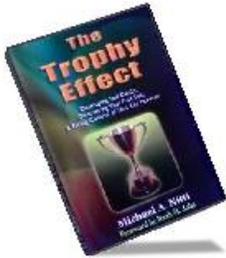


“The Trophy Effect”

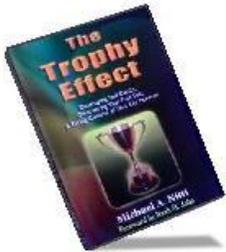
Destroying Self Doubt, Discovering Your True Self, & Taking Control of Your Life Forever!

Michael A. Nitti



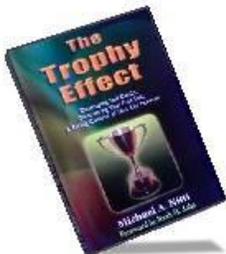
"A profound and courageous work. Your life will truly never be the same. Michael Nitti has developed a technique to master the inner-workings of the human mind; revealing a sustainable life of complete satisfaction and limitless possibility. Decades of personal study and practical exercise uphold the message and lessons learned in this book. Michael gifts us a missing piece of the puzzle, allowing us to become the masters of our fate and the captains of our soul. A Journey inward you do not want to miss..."

-David Morehouse, PhD; Author: The Psychic Warrior



"The Trophy Effect rocks!" This is the ultimate self-help tool and the best exercise I've ever seen - and I've seen them all! Thank you, Michael, for making this simple, yet powerful, process available to all of those who are controlled by their (mostly unconscious) fears. Nothing can stop me now! I'm on fire!! It's an absolutely brilliant and innovative approach and I sincerely hope that millions of people will read this book and transform their lives forever!

T.J. Rohleder, Author (Americas "Blue Jeans Millionaire")



"having retired at age 39, I soon found myself asking "is this all there is to life?" Fortunately, it wasn't too long before I was introduced to Michael Nitti and discovered the secret of "The Trophy Effect" - and, along with it, my true Self. I was inspired to step beyond my fears and to launch what has grown into yet another successful business - and am now teaching The Trophy Effect to my clients as well. Therefore, here's my coaching: the Trophy Effect is incredible. Read it now and change your life forever!"

Tim Taylor, Real Estate Mentor & Success Coach

“The Trophy Effect” by Michael A. Nitti Available at: www.thetrophyeffect.com

Chapters 1 thru 3 of “The Trophy Effect”

Michael A. Nitti

1

“The Trophy Effect”

*Destroying Self-Doubt, Discovering Your True Self
and Taking Control of Your Life Forever!*

Chapter 1 - *Life in a Fishbowl*

“What a dummy!”

“How stupid was that?”

“I can’t believe I did that *again!!*”

Sound familiar? If so, fess up – how often do you find yourself having thoughts like these after doing something wrong or foolish or after making a simple mistake? How many times a day do you catch yourself either wondering if you are *good enough* with respect to a specific task at hand or doubting yourself as the result of reflecting negatively upon something that may have happened days, weeks, or even *years* ago? In fact, have you ever noticed that no matter how many great things you or I accomplish, we are much more likely to beat ourselves up when things go wrong than we are to congratulate ourselves when things go right?

In which case, one might wonder, what’s up with that?

Then again, one may not be inclined to wonder about that at all, as I am suggesting that we have grown so accustomed to worrying about “not being good enough” that we’ve become just like the proverbial fish who has no clue that it’s surrounded by water; the premise being that having spent its entire life in water, the fish has no alternative perspective from which to experience the water *as water*. Sort of like not being able to see the forest for the trees...

No matter how intelligent, capable, or successful we may be, if most of us were brutally honest about it, we would admit to questioning either our capabilities or our self worth on a fairly regular basis – or, at least whenever things go wrong – and can easily recall the last time we were present to a thought such as “damn, that was stupid.”

In fact, this tendency to catch ourselves *not* measuring up is so strong, that even if you had just graduated from a major university, married the man or woman of your dreams, or were standing in front of an audience being lauded by your peers, there’s a very good chance that you wouldn’t allow yourself to feel too good about it nor allow any praise to sink in too deeply. So, what is this “subconscious force” that causes us to feel validated when we do something wrong, yet relatively resistant to positive validation when we do something well?

In the interest of cutting right to the chase, the bottom line is that you and I are not “wired” to expect things to go our way. You see, even in the wake of the buzz about the “Law of Attraction” and all of the books that implore us to think only positive thoughts, this is *not* how human beings are put together. In fact, we are much more likely to be concerned about falling short than we are inclined to anticipate success.

Certainly, there are those of us who achieve our goals and do great things every day, as each of us is fully capable of accomplishing whatever outcome we desire by moving toward it with focus, intention, and determination. However, since most of us do not appear to be able to generate this level of intention on a regular basis nor bring forth that degree of determination as a matter of course, wouldn’t it be useful to discover what it is that keeps us from doing so? Wouldn’t it serve us to acknowledge the truth about those recurring tendencies that cause us to hesitate or hold back? Might it not be liberating to discover the source of the self-doubt that tends to show up whenever we consider taking action in pursuit of

something we desire? Furthermore, wouldn't it be interesting to observe how our minds are *really* wired so that we could assume fuller control over the "steering wheel" of our lives? Finally, wouldn't it be beneficial to understand these natural tendencies and compulsions so that we're able to have more power over *them* than they have over *us*?

Of course it would. And now that you've answered "yes" to each of these questions, I'm pleased to inform you that there exists a similarly simple answer to the fundamental question behind those posed above - and that question is "what is preventing us from having it all?" In fact, it's an answer so simple that you may actually feel like you've fallen short once again because you should have figured it out for yourself. Still, whether you've figured it out or not, the reason why we feel validated when we come up short yet resist feeling joyful when we don't, is: Fear. Yes, *fear*. Not just any fear, mind you, but a fear so strong that it drives *all* of our self-doubt, *all* of our hesitation, and *all* of our justification for giving up rather than staying the course in pursuit of our dreams. So, what specifically might it be that we are so afraid of that it causes us to question almost everything we do?

Well, although he's not the only authority on human nature to acknowledge the role that fear plays in our lives, as is a recurring theme throughout many of his ground-breaking works, my friend and mentor, Tony Robbins, has concluded that there are two fundamental human fears, 1) *that we are not enough*, and 2) *that we will not be loved*. These being the observations of a man whose teachings have impacted the lives of millions of human beings!

Basically, what Tony is suggesting is that no matter where we go or what we set out to accomplish, these fears go along for the ride. Of course, we rarely observe these fears for what they are for the very same reason that the fish isn't able to *see* the water (again, the premise being that the fish has no alternative perspective from which to experience the water *as water*, having spent its entire life in it). Even so,

these fears are definitely there – lurking just beneath the surface, patiently awaiting the announcement of your next big dream or intention so that they can intervene and cause you to re-think everything. At which point, what exactly are your options for breaking free of these fears?

As you can imagine, there is no simple answer. However, we will be exploring this question from two very distinct perspectives, as it is my intention that by the time you’ve finished reading this book, you’ll have mastered breaking free of these fears from both a “traditional” and a *transformed* point-of-view.

From either perspective, any such breakthrough will require a thorough understanding of *The Trophy Effect*. And since that just happens to be the subject of this book, you’re off to a very promising start – as we begin with a fairly traditional analysis...

First of all, with respect to how our fundamental fears come into play within this dynamic, I’ve observed that the concern of not being good enough is our *primary* fear, which then spawns a virtual smorgasbord of secondary fears. Being privileged to have coached more than a thousand clients one-on-one over the past twenty-five years (as well as having witnessed Tony interacting live with hundreds of thousands of others during seven of those years), I can assure you that I’ve never met anyone who doesn’t exhibit at least some degree of limiting behavior stemming from these fears; specifically, the primary fear of not being good enough.

As for those of you who may be resisting this little piece of news (either because you don’t believe you have these fears or because you don’t believe you allow them to stop you), please understand that although these fears exist, most of us have built “mental muscles” that allow us to make things happen in spite of them – at least *some* of the time.

Consequently, since it’s true that *all* human beings share these fears, yet most of us still produce outcomes and ultimately create at least some degree of prosperity

in our lives, what we're about to explore – and ultimately overcome – is how these fears significantly limit your vision, thwart your determination, rob you of your self-esteem and enthusiasm, and dampen your sense of fulfillment.

Even then, understanding how we are affected by these fears is only the first step, as my primary objective in writing this book is to leave each reader fully empowered to dream grander dreams and to move toward them with renewed confidence and passion!

You see, the truth really does set one free; so, if you are willing to surrender into what is about to be revealed – as we explore what we're about to explore – what is available on the other side of this journey is anything your heart desires!

On the other hand, if you already have everything your heart desires or are still not clear about how the fear of not being good enough has impacted your life, I encourage you to keep looking until you are able to see both the “water” in your *personal fishbowl* and that it's not just all the other “fish” who seem to be affected by these fears. Once you do, I suggest that you continue this journey as a *full participant* rather than as an observer. After all, no matter how conscious you may be, what can it hurt to discover something you didn't know – the knowing of which might support you in becoming even more empowered and joyful than you already are?

With this in mind, I invite you to continue reading as though what lies hidden within these pages is nothing less than the secret formula for freedom, happiness, and fulfillment! I further invite you to “try everything on” for yourself by looking into your experience to discover how each metaphor applies to you; knowing that you are much more likely to become enlightened if you read with the intent to *align* rather than *doubt*.

Surely, it would be easy for your mind to dismiss some of what you are about to read as too general. And although we do, in fact, possess unique personalities, we clearly share the same “basic operating system,” which lies at the root of how we interpret and process information. And it is here – at the level of this operating

system – where you and I are very much alike; exhibiting the same emotions, the same access to memories, the same survival instinct, and the same *fears*.

Of course, on a much more fundamental level, we are not only “very much alike,” but are inextricably connected to everyone and everything else, *as one*. However, this aspect is typically far less ascertainable for a myriad of reasons – primarily because all of us have been “socially conditioned” to trust our perceptions (our senses) rather than conduct our own investigation into the true nature of things. Thus, in order to actually *experience* “oneness” and to celebrate the joy of our inherent connectedness, we must first understand the very nature of social conditioning itself. Which, conveniently, is both a very crucial aspect of *The Trophy Effect* and one that we’re about to explore first hand.

Therefore, my final invitation is for you to use this process to conduct your *own* investigation, thereby enabling you to let go of any limiting beliefs that have been tied to your social (and personal) conditioning. In the end, you will learn how to “recondition” both your mind and the actual *neural-connectors* within your brain – at which point, you will be fully empowered to step beyond your fish-bowl and to experience yourself as the magnificent and capable being you truly are!

In support of all this, we are about to embark on a relatively simple, yet very powerful, metaphorical journey through the inner workings of *the mind*. A journey which has been structured to allow you to see that we are not only influenced by these forces but are driven by them – and why we so often feel like we don’t measure up. A journey of exploration and observation, where there’s a very good chance that you’ll be seeing things as you’ve never seen them before – at least not from *outside* the fishbowl.

Needless to say, you’re in for quite a ride. So, let’s fasten our seat belts and get this show on the road!

Thank you for your interest in *The Trophy Effect*. If you would like to read the rest of the book, I invite you to pick up a copy from *Amazon.com* or *Barnes & Noble*

For info about **Coaching**, Seminars, or Tele-classes, please visit: www.mnitti.com

