

The F.I.R.E. Formula

**Transform Your Thinking Habits and
Set Your Life on F.I.R.E.**

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The Neurophysiology of Change

Are you feeling stuck? Do you want to feel more invigorated, inspired, and productive but just can't seem to find the super sauce to make that happen? You are not alone. This can happen even more often after we have had some setbacks.

The brain is conditioned to keep thinking the same old thoughts and feeling the same old feelings for its perceived survival, and that gets in the way of your ability to manifest your dreams.

Most of these feelings and thoughts are so automatic you aren't even aware of them. This conditioning is confounded by nervous system hard wiring that you are born with.

But, you have the power to change your beliefs and thoughts, regardless of your life experience, genetic heritage, or level of sensitivity. It takes work and a strong purpose, but people do it all the time. So, developing the awareness of your underlying emotions and thoughts is the key to becoming free of them.

When you start to feel negative, stuck, or purposeless, you think—or even obsess—about how you feel, and that translates into a state of being for your brain that reproduces a specific neurochemistry. These brain chemicals reinforce existing neural pathways that were implanted there from past experiences and the decisions you made.

Repetitive cycles of those brain chemicals condition the body to maintain the homeostasis of the mind at the cellular and even the DNA levels. When you can't think better than you can feel, you feel you can't change. That's what needs to shift.

Think Yourself into a New Identity

As you practice thinking different thoughts you will feel different feelings and those new feelings will reinforce your brain chemistry. The process is to create an identity that matches your spiritual truth by recognizing that the identity that is connected to the condition is false and that you can choose any identity you want. That is why the F.I.R.E. Formula is so powerful. It breaks down the process of getting your life back on track with **4 Simple Steps**.



Discover the
Power to Set
Your Life on
F.I.R.E.

Focus on Thoughts that Empower and Inspire You
Ignite Your Purpose and Passion Each Day
Relate with Loving, Happy, and Inspiring People
Execute Behaviors that Create Results

No matter what you are trying to change, when you make the decision to focus on the new thought, your brain is going to try to revert to the old familiar wiring to get you back to the sameness of your comfort zone.

That is your moment to notice and tell it, 'get thee behind me'.

Soon, those voices won't be there and you will have new thoughts and new beliefs—a new you. But it takes patience and practice!

Focus

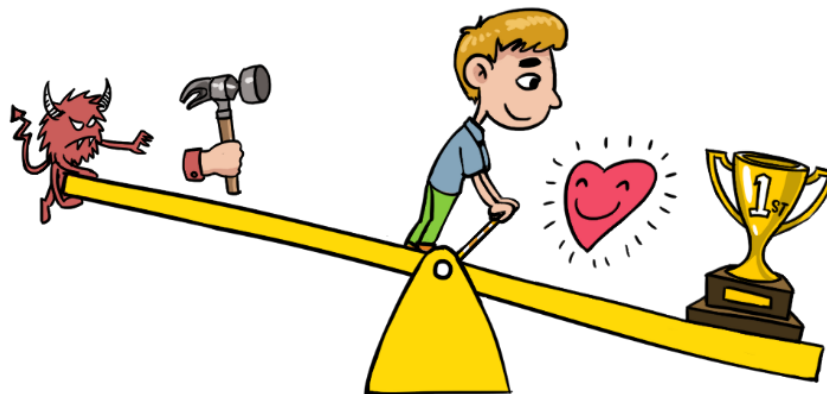
On What You Want



Pain will push you if you choose, but you are not going to get free of the pain until you let purpose pull you.



Start doing those things that will enable you to maintain your vision so that you can move forward in your life with joy and excitement and live your purpose. At that point the monster shrinks in size and the hammer of intuition sits in silence, ready to serve you if you get off course. Life becomes more joyful.



Set Your Intention and Rewire Your Brain

Begin by visualizing your eventual success as a current reality. Imagine yourself completing the task successfully; let your subconscious mind reveal how you will best complete your objectives by imagining what success will look like and the steps you will take to get there. Author Ernest Holmes calls this a *mental*

equivalent. It means that you set your intention and belief in the idea of fulfilling your desire.

When you repeat your affirmations in a state of positive expectancy, you accelerate your brain re-wiring and attract people and opportunities to you because you are aligned with the power of the universe to support you. For me, this works best when I write my intention down and can read it aloud to myself. I see it, hear it, and the process of writing creates brain chemicals that support it.

If I Could Be, Do, Or Have Anything At All And There Was No Chance Of Failure:

- What would my world be like?

- What would my attitude be like?

- What would I be doing with my life?

As you move through the process of changing your beliefs and thoughts, there will be days when nothing seems to go right or it takes forever to do the thing you allocated a short time for. Your mind can go blank. You might feel like the future is in a fog. Stress can build and your belief can be shaken. That's the time to re-focus on your outcomes and your tools!

Sometimes what you desire is not what you are spending your time thinking about and experiencing on a day to day basis. When you aren't aware of or are not focused on your desired outcome, you diffuse that focus, energy, and the time it takes for your vision to manifest. This out-pictures as apparent blocks in your path. So, it's time to practice focusing on your outcomes and eliminating those perceived blocks.

One important key is that to attract what you are desiring, you must **assume the beingness** of someone who attracts that. If you want to make 500k per year you must develop the beingness of someone who makes 500k per year. If you want to have a loving mate, you must be the kind of person they would be attracted to. So, **focus** on your desired outcomes and you will begin to see them manifest.



Ignition

Staying Fired Up



One of the biggest reasons people stop working toward their goals is that they lose the sense of excitement and stimulation over time and their attitude about their goals changes. Their fire goes out. You see, most people get stuck in their so-called 'comfort zone', which is not that comfortable at all. I have seen people stay in long-term abusive relationships, dead-end jobs, and disempowering belief systems because the brain sees that as easier to do that than to expend the effort and risk it takes to change by moving into the unknown.

Ignite Your Life with Your Physiology

Journal: Why I Quit

Think about the times in your life when you got excited about an idea or project and then quit. Now, write down the excuse you gave yourself: it was too hard, you didn't have enough time, you didn't have enough money, etc. See if you can find a pattern. Now, as you move forward, pay attention when those same thoughts come up and nip them in the bud. You have the power to shift your thoughts and change your circumstances!

Project	Why I Quit

The Liar in Your Head



Let's say you set a goal to accomplish something new and you are willing to get outside of your comfort zone and live your dream. First, you are uncomfortable because where you have been performing is unknown — after all, it's outside of the old familiar comfort zone. So, because you have set up new expectations for your outcomes and performance, your idealized self begins to talk to you.

She tells you that you are not nearly good enough to have the life you want. After all, look at you. Who do you think you are to be bold and successful and make a difference in the world? If you are used to believing her, you will agree and more than likely go back to your old routines; have a few drinks, watch binge TV, eat a quart of ice cream, (or whatever your favorite avoidance habit is) and then listen to her tell you how bad you are for doing *that!*

Ask yourself this question: 'What's wrong with me?' How does that feel? How about, 'Why do I always lose?' Notice your energy and attitude. Not that great, huh? Okay, now ask yourself, 'What do I love?' and 'What do I love about that?' I bet that gives you more love and energy, right?

You see, the brain is set up to respond and give answers to you any time you ask it a question, even if it has to make one up. Let's say you suddenly feel a little down and you don't know why. You can ask yourself, 'What's wrong with me?' and your brain might come up with an answer that is completely false.

Ignite Your Life with Empowering Questions

Focus on What You Say to Yourself

Your brain does not really know what's true and what isn't, so provide it with a continuous stream of mental images and feelings of success, as though it is happening right now.



1. **What am I most happy about in my life now?** What about that makes me happy? How does that make me feel?
2. **What am I most excited about in my life now?** What about that makes me excited? How does that make me feel?
3. **What am I most proud about in my life now?** What about that makes me proud? How does that make me feel?
4. **What am I most grateful about in my life now?** What about that makes me grateful? How does that make me feel?
5. **What am I enjoying most in my life right now?** What about that do I enjoy? How does that make me feel?
6. **What am I committed to in my life right now?** What about that makes me committed? How does that make me feel?
7. **Who do I love? Who loves me?** What about that makes me loving? How does that make me feel?

Relationships

Relationships



Your connections with people greatly determine your ability to manifest your vision and purpose because you can learn from others much more effectively than you can on your own. Having people in your life to help you maintain your strategies for being motivated will enhance your movement through the process of establishing and building your new life.

Your support system of likeminded, positive people who see a vision of you as someone who can succeed and who are willing to provide honest feedback when you ask for it will help but you also need to have mentors and role models.

Which of the people in your life are willing to be honest with you, support you in your life affirming goals, and not buy into your old stinking thinking? Friends who are willing to listen to your old whiny story of pain and blame are not doing you any favors. Find friends who want to share the goodness, beauty, and truth in life,

and have conversations about life enhancing topics. Gossip, us against them, and complaints that are designed to keep people in the same old patterns of communication will hurt you in the long run, so decide what to pay attention to and find the people who are willing to participate in life affirming conversations and activities with you. As you associate with people who are going toward what you want, your life changes.

Find Your Mirrors

- **Happy People**
- **Role Models**
- **Coaches**
- **Collaborators**



Write down the names of people in your life who make you either feel worse about yourself when you are with them or make you feel good about yourself. Then decide. Decide to either do what it takes to create healthy relationships with the toxic people or remove them from your life and then seek out more people whose presence makes you feel valued, loved, and safe.

Name	How I Feel About Myself When I am With Them



Relate with A Coach

Coaches & Mentors

A coach or accountability partner is someone who will support you in finding your own solutions and will reflect back to you where you might be stuck.



Your life is a direct out-picturing of your thoughts. What holds most of us back from making a permanent lifestyle change is that change involves being *uncomfortable*. In other words, you must expand past your comfort zone.

Without support from coaches and advisors, you can easily revert to your original behavior and beliefs because it's more comfortable. After all, you can avoid stress, fear, anxiety, uncertainty, and potential loss when you stay where you are.

What lies outside of the comfort zone is the **unknown**. The unknown is scary and that fear is what keeps you stuck. You don't know if it will work, be useful, create chaos, or result in loss. This is the area of self-doubt, self-sabotage, and resistance. It's also the area of potential, success, and freedom.

What will happen to you when you stretch your comfort zone by doing and trying new behaviors? If you don't have a set of tools, those same old behaviors will react just like the force of a rubber band when it snaps back into place after being stretched out. The rubber band effect is what occurs when you get tired of maintaining the resistance of pushing against your comfort zone's edges and being in the 'unknown zone' and snap back into your old ways of feeling, acting,

and being. A rubber band needs something larger than its resting state for it to remain stretched out, doesn't it. In a similar way, you'll decide to stretch yourself and do something you that know is good for you but as soon as it looks like you are not getting the fast results you want or it feels way too uncomfortable, you will snap back to the way you were, triggering the 'rubber band effect'. It is only by having a clear picture of what you want to create and then by conditioning your thinking to expect it, despite the current reality, that you will accomplish your goals.

Relationship Skills



So, here are a couple of questions for you to consider:

1. When you go to a gathering or party, how many new people do you introduce yourself to, on average?
2. When you enter a room full of strangers, can you introduce yourself and then ask questions to learn about others?
3. Have you developed timing and dialog balance in your conversations? What I mean by that is do you have a balance of asking open-ended questions and listening AND talking about yourself so that people will listen?

Execution

E_xecution



*"Do or Do Not ...
There is no Try"*

...Yoda

ex·e·cu·tion: noun

The carrying out or putting into effect a plan, order, or course of action. "He was fascinated by the entire operation and its execution"

Support Your Brain to Move Forward into The Unknown

Write down the one thing you can do today to move your life forward one step toward actualizing your potential.

Begin each day with a list of three top priority tasks and two high priority tasks. Be sure these top five tasks are addressed before taking on new ones. Get started on them right away so you can cross them off the list and get on with the next item.

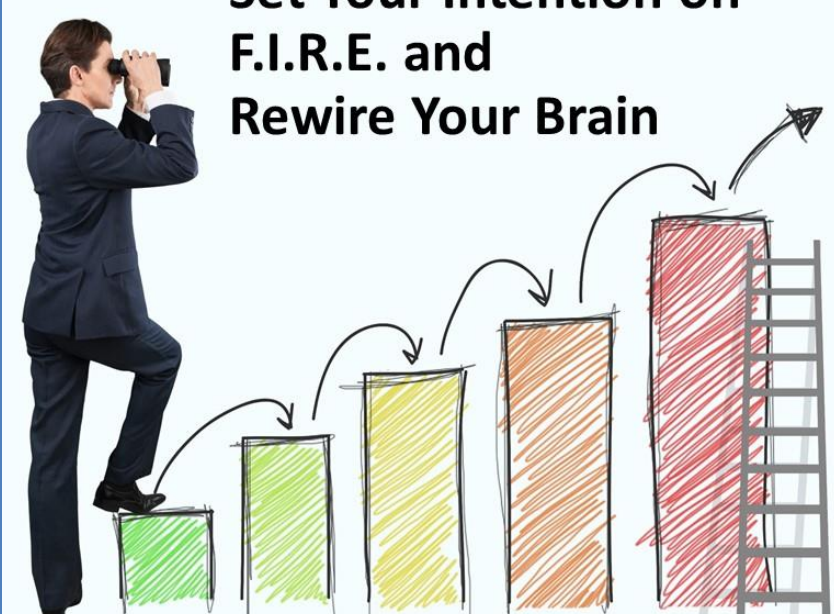
Deliberately tune your awareness so that you automatically notice the good and the potential for success in any condition.



The first way is to deliberately tune your awareness so that you automatically see the good and the potential for success in any condition. Think of your awareness as a TV or radio tuner. There are lots of channels to choose from. Right now, you

choose to tune in to a variety of feelings, memories, thoughts, and ideas that are constantly available to you. As you tune your awareness, you will notice other settings that you hadn't been able to access before. You can also tune into inspiration, wisdom, love, gratitude, and peace. So as you tune your awareness to these currently existing states of consciousness, your brain will become accustomed to noticing those and you will have more power to move into the unknown,

The second way to support your brain to move forward into the unknown is to pay attention to the smaller things that are working within the greater sphere of the unknown. What are you in control of? What is working? What is the next small step? Noticing the small successes creates a sense of certainty that creates stability and comfort within a greater unknown sphere. You move into gratitude consciousness. Shifting your thinking in this way will help you live with the uncertainties and continue to move toward an unknown future that just might possibly be the greatest experience of your life.



Set Your Intention on F.I.R.E. and Rewire Your Brain

- **Visualize** your eventual success as a current reality.
- **Imagine** the feeling of having already completed the task successfully.
- **Allow** your imagination and intuition to reveal the steps you will take to get there.
- **START!**



*Imagine How Your Life
Could Change...*

What Are You Grateful For Right Now In Your Process Of Manifesting Your Life's Purpose?

Once you are focused on gratitude and have an attitude of positive expectancy, it becomes easy to notice the synchronicities that occur. I love the statement, "The Universe is conspiring toward my Good." When you are on the lookout for the small miracles that are directing your life, you begin to feel that it is more than just about *you* and that there is a power greater than yourself clearing the path ahead. You will move out of the yo-yo zone and into the transformed life.

Execute Self-Discipline

dis·ci·pline: noun

A rule or system of rules governing conduct or activity.



I Can Do This!
I WILL Do This!
Wow, I LOVE This!
Nothing can stop me now!

Self-discipline is about going to the gym when all you want to do is lay on the couch and watch TV. If you direct yourself to work out at the gym, you will feel good about yourself in the long run and be proud to be creating the life you want to live. How would you feel about waking up earlier to work on yourself? Maybe not that good at first, but what if that choice leads to more energy, focus, and happiness? Maybe if you wake up early you will get a chance to write in a journal, read a devotional, and hug your significant others.

So, this may be challenging at first, but think about it this way; you already *have* self-discipline in your life. You simply need to locate it and duplicate it in other areas of your life. Where do you currently demonstrate self-discipline? Do you floss your teeth after you brush? Do you brush your teeth twice a day? Do you wash your face at night or take a shower every morning? When you get in a car, do you put on your seatbelt and check your mirrors automatically, every time? Do

you turn your head to make sure there is nothing behind you before you back up? These things are habits that were originally created from self-discipline.

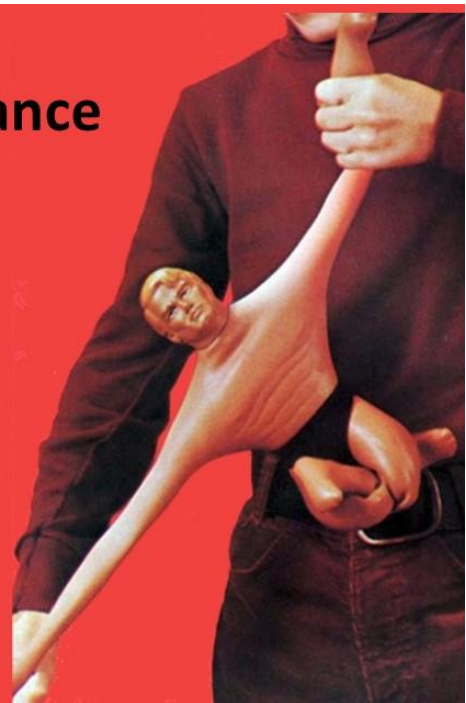
Why do you do those habitual things? See if you can translate that into the areas of your life where you want to grow and then watch what happens.

Where do I already have self-discipline?

Stretch Your Comfort Zone

Stop Resisting the Resistance

It is the process of accepting that resistance is natural and necessary that will shift you into a new, greater, more expanded comfort zone.



When you stretch yourself, you will experience greater rewards and success. You are becoming bigger than you were before, but you will still have resistance because the brain has not adapted to this new behavior. As you stretch out, there

is this sense of tension that occurs in the effort to keep yourself stretched out. This is where people can experience the yo-yo effect if they do not put enough self-discipline into place to maintain that resistance. It is within the process of maintaining that resistance that you will shift into a new comfort zone. Once you have established the new habits, your brain will have rewired itself to support those behaviors. That's when these new behaviors will become easy for you to operate at that level.

No matter the size of your comfort zone, there will always be the counterforce of habit pushing against your expansion because the brain still has its original wiring. So, reinforce your new beliefs, thoughts, and behaviors continuously. The unfortunate truth is that if you are not deliberately growing, then you are stagnating.

It is a fact that the 'rubber band effect' can overwhelm you and keep you stuck unless you reach out to others to support you in maintaining that resistance until you break through to a new comfort zone.

Most of us have accumulated a lifetime of failed purposes, which stops us from moving forward, because our belief in ourselves degrades with repeated failures. This is the reason why resilience and consistent practice are such important keys to the inner game. When the effort of keeping your rubber stretched becomes too painful, the brain moves you into self-preservation mode, which keeps you in your comfort zone. The only way to overcome this is to be willing to ask for help and become coachable.

If you depend only on yourself, you will limit your ability to learn because you are only in your own mind and so have blinders on when it comes to seeing unconscious choices or reactions.

Create Your Day



Create Your Day

For a varied number of reasons, we often create time and energy drainers that keep us from our goals. Whether they come from low self-image, low hormone levels, or poor training, these distractions are what we need to give up because they cost valuable time and energy. Remember when I said that self-discipline is giving up what you want now for what you want most? This principle of giving in order to receive is the principle that shifts your life.

So, What Are You Going To Give Up In Exchange For Receiving Your New Life?

Can you give up a half-hour of TV at night? Can you do something that is uncomfortable if you know it is what is good for you? Can you give up a little sleep to get up a bit earlier and walk? Can you give up 30 minutes of social media to organize that pile of papers? Can you keep track of your finances? Can you talk to someone who intimidates you? Where is your energy and time bound up that blocks your flow of abundance?

Calendar Exercise

Think about what you can give up so you can find the time to create the happiness you truly want. Start becoming aware of how you use your time. Here is an exercise that will transform your life: buy a small notebook that you can fit in your pocket or purse. Take it everywhere with you for a week. Every time you do an activity, write it down, and note how long it takes. Separate out items you have scheduled from those you didn't schedule. Be as detailed as possible. This will be worth it!

At the end of the week, add up the amount of time each type of task took. Look at how you are using your time. Where do you get stuck? When do you get distracted and lose your intention? Notice how much time you do have available and how much time things actually take. Pay attention to the things you are doing that are not productive. Can you consolidate the amount of time you spend on grocery shopping, meal preparation, and house cleaning? Can you come up with ways to consolidate the amount of time you spend driving, getting ready for work in the morning, or working out? You might have to give up having your be house super clean or do some meal planning so you go to the grocery store once a week instead of three times. Can you sacrifice the amount of socializing you are doing to get the ultimate prize? Look at these things without feeling the need to become imbalanced or obsessed.

Next, create a calendar that shows how much time you will need to spend to attain your goals. Start by filling in the time you absolutely cannot sacrifice:

- Work_____
- Sleep_____
- Exercise_____
- Meals_____
- Chores_____
- Relationships_____
- Spiritual_____

Then fill in the rest with activities that will result in the most productivity in the least amount of time. Take a minute or two each day to look at this new calendar and start to envision yourself in charge of your time and as the creator of your day. Adjust it whenever you discover how much time something actually takes versus what you anticipated that it would take.

Think - Believe - Behave - New Habit

**Imagining that you no longer
have any resistance, self-doubt,
or fear keeps you going until you
shift into a new thinking habit.**



Maintain the Growth of your Neural Pathways

The next step is to maintain your new growth by nurturing your young neural pathways. The best method I have found to keep me in action is to keep track of my daily activities and accomplishments. It's like gold stars on steroids! Every time I start something that I know is either new or uncomfortable for me and I want to see my progress, I use this my Happy Life Tracker to keep track of my daily life-promoting activities. I can track 21 days of activity on one sheet.

Keeping track may not be sexy or even comfortable, but this is the most effective way for you to stay active and accountable to yourself. I print out my tracker

every 3 weeks and make my hash marks because I find myself falling into old habits if I don't stay accountable to something or someone.

A key element of the tracker is to write your intention for the upcoming week and then see how you did at the end of the week. The rule is that it must be something that you want to do. It must be something that you expect you can do, and something that is action-specific. The clearer you can be with your intention, the easier it will be to follow through and measure. This is how you get your gold stars!

Happy Life Tracker								
<i>Make a hash mark each time to do an activity that promotes your well-being</i>								
Day #	1	2	3	4	5	6	7	
Exercise - 15 minutes of activity								Superfoods List apples avocado beans blueberries broccoli cinnamon coconut oil dark chocolate garlic honey kale kiwi oats olive oil onions oranges pomegranates pumpkin spinach tea tomatoes turkey walnuts wild salmon yogurt
Water - 8 oz glasses								
Superfoods 8-10								
Sleep 7 - 9 hours								
Deep Breathing - 10 mins								
Meditate								
Count my Blessings								
Connect with an Ally								
Supplements								
Speak my Written Affirmation								
Daily Total								
Exercise - 15 minutes of activity								
Water - 8 oz glasses								
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Supplements								
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Daily Total								

Are you ready to **stretch** your rubber band and stay *uncomfortable* enough to become the person you want to be?



I am here to help you experience your Greater Self. Contact me for coaching.

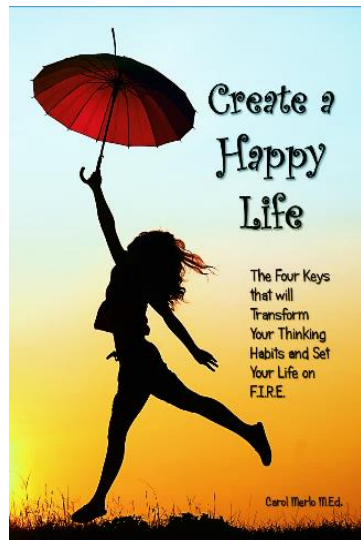
www.CarolMerlo.com



GET THE BOOK

Create a Happy Life

The Four Keys that Will Transform Your Thinking and Set Your Life on F.I.R.E.



What does it mean to have a happy life? It means to have a purpose and passion to accomplish something of value. When you know your life has value, your relationships are fulfilling and meaningful. Happiness also means having a body that feels good to live in. It means having a mind and emotions that are clear and balanced. As we flow through the ups and downs of life, happiness is the thread in our life experiences.

Now you can learn simple tools for effectively applying solutions to life's problems.

Discover how easy it is to resolve your emotional pain and improve interpersonal skills with these tools. As a result, you will help other people discover a deeper connection to their own source of happiness.

[Create a Happy Life](#) teaches you to build a foundation for the life you want while maintaining inner and outer balance. It will help you discover how to make small shifts in your thinking habits to become a happier version of yourself. The book provides you with essential tools that will help you create permanent neurological change by applying new thoughts and activities consistently for 21 days.