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*If you think you can do a thing
or think you can't do a thing,
you're right.*

—Henry Ford (1863–1947)

INTRODUCTION



As industrialist Henry Ford pointed out, if you think you are capable of doing something, the odds are that you will try as hard as you can, you won't give up easily, and eventually you will do it. If you think you cannot do something, however, it's almost certain that you won't be able to do it. In both cases, what you believe without question to be true about your capabilities, how the world works, and what you can do about it guides virtually all of your actions and, equally important, your inaction.

What we believe, however, does not have to remain etched in the stone of a mind that is hardened to change. Our beliefs can and should evolve according to our experiences, of course, but also with a good deal of our conscious direction, allowing us to move through life like a car on one of Mr. Ford's assembly lines, adding to our core beliefs what we learn from experience after experience, keeping in mind the goal of arriving at the end of the conveyor belt of life a unique (unlike Mr. Ford's cars), complete, powerful, and happy person.

Of course, this rarely happens, at least for most of us. The most successful people have a core belief system that works for them. They know they are going to succeed and they try and try again and keep on trying until they do, never taking no for an answer from anyone, including themselves.

Those without such self-confidence and a strong belief system wonder how people who do not seem any smarter than they are accumulate all that wealth and power. They marvel at how this or that unattractive person is beloved by or at least dating someone so beautiful. They eternally wonder why some people succeed and some, namely, them, fail. This book not only answers those questions; it can show you how to regain control and develop your core beliefs in a logical, fun, and scientifically based way that I evolved in response to my difficult early life. I call my technique *Quantum Affirmations* (for reasons that I explain in Chapter 2).

Let's start by defining what an affirmation actually is, or, to put it more precisely, who an affirmation is: You are an affirmation. You are what you affirm. We've already discussed how your core beliefs affect your ability to get the job done and interact with the world, but that is only the beginning. You are not just a unique and miraculously conscious collection of atoms, molecules, cells, and tissues of flesh and bone. You are you and not me or anyone else because you define yourself and differentiate yourself with the precise mix of what you affirm.

And what exactly do you affirm to be true? Do you believe in God or the Goddess? Do you believe you can get what you want in life and still be kind or do you think you have to trust no one and be ruthless? Do you think there is ultimate truth or do you think everything is a lie? Do you accept boundaries on what constitutes proper behavior or do you think everything is permitted? You define yourself to the world and even to yourself by what you believe to be true about everything under the Sun and the Moon. You are an affirmation, and what you believe is an affirmation, too.

What do you affirm to be true about yourself? I'm not talking about what you tell other people; I'm talking about what you believe in your heart and soul. You can find out what that is by taking a dispassionate listen to a small sample of the thousands of thoughts coursing through your consciousness every waking second. I'm not talking about your inspired moments, your triumphs, your loving feelings for those you care about (when they're living up to your expectations); I'm talking about the general tone of your personal thought parade.

As the Greek philosopher Socrates said, "The unexamined life is not worth living." It is well worth it to become aware of your most persistent beliefs and the tone of your thoughts about who you are, how people feel about you, how life is treating you, and all of the other things that you affirm to be true about you, other people, and the outer world. If a brief toe-dip into your stream of consciousness reveals that you're really not that self-confident or happy about yourself and where your life is now and, more to the point of this book, where your life is apparently headed, take heart. You're reading the right book.

This is a book about affirmations—my kind of affirmations: Quantum Affirmations. We've learned that you are an affirmation because of what you are affirming with your inner thoughts every minute you're awake, but the kind of affirmation this book is about is the kind that's been developed over the years as a kind of antidote to the self-defeating, paralyzing affirmations most of us have coursing through our brains. Negative affirmations are thoughts we have running through our heads like, "I can't do that because..." and "That can't happen because..." as if we, who can't do that because of...whatever, are somehow able to know beyond doubt that this or that can't happen because of...whatever. We are certain that we are uncertain, positive that we are negative about ourselves. How did things get like that inside our heads?

Life can be great, but life is often harsh. Even with the most well-meaning of parents, most of us don't get the kind of nurturing support that we need throughout our lives but that is most crucial for us to receive when we are children. All too many of us have absorbed the critical voices we heard in the past trying to manipulate us into behaving the way they thought we should. Many of the people who spoke to us that way were raised in the comparatively dark ages of the twentieth century by people who—like their own parents, who were even harsher—thought that children sometimes needed to be scolded and belittled to teach them how to behave correctly and best prepare them for dealing with the cold, cruel world.

Well, the world may indeed be cold and cruel, but it can also be wonderful. Surprisingly, it is usually both of these things at the same time, though most of us are usually so pulled by the pressures of modern life that we can see things as only either good or bad. Even more surprising is the fact that what often determines whether we see the world as good or bad is—you guessed it—what we affirm to be true. Sometimes we are like disciplined soldiers who accept without question their rank in the social hierarchy and the orders they receive from their superiors because they are certain that is how the world works; sometimes we're like frightened rabbits who are terrified that they don't know anything, even which way to run.

I firmly believe that no matter what we affirm and no matter how crazily we behave, it all makes sense to some part of our being. The fears that keep us from doing things that might benefit us but at which we might fail or for which we might be judged harshly; the behaviors that keep us isolated from relationships that might hurt us or make us feel overly dependent on others; the financial problems that keep us in the social station we are comfortable with and that are the result of our aversion to risk or our addiction to it; escapist behavior of all kinds that makes us feel safe or cut off from our

fears and pain—all of our crazy affirmations make sense to some part of us that wants to keep us safe and pain-free. The trouble is that those crazy affirmations harden our lives like a plaster cast around our limbs, preventing us from walking where we want to go or reaching for the things we want and know that we should be able to have.

You cannot stop affirming things inside your mind; it's who you are, after all. You can, however, make an effort to consciously affirm what you want to be true. If you don't, it's like letting go of your car's steering wheel and expecting it to drive you where you want to go. Ah, so now you can see why things have gone the way they have!

This brings us back to the third definition of what an affirmation is. As we've discussed, first, *you* are an affirmation; second, what you believe to be true about yourself and the world is an affirmation. The third type of affirmation is shown in the kind of positive affirmations that I've written and put into a series of five affirmation decks illustrated by my incredibly beautiful—on all levels—wife and artistic collaborator, the artist and fashion designer and most positive person I know or know of, Amy Zerner.

As Amy's co-author of these five decks of affirmation training cards and several dozen books that incorporate instructions for using empowering affirmations to improve one's decision-making ability and thereby better attain one's goals, I'm always surprised to hear people express any doubt about whether affirmations can have any effect on a person's daily life.

There's no doubt that negative affirmations work (see Henry Ford's quote at the beginning of this introduction if you've forgotten why). In fact, each time I've written on the topic of affirmations I've fairly jumped out of my seat trying to get people to understand that the problem is not that they don't know how to "do" affirmations; the problem is that they're already too good at doing them—the negative ones.

Positive affirmations, like the one I call my Master Affirmation,

I have all that I need to get what I want

are designed to be said repeatedly to ourselves, either aloud or in our heads, in the hope that they will mitigate or completely counteract the negative affirmations I mentioned previously (“I can’t do that because...” and “That can’t happen because...”) the way antacid tablets counteract acid indigestion.

The connection between what we affirm to be true and the life we experience is so strong that even the most basic affirmation techniques can and sometimes do produce measurable, positive changes in the lives of those who are sincere and regular practitioners of positive affirmations. They are the exception, however, and not the rule. This book and my Quantum Affirmations technique are designed to be like prescription-strength antacid medicine to give you the self-confidence to counteract the negative affirmations so you can attain a calm inner mind. At the risk of sounding like one of those high-pressure pitchmen on TV: But wait, there’s more—a lot more.

In *Quantum Affirmations*, I share with you the method I evolved over the course of the most difficult periods of my life, a method for transforming what I affirm to be true about myself and what it is possible for me to experience. In this way, I empowered myself to profoundly transform my then sorrowful life into a daily experience of love, light, and laughter, and in *Quantum Affirmations*, I will teach you how you can change your life for the better the way I have; I will show you how to reach into the future and “plant your flag” there, claiming the future that you want like an explorer claims a new, uninhabited island.

I am not an accredited teacher or psychologist or a quantum physicist. I am, however, a living example of a self-made Renaissance man. I am someone who “followed my bliss,” as the late, great Joseph Campbell so famously said. More to the point of this book, I am a successful, highly intuitive person who has devoted his life to helping other people improve their own decision-making ability and find their own version of success.

My version of success, the one I am confident I can show you how to achieve, is simply this:

I wake up every morning when I want to because I work for myself. As if the absence of alarm clocks wasn't amazing enough, there right next to me is my incredible wife and soulmate, and we've been together in love and lust for thirty-six years. We are, as of this writing, relatively fit and healthy, especially for our age. We live in a beautiful house that we laughingly say is a factory with bedrooms because we are both quite productive. Our running joke is that we didn't want to have nine-to-five jobs, so we ended up having ninety-five jobs. We have what is really a mom-and-pop mini-conglomerate whose “brand” is The Enchanted World because that is the world we want to keep living in and share with those whose world is not so enchanted at the moment. We make a comfortable living doing what we love and are proud of—making art, books, games, clothing, jewelry, DVDs, and both spoken word and music CDs—and we do everything to the best of our ability to help others and beautify the world. See? I told you I'm living a life worth living. You can have your own version of what I've attained; of that I'm sure, because I'm really good at helping people help themselves. In fact, we have helped a lot of people, and we're only just getting started, because *Quantum Affirmations* is the culmination of my life's work.

So, without further ado, now that we've been introduced to each other and to the three-dimensional meaning of the word *affirmation*, let's get on

with teaching you my Quantum Affirmations technique so you can change your future. You'll find that it is surprisingly easy and fun to do, and if you stick with it for a few weeks, I think you'll find that it works as if by magic!

My Quantum Affirmations are not like typical affirmations, and this book, not so coincidentally entitled *Quantum Affirmations*, is not your typical self-help book; it is most certainly not your typical affirmations book. Those books, while well-intentioned, usually offer only the basics of using the power of positive thinking. They teach that if you simply affirm the positive statements they suggest, like "Every day in every way I get better and better," which you may or may not believe to be true, you can somehow undo the effects of your years of affirming negative statements like the two we've already discussed, "I can't do that because..." and "That will never happen because..." (which, let's face it, you definitely believe to be true). Those are only two examples of the kind of powerful, negative, self-limiting affirmations that we all have to deal with successfully if we are ever going to experience the kind of life we know in our hearts we are meant to live. That's where my Quantum Affirmations technique comes in.

An overwhelming majority of those who buy self-help books do not get enough positive results, and so they discontinue their practice and rightly conclude that those affirmations are not as powerful as advertised, certainly not powerful enough to change their life in a meaningful way.

My Quantum Affirmations are designed to produce results that are not only powerful but also fun to do; you develop your creative spirit as you create your new life.

Like me, my Quantum Affirmations techniques came into life the hard way. I evolved them in the same way that doing rough work produces calluses, as my reaction to the real and difficult challenges of my life. I think that's why after our blessed meeting in 1974, I was able to hold up my end of creating our blessed life with Amy. These formerly secret techniques—so

secret that even I didn't know that I had developed them—have helped me not only to survive the dark, lonely first part of my life, but to thrive as Amy and I created and continue to create our enchanted life together. I affirm that they enabled me to realize how rare and valuable it was for me to be living with Amy and her dear mother, the late, great pen-and-ink master artist, Jessie Spicer Zerner, an experience I cherish and maintain through the psychic ability Jessie's passing forced me to discover in myself—I missed her so much and still do, even though she's in my psychic imagination always.

I know all too well that nothing lives forever in this world. All I can say is, so far, so really, really good. Amy and I have enjoyed our thirty-six years filled with love, laughter, and making a good living from and enjoying recognition for our creative gifts. Just as Cupid was the child of Mercury (communication) and Venus (beauty), our books and Amy's art, couture clothing, and jewelry are all “children” of our desire to imbue everything we create for others to buy with love, beauty, and practical wisdom to improve their life in some way.

I bless the day I decided to write *Quantum Affirmations* because it was only then, when I sat down to see if I could figure out exactly how I had created my half of our wonderful life, that I became aware of the techniques I had developed organically, to the point where they were second nature and, like water to a fish, invisible to me. Until then, I hadn't realized that I was approaching life quite differently from the majority of people in our world today, who are living Henry David Thoreau's often quoted line:

The mass of men lead lives of quiet desperation.

Amy and I have, instead, led lives of high quality and profound meaning. The best way for me to say thank you to the universe for my good fortune is to share my Quantum Affirmations techniques with you and help you to attain your goals, if not right now, then in the very near future. In fact, *Quantum Affirmations* is all about changing your future from where you're headed without my techniques to the much better place you can get to by using them.

Writing is like journeying into the future while both driving where you want to go and looking out the window daydreaming. We have now come to the first take-away for you from my Quantum Affirmations process:

Sharing your blessings is a powerful way to ensure that they continue to flow to and through you.

Like everything else in this book, it may sound like wishful thinking, like it may be too easy to actually produce powerful, measurable results. All I ask is that you try it and see if it works for you like it works for me and Amy and the five real people you are going to meet as they learn how to do their version of my Quantum Affirmations. (Hint: It does!)

Thank you for giving me a chance to prove to you that I can teach you how to manifest in your life the same kind of love, success, and contentment that I've co-created with my brilliant wife, whose wisdom and faith in me allowed me to rediscover the landscape of my soul and map it for your benefit. I am confident that if you put into practice what I am about to teach you, it's going to seem that your luck has changed. You and I, however, will know that luck had very little to do with it.



WHAT DOES QUANTUM MEAN?

Most people have heard the word *quantum*, especially as it's used in the term *quantum leap*, which is often used to indicate a sudden and significant change, especially one that involves an increase of power or understanding.

Doing my Quantum Affirmations has significantly changed and empowered my life and the lives of the people you will meet within the pages of this book. Understanding and performing your own version of my Quantum Affirmations can change your life, too, but how much your life can change is totally up to you. In fact, the very word *quantum* comes from the Latin word *quantus*, meaning “how much” or “how great.” So how much do you want to change your life? That much? Okay, I believe that you can make a quantum leap—and my Quantum Affirmations can help. How great is that?!

Please forgive my having fun with the previous wordplay. I know you are reading this book because things are difficult for you right now and you want to improve your life, not admire my sense of humor. I believe, however, that keeping your sense of humor burning inside you is an important part of learning any technique, especially one whose goal is self-improvement. It was my sense of humor that got me through my sad early years,

and it keeps me going every day in the face of life's challenges. When I have a bad day it is almost always because I've lost my sense of humor and have taken some annoyance or even a series of them way too seriously.

I have never been interested in any spiritual practice, belief system, or ceremony where you couldn't laugh or otherwise express joy. You can imagine my delight when I met and studied with one of the twentieth century's great philosophers, Professor Arnold Keyserling of the University of Vienna, who told us unequivocally, "If you can't laugh, it's not sacred." Having one of your core beliefs confirmed by someone you respect is a sign that you are on the right path. This happened to me again when I read this opening line of one of the Dalai Lama's books, "The purpose of life is to be happy," and I thought, *That's what I've always thought!* Laughter really is the best medicine in the Native American sense of medicine, which Professor Keyserling told us is "that which makes you whole."

So even though we all have a long list of improvements we'd like to see in our experience of life—more love and money, less pain and sorrow, to name just a few—it is important that we keep our sense of humor as we go about improving our lot. We also have to appreciate what we have, because if you don't appreciate what you have, you won't appreciate what you get. My Quantum Affirmations are going to help you get what you want, but they won't work if you don't appreciate what you already have. To be grateful for what you have puts you in the perfect frame of mind for best using my Quantum Affirmations techniques.

*Gratitude is not only the greatest of virtues,
but the parent of all the others.*

—Marcus Tullius Cicero (106—43 BCE)

We've all made choices that have guided us on our path to where we are today, for good or ill. When you realize how lucky you are to be alive and able to read and think and even attempt to do something to improve your situation, it becomes clear that the best thing you can do about your mistakes and problems and challenges is to laugh at them, be grateful for where you are today, and do all you can to improve your situation. Laughter also puts you in the zone of creativity, a mental state of relaxed concentration, where learning can take place.

You've already thought about how much you want to change your life, but there's one more thing you have to ask yourself: How much do you love yourself? There is a kind of cultural prohibition against loving oneself for fear of becoming one of those sorry people who seem to love themselves at everyone else's expense: serial adulterers, narcissists, egomaniacs, politicians, and similarly self-involved people. I do not mean to suggest that you love yourself to the exclusion of everyone else. I'm talking about what for most of us is simply liking yourself—stopping for a moment the incessant self-criticism and negativity about what you have or haven't done and forgiving yourself, the way I hope you would forgive a child or a loved one who made the exact same mistake you find unforgivable when you are the one who has made it.

Albert Einstein, the genius and pioneer of quantum theory, from whom you'll hear a lot more later on in this book, defined insanity as "doing the same thing over and over again and expecting different results." If you're reading this book, you probably have a tendency to be overly critical of yourself. If you want to get the most out of my Quantum Affirmations technique, it's time to try a different approach to living and especially to motivating yourself to take action to change your life: love yourself more. Don't worry, you won't become an egomaniacal narcissist—I won't let you! (Hmm...I may have gotten more than a little grandiose myself!)

Have faith you'll keep your ego in check. Give your inner critic a rest. It's time to call back into the game of life the part of you that loves you like the little child you are, a part of you that has not been in the game for so long that you can be sure it is rested, energized, and ready for action. So, sense of humor switched on? Check! Willing to try to love yourself more? Check! Okay, you're ready. It's time to play Quantum Affirmations!