

Assume *the* Feeling

HOW TO CREATE TOMORROW
BY FEELING IT TODAY.



FEELING FIRST,
REALITY SECOND.



YOUR
INNER STATE
CREATES YOUR
OUTER WORLD.

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Introduction

How to create tomorrow by feeling it today.

For centuries, we have defined ourselves as thinking beings. We celebrate intelligence, reward knowledge, and spend our lives trying to improve our thinking because we have been taught that thoughts create our lives. But what if thoughts are only part of the story? What if the true driving force behind every decision, every behaviour, every habit, and every achievement is not thought at all, but feeling?

***The premise of this book is both simple and profound:
we are not thinking beings having emotional
experiences; we are feeling beings having a human
experience. This single idea has the power to change
the way you understand yourself and the way you
create your life.***

Before you ever learned to speak, reason, or think consciously, you experienced life through feeling. Long before you formed beliefs about yourself or the world around you, your nervous system was recording emotional experiences. It experienced safety or danger, acceptance or rejection, love or fear, joy or sadness, certainty or uncertainty. Those feelings became the invisible foundation upon which your personality, your behaviours, your beliefs, and ultimately your identity were built.

Feeling was your first language, and although you eventually learned to think consciously, feeling has never surrendered its influence. It continues to quietly direct much of your life from beneath your conscious awareness.

Thought, then, is not the destination. Thought is the mechanism that creates feeling. Every thought creates a mental picture. Every mental picture generates a feeling. Every feeling influences behaviour. Every repeated behaviour produces results. Those results reinforce the feelings that created them, forming the life we eventually call reality.

This is why your life follows the direction of your dominant feelings far more consistently than your occasional thoughts.

Fortunately, modern neuroscience provides a remarkable explanation for why this happens. Your nervous system cannot reliably distinguish between an actual experience and one that is vividly imagined. Whether you remember something from the past, experience something in the present, or vividly imagine something in the future, your nervous system responds primarily to the feelings generated by the mental pictures you create.

Imagine cutting into a fresh lemon and placing a slice on your tongue. You can almost taste its sharpness. Your mouth begins to water even though no lemon is actually present. Imagine standing at the edge of a thousand-foot cliff. Your palms begin to sweat, your breathing changes, and your heart beats faster, despite standing safely wherever you happen to be reading this book. Imagine receiving wonderful news that changes your life forever, and you immediately begin to smile. None of these events are occurring in reality, yet your body responds as though they are.

Why?

Because your nervous system responds to feeling more than circumstance. It faithfully follows the emotional instructions created by your imagination.

This discovery leads to one of the most powerful principles you will encounter in this book: when you consistently assume the feeling of a desired reality, you begin creating that reality.

Not through magic.

Not through wishful thinking.

Not by pretending your problems do not exist.

You create it because the feelings generated by vividly imagined experiences influence your behaviours, your decisions, your habits,

your confidence, your resilience, your persistence, and ultimately your results.

Consider an Olympic athlete.

Years before standing atop the podium with a gold medal hanging around their neck, the athlete has already lived that moment thousands of times in their imagination. They hear the roar of the crowd. They see the flag rising into the air. They hear their national anthem playing. They feel the weight of the medal resting against their chest. They experience overwhelming gratitude, accomplishment, pride, and joy.

Those feelings are entirely real, even though the medal has not yet been won. Every training session, every sacrifice, every disciplined decision is strengthened by those feelings. The athlete is not merely chasing a future event; they are repeatedly experiencing it emotionally.

Eventually, reality catches up with feeling.

When they finally stand on the podium, the emotions they experience feel strangely familiar because they have rehearsed them countless times before. The external reality has finally become consistent with the internal reality they deliberately created.

This principle extends far beyond the world of sport.

Every successful entrepreneur first imagined a business that did not yet exist. Every inventor saw possibilities before anyone else could see them. Every artist envisioned the finished masterpiece before lifting a brush. Every great leader imagined a better future before inspiring others to build it.

They all shared one thing in common: they assumed the feeling before experiencing the reality.

Because we are feeling beings having a human experience, the quality of our lives is determined less by what happens to us and far more by the feelings from which we consistently live.

Throughout this book, you will discover how feelings shape identity, how the nervous system learns through emotional repetition, why

behaviours always follow feeling, and how consciously choosing the feelings of your desired future changes the way you think, the way you act, and ultimately the life you create.

You will learn practical methods for creating vivid mental pictures that generate empowering emotions, replacing inherited emotional conditioning that no longer serves you, and allowing your future to influence your present instead of allowing your past to dictate it.

Most importantly, you will discover that life is lived from the inside out. Reality does not simply create feeling. Feeling participates in creating reality.

The future you desire begins long before it becomes visible. It begins the moment you consciously assume the feeling of the person you are becoming.

As a feeling being having a human experience, every feeling you repeatedly embrace becomes an instruction to your nervous system, every instruction influences your behaviour, and every behaviour helps shape your future.

**We are feeling beings having a human experience.
Thoughts create mental pictures.
Mental pictures create feelings.
Feelings direct behaviours.
Behaviours create reality.
Reality reinforces feeling.
Change the feeling, and you begin changing your life.**

The life you long to live is not waiting somewhere in the future.

***It begins today...
...with the feeling you choose to assume.***