

How to Overcome **STRESS & ANXIETY**

****BEST SELLER****



using 7 SIMPLE
Strategies

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HOW TO OVERCOME STRESS & ANXIETY USING 7 SIMPLE STRATEGIES

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How You Too Can Live with *More Vitality, More Confidence, and More Freedom*

It's a big claim, I know.

And chances are this is NOT the first book, report, or article you've read on anxiety.

But as you keep reading, you'll quickly realize how these strategies are *fundamentally different* than many out there.

In fact, I'll be revealing how you can start getting results by understanding a *few key distinctions*.

So first off, thank you for investing the time to learn about this. I sincerely honor you from the bottom of my heart for taking an important and intelligent step.

As you already know, stress and anxiety are running rampant in today's world. As you read this, most people are experiencing some form of major stress or anxiety in their lives.

Maybe you feel like you are constantly bombarded with stress from every direction. Maybe you feel like it's a life sentence you'll never escape from. Or maybe you feel like no matter what you try nothing seems to work...

The truth is you're not alone...

- According to the National Institute of Mental Health, approximately 40 million adults between the ages 18-54 have anxiety.
- It is the number one most common form of "mental illness" in the United States.

- The American Institute of Stress estimates that stress costs the American Industry \$300 billion each year in lost productivity, absenteeism, turnover, medical and insurance costs.

**According to a University of Cambridge report,
"Anxiety is more common and harmful than we may
want to admit."**

In response to this growing problem, non-profit organizations such as The Anxiety and Depression Association of America, Freedom from Fear, Voices of Education, Mental Health America, and Depression and Bipolar Support Alliance have all flooded the scene to help raise awareness.

And today there are a variety of questionable solutions for this epidemic...

Before we dive into those, you may be wondering... Who am I? Why should you even listen to me?

Let me introduce myself. My name is Kelan Ern.

And I am no stranger to anxiety. To this day, I have a soft spot for anyone struggling with anxiety because it can be flat-out debilitating.

It can feel like it's strangling who you really are.

I know the feeling of the *frequent worrying...the racing thoughts... the tormenting inner critic...*

Especially when it came to giving presentations...

I don't know about you but I DREADED public speaking because I was absolutely terrible at it.

No exaggeration, my high-school teachers would laugh in disbelief if they knew that I became a public speaker.

Because it didn't matter how much I prepared for a speech, it would result in same pattern of...

Extreme Nervousness... Stuttering... Turning Bright Red... and Getting My Message Across About As Well As The Gerber Baby...

It was not just inconvenient.

It was EMBARRASSING.

And for years and YEARS this went on....

In fact, one day in college I was sitting in class fearing the possibility that I might not graduate because I had not passed a public communication requirement for my major.

Then something in me just snapped.
I was determined to CHANGE THIS.
I didn't know how...

But I did something totally different before presenting and it wasn't until years later that I recognized what had happened and the power of it....

I had used something called an *emotional regulation technique*.

...it was actually a series of *emotional regulation techniques (ERTs)*. I'll be coming back to these in a little bit.

But what happened?

Not only did I deliver one of the best presentations of my entire life, the funny thing was it didn't even feel like presenting anymore!

I truly felt like I was playing a different game.

It worked far better than I imagined - I almost thought it was too good to be true.

But it wasn't.

It HAD worked.

In fact, to this day I still use this particular technique before any presentation, high-pressure situation, or when the pressure is on.

When I use it (and other ERTs) - *a quiet calm rushes over me. I feel FAR more centered, strong, and ready to handle whatever storm comes my way.*

But it wasn't until years later that I saw the immense need for these strategies for others.

When I started a career as a personal trainer, I saw a recurring pattern.

I noticed the emotion of anxiety and stress was one of the primary constraints holding people back from weight-loss.

Truth be told, it was heart-breaking to watch...

Some of my clients would work hard at their nutrition and get their workouts in as long as things were going well in their life...

As long as their stress was down... or as long as they were making progress on their goals, they would do okay.

However, as soon as stress or anxiety took over that would usually change.

They would resort back to *old patterns, old habits, and stop following the plan*. They would let their nutrition go out of control and stop getting their workouts in.

The result of this was sporadic results or no results at all.

Now they would do better for bouts of time but because of their struggles with anxiety/stress, it was not a lasting change.

And at the time I felt powerless to help these people because my schooling and personal training certifications only prepared me so much...

Sure they gave me knowledge of nutrition and exercise but they didn't give me...

skills for helping people stick to the plan, to help them overcome stress, or how to help them make lasting changes.

But that all changed...

Now I imagine that you have had turning points in your life that have shaped and molded who you are and what direction your life was going.

It was like something or some event *totally pulled you in a new direction*.

For me, one of those turning-points was my struggle with public speaking.

But years later there was another even more devastating one. One that I hope no one has to go through...

...the death of a family member.

My cousin Greg died at age 37 due to weight-related complications. His life was cut short before he could have kids... start a family... or even get married...

He died before any of that could happen.

I'll never forget the day of his funeral, reaching over and grabbing the casket with him inside. It almost didn't feel real.

And as I pulled the casket out of the hearse I immediately knew something was wrong...

Suddenly, the opposite side and the casket began to go down. We didn't have enough people holding onto it...

As this was happening, everything felt like it was in slow motion. And the only thought that crossed my mind was...

I was never going to let go...

...physically to that casket but also to an idea... a decision... a commitment...

I wanted to make sure NO one had to go through this. That NO one was going to have to bury their grandson like my grandparents were having to do. That NO one was going to have to bury their son like my aunt and uncle were having to do.

Even if I could stop it from happening for one family, then it would be worth my while on this planet.

It was a decision that forever changed me...

My guess is you've had moments in your life that have shaped you as powerfully as well, where you made such an intense decision about something in your life.

Either you were going to *pursue something with everything you had* or you were going to *stop something you were doing once and for all*, where enough was enough.

"What if you were to make that level of decision for what you want your life to be about?"

Thankfully, before the other side of the casket fell a couple people ran over to catch it. But from that day forward something was different. **I was on a journey, a mission for solutions.**

I was on a journey for THE BEST strategies, information, and techniques for helping people.

I literally went to *seminar after seminar... certification after certification... read hundreds of books...* all in pursuit to the answer to this question...

"How Can I Help People Make Lasting Changes?"

How can I help them physically, mentally, and emotionally so they can achieve the goals they want?

How can I help them so they quit self-sabotaging, so they can quit taking one step forward and two steps back?

How can I help them overcome anxiety and stress so they can start living the life they deserve?

This is what eventually brought me into my work as a certified life-coach. I was determined to search far and wide for ways to help people make the changes they want.

And emotional mastery is a huge piece of the puzzle for so many people. Ultimately this is what eventually led to discovering *emotional regulation techniques*.

And since then it's worked for others too.

As a certified life coach and international speaker, I've now had the privilege of working with over 1,000 people from all corners of the world including Malaysia, Japan, Denmark, Norway, Romania, Iraq, Mexico, Canada and the United States through my coaching, seminars, and presentations.

I've had the opportunity to help individuals make breakthroughs in their life so they can move forward on their goals, achieve personal mastery, live a life with *more vitality, more confidence, and more freedom*.

I believe these *very same strategies* can help you too whether you have anxiety while public speaking or whether you have anxiety in others areas of your life.

And even if you've never heard of me before, I want to share some of these secrets with you...

So when it comes to anxiety what do most people do?

If you're like most people suffering from stress or anxiety, you've noticed a growing trend to using antianxiety medication (benzodiazepines) such as Xanax and Ativan.

Today "Popping a Xanax" has become a preferred solution for many people when they start to feel anxious.

It's totally understandable because these drugs are a fast-acting and tend to deliver relief within 30-60 minutes. These drugs work by literally slowing down the nervous system.

Upon first glance, this may not seem like a bad solution especially for people with severe anxiety as a way to "get back on their feet".

However, many people have turned this short-term strategy into a long-term strategy which *the drugs are not designed to do*. What many people don't know is that...

According to the American Academy of Family Physicians, these drugs lose their anti-anxiety effects after about 4-6 months of use.

Plus anyone who has been on these drugs knows it can be very difficult to get off of them.

People who stop taking them report side-effects such as...

- Insomnia
- Rebound anxiety
- Stomach pain
- Restlessness
- Confusion
- And many other withdrawal symptoms.

Even more shocking, according to the FDA, benzodiazepines (a type of antianxiety medication) can make pre-existing cases of depression even worse, and more recent research shows that it can potentially result in treatment-resistant depression!

In addition, the treatment of anxiety has started shifting to the use of anti-depressants (SSRIs). This makes sense given that 50% of people diagnosed with depression also have anxiety.

However, just like antianxiety medication these SSRI's have their own harmful side-effects including...

- Fatigue
- Drowsiness
- Weight gain
- Sexual dysfunction
- Headaches
- And many others...

In fact, according to the British Medical Journal, researchers at Nordic Cochrane Center in Copenhagen have been finding that pharmaceutical companies have not been disclosing all of the harmful side-effects of these drugs.

Besides that, they may not be as effective as the pharmaceutical companies want you to believe...

A recent analysis in JAMA Psychiatry has found SSRI's in treating anxiety has been overestimated, and in some cases no more effective than placebo...

Before we continue let me make one thing VERY clear:

In the case of severe anxiety, antianxiety medication may be appropriate especially when combined with other interventions.

Today though, these are being used in cases where alternative solutions would just work as well or even better!

If you are currently taking any of these medications, don't quit taking them by any means.

But maybe let's figure out how to combine what you are currently doing with newer *emotional regulation technology*. By doing that you may be able to possibly get off of them entirely one day...

Technavio, a company that specializes in research of the central nervous system sector, has stated **that traditional therapeutic approaches for anxiety has left a large segment of the population untreated or only partially treated.**

Despite the challenges of treating anxiety, there are some people who have broken free of the grip that anxiety had on their life. They found a way to reconnect with their old carefree self again WITHOUT the use of these harmful drugs. This is possible for you too.

No matter what you've gone through in the past. No matter if you just recently started feeling anxious or if you've dealt with it most of your life.

Even if you've felt like you've tried everything...

You can finally stop anxiety from ruling your life and take back the wheel using little known *emotional regulation techniques* which I'll be showing you in this book.

Imagine what your day would look like if you could finally put your anxiety behind you and feel that genuine freedom like you did as a kid.

That's exactly what's happened to people who master this technology. They can **give you a new level of control over your anxiety and your emotions.**

And this is without all without the use of drugs or "talk therapy"

Here's how they work:

When you experience stress or anxiety, a certain almond-shaped part of the brain lights up. It's known as the amygdala.

Think of the amygdala like a smoke detector.

It's on constant lookout for threats. When it finds something it perceives to be a threat, it triggers the fight-or-flight response. This where *your palms get sweaty... your heart rate increases... your pupils dilate...*

However it will do this even if it is ONLY a perceived threat!

The amygdala cannot tell the difference between an actual threat or a perceived threat.

This is why people can experience stress/ anxiety to relatively "harmless" events or situations. In fact, when we experience a painful event it can program the amygdala to "light up" when the same situation occurs in the future.

For example, if you had a bad experience with a dog, the next time you see a dog your amygdala may "remember" and respond the same way.

But what if you could decrease or even stop the activation of the amygdala so it doesn't activate the stress response?

A growing body of research has been finding that certain *emotional regulation techniques* can do that and MUCH more.

For instance, over the last ten years, research at Harvard Medical School has discovered that there are specific techniques that can literally "turn off" the amygdala's response.

Plus, they can actually reprogram the amygdala and other parts of the limbic system so it doesn't respond to the same trigger the next time!

Research is also showing we can shift particular stress hormones voluntarily!

For example, during stress, the hormone cortisol is released by the adrenal glands as a way to prepare the body for fight-or-flight.

It prepares the body in many ways including releasing sugars into the bloodstream and increasing your brain's use of sugars. However, when cortisol is excessively released, it can reap havoc on the body.

According to the Mayo Clinic, long-term exposure to cortisol and other stress hormones can cause...

- Heart disease
- Weight gain
- Depression
- Digestive complications
- Headaches
- Memory problems

- Sleep problems

Cutting-edge research from Harvard psychologist Amy Cuddy has found by doing two minutes of a “particular activity” you can decrease cortisol by 25%!

She also found the opposite of this behavior actually increased cortisol by 15% (*I'll be sharing how to do it and what they found a little bit later*).

Think about how powerful that is! Most people have no idea they have control over their biochemistry like this!

These *emotional regulation techniques* are proving to be powerful enough to influence us on a neurological and biochemical level!

And they are not difficult to do as you'll find out.

This technology is all about simple but powerful ways of taking back control over anxiety and stress.

There are literally hundreds of these *emotional regulation techniques* that I've been gathering through the years and use with my private coaching clients. I'll be sharing with you many of these in this manual.

People who commit to these *emotional regulation techniques* find they are able to turn around stressful situations where before they would get stuck. They find they are able to remain centered and strong even when “all hell is breaking loose.”

Beyond that, they find a new level of clarity and expand their capacity for handling adversity and taking on challenges.

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It's like they get mentally stronger in the same way that a muscle gets stronger. This means the next time they encounter adversity, they find it WAY easier to handle than before.

While this manual is short, there are certain messages here that you may have to re-read a couple times before they really sink in. You may want to print this out, highlight sections, or take notes.

Take the time to not just understand the material but to apply it so you can get true mastery. In this way you'll make the most out of our journey together.

I want to open you up to a whole new world of **emotional mastery** and show you how to break the chains of anxiety and stress that hold so many people back.

Let's get started!

Kelan Ern

How to Be The Captain of Your Own Ship

Imagine staring out at one of the most scenic places on earth, Niagara Falls.

Whether you've been there before or just seen pictures of it, words cannot describe the immensity of this sight. Now I want you to imagine you are not just staring out at Niagara Falls but that you are standing over the edge looking down.

Did your experience change a little bit?

Did it intensify?

Now think about walking across Niagara Falls on a tight rope. How about walking across it on a windy day with a blindfold on? How'd your experience change that time? Did your palms start to get sweaty?

I know mine did and I knew it was coming!

Many people start having a fear response just by thinking about standing on the edge and looking down! Not everyone would have this response though. A percentage of people would actually be excited by such an experience.

For some people heights does not scare them, it invigorates them.

Have you ever noticed that some people live comfortably while others have phobias of elevators, public places, escalators, leaving home, dogs, peanut butter getting stuck to the roof of their mouth? (And yes there is such a thing).

What does that tell us? It tells us that certain events or situations that are stressful are not universally stressful!

Read that again.

What that means is that just because the average person is stressed about work doesn't mean you have to be. Even if the majority of people are stressed about work that does not mean every person is or that you have to be. It does not mean that work is inherently stressful.

It may be inherently challenging or inherently changing... but that doesn't mean it has to be stressful.

We get caught in beliefs that certain things are just stressful and there's nothing we can do about it. In fact, many people will operate from a belief that "If things don't go as planned then I'm stressed" or "If plans change then I'm stressed."

What we have to realize is that most things that stress people out, don't have to. Let's take an extreme example.

Did you know that there are some cultures that celebrate death rather than grieve from it? They see it as a graduation to that next level. They see it as this person going to a better place. Now I'm not saying that's what you should do but I am saying that **we have choices with how we respond to situations.**

And we don't have to apply them to death necessarily but we could apply them to the little stressors we encounter each day. Most of us just don't use those choices though...

So many people feel they have no choice. They feel that they are at effect of the situations or circumstances in their life. They believe...*the weather makes me sad...my boss made me upset...having problems makes me angry.*

In a way they are right. Those things will control your emotions, if you let them.

You don't have to let them though! Sure they influence our moods but they don't have to determine our moods.

Take Anne Frank for example. Have you heard her story? She was in one of the worst situations imaginable. She was a Jewish girl hiding from the Nazi's in a house in the Netherlands.

Each day she lived in a hidden part of a house known as the Secret Annex with her family and other Jewish people. They lived in cramped quarters, having to stay indoors around the clock, keeping absolutely quiet at certain hours of the day out of fear of being discovered. They lived this way for more than two years... Can you imagine that?

Most people couldn't imagine living that way and would say there is no way someone could be happy in a situation like that! They would be wrong though because that is exactly what she did. Sure she had her struggles but if you know her story, she made the best of this situation. How did she do it?

There are many things she did but here are three specific strategies that stand out that allowed her to make the best of it.

#1: Using Contrast

"The Annex is an ideal place to hide in. It may be damp and lopsided, but there's probably not a more comfortable hiding place in all of Amsterdam. No, in all of Holland." – Anne Frank

Despite the challenges of being confined to tight quarters for years on end, Anne Frank knew the alternative. She reminded herself of how lucky they were compared to others who were in concentration camps. She realized her situation could be WAY worse.

#2: Finding the Joy in the Little Things

"When I looked outside right into the depth of Nature and God, then I was happy, really happy. And Peter, so long as I have that happiness here, the joy in nature, health and a lot more besides, all the while one has that, one can always recapture happiness." – Anne Frank

There were all sorts of things she could focus on that could make her sad about her situation, but she continually looked for what was beautiful around her. She looked for what was great in her current situation and thus found the joy.

#3: Working on Self-Improvement

She set out to improve herself. Through her writing she found peace but she also found clarity. She began defining the woman she was going to become and setting goals like becoming a journalist one day.

Now even though she ended up getting caught in the end, her life story has become a source of inspiration for millions of people. It's been an example of the power of the human spirit even when faced with the worst of adversities.

"In spite of everything, I still believe people are really good at heart." – Anne Frank

Another inspiration for the power of the human spirit is Victor Frankl. Frankl was a Holocaust survivor whose experience in concentration camps completely transformed his life.

Like Anne Frank he was put in an environment where what appeared to be all of his freedoms had been taken away. He encountered beatings from guards, intensive labor, and death all around him. It was through this stripping of his human freedoms that he found his last freedom...

And that was **the freedom to choose how he was going to respond to the situation** at hand. He decided to focus on something different like all of the great memories he had with his wife. He would also focus on his dreams of one day sharing this experience with his students so it would never happen again.

It was through this shift of focus that he found a greater meaning for the current pain in his life.

"What meaning could you put on your current pain that would empower you?"

This shift in focus gave him a new perspective and this new meaning empowered him in a totally different way. Even though suffering and pain was all around him, he could still find freedom. He could still find an *inner strength* and ultimately decide how he was going to respond to the situation around him.

If Victor Frankl can do this in concentration camps, we can with our daily hassles. There are countless other stories that illustrate this same point.

The essence of these examples is that **you can face your problems with optimism or pessimism. You can face them in a bad mood or you could face them in a good mood.**

You can be angry and wish you weren't going through something or you can say, "This sucks but you know what I'm going to find a way and I'm going to figure out how to enjoy the process." That is also a choice we all have!

Of course, this is easier said than done but it is possible! If you are creative enough, if you are outrageous enough, if you are determined enough you can find a way to make it happen.

Here's my point, work does not have to be stressful. Raising kids does not have to be stressful. Starting a new career does not have to be stressful! Now don't get me wrong, that doesn't mean they are going to be easy...

In all honesty, it will probably be tough at times but it doesn't mean it has to be stressful. We can make it stressful through the meaning we put on it though. And some of us do a great job at making something stressful.

What controls meaning then? It's largely through our interpretation of a situation.

Our interpretation can make something a dream come true or our own worst nightmare. Think about it, what you think is a boring job maybe someone else's dream job. Our interpretation makes something a burden or a gift.

The world can be a garden of possibilities or it can be a prison of limitations. It is up to us.

Some of the happiest people I've met have a way of interpreting the world, challenges, and failure in a way that empowers them. It is through this interpretation that they are much happier and coincidentally achieve a lot more.

I'm about to share with you how most people interpret stressful situations. This reveals why some people are constantly stressed while others are shielded against it.

It's a question we all ask at some point...

One Question that Controls It All

I don't know about you but there were some classes in college that I didn't get much from. There were others that looking back on; really shaped a lot of my thinking.

Psychology was one of those, especially health psychology.

One of the biggest takeaways from that class was an explanation for why some people are frequently stressed while others are not. It is called the Unconscious Appraisal Process.

Health psychologists have identified a process that most people go through either consciously or unconsciously when faced with stressful situations. For many people, when something unpleasant happens they ask the question...

"Do I Like This?"

You and I both know that life is going to be full of events and circumstances that we don't like. Here's where the problem lies though, even though we don't like it, it does not mean that we have to be stressed by it.

You see most people equate not liking something to being stressed...*I don't like that I have to go to the doctor so I must be stressed...I don't like how much I have to do so I must be stressed...I don't like how things are changing in my job so I must be stressed.*

Most likely this is not going on consciously but this is their rule for being stressed. So every time they encounter something they dislike they are

stressed. However, there is a second question in the appraisal process that can bypass stress and that is...

“Can I Handle This?”

Now this is a whole different story! There are going to be quite a few things we don't like but how many of those can we actually handle? If we're honest with ourselves we can handle quite a bit.

Think about it.

You've probably experienced tremendous adversity at one point in your life. Maybe you've gone through something that you would never want anyone else to go through.

Sometimes there is good that comes out of those situations, sometimes it's hard to find. **If nothing else though, what you gained was a new level of strength through that adversity.**

Through my experience with 1,000s, most people are way stronger and way more resilient than they give themselves credit for. They can handle way more than they think. And when I say handle, I do not mean solve. Sometimes handling a problem is accepting that we have done all we can.

“Sure I don't like everything I have to do but can I handle it?”

Notice the difference? It doesn't seem quite as overwhelming, does it? It is a question that really makes us come to grips with the situation at hand. This is a subtle but powerful shift in how we view things.

Now mastering interpretation and mastering meaning is like the front-line defense for stress. If we master this we literally feel stressed less often, less things get to us, and less things will bother us that used to.

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But what if stress hooks us? It happens to us all but what can we do to take control and get out of it?

Here are some unique ways to go about it...

Taking Control of Your Thoughts

You've probably heard the phrase, "My thoughts are racing" or had the experience where your brain just won't stop, it just wouldn't shut up.

Speaker and Author Harv T. Eker, says if our hand was like our mind it would not only be talking to us all day long but it would also be beating us up as well!

Isn't that true for most of us? At times, we are our own worst-enemy. We tend to be our own judge, jury, and the executioner.

When we do something wrong we beat ourselves up more than anyone else could have. The secret that not many people know is that **you are not your mind.**

What does that mean? Dr. Cabane in her book *The Charisma Myth* says that we need to realize that our thinking is like graffiti on the wall nothing more.

We do not need to take each thought we have so seriously. We can observe it at a distance and realize it is just chatter like on the radio. It may be ideas or opinions from friends or family.

Our thoughts are not necessarily us though. Armed with that knowledge we can turn up the good ideas and encouragement that we have for ourselves and ignore the negative ones.

This is easier said than done though.

So here is something else you can do for handling internal criticism.

Take a moment to think of some of the things that your “internal critic” usually tells you. What’s something that it frequently brings up or corrects you on?

Really take a moment to think of this.

Now here’s what I want you to do. I want you to think about the tone of voice that it usually says this in. Is it a low tone? Is it loud? Is it quiet? Take note of what it is.

Now I want you to take exactly what your “internal critic” usually tells you but this time I want you to play it in a helium voice... You know that high-pitched voice that you get when you inhale a helium balloon?

Try it and notice what happens. Notice the power that this voice has when it’s criticizing you in that silly voice. Most people feel that this voice no longer has the power and authority like it did before.

Notice how it can say whatever it wants but with that tonality it’s hard to take seriously, isn’t it?

Instead of simply resisting the thought, you are transforming it. Next time you have negative thoughts, change the tone so that it sounds like that. This is so simple but strangely it is very effective.

There’s another very different way to change our emotions and help us with stress, one that will impact us at a biochemical level...

The Emotional Impact of Your Body

When you look at someone's face it is a vast source of information. It gives you a glimpse of what the other person is feeling and maybe even what they are thinking. Whether that is happiness, sadness, anger, or indifference our face gives it away in some way.

But what if it was not just telling you how someone was feeling? What if it was doing more?

Maybe you've heard of the smiling study before. This was done by German psychologists who had subjects put a pen in their mouth in a way that forced the muscles in the face to make a frown. The other group had to bite down on a pen in a way that would force a smile.

They then had both groups watch cartoons. The group that was forced to smile rated the cartoons as funnier than the group that was forced to frown.

This was taken to another level by researchers Ekman and Friesen. They were running experiments making facial expressions of anger and distress. They would consistently manipulate their eyebrows, cheeks, and lips in certain ways that would give the appearance of anger. So they wouldn't be angry but just look like they were angry. As they did this though, something strange happened.

They realized that after bouts of performing these facial expressions they would often feel terrible the rest of the day.

"What we discovered is that expression alone is sufficient to create marked changes in the autonomic nervous system."-Ekman and Friesen

When they would make expressions of anger, their heartbeat would go up 10-12 beats, their hands would increase in temperature, and the feeling of anger would be summoned. **They couldn't do the expression and get away from the feeling.**

They decided to investigate this phenomenon further. They took a group of subjects and monitored their body temperature and heart rate. The first group was told to recall and relive a stressful time in their life. The second group was shown just how to make the facial expressions of stress, anger, fear, and sadness.

Both groups saw the same physiological responses!

See, we don't just smile when we're happy; the sheer act of smiling makes us happy as well. William James one of the fathers of psychology had it right years ago...

"I don't sing because I'm happy. I'm happy because I sing" – William James

Imagine another scenario, this time you assume certain body positions prior to an interview. If you were in group one, you would assume powerful postures of confidence. You would stand tall and/ or take up more space. Think of the Wonder woman stance as an example.

If you were in group two, you would assume power-less poses. So you would be slumped over or in postures that would make you appear smaller. All you would do is hold this for two minutes. Here's what Harvard psychologist Amy Cuddy found...

Depending on your body posture/ position there would be a different shift in your hormones!

If you were in the “powerful” group, testosterone would raise 20% and cortisol would decrease by 25%. If you were in the “powerless” group, testosterone would decrease by 10% and cortisol would increase by 15%.

So just like in the study of making angry faces, how you use your body is impacting your biochemistry which in-turn is impacting your emotions.

The next time you are stressed, notice what you are doing with your body. Look at how you are sitting or how you are standing. What are you doing with your face? These little nuances are all influencing our emotions and our stress levels.

When you start to notice these things, you can begin to change them. You can do the same thing when you are in a positive mood. Take note of what you do with your body when you are happy, passionate, or excited.

We can literally change our emotions by changing our body.

Hopefully you are beginning to realize all the different ways there are to control our stress and our emotions. There are literally hundreds of strategies that I teach people in my **Personal Leadership Course** but these alone can start giving you the control you want.

So we covered some ways for controlling our emotions (and stress) but next we’re going to cover a notorious pattern that is responsible for creating a lot of stress in most peoples’ life and that is...

How to Deal With Worst-Case Scenario Thinking

Do you ever get stuck in thinking of the worst-case scenarios? You know, when our mind jumps to visions of losing your job, getting kicked out of school, your loved ones leaving your life all because of one stupid mistake?

It's like we totally blow the situation out of proportion and feel the impact of it, even though none of it has actually happened yet. It's times like these that convince me how creative most people are, they just tend to use their creativity to scare themselves!

We've all been there and sometimes we try to think about something else but have you ever noticed that sometimes when you resist thinking about it, it tends to persist? It's like it won't let go.

Here is a different way to approach it, to break the hold it has on us. This is a brilliant technique from Tim Ferris in his book, *The Four Hour Work-Week*.

Step One: Define Your Nightmare

Whatever the worst-case scenario is that you're stuck on, what exactly are you afraid of? Take a moment to think of what that would look like. Get clarity on the situation.

Would it be losing your job? Is it a relationship falling through? A business failing? What specifically is the stressful vision that you dwell on?

Step Two: What Steps Could You Take to Fix What Happened?

What would it take to rebuild? Would you have to take a job as a waiter for a little bit while things get rolling again? Would you have to start rekindling

friendships and talking to old friends again? Would you have to learn a new skillset or improve your current one?

Really be honest with yourself and realize the steps you could take to “mend the fences.”

Step Three: How Could You Use This Event to Your Advantage? What Opportunities Would Arise Because Of It?

What doors would be opened up because you had to rebuild? What opportunities would now be possible for you that weren't there before?

Obviously, there would be some disadvantages but take a moment to be honest about some of the potential benefits.

Would it mean you could start your dream career that before you were too afraid to attempt?

Would it mean that you could now reflect on what you really want in life and not be bogged down any longer?

I don't know what your situation is, but I do know that with every new situation come new opportunities. I've met and worked with people that have been through some of the toughest adversities and there is always something great that can come from it.

If nothing else what those times do for us is make us a hell of a lot stronger or make us care even more.

Who knows maybe because of what we went through, one day we will be able to help someone else going through the same thing. We'll be able to connect and help them on a level that most people wouldn't be able to.

We'll end with a perfect example of this, Linda Brenner, who took one of the worst situations and turned it into something beautiful.

From Tragedy to Destiny

It's November 1980 and Linda's world is turned upside down when her eight-year old son, Andy, is diagnosed with non-Hodgkin's lymphoma.

Almost immediately, there is a massive outpouring of letters and cards from friends and family. Linda notices how much Andy's spirits are raised by these little acts of kindness.

In fact, it didn't matter how bad Andy felt because he always felt better after getting a card. Eventually though, the cards began to slow down. It was during these times that he became less optimistic.

She decided to write him a card but signed it "Your Secret Pal." As soon as he read it he immediately was re-energized. Watching his reaction she made a commitment that every single day she would mail a card or write a little note to her son. Even if it was something brief.

About a month later she saw him drawing two unicorns. When she asked who it was for he replied that it was for his secret pal. That night after tucking him into bed, she noticed at the bottom of the drawing he put "P.S. Mom, I love you."

He knew it was her all along and even despite that he appreciated every last one. After all the cards and love she gave him, about 4 years later Andy died.

Linda thought her life was over after losing her son. She didn't know what to do. One day as she was going through her son's stuff she came across an old shoe box with an address book of friends he made while at a cancer camp.

She decided to pass on the "secret pal" idea to other sick children. She thought Andy would think it was the right thing to do. As she sent them out, not long after she received letters back from the kids, some of them describing that they didn't think anyone knew they were alive.

She came to the realization that even though she had the pain of losing her son there was still immense pain that these children were facing. There were still children out there who needed to know that someone cared about them.

She made up her mind that she was going to devote herself to write to any sick child and continue to write to them until there was no longer a response.

Soon she had friends and people in the community helping her in her mission to reach out to these kids. They decided to call themselves Love Letters, Inc. It consisted of 35 volunteers in Lombard, Illinois who would spend hundreds of hours collectively sending letters each week.

The organization did not have corporate sponsors or grant money but week after week they found a way to raise the funds they needed whether it's through their own donations, bake sales, or selling T-shirts.

Despite limited resources, they still found a way to send out more than 60,000 letters each year.

Linda passed away in 2006 but her contributions have been featured on Oprah Winfrey's Angel Network, the Smithsonian Institute, Better Homes and Gardens, and Woman's Day magazines.

"I'm doing what I'm doing for the rest of my life because it's important. I've seen a child cry and I've seen a child smile. I like the smiles, and it's really important to me to know that I helped make one."- Linda Bremner

Closing Thoughts

For what it's worth: it's never too late or, in my case, too early to be whoever you want to be. There's no time limit, stop whenever you want. You can change or stay the same. There are no rules to this thing. We can make the best or the worst of it. I hope you make the best of it. And I hope you see things that startle you. I hope you feel things you never felt before. I hope you meet people with a different point of view. I hope you live a life you're proud of. If you find that you're not, I hope you have the strength to start all over again.

-The Curious Case of Benjamin Button

I've thrown a lot at you in this manual so far. And if you've made it this far I want to acknowledge you. Most people who buy books don't even read them. And even fewer apply what they learn from them. So make sure to take what you've learned here and start using it in your own life. Even if it is just applying one thing, you can begin to get momentum.

If you've enjoyed what you've learned here I want to invite you to take the next step...

**How Would You Like Me to
Help You Master Stress,
Overcome Anxiety, and
Take Back Control Of Your
Life Again?
...For Free?**

I am looking for someone that I can help create a life breakthrough for.

If you're that person, **I will personally work with you to help you get stress under control, overcome anxiety, and reconnect to your inner power so you can live a more fulfilling life.**

You Pay Nothing For This.

Here's why.

First, I'm going to help you create a strategic game-plan to help you take your life to the next level.

There's no cost for this, and there's no obligation of any kind and it only takes about 30-60 minutes for us to do together.

(After doing this for over half-a-decade and working with over a thousand people there's a good possibility I have solutions for the challenges, problems, and obstacles that you may be struggling with...)

Anyway, I'll do most of the work for you... telling you exactly what to start implementing and how to overcome common roadblocks so you can get momentum back in your life.

At the end of this strategy session **one of two things will happen:**

1. **You enjoy the game-plan** and decide to implement the tips and strategies on your own. If this is the case, we can still be friends and I will look forward to hearing about your progress!

2. You love the plan and ask to become my client so that I can personally coach you on how to master the material so you can create a lasting change.

If that's the situation, get ready for an exciting ride. This life coaching program is unlike anything out there...

It is that simple, no catch

Look, the worst thing that can happen is you get a complimentary strategy session that will give you strategies and clarity to build on what you've already learned.

The best that can happen is we work together so you learn how to make this a less stressful, more meaningful, and most productive year yet...

Here's how it'll work:

First, we get on the phone (or Skype) one-on-one and go over your individual situation.

I'll take time looking at what you're currently doing and what you would like to achieve in the future.

Once I gather that information, I help you determine an action plan to help you **reduce your stress levels, increase your fulfillment, or gain more control over your life.**

There are a variety of ways I may do this.

For example, I may show you how to **master your emotional state**, how to **shift your mindset**, how to **overcome limiting beliefs**, or how to **end the pattern of constant self-sabotage that so many people struggle with**.

And if you have any previous experience in any of this, **we're going to be able to dive into more advanced material... and have you at your best again, before you know it!**

Remember there is **no hidden cost with this**.

So Why Are We Offering This?

First of all, I find an immense amount of joy in helping people make breakthroughs in their life. To be able to see someone **take charge of their life again and rediscover the joy in each day is something I live for**.

Second, this is how I attract my coaching clients.

Assuming **you're happy and want me to continually provide you this level of coaching and guidance** you'll probably want to continue working together so I can help you implement everything and teach you additional strategies and approaches.

If that's the case, I can give you EVEN more value and ensure your long-term success.

So you'll begin to see the value of our time together by the time our first session ends without spending a penny.

And remember, if you don't want to become a coaching client, no worries. **Understand that I am not offering you a “disguised sales presentation”**

I promise not to pressure or “hard sell” you in any way shape or form.

My coaching works, and I know if we work together you'll be amazed with what you're able to accomplish.

Over the past six years, I've worked with over a thousand people from over 10 different countries around the world through my seminars and private coaching.

So this offer may not be open for long...

This is why it's important that you carefully read this next section...

But Before We Go Further, You Need To Know That I Can't Help Everyone.

There is a set of criteria that needs to be met in order for us to continue.

Here it is...

(1) You must be serious about making a change.

This offer is not for people who are wishy-washy and not really serious about making changes in their life.

This is for those who are open-minded, ready to learn, and ready to change their life. And this is for people who are committed to making this year their best one yet.

(2) You must be over the age of 18

(3) You must be willing to put the work in.

If you don't implement the material I give you, you're not going to get the results you want.

This is not for someone wanting "something for nothing".

Here's What To Do Next.

If you meet that criteria and would like to get your complimentary strategy session so I can start getting you results, then I would be more than happy to take some time to do so.

Here's how:

First, you'll need to fill out a simple application. Very simple but it **gives us valuable information so that we can maximize our session together.**

You can go into as much or little depth as you like. I just need to understand what you're wanting to accomplish.

After that, we will contact you (via email) to schedule a time to meet.

Our initial session will be about 45-60 minutes.

In it, I'll outline what I believe are the strategies that will be "the biggest difference makers" for your specific situation ...and **how to take it to the next level.**

If after that session you see the value in joining our course, fantastic! We can do that.

And if you don't want to continue, that is no problem at all! We can rest easy knowing that we helped another person for the better.

It's a win-win situation.

It's Time To Take Action

This is an extremely limited opportunity because we only take on so many clients at once. Once we hit capacity we have to shut it down so it's unclear how long this opportunity will be open for...

So if this is something you are interested in, take action today.

[Click here to fill out the form](#), and we will get started!

Thanks,



Kelan Ern
Co-Founder & Life Coach at Elite Life Coaching

P.S. You might be curious about what you get as a coaching client.

Like I mentioned before, our first session is at no cost and will be about an

HOW TO OVERCOME STRESS & ANXIETY USING 7 SIMPLE STRATEGIES

hour.

During that conversation, I'll give you a game-plan specifically for your situation - based on what we talk about.

I'll also give you action steps you can immediately begin to implement.

You receive that initial coaching session whether or not you continue or not.

If you **do become a coaching client**, we're going to schedule a follow-up session immediately.

On that follow-up session, we're going to do advanced goal-setting workshop and begin.

We'll have a session once per week on the phone (or Skype) where I'll coach you on the course material, monitor your progress, and make any adjustments.

This is one-on-one coaching. Just me and you focused on your results.

[If you want to take part in this opportunity, click here.](#) This is strictly first-come, first-served.