



THE FIREWIRE REPORT

Why Change Is Hard And What You Can Do
About It

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Why Change is Hard and What You Can Do About It

My name is Laura Silva Quesada, president of Silva International and daughter of Jose Silva, founder of the Silva Method.

Not only did I grow up with the teachings of the Silva Method, I have also been conducting Silva Seminars for years. This is where tens of thousands of people come to look for the same thing - **change**. This change encompasses many things - from how they think about and perceive love, finances and even health.

The truth is, we all have that one little thing that we want to change - which for some reason we just cannot do. It could be those stubborn 5 extra pounds, being a little bit more organized or even quitting smoking and other bad health habits. I am *sure* you know what I am talking about because that one little habit or pattern you may be desperately trying to change is the one thing that's holding you back from living a truly fulfilling life.

When people come to my seminars, they come looking for the one thing that's going to make their life better. They're

looking to make **changes**. They all want to change that one little thing to improve their lives dramatically.

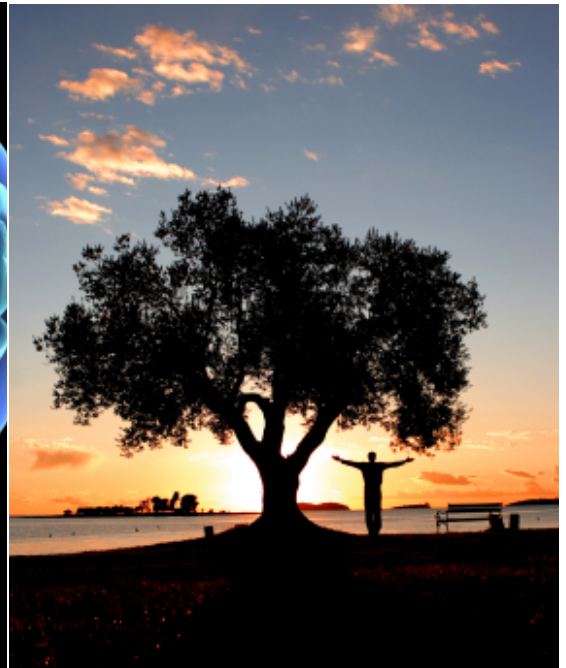
Their intentions are pure and they invest a lot of time, effort and energy to try to change, and yet, most of them still fail. Silva is the best system I know, and many others, especially those in the seminar circles claim the same thing. We make available to our students the best knowledge and tools they need for change, yet they still fail.

So why do people fail?

The answer, as you will soon see, lies in this report. And no matter what you are trying to change, if you don't apply the concepts you've read in this report, you will **never** be able to change your life - your relationships, your finances or your health, your ANYthing.

**It's because of your brain.
Your brain is hardwired to resist change.**

**YOUR
BRAIN:
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YOUR BRAIN - THE SINGLE BIGGEST OBSTACLE BETWEEN YOU AND CHANGE?

The brain is made up of tiny nerve cells called neurons. When neurons connect (or fire) they become a thought or a memory.

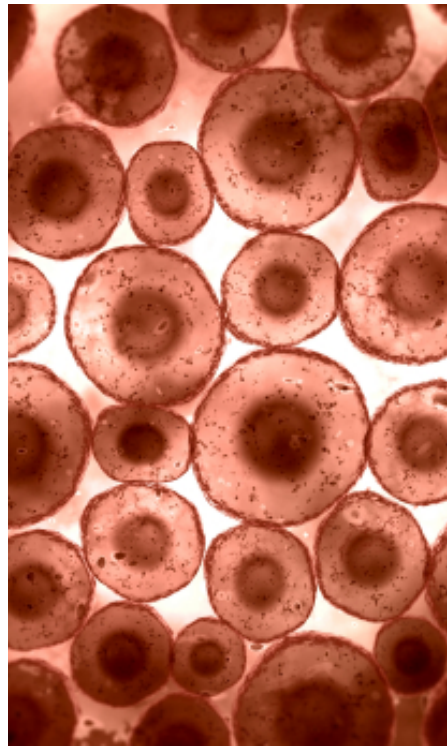
The brain builds all its concepts by the law of associative memory. They all have a possible relationship with one another.

Each concept, thought or idea is formed by a mini neuro-net (all the neurons that fire in relation to that concept), and it is these mini neuro-nets that let us perceive concepts, feelings, and thoughts. They also interrelate and connect with each other.

A neuron cannot process a concept by itself. It needs other concepts, thoughts, ideas, to define the first concept. You cannot conceive something you have never experienced, seen or felt.

As an example, to understand the concept and feeling of love we need many other ideas. So, some people have love connected to joy, fun, a "butterflies in the stomach" type of feeling and a beautiful person. That creates the mini neuro-net that makes you understand the concept of love.

Take Jane as an example. When she thinks of 'love', the neurons that fire in her brain are the "butterflies in the stomach" feeling, then



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"happiness" and these fire to connect to her husband. So when Jane just thinks of the word love, all these feelings and thoughts are brought to mind by the connections made within her brain, like the domino effect.

In John's case, the concept of "love" sets off a completely different set of connections. When John thinks of love, his brain connects it to "disappointment", from his past experiences. This "disappointment" then fires to his ex-girlfriend who left him, and then to "loneliness". The same word and concept can set off a completely different reaction and range of emotions depending on the person and their past experiences.

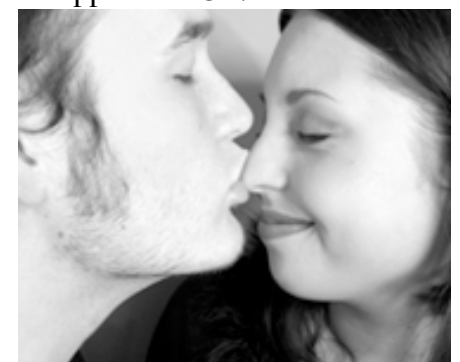
The same happens with any idea, concept or feeling. Money is connected to pleasure and adventure, for some people, and frustration, unfairness, impotence to others.

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BUT HOW DID THIS START?

There must be a experience in your life or on someone in your environment that made you associate this concepts together.

And no... It doesn't only happen during childhood. While it is true that children are more open to relating one concept with another (due to a lack of past experiences), this wiring process can also happen in adult life. And it happens a LOT.



It has been scientifically proven physiologically that nerve cells that fire together wire together.

In other words if you do something over and over again, those nerve cells develop into a deep and strong relationship. So if you get angry or frustrated on a daily basis, or if you suffer and give yourself reasons to be a victim, you are actually rewiring and reinforcing the neuro-net on a daily basis. Soon, that neuro-net will form a long term relationship with all those other nerves cells. The result is called an 'identity'. You start to identify yourself with these emotions and connections, even if you don't want to.

On the flip side, we also know that nerve cells that don't fire together, won't wire together. They lose their long term relationship. Because every time we interrupt that thought process that produces a chemical response in the body, the nerve cells that are connected to each other start breaking. When we interrupt the thought process and observing, not by stimulus and response, but by observing, we are no longer the body mind conscious emotional person that is responding to their environment as if it is automatic.

So are emotions good or bad?

The purpose of emotion is to chemically reinforce something into long term memory.

If I ask you to name your second grade teacher, it might take you a while to think of their name, if you even can at all. But if I ask you to name the last time you

experienced heartbreak, you would be able to come up with it much faster. The stronger the emotion with the experience, the more ingrained in your memory it will become.

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These neuro-nets not only affect our memories and how we connect experiences with emotions, they also affect our body chemistry. The connections made in the brain (and the resulting emotion) will affect the chemical needs of the body.

It all starts in the part of the brain called the hypothalamus. It assembles certain chemicals that match certain emotions we experience. These chemicals correspond with our range of emotions.

So there is a chemical for anger, for victimization, and sadness. There are chemicals for love, happiness and lust as well as all ranges of emotions.

There is a chemical to match every emotional state we experience. The MOMENT we experience that emotional state in our body or in our brain, the

hypothalamus assembles the chemicals and releases them into the bloodstream.

These chemicals will be dispersed all over the body and attach themselves to cells, altering the state of the cells in our body.

Each cell has a conciseness, the smallest unit in the body. These cells tell the brain what they crave each day. Every day, they tell the brain to think of a reason why we should be depressed, why we should be confused. The body will be telling the brain that it's not getting its chemical needs met. So the brain then activates and goes to past situations and bring pictures to our frontal lobe to meet these chemical needs.

If you can't control your emotional state you must be addicted to it.

If you find yourself experiencing and feeling certain emotions on a daily or frequent basis, that is a sign that your body is craving these emotions - even the negative ones like anger, hurt, jealousy and sadness. You have conditioned your body to these peptides, and when deprived of them, they will crave more. They become addicted to these peptides, and the thing with addiction is that once you get your fix, you want another - and a little bit more.

Let's go back to Jane and John.

Jane works at a high stress office. She works long hours and is placed in a position not suited to her talents. She gets frustrated daily. She can feel that her boss is disappointed in her.

She constantly misses her deadlines, targets and goals. And she is wired so that when she thinks of work, her brain fires "pressure" chemicals, which lead to "anger" and then "failure".

Jane conditions her body to these emotions, and they are used to getting these chemicals daily. So Jane finds herself getting angry at home and on the weekends for small things like traffic jams and house errands. Even If Jane takes



two weeks off for vacation, she finds herself getting upset and angry for the small things. This is because her body is sending a message to her brain to feed them these chemicals.

Because of Jane's firewire connection created from her experiences, her body is addicted to feeling anger, and her brain will do anything to create those chemicals to feed her body.

John, on the other hand is still in school. He does very well in exams and gets straight A's. So when John thinks of school, he thinks "success", which fires to

"achievement", which in turn fires to "validation".

Emotions, both positive and negative, are addictive. John often gets validation from his school work as he always gets the best grades, so his body becomes addicted to this chemical. Because John is addicted to validation, he needs to get this fix from other experiences in his life as well. He tends to find himself always trying to impress everyone and be approved by his peers. Which has led to some poor decisions and mistakes.

When John's body doesn't get the chemicals it needs (let's say he doesn't get an A or acknowledgment and praise), his brain will do ANYTHING to get this feeling again.

Addiction

You can see how easily it can be to become addicted to negative and hurtful emotions and feelings.

The thing about addiction is that not only do you need and crave a certain feeling/thing/substance - you want your fix and a little bit more than last time. Over time it takes more of whatever the body craved to become satisfied.

So for Jane, she will find that her anger is becoming more and more out of control. She also finds that things that did not used to upset her, now set off a rage.

For John, his addiction to validation leads him to believe he has to be best at everything. He finds he is afraid to try and do new things in fear of not being the best.

Addiction limits your freedom, decreases awareness, and leads to negative states of being and general unhappiness. If you have any kind of addiction - emotions/substance/people, you will feel out of control and will be prone to a negative living experience.

You can see how this can be a very dangerous and negative spiral if you have any unhealthy deep connections in your neuro-net. Even healthy behaviors can become unhealthy if we become addicted to them.

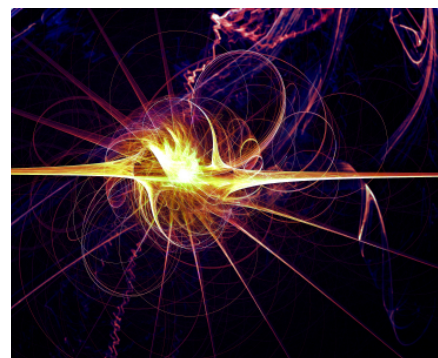
So how do we change our behaviors and the needs of our bodies? Is it possible to free ourselves from our emotional addictions so we can make those little changes in our lives?

It's simple:

You have to stop firing to stop wiring.

You need to find a way to stop wiring your neurons with the feelings and associations you do not want.

This change is hard. Imagine if you have a well developed relationship with food. Over the years it is likely you have had many and experiences related to food, and strong emotions to remember these experiences.



Jane is a health conscious individual. She likes to run three times a week, eat healthy food and take vitamin supplements daily. But even with all the efforts and improvements to her health, she still has these last five pounds she cannot manage to get rid of.

Jane also has a bit of a sweet tooth, but just for one thing. She LOVES ice cream. She knows it's bad for her, but she can't seem to control her craving for ice cream, even though she has control of all of other decisions when it comes to her health.

Even though Jane knows she may be able to lose that last five pounds if she gives up ice cream, she can't. This is because of her firewire connection. She most likely started out when she thought of ice cream, which would in turn fire to "delicious" and "happy". Even when she realized that her lack of control around ice cream was what was holding her back from her ideal dream body, she still couldn't stop. Now when she thinks of ice cream it fires to "disappointment" and "failure", which we now know our body can become addicted to as well.

So if Jane's body hasn't had its fix of "disappointment" or "failure" that it has been conditioned to, she reaches for the Ben and Jerry's - not because it's delicious, but because it gives her the negative emotions and feelings her body craves.

What you need to do is make a new connection and make a new wire. If you used to connect love with the disappointment of all

your failed relationships, you can turn this into a healthy belief that love equals growth. Any time you feel love now, your brain will make the connection that your experiences with love caused you to grow. Your body will now be fed the 'growth' chemicals instead of the



'disappointment' chemicals.

When you start making this connection more and more, your body will lessen its addiction to disappointment and start to embrace growth.

Once you strengthen this new connection, the old one will eventually break.

Another example is how you fire when you think of your finances. In your brain you will have an "acquiring money" neuro-net. When you think of making money, it could be connected to the feeling of hopelessness, powerlessness and frustration. If this is how your body reacts to the concept of making money,

you will never be able to be successful financially.

To achieve financial success, you need to rewire your brain to associate 'making money' as 'easy'. Once this connection is made in your neuro network, your body will follow suit.

So HOW do you do this? I have seen so many people reach out to Silva with the best intentions and some of the most impressive will power, but still fail at making these new connections.

The Big Lie About Will Power

Will power alone is not enough to overcome any addiction.

Your brain will always bring to mind situations that will fill out biochemical needs. If you have a strong neuro-connection for anger, you may find that your anger is uncontrollable. Sometimes you may even get angry for no reason. This is because you have conditioned your body to the anger peptides, and when they are deprived of anger, after being fed it for so long, the body will tell the brain to make more.

So you can have the best intentions and even with your best efforts, you will find yourself succumbing to your addictions. The best intentions and strongest will power are destined to fail when facing addictions - especially those that have deep neurological connections in the brain. In fact using will power can even strengthen those unhealthy neuro-nets in your brain.

For example take someone trying to give up a drug using will power. They tell themselves that they will quit and this is the last time. Then suddenly the body has a physical craving for the drug and sends the signal to the brain that it needs this drug. The person will cave into the strong connection made over time in their brain and suddenly will feel like they have failed to kick their addiction. They will feel like an "addict".

People who try to rid emotional addiction through sheer willpower will go through the same cycle.

This experience will only strengthen the bond between the neuro-net in the brain - thus deepening the addiction.

While will-power is a very admirable trait and may seem like the best way to make a change, the truth is will-power doesn't address the source of the addiction. If you cannot isolate the source of the addiction, overcoming the addiction will be next to impossible.

The fact is will power does not equal awareness.

How To REWIRE and EVOLVE your brain

The first step of established 12-step programs for addiction is ADMITTANCE. You will never be able to rid yourself of a negative connection if you are not aware of its existence.

You need to identify two or three concepts of what fires and wires



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together for you. You should analyze your beliefs about money, love and health. To overcome addictions, you need to understand them, how they work and how they are holding you back, so you can change what doesn't work and set yourself free.

In the next few days I'm going to teach you how to unwire your negative firewire connections. This method is going to teach how to do this effectively in the least amount of time possible.

You've been doing this all your life, making these connections and training your cells to crave these feelings, so change isn't such an easy thing. You are psychologically and physiologically addicted to these current patterns.

Change is hard, but it's never impossible. You just need the right tools.

If you follow the next steps, you can make profound change in the least amount of time possible. This is permanent and lasting change. You are going change the way your brain works and the desires of your body. Soon positive connections and emotions will come naturally and without any effort, for the rest of your life.



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The Importance Of De-Stressing

To re-wire and become aware, you will need to get into a relaxed state. You will not be able to start re-wiring and reprogramming while in the reactionary state of stress.

Stress is a reactionary state. Thus, you are always living in a state of reaction to urgency rather than focusing on what is important but not urgent. This cycle and state you operate in will not allow you to be empowered and often cause many to seek avenues to “remove” the stress by entering a state in which the urgency is temporarily removed.

Stress will only reinforce the current firewire connections you have, and completely inhibit the possibility to make new connections.

To reprogram effectively, your brain needs to be willing to produce the positive emotions, which cannot happen if you are stressed out.

When you are stressed, your neurons are firing out of a state of reaction. This inhibits the brain from making positive connections and producing positive emotions because the body is currently in protective and retreat mode. When protection is the priority of your mind and body, everything else falls to the wayside.

Your Challenge

The first step to rewiring your brain is a combination of relaxation and awareness.

In the corresponding blog post to this report you will find a 30 minute meditation attached. I am going to ask you to get comfortable and use the 3-2-1 countdown to reach your alpha state.

In your alpha state of mind, bring up any situation and experience you have had in the past. It could be about love, money, health or anything else that affects your life. You can even keep a notebook beside you and jot down your insights when you come out of the meditation.

Become very present and note the feelings that come to mind. It’s important to just let go and let your subconscious do the work here. It’s also important to not judge your feelings. Just accept them and become aware.

It’s ok if this may not bring clear answers the first time. You can always try this a few times, until you have a very clear answer.

Afterwards, please comment on the blog post of what you’ve experienced. I am looking forward to hearing your revelations.

Awareness is the 1st and most crucial step of any change. It can be a very emotional and difficult process to bring these truths into your life. Just remember, some of these realizations may be hard to accept and acknowledge, but it’s for the best in the long run.

After awareness comes the next step, which is making new connections. I have a secret formula for that, so stay tuned.

Better and Better

Laura Silva