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in the USA
Introduces
Steve Moore

RICHTOPIA
INTERVIEW

AND
MUCH MORE

BOB PROCTOR COACH
MENTOR
CONSULTANT

MARIETT RAMM

Introducing Mariett Ramm

Business Consultant



Our perception of who we are and what we are worth is a deeply programmed mechanism in our mind. Individuals and teams operate within an image, which we refer to as a brand. A full understanding of a mindset operating on a higher awareness is necessary to create better results in business and all areas of life. Our inner image is the creative force of life, and when we channel our thoughts with purpose and confidence, the reflection of the outer world is happiness, health, and wealth. My brand is an extension of my belief system. My brand isn't a destination -- it's the road to getting there...I am the journey; the rock in a storm, whose comfort in chaos comes from knowing precisely who I am and what I intend.



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I am the kind of business consultant that sees no challenge so great that it cannot be overcome. It took a near death experience to create this mindset, and, now, I share that fortitude with CEOs and team leaders globally using programs developed by the Proctor Gallagher Institute. I was blessed to meet the legendary Bob Proctor "The Secret" in July 2016 at the MATRIX, which is one of the most prestigious self-development seminars worldwide. This event changed my life like night and day as I was able to learn from the best Bob Proctor how we can utilise our most precious asset, our mind to meet any challenge. Today, as a Think into Results consultant with Bob Proctor and his company The Proctor Gallagher Institute, I travel extensively working with the most acknowledged leaders in the professional development industry. I look forward to sharing more about Bob Proctor's work of 55 years on human potential, The Law of Attraction, paradigms and how to "brand by mindset" in the next issue of MilliOnAir.

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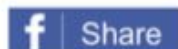
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Bob Proctor & Mariett

Self-image really works like a thermostat or a rocket. It has been stated that the rocket feels its way to the moon. Self-image is a cybernetic mechanism. As soon as it gets off-course, the cybernetic system brings it straight back on-course. Imagine a house with a thermostat, and someone left the door open. As soon as the door is closed, the thermostat brings the temperature straight back up. Or an airplane that flies through turbulence and maintains its course and gets to its original destination.

When our image deviates from the norm for some reason, our subconscious mechanism brings it straight back to its course. Our image is programmed into our subconscious mind. That is why most people achieve things that they always have achieved, earn a specific income that they have been earning for some time. It is all programmed.

In your subconscious mind, there is an image of self. And it controls everything; the way you talk and walk, conduct business, grow your company. This image controls our entire life. Maxwell Maltz came up with this amazing idea. His book *Psycho Cybernetics* changed the lives of millions of people.

Corporations build images; think of Coca-Cola, McDonald's or Starbuck's. Some companies help other companies build an image, what we call branding. Branding is an image that is planted in people's minds.

Your results are a reflection of your image. If you don't like the results, you can change your image. How? Put your mind, your intellect, to work. Consciously decide the kind of person you want to become. We as humans have the ability to alter our environment, as opposed to most other creatures that live instinctively and blend in to their environment.

Continued...



Bob and I choose historical people whose character represents something really admirable to us. I am not talking about copying the entire person, just taking a single character trait. We build this trait into our own image, and really see ourselves as that. Bob has built several traits into his own image, from Bill Gove (the father of professional speaking), Earl Nightingale (writer and speaker on human character development), Billy Graham. I have built traits into my own image from Bob, Les Brown, and Oprah Winfrey.

Sit down and write out a description of your ideal image in the present tense. This is a powerful exercise of the intellect, the conscious mind. Once you have the image written out, relax and you will start to see yourself as that person. This is called imagined reality. Act "as if." And gradually we become that person. Bob's two favourite movies are "Patton" and "Laurence of Arabia." I love "The King's Speech," "Ghandi" and "The Jazz Singer." Watch the actors; they read the script, re-read the script, memorised the script, internalised the script, became the script. You can do the same.

Why would you want to be an extra in your own movie when you can easily be the superstar? Your movie is your life. Write the script and read it aloud several times a day. Get the book Stella Adler's "The Art of Acting." She taught Marlon Brando, who wrote the foreword. Learn to act the way you want to act, live the life you want to live, write your own script. That image in your subconscious mind will gradually become apparent to the rest of the world.

Happy, healthy, wealthy people create their own self-image in their subconscious mind. The science of communication locked up in you is called self-image. Steve Bow, formerly of Metropolitan Life, said: God's gift to us is more talent and ability than we will ever hope to use in our lifetime. Our gift to God is to develop as much of that talent and ability as we can in this lifetime; even the wisest scientist cannot tell how much we can do.

This is not self-deception, but rather a healthy, conscious awareness of who you are. Be good to yourself, because if you are not, no one else will be. See that power inside you, your real self-image.

Your authentic self has always been your one-of-a-kind brand.



By changing the image of our self, we will change the world around us. Entrepreneurs and business professionals often ask themselves, the questions. What is it I really want? Who do I want to be? How do I really want to live? Self-image is what holds them back.

By creating the script of our life for ourselves, we become the star of our own movie, as opposed to just being an extra.

Start investing in yourself, in who you really are, what is your real purpose, and what you are capable of. Turn your dream into reality. Craft your brand and work on your self-image, create a confident mind-set. Be a good role model with strong self-esteem. Personal branding has a lot to teach us about personal growth. In the end, the biggest thing you can do to change your beliefs about who you are is to be aware. This is a sign of a growth mind-set, which means your potential is limitless and gives you the power to take on your goals and dreams in big ways.

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