

THE 13 RULES OF THE SUBCONSCIOUS MIND



Harnessing the Hidden Forces of
Your Inner Mind

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**"The subconscious mind is the seat of habit, memory, and belief.
It runs nearly 95% of our thoughts and behaviors."**

— Bruce Lipton, The Biology of Belief

Introduction

Your Mind Isn't the Problem. *It's the Program.*

You weren't born broken. But you were conditioned. From a young age, your subconscious began recording language, emotion, tone, memory, and repetition. That recording became your internal programming. It shaped your identity, reactions, and worldview. But here's the good news: What was once programmed—can be reprogrammed.

What follows are not just concepts. They're keys.

Keys that, once understood, allow you to rewire your subconscious and reclaim the driver's seat of your life. Let's explore them.





Rule 1: Thoughts Create Physical Reactions

Your thoughts are not just mental. They're biological commands.

A stressful thought can raise your heart rate. A fearful image can tighten your stomach. A joyful memory can release a wave of calm. Your body listens to the mind like a loyal apprentice.

Example: Think of biting into a juicy lemon. Feel your mouth water? That's the mind-body connection in action.

Reframe: "My thoughts speak to my body. I choose words that heal."

Rule 2: Expectation Shapes Perception

Your mind is a powerful magnet, always scanning for confirmation of what you expect.

Expect failure, and you'll find reasons to quit. Expect success, and you'll notice unseen opportunities.

Example: Athletes visualize winning before the game. That expectation guides performance.

Reframe: "I expect the best, and my mind creates the path."





Rule 3: Imagination Is More Powerful Than Logic

Your subconscious responds to imagery, not debate.

Logic says you're safe, but imagination can still trigger panic. That's why hypnotic imagery and mental rehearsal are so potent.

Example: You know a plank is safe to walk across—until it's suspended 100 floors above. Imagination takes over. Your subconscious doesn't analyze—it experiences.

Reframe: "I envision success. My mind believes it real."

Rule 4: Your Mind Learns Through Repetition

Every repeated thought carves a groove.

Say it often enough, and your mind believes it. Repetition is how we build habits—mental, emotional, and physical.

Example: Repeating "I am enough" rewires doubt into confidence.

Reframe: "I am what I repeat. I choose words that renew me."





Rule 5: Your Mind Believes What You Tell It

It doesn't judge. It obeys.

Your mind will accept what you say, whether it's truth or fiction. So give it something worth believing.

Example: "I'm terrible at this" becomes reality faster than you think. But so does "I'm getting better every day."

Reframe: "My words are instructions. I speak what I want to become. I've got this."

Rule 6: Emotions Etch Beliefs Deeply

Why? Because emotion supercharges memory.

The more feeling you attach to an idea, the more deeply it sticks. That's why trauma imprints—and so can joy.

Example: A child scolded for speaking up may grow into an adult who fears their voice. Emotional imprint. Hypnosis can help reverse it.

Reframe: "I channel emotion into healing. What was once pain becomes power."





Rule 7: Opposing Beliefs Create Conflict

Your mind resists holding contradictions.

If you believe you're unworthy but strive to succeed, inner war begins.
That's where self-sabotage begins.

Example: "I want love" and "I'm unlovable" can't coexist. One must go.

Reframe: "I unify my beliefs. I choose what uplifts and aligns."

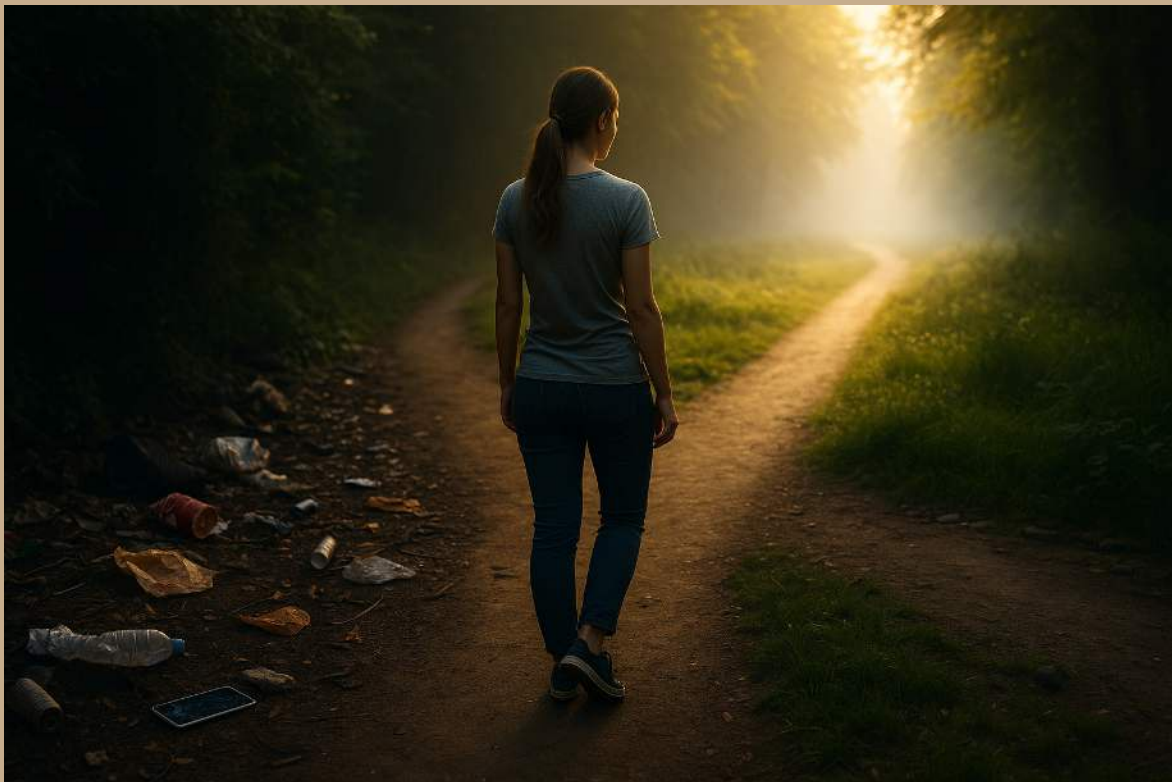
Rule 8: Familiar Feels Safe—Even if It Hurts

The subconscious clings to the known.

Even toxic patterns can feel safer than change. That's why healing often feels uncomfortable at first.

Example: Someone raised in chaos may unconsciously recreate it. Because calm feels foreign.

Reframe: "I make healing familiar. Peace is my new normal."





Rule 9: Each Suggestion Builds Momentum

The more you affirm something, the easier it becomes to accept.

Hypnosis works not by force, but through cumulative ease.

Example: "I feel relaxed" → "I release control" → "I trust myself."

Reframe: "One suggestion plants the seed. Repetition makes it bloom."

Rule 10: Willpower Is Overrated. Ease Wins.

The harder you try, the more your subconscious resists.

In the subconscious, letting go works better than force.

Example: Ever tried to will yourself to sleep? The harder you try, the more awake you feel. Hypnosis invites surrender.

Reframe: "I don't force change. I allow it to unfold."





Rule II: Emotion + Repetition = Belief

Feeling and repetition are the brain's recipe for transformation.

Feel the truth in your words and say them often.

Example: "I'm safe now," repeated in a calm state, begins to rewire the fear circuits of the brain.

Reframe: "I feel my truth. I repeat it until I become it."

Rule 12: The Subconscious Stores Everything

From childhood memories to unspoken fears, your subconscious is a vast archive.

Accessing it is the key to lasting transformation.

Example: A person afraid of public speaking may trace the root to a forgotten moment of childhood shame.

Reframe: My past is stored within me. *But now, I hold the pen—and I choose to rewrite the script.*





Rule 13: Your Mind Does What It Thinks You Want

It listens to your dominant thoughts and follows them like a loyal GPS.

So where are you sending it?

Example: Saying, "I can't handle this" trains your brain to shut down under pressure.

Reframe: "My mind follows my lead. I now lead with power and purpose."



Your Mind Is Trainable

These rules are not here to scare or shame you. They're here to remind you:

You are not your programming. But you are responsible for updating it.

You can think in a way that heals. Speak in a way that builds.

Imagine in a way that transforms. And your subconscious will follow.

This isn't the start of more self-help. It's the start of self-leadership.

Ready to rewire your mind?

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