

# Helping Women Breakthrough The Barriers That Weigh Them Down!

## WHAT We Do and WHY We Do It

### Uncovering Unconscious Patterns of Behavior

You heard the expression; it is only the tip of the iceberg? Ever wonder what that really meant? **Freud’s Iceberg Model** is a great metaphor for our **Conscious, Preconscious and Unconscious MIND**. Only 10% of an iceberg is visible (**conscious**), while the other 90% is beneath the water (unconscious)

Our **external behaviors** – what we do – are all affected by the **Conscious** mind. Our mental activity is intelligent, analytical, conceptualizing, and logical with a narrow focus on everyday events.

The preconscious mind is the **“why”** we do what we do – it’s the motivation and motive and motive does matter.

The **unconscious mind** which is also responsible for our **“why”** and makes up your identity and who you are along with your preconscious. It includes our values, beliefs and your attitudes. They are emotion-based, intuitive, and fantasy-prone, it allows us to rationalize what we do and helps us reduce our anxiety. It’s a non-judgmental repository of accumulated knowledge and experience. Approximately 90% of our mental activity is unconscious.

**We tend to act out whatever our unconscious mind tells us. It basically does what it’s programmed to do, so if it has come to believe negative things, it will sabotage our lives.**

Your **conscious mind** is the seat of your will power and motivation. It is your **external guide** to what you do.

Your **unconscious mind, or internal guide** to why you do it, is where your beliefs and values reside. If the conscious mind and the unconscious mind are not in harmony, the unconscious mind always wins in the end. This is why it can be so hard to make lasting changes through **“will power”** alone.

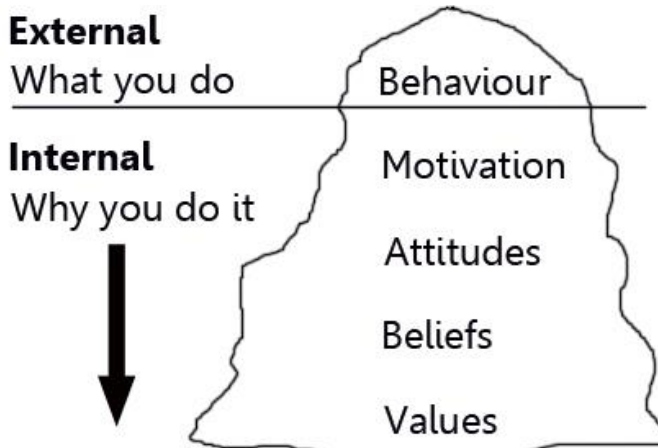
The good news is through the work we are doing here in FINE to FAB you can easily access the unconscious mind, address distorted or outdated beliefs, create a new self-image, and make lasting changes. In many ways, it is true that it’s all in the (unconscious) mind.

To manifest something in the outside world, it helps to establish a good mental picture first. Imagination is key. You will see that is why we visualize what we want and get a clear picture of it. We need to be able to see our future to create it.

Sometimes you might be motivated to do something, and you don’t even know why you’re doing it. I was motivated to be successful. I didn’t know why I was motivated at the time, except that my parents told me in order to be successful, I had to make a certain amount of money and do specific things. Therefore, my preconscious was motivated and helped drive me toward success.

Your conscious mind controls the actions you take and your external behavior. But the **“why”** you do something, as well as the attitudes, beliefs, and values behind your actions, were instilled in your preconscious and unconscious mind.

You have already learned some strategies to understand your subconscious mind. As you continue to apply them, it can take your life to a new level.



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*To understand your behavior, you need to determine the reason behind it.  
There are two possible reasons: (1) To Avoid Pain or (2) Gain Pleasure?*  
**Unconscious Belief, Values, Attitudes and Motivation - Your BELIEF SYSTEM**



1. What are problems?
2. What creates pain for you?
3. What are rewards to you?
4. How much is a long time or a short time to you? Is time scarce or abundant?
5. Where do you spend your time (past, future or present?)
6. What are some of your beliefs about money, love, life and people? What are your life's metaphors?
7. Who are you? Who are you not?
8. Who are your role models? Who are they not? How are you like them and how are you not?
9. What is your story of life? What is life about? Rewrite your story to create a new meaning in your life.
10. What vehicles do you use to meet your needs? Money? Relationships? Problems? Pain? Learned helplessness?
11. What are your virtual villains that are in the way of you getting what you really want?

