

Your Unique Success Strategy

Yes, you can have it all!

Susan Beck

2018

Using your intuition to get what you *really* want in life, love and business!



Have you ever had a nagging feeling in the pit of your stomach just before you're about to do something?

You know, that overwhelming feeling that goes against every rational thought in your body – the one that's *really* hard to ignore?

What's happened for you when you've ignored that feeling? I'll bet at some point you've looked back and thought to yourself; "I wish I would have listened to that feeling!"

You're not alone – if we're being completely honest with ourselves, we've all been there at one time or another. Intuition is hard to define and even harder to explain. We've all paid the price for not heeding the warning signs – be it in relationships or business, personal or professional. The huge advantage in learning to listen to the sounds of your intuition is swift, near perfect decision-making and who wouldn't want some of that?

We'll start with defining what your intuition is - and is not, then actions you can take to strengthen your intuitive connection, and will wrap up with using your intuition to make decisions that are aligned with you, your higher self so that you can get what you *really* want in life, love and business – it's your ultimate success strategy!

What is intuition?

Intuition is "knowing" something without being able to explain how you came to that conclusion rationally. It's that mysterious "gut feeling" or "instinct" that we often only realize in retrospect.

A colleague describes it this way: an adorable little Yoda-like person - all-wise and knowing – that resides inside of her and has all the answers. I love this visual – being a huge Star Wars fan. I think of my intuition as my BFF. Granted, it wasn't always that way. I spent several decades ignoring my intuition because I arrogantly thought I "knew" better. Oh, it still hurts today as I remember some of the consequences I experienced as a result of ignoring my intuition - ouch!

Today, my life is very different because I have come to believe (finally and gratefully!) that the wisdom of my inner voice, my intuition, possesses all the knowledge, answers and solutions I need to live a successful, fulfilling, life!

Whether it's a big question like "Should I quit my job and become a solo-preneur?" or "Should I end my marriage?" Or smaller day to day questions, "What does my body need today for vitality and energy?" your intuition is your ultimate success strategy.

For instance, licensed clinical psychologist Sarah Schewitz states, "Intuition is that sneaking suspicion you feel when something is not right, but you can't put your finger on why. Intuition can be a powerful guiding force and is more developed for some than others. Some people feel a strong urge or sense in their core when something is wrong

while others, with a less developed intuition, might feel a small inkling that they aren't sure how to interpret it. Some people are born with a strong intuition and know how to listen to it from an early age whereas others develop their intuition or tune into it as they grow a stronger sense of self-confidence.

Here's a tweetable: The more you love and trust yourself, the more in touch you become with your intuition.

How do you distinguish between the voice of your intuition talking, your mind chatter and your protective ego?

Some people might get their intuition confused with their mind chatter or ego chatter which is often referred to as your protective or scared ego. So how do you tell the difference? Well, if you're making a decision based out of fear, then your decision is probably being made by your ego that's scared for you.

When you're taking risks in life that feel bigger than what you think you can handle, resistance will show up in your thinking, behavior, even physical sensations like stomach distress or tension headaches. When you're about to do something new and different in your life, your protective ego speaks in a loud voice that's difficult to ignore.

Remember that your protective ego is on high alert for two things: either failure or rejection. For example, the mind chatter that accompanies my protective ego might be 'I'm not good enough' 'I'm not worthy' 'I'm not ready or prepared' 'what if I fail' 'what if I succeed' or 'what if I embarrass myself'. Those thoughts are very different from 'I shouldn't walk down that dark alley at this time of night.' - that's your safe ego at work and you definitely want to pay attention!

Here's another way of making the distinction. Your intuition, or gut feelings are there to protect you, making sure you're safe and in integrity. Your mind chatter that can lead you off base by over-thinking or misunderstanding your intuition. Quite literally, your mind chatter can talk you into or out of a decision. If you're questioning or not quite trusting your intuition, your intuition will often try to get your attention.

If you are trying to recognize your intuition better and distinguish it from your mind chatter, remember your intuition is not:

- wishful thinking
- weighing pros and cons
- clearly formulated pat answers
- scared ego
- mind chatter

Let's look at an example – we'll use romance – that's always a good one! Using my own experience as an example, ignoring my intuition resulted in a miserable marriage and ugly divorce.

So, I thought he was my ticket to happiness everafter and convinced myself I was in love with him. My intuition was sending me signals while we were dating that he may not be right for me - trying to get my attention. The signals were a "weird or uncomfortable feeling", a sense of something's not right. I "heard" the messages and chose to discount them because I "knew" better and justified or excused his behavior. I convinced myself that it would be better after we were married. Clearly, that was not the case and it took me 5 years to extricate myself from that situation.

Yikes! How many times have I looked back and said: "I actually didn't really have a good feeling about it, but I went ahead anyway. I should have trusted my intuition!" Unfortunately, I had to experience the consequences of ignoring my intuition on numerous occasions before I made the conscious decision to listen to and trust my intuition.

Here's the thing, whether we acknowledge it or not, our intuition is our constant companion and unfortunately, we tend ignore it! If you're only listening to your head and not to your intuition, then you will have inner conflict. If this inner conflict continues for a while, you may feel stuck and look for answers elsewhere. Being in this stuck place, you might start to ask your friends, read books, see a counsellor. Unfortunately, sometimes listening to the advice of others can be even more confusing!

I want to be clear – I'm all in favor of seeking help from professionals, especially for deeper issues. And, I also know that what we often need most is just to pay closer attention to our own real feelings and strengthen the connection with our intuition.

What can you do to strengthen the connection with your intuition?

Strengthening the connection with your intuition has two components – listening and asking. As I mentioned earlier, your intuition, or gut feelings are there to protect you, not lead you astray. If you listen closely, your intuition will give you warning signals if you're following decisions that are not in integrity with your true self.

The signals from your intuition are not limited to something you can "hear" or "feel". You may receive them in the way of dreams or physical symptoms like a sudden chill or an unusual headache. I recommend keeping a journal and asking your intuition to send you messages. Then listen carefully and non-judgmentally! It's important to tell your mind to just receive the intuitive answers, and not argue back with them in your head. Don't judge your intuitive or gut feelings. They are what they are.

The other component to strengthening our intuitive connection is to ask quality questions rather than disempowering questions. Some examples of disempowering questions are:

- *What is wrong with me?*
- *Why does this always happen to me?*
- *Why does he/she get all the luck?*
- *Why does nothing good ever happen to me?*
- *Why am I always coming in second place?*
- *When is it my turn?*

Granted, your intuition will give you answers to the questions you ask. The problem is that disempowering questions don't give you helpful information. In my experience, my intuition will give me an answer – I'll know what's wrong with me. However, more often than not, the answer results in me feeling worse about myself. Disempowering questions are my protective ego keeping me stuck and playing small.

Intuition is vitally important to living the life we're intended to experience. After years of struggling to make my business replicate what the so-called experts told me, I was not successful, vastly unfulfilled and really frustrated. Today, my business is designed to complement my talents and uniqueness, allow me to optimize my gifts and uniqueness and do so in a manner that is less like work and more like my natural flow – easy and effortless.

When I first start working with a client, it's important for me to gain a sense of the strength of their intuitive connection. When the connection is weak or intermittent, I take them through a process of conscious reprogramming, so they can strengthen the connection.

Here's a quick example? Chose a past experience where something failed to go the way you thought it should. When you have that clearly in mind, what were the questions or conclusions you had about that event? Did you ask yourself disempowering questions? Were your conclusions steeped in judgment, negativity or criticism? Now, revisit the event and replace any limiting beliefs with better quality empowering questions that serve you.

How do you know what to ask in such a way that it becomes helpful? You need to catch yourself in the act of allowing the old programming to occur, and then ask a different question. Try better ways to format your questions so you receive accurate answers from your inner guidance. Here are a few examples:

- *What can I do to move forward?*
- *What can I change about my current circumstance?*
- *What is the energy of this situation?*
- *What is the next step I need to take to get to my goal?*
- *What do I need to understand from this experience?*

Phrase your questions in a tight concise manner for the best possible intuitive response. By asking better questions you'll receive more useful answers. You want answers that will empower you and move you forward to stop the endless cycle of negative self-talk.

From this point forward, promise yourself to ask empowering questions and you will hear your intuition at a whole new level.

It's well worth the effort, and will serve you well when making decisions about the big things in life like your profession or business, romance, as well as the little things like how can you best fortify your body at lunch?

How can you use your intuition to make better decisions?

As I mentioned earlier, for years, I relied on the advice of experts, and my business struggled, I struggled. I certainly wasn't living the life I dreamed of living when I transitioned from corporate America in to the wacky wild world of being an entrepreneur. I "thought" I was making sound decisions by hiring experts, buying programs and training. Granted, there were definitely components that held value for me as it related to business acumen. However, trying to replicate something that worked for someone else completely ignored or discounted my higher self and my unique combination of gifts, talents and skills.

Today, I attribute the amazing success of my business, life and relationships to becoming BFFs with my intuition and trusting intuitive decision making. Just like any relationship, it took effort, attention and intention. Gratefully, today I recognize the feeling I get when a certain decision is the right one, or that a certain opportunity, despite how good it looks on paper, is just not the right for me. Relying on our intuition and using it to make decisions is an invaluable trait for entrepreneurs.

Simone Wright, author of *First Intelligence: Using the Science and Spirit of Intuition*, says "intuition plays a bigger role in business than we give it credit for. Some of the most powerful names in business, from Richard Branson to Oprah Winfrey to Warren Buffet, credit their success with following their gut instinct or intuition."

Understanding the power of intuition is even more important in today's fast-paced business climate. The amount of information we process daily is unmatched in history. A recent UCLA study revealed we process more than 174 newspapers worth of information daily – or five times more data than we received 20 years ago. More and more, we're being asked to make decisions faster, which Ms. Wright says causes our intuition to become the most powerful vehicle driving our business success. "Intuition is the natural intelligence that allows us to see ahead of the curve, to generate innovative ideas, to communicate powerfully, and to do so without having to study spreadsheets or gather piles of data."

Here are four suggestions for you to start using your intuition to make better decisions.

1. Conscious reprogramming. As I mentioned earlier, reframe how you think of your intuition. Consider it as a sophisticated natural intelligence that will guide you to the

best and most successful outcome. Intuition can be a particularly powerful tool for entrepreneurs to take you outside the realm of what's already been done.

2. Emotion vs. intuition. One of the most powerful misconceptions about intuition is that intuition is based on emotion, and it's not. To ensure your decisions are coming from your intuition and not protective ego, check in and ask yourself if you're feeling afraid, anxious, worried or stressed out. Make the distinction between the voice of the mind chatter and the voice of seeing beyond your limited thinking.

3. Unplug and relax. Sitting at your desk, hammering out or forcing a decision will not allow you to tune into your intuition. I'm most successful hearing my intuition when I check out of my "mental intelligence" and tune into my "inner intelligence". I disconnect from all the noise and distractions, get out of the office and do something that has nothing to do with work.

Albert Einstein once said he got his best ideas while sailing. Steve Jobs was known to take long walks when stuck on a problem. We tend to fall victim to the thinking that I have to power through this and that's stressful and tension filled - your body is rigid. Our intuition can't break through. When you're relaxed and not in power-mode, your intuition doesn't have to compete for your attention.

4. Start with small baby steps. Practice by taking action on the small subtle whispers of ideas and hunches. These nudges are your intuition working. It's up to you to follow them and see where they'll lead. The more you use it, the stronger it gets and the more proof you have that it's reliable, right and trustworthy. And remember, your intuition comes in many forms - there's no one way that's the right way to receive intuitive wisdom. The more you practice, the stronger it gets and the more you'll reap the rewards.

What's the Return on Investment (ROI) for highly intuitive people?

Huffington Post recently published an article titled: 10 Things Highly Intuitive People Do Differently. Included in the article, is a quote from the book THRIVE, by Huffington Post President and Editor-in-Chief Arianna Huffington:

"Even when we're not at a fork in the road, wondering what to do and trying to hear that inner voice, our intuition is always there, always reading the situation, always trying to steer us the right way. But can we hear it? Are we paying attention? Are we living a life that keeps the pathway to our intuition unblocked? Feeding and nurturing our intuition, and living a life in which we can make use of its wisdom, is one key way to thrive, at work and in life."

The article also points out that cognitive science is beginning to demystify the strong but sometimes inexplicable presence of unconscious reasoning in our lives and thought.

Often dismissed as unscientific because of its connections to the psychic and paranormal, intuition isn't just a bunch of woo-woo or hoo-ha. Even the U.S. military is even investigating the power of intuition, which has helped troops to make quick judgments during combat that ended up saving lives.

“There is a growing body of anecdotal evidence, combined with solid research efforts, that suggests intuition is a critical aspect of how we humans interact with our environment and how, ultimately, we make many of our decisions,” Ivy Estabrooke, a program manager at the Office of Naval Research, told the New York Times in 2012.

Here are 5 things that people in touch with their intuition do differently.

- 1. They listen to that inner voice.** A whisper or chill or sense – our intuition isn't limited to one form of communication – it has unlimited voices.
- 2. They take time for solitude.** Whether you're an introvert or not, taking time for solitude can help you engage in deeper thought and reconnect with yourself. You have to be able to have a little bit of solitude; a little bit of silence, in the middle of crazy-paced world we live in.
- 3. They create.** Albert Einstein said, "The intuitive mind is a sacred gift and the rational mind is a faithful servant." As you can increase your creativity through practice, you can boost your intuition. In fact, practicing one may build up the other.
- 4. They practice mindfulness.** Meditation and other mindfulness practices can be an excellent way to tap into your intuition. As the Search Inside Yourself Leadership Institute explains, “Mindfulness can help you filter out mental chatter, weigh your options objectively, tune into your intuition and ultimately make a decision that you can stand behind completely.”
- 5. They mindfully let go of negative emotions.** Strong emotions — particularly negative ones — can cloud our intuition. Many of us know that we feel out of sorts or “not ourselves” when we're upset, and it may be because we're disconnected from our intuition.

Let's wrap this up with this question: Are you ready to tap into your ultimate success strategy and make become BFF's with your intuition? If so, then start today – right now by setting the intention and making it happen.

In addition to these tips, I have a process that I use in my private coaching sessions with clients to connect with and enhance their intuition. If you've had enough of ignoring your intuition and are ready to activate your ultimate success strategy, then I would be happy to work with you on this.



If you're ready to take the next step in connecting with your ultimate success, then you'll want to schedule your complimentary [EXPLORE | EXPAND | ENRICH](#) session with me.

This is my gift to you and during this discovery session you'll learn specific actionable steps you can start taking immediately!

Schedule your session now so you don't miss this amazing opportunity – a \$250 value.

Click here: <https://meetme.so/SusanBock> Click on the first option Explore Expand Enrich.

You only have one future, so make it the best you can imagine!



Be sure to check out my latest blog post: www.SusanBock.com/blog

To download tons of free stuff, go to www.SusanBock.com/resources

Have Questions? Give me a call 714-847-1566

Or send me an email: Susan@SusanBock.com

A special thank you to my editor, who consistently provides me with encouragement, inspiration, and opportunity to laugh at myself.