government regulation. Insurance companies could not have become the financial giants they are without peoples' historical behavior data. Behavior data is a resource more valuable than oil.

When people's habitual behavior is documented it reveals not only who they are at that point in time but also what role the systems and structures such as our schools, our religions, our government and political systems, the design of our economies, and the way we are employed play in shaping our behavior and thinking.

That information reveals people are highly predictable not only because of

their habits, but also because the structures they live in play a role in defining what they can actually do, somewhat like canals that direct the flow of water to a particular location. Your habitual behavior is part of "the Force," regardless of whether you control it or it is simply carrying you along without recognizing or understanding what is happening.

At the time I was providing sales training to life insurance agents and wanted to improve the long-term success of new agents as well as clients for the self-help programs we carried. Actuarial data made it clear people's habitual behavior affected how long they would live, the disabilities they may suffer, their general level of health and their financial status. I was frustrated with the fact that in spite of having excellent information, training and a salary from insurers in a highly supportive environment most new agents failed anyhow. Providing them with knowledge alone was not enough to ensure their success and I wanted to know why.

I looked into organizations like Weight Watchers and Alcoholics Anonymous, both of which offered behavior change programs. To me, neither organization consistently produced behavior change for the majority of their customers. However, the military had perfected changing recruits' behavior in a matter of months into people who will kill others on command without question. In the same way McDonald's automated many of the processes involved in running fast food restaurants, the military automated behavior change.

The military's systems and processes can be based on pure fiction, as the war in Vietnam and later the fabrication of the weapons of mass destruction lie in Iraq has shown, and the process is devoid of any ethics or morality. The behavior change they create in recruits and the killings, murders, rapes, and torture that occur under their watch testify to that fact. I wanted to know how they did it and why it worked.

The Empire

Through a relative who owned Bowie Race Track outside the Beltway in DC and Freehold Raceway in NJ at the time and who was friends with J Edgar Hoover, I was able to access information that put me on a path to understanding how the military changed recruits' behavior and controlled their thinking. Routine change, total compliance and submission to the mission were all part of the process.

I was fortunate enough to gain insight into the understanding that behavior and thinking are completely malleable, which challenged the idea that the human condition was divinely or fatalistically inspired. Documents I saw outlined research indicating agency belief that this was the case, including some discussing objectives of the infamous MKUltra experiments.

My work with insurance companies and access to actuaries studying habitual behavior, along with insight into military indoctrination led me to understand our vulnerability as infants necessitates a process in which over time we are made to and learn to act a particular way long before we learn to think. Those actions become habits and the habits become lives.

Once we are habitually bound, we are like coal cars full of ping pong balls being hauled down the tracks. The rails and the constraints of the coal car walls determine who we are and where we are going, but the ping pong balls, which represent our minds, delusively believe they are controlling the process.

When I spoke about these concepts in training sessions I asked the question "Do we act because of the way we think or do we think because of the way we act?" Most people were inclined to respond that we act because of the way we think. But I frequently observed situations in which people adapt their thinking to justify the way they habitually act, and their actions were indoctrinated into them long before they rationally could decide if in fact they should be behaving the way they do.

Suffice it to say, the gatekeepers of the processes determining our actions pose a serious threat to our existence if we do not understand what is

going on. Accepting low wages, watching them destroy any savings we have bailing out crooked bankers, miring us in debt, brainwashing us to want things because they can and encouraging us to spend whatever we have on credit cards charging interest loan sharks would die for, corrupting the institutions we rely on so that like the Google Maps example cited earlier, we can never get on the right course, and injecting us with TV heroin so we sit in a stupor front of ooohhh, ahhhh, giant flat panel TV's and temporarily forget what is going on around us, are all part of that process. All of these things can be changed and should be.

"It is also in the interests of a tyrant to keep his people poor, so that they may not be able to afford the cost of protecting themselves by arms and be so occupied with their daily tasks that they have no time for rebellion." - Aristotle in Politics (J. Sinclair translation, pg. 226, 1962) or for a slightly less intellectual observation:

"It's hard to remember our original intention to drain the swamp when we are up to our ass in alligators." - Unknown Jedi Master

Years later Edward Snowden's disclosure that the NSA was collecting behavior data on everyone globally made me realize the NSA was collecting the same data insurance companies used to determine behavioral outcomes on the general population, but in far greater volume and covering more areas of people's lives.

Since not everyone in the world is a terrorist, especially when you consider the fact that the NSA collects data on everyone, including members of governments who are allies, and the small number of states that can be defined as harboring or breeding terrorists, it was clear to me that the true purpose of the NSA's data collection program is about changing and controlling people's behavior in a direct threat to one's life and liberty of thought. They are trying to tap into and use our behavioral habits against us. With the massive processing capacity available today the military is in a position to design behavior control programs and

propaganda having significant impact, and the cost of analyzing and processing this data to find behavioral patterns and processes is decreasing.

It was easy to find documentation proving surveillance is about controlling your behavior, for the purposes of the Empire. The military is producing detailed manuals describing how behavior data gathered from surveillance is to be used by the military and its contractors to modify and control citizen's behavior - yours, mine, and everyone else. Consider them gifts from the military. They include the following:

- The 2007 US Department of the Army Field Manual No. 305.301, Psychological Operations Process Tactics, Techniques, and Procedures
- The STP 33-3711-OFS Officer Foundation Standards II Psychological Operations (37A) Officer's Manual, and
- The FM 3-05.2 Foreign Internal Defense Manual.

The 2007 US Department of the Army Field Manual No. 3-05.301, Psychological Operations Process Tactics, Techniques, and Procedures, on page 43 Chapter 2 Phase II: Target Audience Analysis describes the use of surveillance data for behavior change:

“Target audience analysis (TAA) formally begins upon receipt of the Psychological Operations objectives (POs), supporting Psychological Operations objectives (SPOs), and potential target audience list (PTAL). The Target Audience Analysis Model (TAAM) provides the framework by which PSYOP Soldiers identify and study TAs. Using the TAAM, PSYOP soldiers examine the motivations and consequences of behavior to determine how best to influence the TA. The end products of TAA are the PSYOP arguments used (the overall argument and approach to obtain the desired behavior from the TA) and recommended actions that the U.S. military and its allies can take to influence the behavior of selected foreign audiences.

TAA is the cornerstone of effective PSYOP. To change a group’s behavior, PSYOP Soldiers must understand why the TA behaves as it does. Conducting effective TAA is one of the most vital skills that a PSYOP Soldier can cultivate. PSYOP will be ineffectual or even

detrimental to mission accomplishment without this critical analysis of the TA."

My comments on the abbreviations used:

TAA = target audience analysis is the study of the behavior data of the target audience. The NSA's surveillance operations provide the critical information needed to understand and design programs to change the behavior of target audiences. Given the global reach of surveillance, one must assume everyone is a target.

TA = the target audience, which is you, I and everyone else.

SPOs = the Supporting Psychological Operations objectives is simply military speak for changing our behavior to do their bidding.

The quest for control of people's behavior is not a new objective for government and its agencies. They have been working on the development of processes to understand and control behavior for at least 60 years. In one of many examples, the Supreme Court case John Cary Sims et al. v. Central Intelligence Agency et al., in paragraph 2 reports the fact that the CIA sponsored extensive research "concerning chemical, biological, and radiological materials capable of employment in clandestine operations to control human behavior" since 1953. That is 60 years before any agency could blame terrorism as the pretext for their conduct.

The 60 year quest for methods to control your behavior proves beyond any doubt the threat of terrorism is being deliberately overblown by people who have a lengthy history of lying and using pretexts or false information to hide their true objectives now that the military has systematic programs for mass behavior change.

Name one politician or military official you so totally trust you would subject the rest of your life and that of your children to have them direct your thoughts and your life. That offensive idea has even greater consequence when you consider the fact that these people delegate

responsibility for these operations to police forces that harbor members willing to murder citizens on the street and to military personnel who were deceived by lies from George Bush and his accomplices about weapons of mass destruction that never existed and as a result participated in actions that killed innocent women and children.

So the deceivers delegate to the people captured in the images below: brutal cops and military personnel who are blinded to truth and seem to be able to get away with murder and rape as weapons of war, which is a war crime. That is not an opinion.



The following list taken from the next link identifies the intended goals of projects to infect our minds and behavior, starting 60 years ago. This list talks about the use of chemicals (like a pill) to create these conditions, while numerous other experiments took place with various types of technology to do the same thing. The real issue is the behaviors they are trying to create, not the use of chemicals or technology, which I put a line through to focus on the desired behaviors:

1. ~~Substances which will~~ promote illogical thinking and impulsiveness to the point where the recipient would be discredited in public.
2. ~~Substances which~~ increase the efficiency of mentation and perception.
3. ~~Materials which will~~ cause the victim to age faster/slower in maturity.
4. ~~Materials which will~~ promote the intoxicating effect of alcohol.
5. ~~Materials which will~~ produce the signs and symptoms of recognized diseases in a reversible way so that they may be used for malingering, etc.
6. ~~Materials which will cause~~ temporary/permanent brain damage and loss of memory.
7. ~~Substances which will~~ enhance the ability of individuals to withstand privation, torture and coercion during interrogation and so-called "brain-washing".
8. ~~Materials and physical methods which will~~ produce amnesia for events preceding and during their use.
9. ~~Physical methods of producing~~ shock and confusion over extended periods of time and capable of surreptitious use.
10. ~~Substances which~~ produce physical disablement such as paralysis of the legs, acute anemia, etc.
11. ~~Substances which will~~ produce a chemical that can cause blisters.
12. ~~Substances which~~ alter personality structure in such a way that the tendency of the recipient to become dependent upon another person is enhanced.

13. ~~A material which will~~ cause mental confusion of such a type that the individual under its influence will find it difficult to maintain a fabrication under questioning.
14. ~~Substances which will~~ lower the ambition and general working efficiency of men when administered in undetectable amounts.
15. ~~Substances which~~ promote weakness or distortion of the eyesight or hearing faculties, preferably without permanent effects.
16. A knockout pill which can surreptitiously be administered in drinks, food, cigarettes, as an aerosol, etc., which will be safe to use, provide a maximum of amnesia, and be suitable for use by agent types on an ad hoc basis. (Do you think its possible Bill Cosby was a really a secret agent testing knockout chemicals on women on behalf of the government! Feeling them up was part of the pay? Maybe he could claim as much in his own defense.)
17. A material which can be surreptitiously administered by the above routes and which in very small amounts will make it impossible for a person to perform physical activity.

If nothing else the list shows you how dangerous the evil in the Empire is. The continuing search for ways to control our minds and behavior removes all credibility for terrorism propaganda. The real mission is controlling your mind and behavior, suppressing the Force or your bliss or your hopes and dreams or whatever else you might call it, and what you need to think about is the threat posed to everyone's future with a corrupt state operating these programs.

Details regarding Project MKUltra, the military operation that was the

subject of the John Cary Sims lawsuit in the link above also reveal the agencies involved had no problem harming or even killing unsuspecting victims in the quest for control of their minds. This included helpless patients in institutional care who were secretly used as guinea pigs. Their complete disregard for everyone standing in their way continues to this day as the use of pretexts to go to war and the torture revelations under Bush and Obama show.



Current governments are as willing and capable of inhuman acts in the pursuit of controlling behavior as the Nazis were in World War 2, with the only difference being the government's excuse is national security.

The STP 33-3711-OFS Officer Foundation Standards II Psychological Operations (37A) Officer's Manual trains officers in managing behavior

control and propaganda missions. The manual is interesting because Figure P-1 lists useful academic disciplines officers should have a background, and which cover just about every aspect of human life. These disciplines are targets for military manipulation and control. The intent is to infiltrate or even worse, work cooperatively with organizations in these fields to manipulate the information we make decisions with to control our behavior. It looks like it is not too hard with broadcasters. They are slobbering all over their shirts to buy influence with politicians.

Psychology	Sociology
Communication	Anthropology
Social Neuroscience	International Relations
Organizational Behavior	Political Science
Marketing	Economic/Political Geography
Education	National Security Affairs
Advertising	Public Relations
Broadcasting	Journalism Writing/Editing
Television/Motion Picture Production	

Figure P-1. Useful academic disciplines

Any discussion of controlling citizens' behavior must consider the military's systematic processes to detect and alter patterns of life in the general population. Confidence in these processes explains governments' push to use behavior control and propaganda programs on their citizens.

In the meantime, the media the government is infiltrating and infecting

with their propaganda, such as social media, is considered so dangerous the Colorado Department of Public Safety among others encourages law enforcement officers and military personnel to eliminate or minimize their entire social media footprint on Facebook, Twitter and so on to protect their identity and family.

The Colorado Department of Public Safety directive also includes statements consistent with the instructions setting the stage for the Stanford Prison Experiment, which is to paint others as criminals to justify their mistreatment. In this case people who object to the CIA's "Detention Interrogation" program are identified as possible enemies of the nation. However, the whitewashed name "Detention Interrogation" actually refers to the deliberate torture, abuse, sexual assault, rape and sodomy, attacks on religion, deliberate and calculated destruction of people's minds, some of which the abusers photographed for posterity. I guess they wanted trophy shots proving their alignment with evil. I wonder if the Nazis murdering Jews in World War II got trophies too. Oh yeah, I forgot. The prisoners' teeth were pulled out for the gold fillings.

The official "Detention Interrogation" label is pure propaganda. There are international laws and prohibitions against such conduct and the entire world, except for the dictators and corrupt governments the US administration allied with, objected to it. Calling these objections evidence of terrorist sympathy is absurd. I guess everyone in the world that objects to torture and other state sanctioned evil is a terrorist. But if that is not the case, then let's start teaching classes in school that kids others don't like should be hauled into a back lane and sodomized, beaten, and have guard dogs attack them to get the point across. Have one of the girls participating put her foot on the target's back holding a cigarette and post the picture on Facebook. It is even better if she is giving a big thumbs up.

In the next linked document issued by the U.S. Department of Homeland Security Extremism and Radicalization Branch, titled "Rightwing Extremism: Current Economic and Political Climate Fueling Resurgence in Radicalization and Recruitment" is

another textbook case mirroring the Stanford Prison Experiment.

The document is for *"federal, state, local, and tribal counter terrorism and law enforcement officials."* In setting the stage for the experiment it should be noted that these officials have government jobs, salaries, pensions, and job security benefits well beyond citizens in the private sector. *"State government employees in most states receive greater total compensation than similarly educated and experienced private-sector employees who work for large employers. Public-employee wages in nearly all states fall below those paid in the private sector, but fringe benefits—in particular health and retirement benefits—are significantly more generous in government than in the private sector. In addition, public employees in every state have greater job security than they would likely enjoy outside of government."*

"It is difficult to get a man to understand something when his salary depends upon his not understanding it." - Upton Sinclair

Government employees who are immune to private sector economic conditions for the most part and who have permanent employment and job security, and who like everyone else cannot afford to lose their jobs, and who most likely are legally prevented from whistle blowing or disclosure, and who are told to hide their roles in society, are being "staged" for confrontational conduct with free citizens with the following storyline:

- extremists may be gaining new recruits by playing on their fears about several emergent issues. The economic downturn and the election of the first African American president present unique drivers for right wing radicalization and recruitment.
- the consequences of a prolonged economic downturn—including real estate foreclosures, unemployment, and an inability to obtain credit—could create a fertile recruiting environment for right wing extremists and even result in confrontations between such groups and government authorities similar to those in the past.
- extremists have capitalized on the election of the first African American president, and are focusing their efforts to recruit new members, mobilize existing supporters, and broaden their scope and appeal through propaganda.

- The current economic and political climate has some similarities to the 1990s when right wing extremism experienced a resurgence fueled largely by an economic recession, criticism about the outsourcing of jobs, and the perceived threat to U.S. power and sovereignty by other foreign powers.
- During the 1990s, these issues contributed to the growth in the number of domestic right-wing terrorist and extremist groups and an increase in violent acts targeting government facilities, law enforcement officers, banks, and infrastructure sectors.
- Growth of these groups subsided in reaction to increased government scrutiny as a result of the 1995 Oklahoma City bombing and disrupted plots, improvements in the economy, and the continued U.S. standing as the preeminent world power.
- The possible passage of new restrictions on firearms and the return of military veterans facing significant challenges reintegrating into their communities could lead to the potential emergence of terrorist groups or lone wolf extremists capable of carrying out violent attacks.
- Rightwing extremism in the United States can be broadly divided into those groups, movements, and adherents that are primarily hate-oriented (based on hatred of particular religious, racial or ethnic groups), and those that are mainly antigovernment, rejecting federal authority in favor of state or local authority, or rejecting government authority entirely. It may include groups and individuals that are dedicated to a single issue, such as opposition to abortion or immigration.
- Proposed imposition of firearms restrictions and weapons bans likely would attract new members into the ranks of right-wing extremist groups, as well as potentially spur some of them to begin planning and training for violence against the government. The high volume of purchases and stockpiling of weapons and ammunition by right wing extremists in anticipation of restrictions and bans in some parts of the country continue to be a primary concern to law enforcement.
- Returning veterans possess combat skills and experience that are attractive to right wing extremists.

There is only one problem with this entire story. Every one of these conditions are the result of government policy. The government's mismanagement of the economy and failure to regulate corruption in the banking industry resulted in a \$20 trillion dollar loss to the public which included real estate foreclosures, unemployment, and an inability to obtain credit. More recently targeting of Muslims and Mexicans who are displacing blacks as an underclass were all created by the policies of successive administrations. In the Empire section which should be up shortly, the government's global military policy has eliminated any idea of America as a leader. It is now beyond doubt the US is a bully and quite dangerous to world peace. To teach a group of privileged government workers that everyone else in the nation who object to government failures are extremists, is a massive fraud.

Instead of allowing the public debate to focus on back doors for Apple iPhone security and encryption in the name of the terrorism lie, someone should start asking very serious and direct questions about the behavior control programs described in the linked military manuals.

If you are religious and have faith of any kind, as a simple foil you can also demand answers to the question of whether or not the 2007 US Department of the Army Field Manual No. 3-05.301, Psychological Operations Process Tactics, Techniques, and Procedures Manual is considered a replacement for the Bible, the Torah or the holy Al-Qur'an, the manuals that until now many believe are the authoritative guides on how we supposed to think and act. And if Field Manual No. 3-05.301 is then are the disciples for the new God of Government or Military Messiah the guys in the pictures posted above? Do we call them Ministers of Mayhem, Rabbis of Rape, or simply Disciples of Deception? If we are now to have yet another religion, let's make sure everybody has titles.

It's bad news that arrogant and self-worshiping politicians, the military and their agents believe they are qualified and have the right to control and modify citizens' behavior for purposes they decide. Not only do their

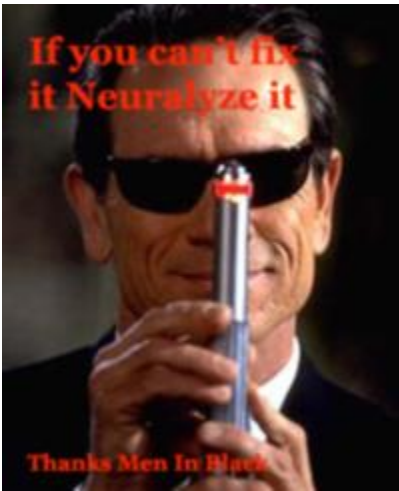
actions undermine confidence in government, they also damage customer relationships with the companies they buy products and services from by forcing these companies to participate in spying on their customers. Then governments lie about how widespread the programs are and provide immunity to companies that do agree to spy on their customers for them.

Their conduct undermines all forms of freedom and is being systematically spread throughout the globe, emboldening the officials of smaller states to conduct themselves in the same manner as the Brotherhood of Darkness. Lining up behind this malignant virus are the supporters of the Trans Pacific Plague, an agreement negotiated in complete secrecy to systematically strip entire societies of their right to protect themselves, their children and their environment.

"Those who would give up essential Liberty, to purchase a little temporary safety, deserve neither Liberty nor safety." - Benjamin Franklin, 11 November 1755

I can find no evidence the public considers politicians gods. Politicians, the military and their contractors, as will be shown in links that were previously posted and are being updated, appear to be the biggest collection of liars and thieves on the planet. Its almost as if the military is whispering in the ear of a collection of Richard Nixons in the Beltway as well as many NATO countries that they are capable of infecting the public mind to bring it firmly under the control of the military and government, allowing them to run corrupt schemes with impunity forever, as explained by Dr. Paul Craig Roberts, former Assistant Secretary of the US Treasury for Economic Policy in the Reagan Administration.

If you are looking at terrorism to understand the collection of surveillance data on everyone you are looking in the wrong place. Look at it from the perspective of behavior control and propaganda and the real purpose becomes clear.



It is not difficult to see governments cannot do the job they were elected to do and perhaps never intended to do in the first place no matter what they said to get elected. Worldwide they have failed to maintain continual employment, growth in wages, our education systems, in many countries health care for everyone, they cannot keep us from wars, they are not protecting the environment, and have sold out to corporations and wealthy individuals to rape the world's resources for their own gain. The public is unhappy about it and so they should be, which is the real reason governments want to control their behavior.

Historically tyrants beat or murdered their citizens so they would submit to the tyrant's wishes. Governments have decided to corrupt citizens minds with lies and deception - propaganda first and allow unregulated police brutality and militarization to remind us that objecting to official conduct has severe consequences.



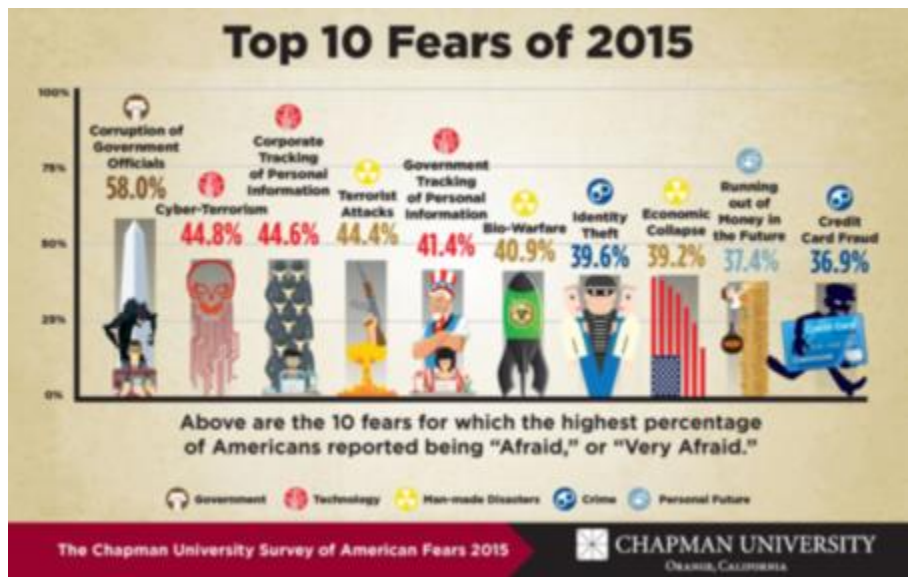
There is no question that mentally ill people murdering innocent people is a scourge, and a problem we must strive to fix. In this time of debate about gun control, history offers a valuable perspective. The refugees in these images are fleeing nations in which the people are not armed and are unable to become so.



Governments and their militaries have proven to be a greater threat to freedom and liberty than legions of those who are mentally ill. While no one should ever want to resolve disputes militarily, the right to bear arms is not something you have to look back to the founding fathers to understand and take direction

on. As pointed out in an earlier quote by Richard Feynman, we are at the beginning of time for the human race, and now you have inherited responsibility for founding that future. At least one nation of people somewhere in the world must have the ability to stand up to all forms of oppression by corrupt governments to ensure the entire world does not fall prey to tyranny.

Instead of relying on the news media to spew doctored views of the world, ask the significant number of American citizens who own guns and who rush out



to buy more whenever government threatens action to limit their purchase or take them away, if they also feel the greatest threat to their future is terrorists in their midst or their government. Then ask them if any government, their own included, moves to take away their freedom or harm their children what action they are willing to take.

American gun owners' honest answers are the simple truth of the matter, nothing else. Do not assume for one moment that the 40% of Americans that own guns are delusional and cannot sense the tremors in society that

are occurring with the conduct their government tries to conceal at every turn.



If you get to the bottom of the middle east situation you will find its cause is control of their oil and expansion of military power. Now ask those gun owners one more question, if their government came in and bombed their neighborhoods, killed their children, and spread lies to provoke fights and discord with their neighbors, how would they

react? I suspect their answers will not be all that different than those of the victims of these actions in the countries the US and other NATO countries attack. The same was true of American government conduct in Vietnam ([link](#)).

"There exists a law, not written down anywhere, but in our hearts; a law which comes to us not by training or custom or reading; a law which has come to us not from theory but from practice; not by instruction but by natural intuition: I refer to the law which lays it down that, if our lives are endangered by plots or violence or armed robbers or enemies, any and every method of protecting ourselves is morally right." - Marcus Tullius Cicero (106 BC-43 BC) Roman Orator and Statesman at the trial of T. Annus Milo in 52 BC

As much as it may concern you to accept it, America is one of the few countries that has gun owners and the NRA to offer at least some kind of a counterbalancing force to corruption in government. However it is almost a certainty that in addition to militarizing the police, the Empire will find an excuse in direct violation of the American constitution to deploy the army in the streets, exhibiting an overwhelming superiority in weaponry.

"What country can preserve its liberties, if their rulers are not warned from time to time that their people preserve the spirit of resistance? Let them take arms." - Thomas Jefferson, Jedi, in a Letter to William Stephens Smith, Nov. 13, 1787

"Before a standing army can rule, the people must be disarmed; as they are in almost every kingdom in Europe. The supreme power in America cannot enforce unjust laws by the sword; because the whole body of the people are armed, and constitute a force superior to any band of regular troops that can be, on any pretense, raised in the United States. A military force, at the command of Congress, can execute no laws, but such as the people perceive to be just and constitutional; for they will possess the power, and jealousy will instantly inspire the inclination, to resist the execution of a law which appears to them unjust and oppressive." - Noah Webster, An Examination of the Leading Principles of the Federal Constitution (Philadelphia 1787).

Fortunately the military has demonstrated how effective their behavior change and propaganda systems are and has written the operating manuals identified in this site explaining how to implement behavior change and propaganda programs.

Name one other behavior change program you know of that can teach someone how to kill or murder anyone in matter of months, including women and children, blow up their homes and families, steal their resources, destroy their countries, rape and torture their women and men, deliberately infiltrate and corrupt medical professions and religions, ignore sovereign borders and governments, lie constantly, shut down all forms of thinking and questioning in exchange for an education, medical care and a job they cannot get any other way and are willing to sell their souls for a few bucks to get, and then get everyone to wear the same clothes and yell "hooah" "hooyah" or "oorah!"

"Even if they start as [an] ordinary modern political party or organisation, to prepare and force their members to act without asking

any moral question and act selflessly for the cause of the group and ignore all the ethical, cultural, moral or religious codes of the society and humanity, those organisations have to change into a cult." - Dr. Masoud Banisadr

In summary, people are directed by the force of habits they have been programmed with from an early age. This behavior and the systems and structures in the societies we live in make us highly predictable. The "Force" of habit will carry us along in a consistent manner unless we recognize the influence our habits and these systems and structures have over us and take control of the entire process ourselves. It is at that point that we are on the way to being Jedi.

Our habitual behavior and the systems and structures we live in are changeable. UBER the ride sharing service demonstrated this is the case by creating an alternative to the taxi cab infrastructure the public was dissatisfied with, basically by ignoring it and replacing it with a completely different model which spread around the world in 5 years to 68 countries.

The UBER model worked because it had a ready market in customers fed up with the status quo of incumbent systems which had become exploitive and whose service had risen in cost and declined in quality. UBER was able to spread quickly with a new structural model, ride sharing and a simple and straightforward way to implement it. Anyone owning a smartphone now has a supercomputer in their pocket, and ride sharing capitalizes on the smartphone's real time connectedness to change everything.

The entire world is ripe for change because so many things are not working the way they should, offering a tremendous opportunity for everyone. It is fantastic news that systematic behavior change and brainwashing propaganda have finally been shown to be viable processes. Any confusion or doubt that one can change just about everything in their life is gone. It's a matter of understanding and

implementing the procedures.

I also cannot emphasize strongly enough the importance of understanding the impact systems and structure have on your past, present and future and how ignoring and replacing broken systems and structures is one of the keys, a weapon or strategy for achievement along with defeating the Lucifer Discipline to restore just governance.

And, if you are afraid that any of this conflicts with whatever religious beliefs you may have, don't be, trying to improve personally and help others, while learning to understand and control forces you sense but have no idea how to deal with is a positive thing.

In the same way evil is generated by corrupt processes in governments, so can the infrastructure of religion be corrupted by similar processes. Without even touching on the validity of faith in any religion, the fact that certain people in the Catholic Church created a structure to hide and move pedophiles within its ranks is evidence that that is the case. The Catholic Church covered up abuse of children by 150 priests in Boston alone for years until the Boston Globe Spotlight team investigated it and exposed it in great detail, which then became the movie Spotlight that was recently released.

If this site seems like it is an anti-American, anti-government rant it is not. America is one of the greatest experiments in freedom and self-governance to be tried on earth to date. But just as the founding fathers anticipated, those in power will try to destroy the experiment and appear on their way to accomplishing that goal.

I have known for more than 40 years that the military is trying to perfect behavior change and they appear to have advanced that process to the point that in the right hands and for the right purpose it can be transformative to society. Behavior change is a process that can be deployed with a high degree of precision.

What is hard for people to get their heads around is the confusing guidance society and religion teaches. Our parents, our religions for those that have them, our educational systems, and the authority figures that are responsible for our day to day lives all contribute to the problem. Fortunately I can clear that up for you right now, with the help of two of the greatest scientific minds that have lived in this century.

“A Foolish Faith In Authority Is The Worst Enemy Of The Truth” - Albert Einstein

“Have no respect whatsoever for authority; forget who said it and instead look what he starts with, where he ends up, and ask yourself, “Is it reasonable?” - Richard P. Feynman

Control The Illusion

Among other things recruits are attracted to military service with promises of education and benefits, which biases their judgment. The military then tightly controls what recruits do and the information they make decisions with. Missions are propagandized to justify military action and the facts are hidden from the public and military personnel. The illusion of superiority and patriotism insulates recruits from the fact that that they may be part of a massive deception.

How many people are willing to admit they bought a lie from the brilliant mind of George Bush and went out and murdered innocent people based on it? Nope. Take any innocent person that dared to shoot back and build a fictional justification in your mind that you were in constant danger from radicals everywhere you turned. Or you can run out to the movies and watch American Sniper and sit back in your seat with fellow citizens and be propagandized with the image of the young woman and little boy attacking our "boys" who had to blow their heads off. Shed a little tear and swallow the justification that dangerous times call for desperate measures. Now hang a flag of freedom on the white pole in



your front yard and be confident the rain will wash off the BS.

The history of propagandizing others to justify violence against them is nothing new, and it is not confined to enemies outside our borders, nor do these enemies have to be capable of shooting back. If they can be made scapegoats for any purpose, they can be brutalized. Clicking on the picture of the hanging man which has a link will show numerous examples of home-grown murder. For fun, try and create a list of all the reasons why the people in these links should be treated this way.

Today, the advent of the Internet and journalism reporting factual information on sites like [WikiLeaks](#), the [Intercept and Guardian](#), and [Public Intelligence](#) among others undermines military propaganda with the result that military personnel are prevented from accessing information on these sites. The military's efforts to block access to factual information and disguise lies to look like completely legitimate objectives offers insight into the importance of the overall story in behavior control and propaganda programs.

The military suggests you can be in the military and [serve God and county](#), yet it is not clear how God being in their corner is served by denying recruits access to the factual information everyone else in the world sees is consistent with that story, unless it is a propaganda prop meant to play to whatever audience they think they can recruit.

Controlling the story in the confines of the military is far easier than with the general public. Military personnel sign agreements obligating them to protect state secrets. Their pay, advancement and educational opportunities are controlled, and they are indoctrinated in a cult like web to conform to the group. They are sent out on missions in which even the slowest minds eventually have to figure out that in many cases the public face of the mission was completely misrepresented.

To understand what happens in this case you only have to think of what

would happen to your own mind if you were told to kill a group of the enemy and then find out that they were not an enemy at all. Essentially an act of war becomes an act of murder. If you are an atheist, it is your conscience you have to deal with and if you answer to a God for your sins then you have to figure out how to con God to get into heaven. Or, your mind twists into a form of delusional thinking justifying everyone you serve with was a friend and everyone you killed was the enemy, perpetually binding you to the military delusion to avoid reality.

Referring back again to the STP 33-3711-OFS Officer Foundation Standards II Psychological Operations (37A) Officer's Manual Figure P-1 the list of disciplines described as useful illustrate the importance of being able to control the story to pull off behavior control in the public sphere. Tailoring the story the public sees involves a multi disciplinary approach covered by the disciplines listed in Figure P-1.



Psychology	Sociology
Communication	Anthropology
Social Neuroscience	International Relations
Organizational Behavior	Political Science
Marketing	Economic/Political Geography
Education	National Security Affairs
Advertising	Public Relations
Broadcasting	Journalism Writing/Editing
Television/Motion Picture Production	

Figure P-1. Useful academic disciplines

The disciplines listed are primarily useful in advanced societies like NATO countries where the military and government have infiltrated news outlets, the media, advertising and educational systems, the real battleground. But I suppose they could apply to a bunch of goat herders in the desert too, right? After all, I am sure they have TV, multiplex cinemas, go to school, read newspapers, and respond to public relations campaigns delivered by camels. And let us not forget how well received American military personnel are after bombing the daylights out of everything that represents life to these people.

I would like to add a word of optimism to this sitebook. I discovered the use of people's historical behavior data by insurance companies and the way the military accomplished behavior change over 40 years ago. Amazingly, this information has not been translated into a tool for use by the general public in any meaningful way since then. As I am now reviewing military documents and the military exploitation of their personnel to basically destabilize the entire world, I had another aha moment.

The military has invested in and has created a fantastic model for change, but is applying it in a way that will guarantee its defeat. The reality of the military mission is that they are using legitimate processes for human development for the conduct of evil. Their missions are mainly based on complete and total lies motivated by morally bankrupt politicians and their handlers who are motivated by greed and power. They also smack of great cowardice. Cheney is a good example of that.

Anyone can murder women, children and poor and defenseless people with superior strength and weapons. It has been done for centuries under all kinds of false pretenses. One of the best pretexts I recently read was the church centuries ago advocating that by stealing indigenous people's lands and occupying them it was liberating these people from their ignorance.

I guess using that logic priests that molest children are liberating them from their innocence. They have to grow up sometime, right? And religions that treat women like second class citizens and chattels are liberating them from their uncontrolled desire to be promiscuous, so that they can remain dedicated to their husbands. Thank God for perverts and religious bullies parading as do gooders.

It struck me when reading through the materials I am preparing for the Empire section that the military has to cover everything up with lies, propaganda and secrecy. There is no way to disclose the truth to the citizens of the world and the personnel who are in the military without someone waking up like in the story of the Emperor's New Clothes, and realizing the whole military mission is one big lie. If the truth can set you free, then why are the militaries and governments of the world spending so much time hiding it?

Later in this site I explain the challenge I faced in training insurance personnel who were voluntary participants. Unless I could convince them of the correctness of their own personal "mission" whatever I did would not work. If I had to lie constantly, the only way to pull that off would be

if I had the overreach of the military. Unfortunately for the military, they don't have the reach they think they have any more than I did. There is a huge number of people not only in America but also all over the world who know exactly what is going on.

The military's actions globally to make sure no one is capable of defending themselves is the greatest act of cowardice on earth. ISIS provides a temporary reprieve and a way to unite American allies for a while, but the big problem is their allies have all learned from the US. Many of them, like the leaders in Turkey and the Ukraine, are morally bankrupt and totally corrupt or both. Saudi Arabia's leaders would end up in jail if they were citizens of truly democratic states that enforced human rights and they brought their conduct with them. And the radical groups America uses by proxy to attack nations it wants to destroy absolutely cannot be trusted. There is simply no honor among thieves.

China, Russia and the BRICS members recognize American administrations for what they have become, two faced liars and have all jumped ship. They will bow and play nice until they no longer have to, wearing a huge condom to avoid being infected by the relationship. It is pretty easy to deal with foreign policy like this when everyone else reads the same hymn book. Let's call it Durex Diplomacy.



The military has the luxury, if you dare call it that, of having recruits who NEED a job, education and health care, and who are repeatedly told America is the greatest and God backs their mission. Basically, it's all

WrestleMania 101.

They then put military personnel in a situation in which their habitual behavior is blown away and use the fear of constant threats that they are saving America from to put them in a



psychological box that there is no way out of. Foreign policy creates hornets' nests recruits are thrown into. That experience convinces them there are real enemies out there, as long as they never see the idiots hammering the hornet's nests. The truth is anyone can be made to be an enemy if you bully, threaten and rob them for long enough. That is why the military restricts so many sites that disclose what they and the government are really up to.

American foreign policy is destabilizing the entire world, and they are trying to create a world of enemies, with military personnel so completely indoctrinated that central command can use them to try and bash the entire world into their vision of reality. But there is one huge problem. It's all a lie, and you cannot build any kind of great nation on lies, intimidation, political and corporate corruption, and the spread of human destruction.

History shows nations built on these foundations always fail. They can create hell on earth for a while though, as the US and its allies are already

doing for the thousands of people in boats and traveling overland with their families. Or like people in Cuba living under an embargo forever. Cuba is an interesting lesson. They have a decent health care system without the great winning God of American policy helping them. How is that possible? Does not all that is great and wonderful come from America? Or is the constant fear of the financial cost of illness and disability just another way to subjugate American citizens to the tyranny of market forces?



That is not to say other nations have not contributed to the destruction of humanity for similar purposes. But, as the people gloating over Donald Trump's loss in Iowa show, the hatred for someone bragging they are winners, they never lose and everyone else is stupid and a loser really comes back to bite the braggart. Trump's ego and hubris could well sink him in the long run.

There was a time when America was the nation of Superman, Buck Rogers and John Wayne. Not anymore. It is now just one dangerous parody forcing its will on the world, in a time when it has the tools and the capacity to be so much more. That is not to say a strong military is not desirable. It is, but in my opinion, great societies should advance on their massive capacity to invent, create educated and upwardly mobile citizens, and leave everyone else in their dust with how well the entire nation is doing. Advanced weaponry is part of the mix. Attacking a state like that should be simple suicide.

The good news is that at the end of the day if the tyrants and bullies are not stopped now you can have absolute assurance their inevitable fate is to look like the picture, just like the rest of us. All of the power and money they collect and the brutality they inflict won't cheat death. Ask a Pharaoh.



Behavior Change in a Voluntary Environment

I continued selling self-help materials but began to take note of the fact that many of my clients never actually used them. These programs cost the equivalent of \$3,100 each today, which is not cheap for a bunch of tapes and blank pages (the goals book). At that price people may have thought they would emanate some sort of magic rays that improved their lives.

I tried following up with the people who had these materials to help them get the benefits they expected from owning them, with limited success. The clients all expressed a genuine desire for improvement, so clearly something had to be at work to stop them from taking advantage of the materials they purchased. It has been suggested people may be lazy. I don't think so. I doubt that anyone who has the chance to do more of what is important to them will not do so if they can. Being badly behaviorally conditioned and confused by too many variables and disinformation seemed to be the real problem. People do not know what to do and their childlike ability to try anything has been blunted by their upbringing.

Recognizing the fact that I could not force people who voluntarily came into the insurance business to do what they are told to do, I began to research various types of conditioning and stress triggers, which lead to an understanding of homeostasis. Uncertainty and fear of the unknown are powerful stressors, which can in the context of human behavior cause an inability to perform the tasks at hand. As an example, if a person is concerned that they may fail because they do not have even rudimentary knowledge of the job they are to do, or if failure to do what is required could cause someone serious injury, typically they will be reluctant to move forward.

Held Hostage by the Dark Side

At this point I need to explain homeostasis, the physiological process that can impede change in our lives and hold us hostage to our habits - a component of the dark side of the yin and yang of our internal processes.

Once we are trained, taught, or behaviorally conditioned by our upbringing, habitual behavior is an automated, no thinking required process whose continuity is maintained by a physiological process called homeostasis. It is actually a wonderful process when the right thinking and habits are maintained automatically. For example, when you drive to work every day if you have been doing it for a long time you just suddenly arrive. Like breathing, unconscious habits are subtle and you do not notice they are happening.

Can you imagine what your life would be like if for every day of your life you constantly had to pay attention so you would not mess your pants?

When you want to change your habitual behavior, things get interesting. Everything I studied suggested a universal approach to changing our lives is to alter our thinking. Religions call it being reborn by the renewing of your mind. Learning new ways of doing things sounds incredibly simple, right? Just rethink it.

However in all of the materials I studied none pointed out how powerful the process that limits or prevents changes from occurring is. When I was training life insurance people it was that hidden physiological process I was not aware of that took over after they nodded their head yes that scuttled change.

Homeostasis is explained in layman's terms in the attached links [here](#) and [here](#). A simple explanation for homeostasis is that it is a physiological process that maintains a constant state of equilibrium, or in plain English "sameness" in bodily systems. Where homeostasis is problematic is in its relationship to stress.

Stress is invoked when things change. It does not matter if the changes are positive such as getting a better job, or negative like a family member becoming ill or dying, both events are stressful. It also does not matter if

the events are real or imagined. Imaginary fear is just as stressful and perhaps more so.

When change events occur the event or "stressor" invokes a homeostatic response. That response, depending on how you perceive the event can be a dull nagging feeling or like the shock from a taser. The American Institute of Stress discusses stress on its website which gives you an overview of the current thinking on stress.

The Holmes-Rahe Stress Inventory is an attempt to assign stress measurement values to life changes, or from another perspective, how big is the shock you get from the event occurring. To understand the relationship between life's events, stress, and homeostasis look at the Holmes-Rahe table and spend a moment trying to really visualize the death of a spouse, a child, a mother or father or anyone else you care deeply about and you will gain insight into stress as a homeostatic trigger. Even imagining these events can be stressful and trigger a physiological shock to your body.

Another effort to assign stress measurement values to life changes can be found in the Federal Occupational Health table listing the Common Signs & Signals of a Stress Reaction. It lists 75 types of response triggered by stress in 4 categories. You might sweat, your heart could beat faster, you get tired, your mother whines, your spouse cries, you fall asleep. Who would have thought trying to change your habits could cause some of the reactions cited in the Federal Occupational Health link?

The Federal Occupational Health Table describes trauma being caused by a "horrible event." However if you refer back to the Holmes -Rahe Stress Inventory again, you can see that of the first 18 items listed in the table 9 are positive events and almost all never happen alone when they occur, piling up the impact on your body. For example items 15, 16, and 19 in the Holmes-Rahe table most likely happen within close proximity to each other and may involve other changes on the list.

Homeostasis is also not completely personal to you. Those around you have a habitual view of you that is maintained by their habits of thought, their comfort zone. In families the lives of spouses and children are also impacted by stress events, disrupting the homeostatic equilibrium of family group, further compounding the stress and homeostatic effect.

When you see an old friend you have not seen for years, do you see the person they are now or the old friend they used to be? If the old friend was rowdy and fun loving, always up for a laugh, and the new version of the friend has turned sad, mostly negative about life, and shockingly different than you remember them, whose behavior adapts? Do they go back to the person they were, or do you have to change your view of them? What you feel about it is a homeostatic reaction.

Your family and circle of acquaintances are collectively a homeostatic system, and changes in a member of the group triggers a group response to resist the change. Try telling your mother you want to move to a foreign country and volunteer in a hospital for people with little understood illnesses, or that you want to quit your job and take up windsurfing, or drop out of school, or leave your spouse. If your hair is long, cut it all off, or if it is short, stop cutting it. Get a face tattoo that is washable and pretend it's real. Homeostasis will rear its head.

Think of homeostasis as living in a pool of molasses in which each member's actions causes movement that affects others in the pool. Group homeostasis is a bully. Now think of the Holmes-Rahe table again and imagine how those closest to you react or feel when one of the events listed in the table occur in your life or theirs. The reaction you feel exposes the homeostatic system you are all part of. Moving away from your family and friends is one way to break the influence of this circle, as anyone leaving home to attend college a great distance away can attest.

Changing habits can become a real gong show! Trying to overcome homeostasis and change your habits may give you body odor or no sex drive! Now you can understand why propaganda continuously drummed

into you over time until it becomes an unconscious habit is so effective.

Robert Sapolsky is an American neuroendocrinology researcher, professor of biology, and professor of neurology and neurological sciences and neurosurgery at Stanford University. He [explains in great detail in this video](#) how stress affects your behavior and how your bodily systems control your behavior and reduce you having free will. Military boot camp is one big environmental behavior change mechanism in which the deliberately programmed environment modifies recruits behavior without permission, as you may have done as a parent to your young, innocent and malleable children.

One reason people failed in using personal self-help materials and in the insurance business was because of homeostasis, which develops from past conditioning. They had become so unconsciously dependent over time on the behavioral conditioning they have lived with from an early age, they were unable to overcome the habit of their behavior driven thinking, and were justifying what they were doing as being the right way to act. In other words, they were thinking because of the way they had learned to act. This problem was compounded by peoples' dependency on authority figures and their need to be accepted as part of a group.

In one example a man from a very close-knit family whose father was a postman claimed "reliability" was very important to him like his father who would have been conditioned with the idea the mail must get through. He could not be motivated by the thought of making more money, perhaps because he came from a background in which postal employees had a solid, stable income through the depression and good postal employees were thankful to have whatever they had. But the thought that he would fail his clients by "not delivering" a proper explanation of the benefits of a particularly good insurance product the company offered was a stressor he responded to.

From a stress perspective physical threats and threats in your mind have

the same effect on your body. Think of a phone call saying one of your parents died, or the impact of being called a terrible name like Nigger, Jew, Muslim, rag head, or calling your wife a whore or telling your husband you are having an affair with his best friend. The emotional shock to your system is like receiving a shock from a frayed electrical cord. Homeostasis is invoked by these shocks.

Consider the manipulation of the public occurring with the name calling going on in the media. Depending on which side of the argument you are on, being called a liberal, a conservative, a right winger, a labor sympathizer, a union member, a Muslim, a flag burner, not supporting our "boys" overseas, not being Christian enough, being radical and so on, are all verbal Tasers designed to invoke behavior conformity.

When I began to understand conditioning I was able to create various techniques that were applied with each individual's consent and support of the group they worked with, to change the way they did things, focusing on their day to day activities, their behavior first and foremost. In voluntary situations there are three conditions needed for people to incur behavior change in the work they do:

- They should believe in themselves,
- they should believe in the organization, group, or company they work for or associate with, and
- they should believe in the services or products their organization, group, or company provides.

If any of these three conditions are missing, it is difficult to change behavior voluntarily. People that regularly violate the last two of these conditions must have all migrated to Wall Street. That group has a culture of selling products produced by enterprises that in many cases operated criminally and in which profit came before honesty or integrity. Their products were sold to unsuspecting but supposedly sophisticated clients who have high net worth and should have been cautious. In the 2008 they

precipitated an estimated \$20 trillion financial crisis, and had no problem taking public funds as a bailout for their malfeasance. They cried false tears when the scheme collapsed and dumped the whole mess on the public with the help of our elected governments.

The first thing I did was hold group sessions in which we explored the history of the companies involved and the products they sold. We determined the companies were good firms that had a history of making competitive and in some cases exceptional products (our own propaganda, which fortunately just happened to be true). That is not to say all of the products were good, some were real dogs, which was acknowledged completely.

When we all agreed on the quality of the companies and their products, I brought in several people whose lives had been affected negatively by agents failing to advise them properly on a good product they had purchased in the past. One client had cashed in a policy instead of borrowing from it because they needed the money and was now suffering because he and his wife had an asset and no cash flow from the policy with which to make retirement easier. He clearly was distraught about his situation and teared up when he told his story. When these clients told their story to our groups they realized it was important for them to help clients understand the facts and that the work they did had serious value.

Next we had to determine what ideal behavior was in terms of representing the company and its products. Determining ideal behavior is important to create a way to measure performance. I purchased a Credit Suisse gold wafer from the bank and brought it to meetings. I passed it around and told everyone to think of the gold bar as being a product they had to sell due to the fact that a large owner of gold was urgently selling off their gold so that they could use the money for another project. The seller was prepared to offer the bars at a discount and pay a generous

commission to sellers who could move the bars quickly. The opportunity was limited and would not be there for long. The gold bar example was a visualization technique used to avoid concerns about the product, the company, and take away any thought the agent had that they might not be helping customers.

Thinking of selling the gold bars allowed us to define the day-to-day behavior of people essentially providing a tremendous product clearly benefiting customers. Their description of idea work effort (behavior) in these conditions was to put in long hours, talk to everyone, and if they failed to convince a potential client, get more help to explain it to prevent their poor communications skills or the client's disbelief from preventing the client taking advantage of a real opportunity. Everyone in the group agreed they owed potential clients that effort.

The description of the gold bar performance became the standard we then used to require and measure performance in their day today activities in the real world. On a personal level anyone not working to that standard clearly had a problem of some kind with one of the three conditions. That problem in turn may have been compounded by homeostasis maintaining the status quo. As an example, if an agent did not understand the products available, and was afraid to make an effort to discuss the products with clients for fear of making a mistake, which may have impacted his or her self-worth, two conditions had to be changed. The first was creating product knowledge, and the second was creating activity.

The last point was to deal with their belief in themselves. Again, in a group session I explained homeostasis and how things worked. We discussed our upbringing and what our parents did. We talked about what was important to everyone and we wrote down what that was. I then got everyone to fill out on a clean sheet of paper what perfection in a person's life would be to them. What they wrote was confidential and private to

them, unless they wanted help and support from the group to make changes.

Most did in certain areas which follow the military strategy of binding individuals to the group. When they grasped the whole idea and how their upbringing and habits impacted everything they did, they all wanted to become supportive of each other. They understood the subtly of homeostasis could undermine changes they hoped to make. This technique is similar to members of a military unit watching each other's back.

Not everyone in the group wanted to be in the insurance business, and was there because they needed money. I encouraged them to pursue what they really wanted to do, but at the same time become involved in the process we were doing to learn how it worked. I played the role of the group leader. The difference was however, when I called them I called from the perspective of me owing them support to help them perform the way they said they wanted to on their clean sheets of paper. Effectively I worked for them and not the other way around.

The best example of this is to think of a pedal powered bus in which the passengers pedal to make the bus move. All of the passengers have a ticket to go to the same place. If, however they are in the back of the bus behind the driver, with the road ahead obscured from view and they only see things as they pass by, they are not as willing to risk moving the bus as fast as they could if the layout of the bus was changed so that everyone had a clear view of the road ahead. The ideal bus is one in which the driver is at the back and the passengers have a clear view of the road ahead. The driver steers and lubricates the pedals and supports the people who get the bus to where it is going. In the ideal situation, bumps, turns, accidents and other impediments to progress are seen by everyone in advance with no surprises.

Managing is different when you say to the people powering the bus, is there anything you need to help you complete the tasks on your clean sheet of paper? Or, I am calling to point out homeostasis is interfering with you here, rather than calling to say you are not pedaling hard enough and the company is unhappy.

That does not mean to say you are managing by consensus with the bus riders making destination decisions. The destination is decided in advance (the organization, group, or company objective) and those on board sign on to go to that destination. In a flexible output environment such as selling products where the riders benefit directly from their output, the destination is the company objective plus the projected collective output of all of the riders. The driver's obligation is to make sure everyone reaches their output objective.

In any scenario in which you are assisting someone to overcome homeostasis, it is difficult to ever be considered too tough, especially with the person's consent. If the three conditions of belief in the company, the products and themselves are true, then homeostasis is the likely cause of performance failure. In that scenario, the manager and the agents focus on overcoming homeostasis to save the vulnerable members of the group.

Clients are effectively targets, and they also have homeostatic resistance issues like everyone else. Have you ever met someone who wants a salesman knocking on their door trying to sell them something? The mission is to overcome the client's homeostatic resistance issues by creating a situation the client agrees with, and then once the product is delivered, reinforce the client's acceptance and adoption of the product to create a center of influence and referral source. Properly done, the agents and the clients become an ever-expanding group, based on legitimate benefits and self-interest.

What was interesting to observe, which I made sure the group did in group briefing sessions, was the level of discomfort people felt when confronted with the impact on their behavior homeostasis has. Changing behavior and resetting homeostasis is a form of physiological Taser that clearly invokes stress. It is easy to watch people get shocked when you are not holding the cord, and it did not take long for everyone to understand how coercive previously established habits are. It takes real effort to overcome the leveling process and stress invoked when changing homeostatically maintained habits.

In a voluntary environment it is necessary to make sure participants are clear in their mind about what they are doing. The idea of the clean sheet of paper is to show them they actually can identify what to do. Once they are clear in their mind and the tasks to getting the job done have been identified the rest is just about vigorously managing behavior. The focus is only on changing behavior from that point on.

With homeostasis understood the fact that there is a kind of ball and chain slowing us down, makes it clear they are in control and just need to get the ball and chain off, or strap a rocket motor to it and fire it in the direction they want to go. They then can enlist group support to remove the ball and keep them on track.

The results of this approach in a short time had a significant impact on sales. However to make the changes permanent requires continuing support over time to reinforce the new behaviors, as is the case with military indoctrination. Saving an agent from homeostasis is similar to preventing them from getting injured.

Essentially, in this situation an agent could potentially go from making a subsistence living to establishing habitual behaviors that provide them and their families with a good living for a long time, and in the process build

up a group of supportive clients that continually expands. At the time I trained agents an expanding client base provided continuing residual income to the agent and stable long-term returns to their clients, a win-win situation for everyone. Not defeating homeostasis was a very negative outcome.

At this point I made one of the more serious errors in my life. I was concerned I would lose this know-how to the insurance companies I provided training for and quit to hide what I had learned, until now. I put personal gain and greed before others and I apologize for doing so. Amazingly enough, the process I am describing is still not well known today, and for some reason the ease with which the military creates people who will kill and how they use propaganda to justify their actions seems to be overlooked by most people.

When you understand what is described in this site and have studied it yourself, you should not make the same mistake. The more people that get it, the more help you can get from others, and the world in even the smallest circles can be changed for everyone's benefit.

Changing behavior is about changing physiologically reinforced habits. A group of like-minded people acting together can accelerate the process.

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