

# How to Change Your Life in Just 7 Minutes a Day

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**D**o you know which *two events* have been *proven* to instantly, dramatically and *permanently* change a person's life for the better?

The first event is a near death experience. Don't try that one at home please. The second event is parenthood. These two life events can instantly transform a person's beliefs, behavior, and self-image.

Many times, the change is so sudden and so dramatic, it's almost unbelievable. However, occasionally, someone stumbles on the secret "ingredient" which makes BOTH of these life events so incredibly impactful.

I'm talking the ONE THING that motivates someone set a goal to lose 100lbs, and actually lose it.

It motivates people to double or triple their income and go from broke to rich. I know you've read about these people.

This ONE THING can empower an ordinary person to go from being hopelessly addicted to drugs, to being clean, sober, self-confident and successful.



Of course, these types of changes are rare. Most people aren't even fortunate enough to have KNOWN someone who has made them. But I KNOW you've read success stories like these.

And two things are for sure...

Number one, people who make these kinds of changes almost NEVER go back to where they were before the change.

Second, most of them can't tell you exactly how they did it.

You already know this because you've read some of their books.

They'll say things like...

*"You have to believe in yourself."*

*"Don't ever give up."*

*"Don't let anyone say that you can't."*

*"Write down your goals and take action."*

Some of them are much more specific than this. But, my guess is, you've already tried their advice.

So why aren't you where you want to be?

Again, because there's a secret ingredient to these "overnight success stories," which is very hard to detect, even for the people who use it to their advantage.

That ingredient is a definite change in what you believe to be the sole purpose of your life.

Going back to the two events mentioned, people who have a brush with death almost ALWAYS discover a new purpose for their life. This purpose literally changes what it means for them to be alive.

Likewise, new parents experience the dramatic shift from being a person, to being a parent.

In each case, the awareness of their new purpose hits them like a bolt of lightning.

They immediately stop doing things they used to do, and they start doing things they'd never have done before.

That's the secret ingredient...a definite change in what you believe to be the sole purpose of your life.

Sure, it doesn't work this way for everyone. But if you care enough about your personal development to read this book,



I'm guessing you're not one of "those" people. The moment you become 100% convinced that your purpose in life is bigger than any adversity or obstacle in your way, your self-confidence, your motivation and your faith will become unstoppable.

## **Wait a Second Mark! I've Heard This Before!**

Yes, I know you have. But I'm about to show you exactly why that hasn't changed anything yet. By applying the suggestions in this chapter you can,

and will, absolutely change EVERYTHING in your life, for the REST of your life. And it will only take 7 minutes a day. Even less in some cases.

In fact, once you “get” the secret in this chapter, it might only take a TOTAL of 7 minutes.

It starts with knowing that the secret ingredient for instantly and permanently changing your life is to change what you *believe* to be the purpose of your life.

Your belief about your life purpose, is the most important belief you hold. It's more important than your self-image. After all, you can have a perfectly healthy self-image, but if you believe the purpose of your life is to be a great ditch digger, that's exactly what you'll become.

I'm convinced that most people never become extraordinarily successful because they're too busy achieving ordinary things. Some of them are doing a great job at achieving these things. Yet, because they don't see their life purpose as being something bigger, they never bother to push beyond.

You know some people like this.

They want to be a good parent, or a great spouse, or a great doctor. But shouldn't that be EVERY parent's goal, every spouse's goal, or every doctor's goal?

How many parents have there been in history?

How many spouses?

How many doctors?

While it's noble to become good at these things, they're simply roles you play in your life. They're roles which many, many people have played before you.

If your purpose in life is simply to fill one of these roles to the best of your ability, it won't be enough to truly inspire you. You must truly believe that you'll add something to the world which CANNOT be duplicated by ANYONE.

Ludwig Van Beethoven summarized this perfectly when he said this to one of his friends who happened to be a prince:

*“There have been many princes. But there is only ONE Beethoven.”*

Beethoven's purpose in life wasn't just to be another one of the great composers.

His purpose was to be the one and only Ludwig Van Beethoven. That was his business, and he did it better than ANYONE else could have, because there he was the only one who could do it.



Likewise, your purpose in life isn't just to be a good parent, or spouse or (insert your career here). And it SURELY isn't to be “the next” Thomas Edison, or Steve Jobs, or Martha Stewart.

These roles have already been fulfilled. Your purpose in life is to be the one and only (INSERT YOUR FULL NAME HERE). Say that out loud one time before we continue...

*“My purpose in life is to be the one and only (INSERT YOUR FULL NAME HERE).”*

Now, of course, it takes more than just an affirmation to make this work.

For example, Beethoven's music has a distinct style which no one has managed to duplicate.

Thomas Edison's approach to innovation and business is unlike anyone before or after him.

No one writes quite like Earnest Hemingway did, or speaks like Dr. Martin Luther King Jr. did.

No one plays baseball like Babe Ruth did, or directs movies like Alfred Hitchcock did, or plays the guitar like Eddie Van Halen or writes poetry like W.B. Yeats did.

And, in case you're intimidated by this list ^ of famous people, you should know that for every one person who "makes it big" in ANY field, there are SCORES of people with MORE TALENT, who go their ENTIRE LIVES unnoticed.

Sure, talent matters. But the most important ingredient is how *irreplaceable* you are. And the only way to become 100% irreplaceable is to stop trying to be just another great spouse, or parent, or writer, or doctor, or sales person...or whatever, and to make this your new personal mantra.

*"My purpose in life is to be the one and only (INSERT YOUR FULL NAME HERE)."*

Now, of course, you can't just say this mantra and expect things to happen. Being your best self has to translate into practical actions which you can take every day. Now that you've read this book, that should be pretty simple.

The purpose of this final chapter is to SHOW YOU how to become 100% convinced that you can and MUST fulfill your life's purpose. I'm talking about manufacturing pure, nuclear-powered, indestructible belief; Belief that fulfilling your purpose is literally a matter of life and death.

The problem is, we seldom observe this kind of faith in others, and it's VERY rare that we experience it within ourselves.

The secret to making dramatic, permanent and positive changes in your life is to develop the skill to summon this kind of belief as a sheer act of will. Let's start with an example...

## **An Undeniable Example of True Belief**

Imagine this. You're walking to your car one night when suddenly, an icy cold hand grabs the back of your neck. You hear the cock of a gun and a grave voice say:

*"Give me your wallet and car keys or I'll kill you."*

No question. You'd hand them over right?

You wouldn't stop to think about how inconvenient it's going to be to call your bank, cancel all your credit cards, replace your driver's license, call the police so you can report the car stolen, haggle with your insurance company about replacing it, call a cab to get back home,

NONE of that would enter your mind.

Why not?

If you answered, *"Because I don't want to die,"* you're about 25% of the way there.

There are actually *two* reasons you'd hand them over without question.

First, you'd do it because your life is much, MUCH more valuable to you than your car, your wallet or ANY of the inconveniences which you'd have to go through in order to replace them.

It's been said that courage isn't the absence of fear. Rather, courage is the awareness that something else is more important than what you're afraid of.

I'd say the same thing about true belief. Belief isn't the absence of doubt. It's the overwhelming awareness of just how real the thing which you believe in is. But the second reason is where the real magic is.

The second reason you'd comply with the robber is your sudden awareness of just how fragile your life is and how quickly it could be over forever.

This might seem like a negative thing to think about. I mean, who wants to think about their own death? But for most people, that's exactly the problem.

The average person tiptoes through their lives trying to make it safely to death.

In my opinion, they do this because they've fooled themselves into believing that they have plenty of time left.

I hope, in your case, and in mine, that this is true.

But if you're a chronic procrastinator, it's inevitable that this "there's always tomorrow" thinking WILL someday catch up with you. When it does, you'll regret that you took all that time for granted.

That said, the cure for procrastination is to raise your awareness of your own mortality and to use this awareness to fuel your immortal legacy. This will light a fire under you which can't be matched by anything else.





So here are three final exercises for using this insight to make an instant, positive and *permanent* change in your life...

## #1: Write a Letter to Your Former Self

The purpose of writing this letter is to make peace with your past by writing a grateful, but final farewell letter to the person you used to be.

Here's an example.

*Dear Mark,*

*I'm writing to say THANK YOU. Thank you for who you've been all these years. I admit, I had my doubts about you at times. Heck, sometimes I wanted to flush you down the toilet. But, over the years, I've come to admire your persistence and your determination to never give up.*

*In spite of everything, you always believed in me. And I know there's no way I could have become who I am today if not for you.*

*Second, I want to tell you that, I forgive you for all the dumb, and yes, even the MEAN things you did to me. At the time, I was really mad at you. But looking back, I know you were simply doing the best you could with what you had at the time.*

*So, thank you. I'm really going to miss you, but I'm forever thankful to you for making me who I am today.*

*Your friend always,*

*The One and Only Mark Patrick.*

Your letter might be longer than this example, but it's important not to overdo this. Write it as if writing to a friend. Don't worry about grammar or perfection. The simpler (and sloppier) this letter is, the more sincere and effective it'll be.

Once you're finished writing it, read it once (maybe twice), and burn it or throw it away. Oh, and write it by hand. It needs to be in your own handwriting when you read it. When you're done with your letter to your former self, move on to this second step...

## #2: Write "A Day in the Life of (YOUR NAME HERE)"

Write out a perfect day in the life of your best self. Start from the time you open your eyes in the morning and go all the way to the time you fall asleep at night. Write out EVERY detail of your perfect day, including:

1. Your specific actions.
2. Your thoughts during those actions.
3. Who you're with while doing them.
4. How you're feeling when doing them.
5. What OTHER people are saying about you.

Write everything in the present tense, and when you're done, record it IN YOUR OWN VOICE, and listen to it either every morning, or every evening...or both.

When you listen, STOP what you're doing and *really* listen. Close your eyes and imagine every detail as you hear it.

If you can't do this twice a day, do it once a day, or three times a week. You're better off making it really count with a few listening sessions than trying to make some daily "listening quota."



As you listen, don't try to "figure out" how this perfect day is going to become your reality. Your subconscious mind will take care of that in time.

The purpose of this exercise is simply to strengthen your belief **IN** and your desire **FOR** this perfect day to become real. The practical steps for getting there will reveal themselves in due time. Once you've done this for a few weeks, it's time for the final step...

## **#2: Write, Record & Listen to Your Own Eulogy**

A few moments ago, I told you how raising your awareness of your own mortality will light a fire under you which can't be matched by anything else. This final exercise is how you do it. It's easy.

Just imagine yourself as a third party observer at your own memorial service. Of course, we're talking many, many long and successful years from now. But put yourself there, pick three key people who you expect to be there, and literally write down everything you picture them saying about you.

This might sound morbid, but wait till you see what it does to your motivation and self-awareness. If you're unsure what to write, or if you just want a brutally honest idea of what people might say, try interviewing these people. Ask them to rate, on a scale from 1-10, the impact you've had on their lives and on the world as they know it.

Then, compare their responses to what you **WANT** them to say and make the adjustments. If your goal is to do something which would garner attention from local or national media, include their commentaries too. Include a detailed list of attendees.

Make this list based on where you **WANT** your life to end up, **NOT** based on where it's headed now. The idea of this is to create a strong, **STRONG**

motivation to change your life and your legacy. As you're writing, it's important to avoid vague Hallmark Card statements like:

*“Mark Patrick was a good father and husband. He's a fine man and a good friend who will be greatly missed.”*

Instead, make the statements as specific as possible. Connect them to the habits which you've already committed to forming.

For example, if your goal is to be a more loyal friend, include some specific examples of stories you'd expect people to tell about you.



Like this one...

*“Mark Patrick was such a loyal friend. He's the type of guy who, if he told he was going to be somewhere, he'd be there. He even took two days off of work and flew halfway across the country to come to my 50<sup>th</sup> Birthday party.”*

Once again, don't try to make these scripted or perfect. Make them real and authentic. Most important, write them as an outsider speaking ABOUT you. This means, instead writing something like this...

*“People are telling stories about how my books have inspired them to be better leaders...”*

...write something like this...

*“Mark was a writer, as you know. His books, and my conversations with him, challenged me to dream bigger, and to be a better person. I still have his book ‘7 Minute Habits,’ and I read it through at least twice a year.”*

Notice how much more “in the moment,” this<sup>^</sup> second example is compared to the vague examples before it. This is the authenticity we’re after. When you’re finished writing this eulogy, simply listen to it three to five times a week, just as you did with your “Perfect Day,” recording.

While listening, you’ll get the best impact if you close your eyes and imagine the entire scene in your mind.

During the first few weeks, you’ll probably rewrite your mock eulogy AND your “Perfect Day” recording a few times. However, once you’ve got a solid take for each of them, let them be.

Most importantly, don’t listen to them too often. The trick is to make sure the emotional impact doesn’t wear off.

The more convinced you are that you’re someone truly extraordinary, and that your purpose in life is to BE this extraordinary person, and be REMEMBERED for having been this person, the more unstoppable your belief will become.

## **Final Thought: YOU Are the Cure for Your Life**

Depending on the research you read, modern scientist tell us that anywhere from 30% to 90% of people who take placebos experience effects which rival those of the real medicine.

Think about that for a moment. If I give you a real aspirin and it makes your headache go away, you’ve experienced the medicinal power of aspirin.

However, if I give you a sugar pill, and your headache goes away, you’ve just experienced the medicinal power of your OWN mind.

In other words, the placebo effect **PROVES** that **YOUR MIND** is the cure for whatever ails you.

It's simply a matter of leveraging your mind in a way which maximizes the placebo effect.

You do this by changing what you believe about yourself and about the purpose of your life.



Brain Candy is the key to bringing these beliefs to life. And these three exercises are the ultimate Brain Candy.

As your beliefs change, **ALL** the habits you've committed to will take on a life of their own and you'll attract all the opportunities into your life that you've wanted to experience for so long. So...now that you've got a whole list of Brain Candy recipes to work with, what will you do with them?

Who will you become over the next 21 days, the next 18 months, or the next 5, 10, 20 years? You've been searching "out there," for the answers. But now you know that **YOU** are the cure for your life.

And just imagine. Everything you've wanted for all these years is waiting for you. Your **LIFE** is waiting for you. You have a chance to write your own story, starting today. Go make it happen.

Best,  
Mark Patrick.