

Interview with Jeff Staniforth

Affirmation success story: Jeff Staniforth

Heath Nicholson of www.AussieAudioGuy.com, interviews renown affirmation expert Jeff Staniforth. For many in the personal growth arena, Jeff needs no introduction.

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[Heath]: Hi, this is Heath Nicholson, and today I'm speaking with Jeff Staniforth of AffirmWare and the creator of Sculptor 3 Affirmation Software. Thanks for joining us today, Jeff.

[Jeff]: Thank you for inviting me, Heath. It's a pleasure to be here talking to you and all your listeners.

[Heath]: Thank you. And tonight, first of all, I want to ask you, can you give us a bit of background about yourself, and also, perhaps, some ideas about affirmations and goal-setting?

[Jeff]: Yeah, well, it's probably best to get into how I first got into the metaphysics and affirmations. For me it was about fifteen years ago. I was going through a particularly hard time in my life. One night I had this bizarre experience. I'd been out having a few beers with some friends and came home about two in the morning. I was having a little pluck away on my guitar, and I don't know what happened. I went into a trance. I was in this trance for about twenty minutes. I can still remember coming out of it and saying, "What the...?" Excuse the French. "What was this?"

I went off to bed and in the morning when I got up, I was staring at a spot on the wall trying to get this experience back. It had such a profound effect on me. After that I found myself going to libraries and reading up on meditation and that. I kept coming across these books and obviously a lot of them mentioned religion. As soon as they mentioned religion I put them back on the shelf. But I kept coming across TM and they didn't mention religion.

[Heath]: Which is? TM?

[Jeff]: TM refers to the Maharishi Mahesh Yogi and his transcendental meditation technique. So I looked in the local phone book, and down at the next suburb they had a center. So went along sort of assured that I could meditate now. I just wanted some answers to some strange things that were happening to me.

That was really my first experience of stepping into some of the metaphysics. One of the bizarre things that happened to me then... [the TM center] wanted about five hundred

dollars. I'd never had five hundred dollars at that stage in my life, loose cash. They assured me that if I signed up; I'd somehow find the money. Sure enough, I signed up. I think at that stage I was about fifty dollars in debt and I'd actually gone and bought a lottery ticket – and actually won five hundred and fifty dollars.

The initial experience was bad enough. It was like, “My life has changed.” Then suddenly I found myself having experiences that I just couldn't explain from the conscious level. So I did TM for about a year. I really got into it; and they answered all my questions.

Then I started meeting people that were talking about certain business practices that you could do. At the time TM was meant to be very pure. There was one lady that I had met who used to be an instructor of TM. She pulled me aside when these TM-ers were telling me you have to be pretty much all straight, etc., and she said to me that she's worked in businesses and they're using affirmations, goal-setting, and visualization. That was fifteen years ago, so for me it was quite a stretch.

Gradually, I started reading up on affirmations, etc. This was about a year after my initial experience and suddenly I had a thirst for knowledge. I was going around and absorbing everything I could from Joseph Campbell and mythology, subliminal messages, Catherine Ponder, Louise Hay, and Anthony Robbins. I was just fascinated with the entire subject. So that's how I first got into affirmations.

I would be there on the floor writing out my affirmations with pen and paper, and I can remember one day thinking, “There's got to be an easier way of doing this.” Out of the blue, and I wasn't a programmer, I just got this idea that it would be easier if I could do it on the computer.

So the next day, I'd taken myself off to the computer shop and I told the guy I wanted a software program. He asked me what I wanted it for and I explained basically that I didn't really know, but I wanted to be able to type some affirmations on the monitor and to go back and review the results. He gave me a program called Grasp. This was fifteen years ago, so it was a DOS program.

I got home and didn't have a clue what I was doing, but I knew that, number one, I wanted to put an affirmation on the screen. So I went through and I worked that out. It was just trial and error. I learnt to program just by doing this. Once again the strange experiences – whenever I needed to know the next step, it was being presented to me.

So when you say, “How did Sculptor develop,” originally, that was the basic idea. Then I wanted to incorporate my love of mythology, so I made it a twelve-day program. Each of the twelve days has got a backdrop. This is very much like mythology where you've got an image and you've got a story related to it. The premise there is if you can just bring in the image at a subconscious level, and you consciously understand the story, then all you really need to do from the unconscious level is just view the image. The unconscious knows how to interpret it. So I was doing that, and then I was reading a lot

on the work of Nathaniel Branden. He does a lot of work in clearing out the unconscious of blockages. That was the concept of incorporating responses into the affirmation practice.

When you type an affirmation, you also type a response to the affirmation. The idea is not to pay any attention to the response. You're just free flowing. The idea is to make the unconscious conscious. So if you type an affirmation such as, "Money is coming to me easily and effortlessly," but the unconscious says, "That's rubbish. It's not true," you just type that in as a response. Now, you don't concentrate on that, you don't put any attention on it. You just free flow, type it, and get back into the affirmation. The amazing thing is, after doing that for a couple of days, ninety-five percent of the time you will find that your responses start turning around and becoming very positive. You'll be like your own coach saying, "Yeah! Rah rah rah! You bet. I remember that time I was fifteen and that money came to me easily." This is your indicator that the affirmation is actually taking root in the unconscious.

So, there was Nathaniel Branden's "sentence completion" and the mythology from Joseph Campbell, the storyteller. I started incorporating that with subliminal messages on the bottom of the screen to make it easier. And then Pavlov's dog with these triggers; I just love that stuff. From a single trigger you could associate, almost like a gestalt, a lot of associated images. So I put the power symbols in there as well. You bring in your personal image that's associated with a spiritual power for you. That could be an angel or a particular religious symbol. It was my goal to bring in as many power things as I could to make it a lot more powerful.

Like I said, I was just there one day writing bits of paper, and they were all over the place. I was really never organized with it. I ended up going out and getting this software and learning how to program.

[Heath]: Wow. That's really powerful, obviously. Over a period of time you've developed this and you've seen the power that affirmations can bring. I guess what I want to ask you is, what are the basic principles of affirmations? And for the people that are out there listening to this now, the biggest question is, does this work? Do affirmations really work for us?

[Jeff]: Yeah, it certainly works. I'll back up to your first question though. The principles. Basically what's happening is, when you take on a belief, that belief will go into the unconscious mind. We've got the conscious mind and the unconscious. The conscious is our everyday thinking associated with ego and our day-to-day thoughts that we might be having now. The unconscious mind has been estimated to about nine tenths of our overall mind. The principles are that once we get a belief into the unconscious

mind, then the unconscious mind, since it's not analytical, will just take that as a fact. It will go about doing everything it can to reproduce that in the physical world.

So you take an image into your unconscious mind of you being successful in a certain business area, and you affirm that. By affirming it we're actually getting the unconscious mind to take it on. Once we've got that image in there, the unconscious mind is going to do everything it can to make that come about. So that's the basic principles of affirmations – simply getting that affirmation into the unconscious mind and turning it into a belief.

Of course there are many obstacles to that. It's been well documented that for the first seven years of our life we're like a blank slate. We take in everything that's said to us. We've got no ability to be analytical. We've got no ability to challenge any of these beliefs that are coming to us. So what your parents tell you, the school system, religion, TV, and even our caregivers all is going straight into our unconscious mind. For the first seven years we've taken all that in and the unconscious mind will then go about making that all true; it will manifest that into our reality.

An easy way to look at that is, you can look at your life now and say, "What would I have to believe to have created this?" Very often it's really quite easy to look at some of your beliefs and know what they are. That's where affirmations come in. First of all it's good to go down into the unconscious and find out what some of our not so supportive affirmations are and start changing them. Once we've done all the clearing and turned a lot of those affirmations around, we can get into goal setting and start creating some positive affirmations that will take us toward our desired goal.

[Heath]: I can see that perhaps we do that already without knowing it.

[Jeff]: Yes, it's just on autopilot and we never question it.

[Heath]: We can perhaps believe something so much that it actually comes true.

[Jeff]: Yeah. The best way to do it is, you'll normally have a very associated feeling of power; you've got a very high vibration. When you pick up a thought with that associated high vibration it goes straight into the unconscious and that is guaranteed to manifest. A lot of people will say, "Well, I've tried affirmations and they don't work for me." Often times what they've done is to get that high vibration up, get this idea and put it into the unconscious and send it out to the universe – if they could just let it go, that

would be fine, it would definitely manifest – but often time they will then start thinking of all the reasons that it won't happen. What they're actually doing without realizing it is programming themselves to undo the very thing they've done.

A very nice analogy of that is if you can imagine up in the sky there is a warehouse. You're a young kid, Heath, you play guitar and you're going to see a concert. There's your hero up there; your favorite guitarist. Then you come home the next day, and you're on the end of the bed and playing guitar. You're really excited. You want to be just like him. You fire off these strong desires and the vibration is up. If you could just let that go, that would be enough. But the next day you say, "Oh, you know, there are a lot of guitarists, this is a lot of work, and you can't make it in this industry."

With the analogy, if you can see this warehouse in the sky, when you first sent that desire up there, the message had gone out, "Ok, Heath wants to be on the stage, etc." and they're all up there doing everything to make this come about. But then the next day you're saying, "Oh, I can't." Suddenly the foreman up there is saying, "Hold up there guys. Heath thinks maybe it's too hard. So can we just put that on hold?" Things are put on hold for a while. In a couple of more months you might re-ignite that desire again and fire it up. The foreman's up there again saying, "Oh. He's ready for this now. Let's bring this on."

So we have this flow from "yes you can do it" high vibration, and then we beat ourselves up and we counteract the good that we've done. It's very important to affirm it, to visualize what you're affirming. But to be in that high vibration, to get into that high vibration – if you've heard anything about affirmations – you'll often hear people say you've got to use your emotions. We use our emotions to really get the vibration up, to fire off that desire. It's like a rocket of desire. You fire that off into the universe and you nurture it. You don't want to dig it up. You don't want to start thinking of all the reasons you can't do it; and if you can think of nothing else, it's better to not think of it at all. It's gone off there and it will come about.

[Heath]: Do you think that affirmations can be used with all aspects of our life or just certain things?

[Jeff]: Yeah, most definitely all areas. The underlying principle isn't reliant on any area of your life. It's good to understand the way we took all this stuff on as a young child and to clear that out, and to set goals. That really is a very good point you brought up. That brings us to the area of having a balanced life. You've got your spiritual and your recreational, and you've got your health. You've got your relationships. You've got your play areas of life. And it's good to set goals in all those areas, to work through them and create some affirmations – for your recreation, for your business life create some affirmations, for your health. You get in this balanced lifestyle rather than being fixated

on one area such as your business life. If all your other areas are going to suffer, then you're out of balance and you're not really enjoying life as much as you could be.

[Heath]: I heard that a combination of visualization and meditation can boost the success you can have with affirmations. Do you think that's true?

[Jeff]: Well absolutely. Let me back up a bit. Pull me back here if I wander off too much. A good analogy of what's actually happening when you meditate is to imagine that you've got this gatekeeper between your conscious and your unconscious mind. This gatekeeper came about when you were about eight or nine. So during those first seven years, you didn't have the gatekeeper there. Now this gatekeeper is there and he's actually monitoring all the beliefs that are trying to get into the unconscious. This gatekeeper is in charge of the clubhouse and it's a very prestigious club. You can only get into that clubhouse if you have beliefs that are similar to what's already in the clubhouse.

That's why we often times find it very difficult to change. We'll affirm something and the gatekeeper will say, "No, no." You might be ordinarily saying, "I always fail." You got this as a child and dad told you that you always failed. So you've got a very strong belief that you always fail, and that is a reality in your life. It appears to be the case.

Now, if you start affirming, "I always succeed," then the gatekeeper is going to say, "No way. That's wrong. You don't live in here." That's why we use emotions. There are several ways to get past the gatekeeper. One of the most powerful ways is affirmation with a combination of visualization.

Now, getting back to meditation, with meditation what you actually do is completely send the gatekeeper to sleep. You quiet down the conscious mind, the analytical mind, and you just pass the images and affirmations straight on to the unconscious mind.

So using the combination of the affirmations and the emotions and meditation is an extremely powerful way of programming the unconscious. When you get to that state, it's very easy to have direct contact with the unconscious mind via images, which is its preferred means of communicating. Do that along with your affirmations to get those straight to the unconscious mind. It's a very elegant combination of ways to do it.

With Sculptor, the affirmation software program, after you've done a few sessions typing in your affirmations and responses, you have the backdrop, you're hearing your fingers on the keys, and you know the fingers patterns, it's very easy then to get into a meditative state. Do the Sculptor session in your mind and it really makes it so much more powerful. Once that's in the unconscious, there's no way that it can't manifest. That simply is the way it works.

[Heath]: That's really interesting. What about an example or situation in your case? Have you used affirmation techniques to manifest your goals into reality? Is that something that you do?

[Jeff]: Yeah, definitely. When I first started meditating and using affirmations, one of the first things I wanted to do was get a property. Now, this was so out of my comfort zone and I don't encourage people to really stretch this much, but I did it. What I was doing was I started affirming that I wanted to attract to myself the means of owning a property. Up until that stage I had been a little bit irresponsible. I didn't save money or plan for the future. I figured, "Ok, we're getting empowered now and we'll see if this affirmation stuff works," with something that was really quite a stretch for me.

So I began affirming that I would attract to myself the means of getting a property. Two days later a friend phoned me up. This friend's name is Harry. Harry said to me, "Jeff, can you tell me what the rents are like in your area?" So I just said, "Why?" He said he was looking at getting a couple of investment properties. He was doing his figures and wanted to see what the potential of return was and that. Out of the blue, I said, "I'll go half each with you." And he said, "Ok." It was really quite strange. He came around within about two hours – The place is actually where I'm living now, but before that I was just around the corner. – He said, "I'll take you to see the place."

So we went to see this place and I remember he told me the price of it and I said, "Oh, no. I think that might be a bit expensive." He went back and negotiated with the guy, and he came down about a thousand dollars. Then we agreed and I thought, "This is fantastic. Yeah, I'll go half each with you." I still remember, about two weeks later, he said, "Well, ok, now we need about nineteen thousand each for the deposit." I said, "Harry, I don't have any money." He said, "That's ok, Jeff. I'll lend you the money. We'll both pay off our after mortgage, but you'll have a second loan that you owe me. As you pay it off in increments of a thousand dollars, we'll reduce the payments." That's how it happened.

I reduced the nineteen thousand in about five years. It was such a small amount that I'd almost forgotten about paying it off. It was about eighty or one hundred bucks a week. With the mortgage that was left at the end I just started affirming that I wanted to pay that off. Within a year, when I had actually gone full time and opened up the AffirmWare company, and I was getting ready to leave my job, they started offering everyone redundancy and I got quite a substantial payout – enough to pay off the loan.

Out of nowhere, suddenly, I own a place – within five years! And initially, it had kicked in straight away, within two days.

[Heath]: So these are the sorts of principles that you've put into Sculptor 3.

[Jeff]: Yeah, originally when I started. Now I've got brain wave patterns in there. I've got some goal setting features in there. They were never a part of the original one. In answer to your question, that was version one. Version one included just the affirmations, the responses, the backdrop images with the stories, and the subliminal messages.

Here was a very powerful experience I had. Probably about nine months after I started meditating I was with some friends and we were talking about it. Normally, when people get into affirmations and meditation, they'll tell you the benefits. I can remember thinking, with TM, "They say we've done this research, and this will happen to you. Your health will improve, etc." And I was thinking, "Oh, come on, give me a break. You can't tell me all these things are going to happen."

Then I remember getting a realization. It just came to me in a flash. What they're saying is think positive and positive things will happen. That encompassed all these claims they were making. Really they could make every claim in the world and it would be true. I really got this realization that it's being in that positive space, not thinking positive while having that underlying voice telling you it's not so, but thinking positive and vibrating positive.

It's that vibration that's very important – getting into that love, that passion vibration, and just thinking very positively that you see the world as a beautiful wonderful place. My entire life changed on that one original day. It took about six or nine months before I got that insight that it was really just that simple. It made something that was very complicated very simple.

[Heath]: I'm just going to play a bit of devil's advocate here and say, this combination of traditional techniques of affirmation and goal setting that you've melded together with current technology and software, do you think this is something that can be more effective?

[Jeff]: Extremely so. I think one of the main things it does is to bring together the backdrops – and you can add your own backdrops – and your affirmations with this imagery there. The imagery very quickly becomes second nature. You're not concentrating on the imagery, you're just doing your affirmations. But these images are going in. That in itself is extremely powerful.

What I see a lot of people doing, though, with affirmations is start off with, “Ok, I’m going to affirm such-and-such.” So they’re off doing that affirmation. Then the next week they might think, “Well, I’ll do another one.” What we do in Sculptor is let people do that for the first couple of sessions, but then we encourage them to turn on the advanced features. With the advanced features you are encouraged to set some goals. You write some goals out. You do affirmations that will get you toward those ultimate goals.

The affirmations aren’t just loose, one off here, one off there. You create a series of affirmations that are designed to take you toward these goals. This will have a cumulative effect. Your goal could be to have a successful company. So you affirm, “I’m now attracting ideas that would be in alignment with my great desire and my passions.” You do that for a week and then you might get some ideas about what you are meant to be doing. Your next affirmation might be, “I’m now attracting people in this line of interest.” They’re not just one-off affirmations. They’re affirmations that you’re grooving together, and they’re all taking you toward a common goal.

[Heath]: That’s great. I’ve been using Sculptor 3 for a while now and I’ve created some pretty tremendous things in my life. It’s amazing. Thank you, Jeff. Thank you so much. So for the people out there listening to us today, how long would it take using Sculptor 3 to see some kind of results? And what have people experienced who are already using Sculptor 3? What have they been saying?

[Jeff]: Regarding how long to get results, you can’t really say. The reason is that some people are going to have more resistance to what they’re affirming than others. Other people can just do one application and it goes straight into the unconscious. So really what you’re asking is, “How long it will take to get past this gatekeeper? And how much resistance is the gatekeeper going to have toward you getting in there?”

That’s why we bring all these techniques in. If you start affirming, you should see an indication within about seventy-two hours in most cases. This might be a big goal like setting up a company. Once you start affirming you have your eyes open. You look for the little coincidences that are happening. There will be shifts that will start happening and you’ll feel it straight away. That shift might even be a bit of resistance. If you get that resistance, that’s all those guys in the clubhouse saying, “No, no. You can’t come in here.” But that’s good because you’re actually in communication with them. The conscious mind is talking to the unconscious and it’s bringing up this stuff that’s saying no. That’s fine.

We know that we can use these techniques of visualization, meditation, affirmations, and obviously repetition as well. Just keep at and you’re going to break that gatekeeper down. In the end he’s going to say, “Oh this has been set for a few,” and you’re going to

get in there. Then the unconscious mind is going to start bringing this thing about that you've been affirming. One thing that you really should do in visualizing the end goal is to not have preconceived ideas about how it's going to come about.

Look at me when I was using the affirmations to get the unit. I had no preconceived ideas about how that was going to happen. But if I had started making plans saying, "Oh, I can save this much a week and in three years' time I'll have it," then I've originally affirmed to have a place, but then I'm countering that affirmation by affirming the way it's going to be done.

A very powerful concept is to imagine that your higher self, your god self, can create something that's ten thousand times greater than you could ever conceive of. When you affirm something, you have this image. You want that image of you being successful at that thing that you're affirming, but pay no attention to how it's going to happen. It's none of your business. It's that simple. It really is none of your business.

If you go in with preconceived ideas, you actually piggyback that on the affirmation, and it makes it terribly hard for the higher self to do it. The higher self may say, "Ok, Jeff wants this house, and this is how he wants it. We've got all these avenues of bringing this to Jeff, and he's restricting us." So don't have any preconceived ideas about how you're going to affirm it.

Be very aware that little things are going to pop up. What that's going to do is start building up your expectation. You affirm for the business and you're going to start bumping into people, and they'll start telling you stories. You'll say, "Oh I needed that little bit of information." You still don't know how it's going to pan out, but you take that on board. You have the expectation and the unconscious is going to start feeding that expectation. It's going to start feeding up ways to ultimately reach that major goal.

[Heath]: I can see how powerful this can be. On the opposite side of that, can this be used, because it is so powerful, against other people? Is that something to be concerned about?

[Jeff]: That was an initial thought I had. In Sculptor, after you type the affirmation, a statement comes up and addresses what we just talked about – about the god self being more powerful than our conscious mind. The statement is, "This, or something better, now comes to me easily and effortlessly." That is saying that even though I've affirmed that I've got this business, that something even better can come to me. So I've left the way open for the highest good of all concerned. That statement is in there to counter anyone affirming something that could be negative, whether by accident or by design.

In answer to your question, ordinarily you could use affirmations to program something not so good. I don't even want to think about what some of them could be. But that is one of the reasons that I put that statement into AffirmWare. It has two purposes. One is to get something even better than we ask for. The other is to affirm that it is for the good of all concerned. If you were affirming a job, you wouldn't want the person in the job that you had your eye on to lose his job. Perhaps he or she would get a promotion and you could move up into that spot.

It certainly is possible to affirm the negative. That's what people do when they're having pretty terrible lives. They're actually affirming, reinforcing, beliefs that are already in the unconscious mind that these things are coming about in their lives. So, yes, it can be done. I would say though, at the end of the day, with the karmic/debit system, that if you do things that are working against you or other people, ultimately you're going to pay the price. You certainly wouldn't be a winner.

[Heath]: I know you've been receiving emails and letters from people all around the world every day. How does that make you feel?

[Jeff]: It makes me carry on. It really is quite strange with me because from a very early age I found myself naturally attracting people to me that I could help. I've helped people in life and it seems to be one of my natural abilities. When I created Sculptor, it was quite strange that I lost that one-on-one contact with people. Of course, by having Sculptor and putting it on the Internet, it enabled me to reach a lot more people. But in doing that I missed out on that one-on-one contact.

That's why it's super today to be able to do this talk with you. In missing that contact, I then have the emails and the testimonials to remind me that people are out there and that I'm still touching people. I suppose it's a bit egotistical to want that feedback, but that's what used to power me, and what I used to love – that connection between you and another person. The testimonials remind me that there are people out there getting exactly the same experience that they would have gotten before.

There are quite a few testimonials on the website. Often times I'll go back and read them just to remind myself that I'm still doing that same thing. It's in a different medium and in a different environment, but the end results are still exactly the same. It's very precious to me. I love it and I always respond to people [when they write]. If I can I'll even phone them up and say thank you.

Just last week I was in a meeting, but I held up the meeting when this chap said to me, "I've won some money and it's great," and he's going down the street with a smile on his face – just simple things – and people are asking, "What's happened to you? You seem

different.” He was so chuffed* and this was after using it for a week. It means the world to me to actually be able to get in contact with people and remind myself how it’s affecting people and changing their lives. It’s very special.

[Heath]: Fantastic.

[Jeff]: With you it certainly is. Just seeing the changes you’ve had and how you experienced it, and are experiencing it, is very special.

[Heath]: Jeff, you’ve been kind enough to offer the people listening today a free seven-part affirmation course. Let’s talk about that.

[Jeff]: Yes. When I wrote the software I was aware that there were people out there that would not be able to afford the software. Not everyone can afford that money. So what I did was create a seven-part affirmation course that will take you through the system. It’s me taking the Sculptor method, and where I can, putting it into a written format. So you can actually do it with paper and pencil. The Sculptor program is definitely a lot more powerful.

For people who can’t afford that, you can go to www.7PartAffirmationCourse.com and print out the seven parts and it will teach you many of the things we’ve been talking about today. It will take you through some sessions and that. I really encourage you, once you’ve been doing that for a few days, to affirm some prosperity and then come along and get the Sculptor program. It really will take you to places where I believe the written version won’t access.

[Heath]: Fantastic.

[Jeff]: That’s just my treat. That really is my way of putting something back out there and touching people.

[Heath]: What’s next for you? Jeff, what are you up to now?

[Jeff]: Good question. Creating a series of other products. I've just finished SubliminalEzy. That's a program that will just flash messages on the screen. That's www.SubliminalEzy.com if you want to check out the website. I've just released that this year. With that, I've taken every group of affirmations that I've ever published in the Affirmations for the Mind newsletter, and I've incorporated them into a subliminal messaging program. You just install the program – and it's got a list of all the groups of affirmations – and you check one of the boxes, or several of the boxes, next to the areas that you're interested in, and that's it. You forget about it then.

What is actually happening is there are subliminal messages being flashed on the bottom of the screen. This is one other way of getting past the gatekeeper. They are flashing fast, and, by the very definition of subliminal, below the threshold of conscious awareness. It's not even like we're challenging the gatekeeper. They're going in the back door. The gatekeeper doesn't even get to say, "No, no. Can't come in." They're going in through the back door and completely bypassing the conscious mind.

I created SubliminalEzy very much due to my love of the ease and the concept of subliminal messaging. It was my answer to the growing need of people who wanted to do it a lot quicker. But also, if you're at the computer eight hours a day, what better way to utilize those eight hours than with a self-help practice that is completely effortless.

I'm going to start a book. The book is going to contain some life-coaching assignments that I've been working on. There are going to be about thirty life-coaching assignments, and they're just writing assignments. It's also going to contain a lot of the information from the seven-part affirmation course. It's going to have a lot of lessons on very much what we've been talking about now, but giving people some detailed principles on how to understand them better; and also lots of the stories and articles I've written for the Affirmations for the Mind newsletter.

There's a lot of stuff in there and I keep saying I want to get it and really encapsulate all of my teachings, what I've been doing over the past fifteen years, and put it into a book and put it out there. That's very much a strong passion of mine. It's out there. It's manifesting. I just need to, probably, lock myself up for a couple of weeks and work on that. That's something that's nearly coming about, in fruition. That's a very powerful one.

I'm taking the time for my spiritual practice, enjoying life, and balance – I'm very big on getting a nice balance in my life – and loving the business, being out there, and the newsletter. I love doing the newsletter. It's my way to reach out there again and to touch people. I like the emails I get from people enjoying the affirmations in the newsletter. If you want to join the newsletter just go to www.AffirmWare.com.au and sign up. There's absolutely no obligation and you get to touch base with me.

[Heath]: Fantastic. Thank you. Some exciting things are coming up. Wow.

[Jeff]: Absolutely. It's all just fun.

[Heath]: So thanks, Jeff, for being willing to share with us all today. We really appreciate what you're doing and I strongly recommend to the people out there listening that they have a look at this. Go and get the seven-part affirmation course. That's how I started. It's great. That's at www.7PartAffirmationCourse.com Great. Fantastic. Thank you very much, Jeff.

[Jeff]: Oh, thank you for inviting me. It really has been a pleasure and lovely touching base with you again as always. In the back of my mind, I see all the people out there and it's been super chatting to you guys out there. Thank you for sparing the time to listen. It's been a pleasure. Thank you. And thank you, Heath.

[Heath]: Thank you.

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Jeff Staniforth's Fan Club

(Testimonials for Sculptor 3)

Please Note That Many of These are Exceptional Results – You May Do Better or Worse

... More money than I ever thought possible!

I am an active user of your Sculptor Software. I was downsized from my job 5 months ago and started to use your software soon after to try and get my mindset into the right place. I have subsequently landed a fantastic job earning more money than I ever thought possible. My whole focus on what is achievable has completely changed. I have also begun to make much needed changes in all other areas of my life.

Thank You!

— **Helene Brown**

... I'm having a ball

I just have to tell you how very pleased I am with Sculptor! I haven't learnt everything yet, was too eager to get going all at once. My responses after 4 days are 90% positive and I'm having a ball. THANK YOU!

— **Anne Pilgrim**

... Integrated everything that matters!

I've just had one session and have gone through all the guides and tutorials and it seems you have integrated everything that matters into this program. I'm really impressed.

I've dabbled off and on in self-development material over the years, to pretty good but not spectacular results, and so I recognize the value of your program before even really beginning. Thank you for putting it all together in what appears to be a spectacular system.

— **Richard Lunceford**

... Eternally grateful

Sculptor3 was a major catalyst in bringing about positive change in my life, for which I am eternally grateful

— **Ian Harris**

... Feeling wiser, stronger and more at peace!

Thanks so much for allowing me to experience your marvellous product. I've been using it parallel with a selfhypnosis program ... Sculpting in the morning, self-hypnotising before bed.

The introduction of Sculptor into my self-improvement regime caused instant exponential growth. I am feeling wiser, stronger and more at peace each day. The program is genius. My whole day has become a more orderly, more fun place since it's been in my life.

Thanks - big time.

— **Joey Clarke**

... Making a big difference!

I was reluctant to get the program since you are in Australia and I am in New York, but it is one of the best gifts I could give myself. Even though it is only day 5, it is making a big difference and I know the screen saver will make it even better.

Thank you so much for this program. It makes the repetition of those so important positive affirmations easy and possible.

— **Barbara Mayrsohn**

... Written in compassion and love for your fellow beings!

I wanted to share my experience with Sculptor because I find it fascinating how quickly and in what context my affirmations manifested themselves. I'm in my 2nd 12-day program and absolutely love how I feel when I write out the affirmations. Thank you for creating Sculptor. The software was written in compassion and love for your fellow beings. In Friendship

— **Carol**

... It is an awesome experience!

This program is so powerful its almost scary. It has been an emotional awakening for me. I find myself in awe, crying, overjoyed, and I've only just started day 4 of my second 12 day program. Things are starting to happen in my life. I now have a relationship with

God. Something I have been missing for a long time. It is exciting to see change right before my eyes and realize that I am making this happen. It is an awesome experience. I was not expecting this software to do alot for me. Believe in yourself and believe in this. It really works.

— Di Badylak

... Best decision I ever made

I'd like to take this opportunity to share my thoughts about your program. I purchased it several months ago and doing so was one of the best decisions I have ever made. Over the years, I've spent thousands of dollars purchasing all sorts of "self help" books and tapes. Some have been helpful, some have not.

Your program is by far the most satisfying to date. Not only is it an effective stand-alone program, but I have been able to incorporate it into every other program that I use. I've even gone back to some of the old stuff that I deemed a waste of time and money. With your program, I've been able to utilize them in a different way. It is truly amazing--a well thought out and well developed concept.

Additionally, your on-going support via the newsletters and the extraordinary amount of peripheral materials, sources, and resources make this program one of the best that I have seen.

Please feel free to use this letter and my name in your testimonials.

Thanks again,

— Debra Craig

... I look forward to doing affirmations!

“Sculptor embodies sound spiritual principles in a very easy to use format. The program is very easy to use - which means I actually look forward to doing my affirmations! I've been using the system for about 2 weeks and have already noticed significantly more business coming through the door.

Coincidence? I don't think so!

I would recommend Sculptor to anyone who want to produce changes in their lives.

— Rashid Kotwal - Revealed Resources.

... Can now stop buying all those programs!

“I am having such fun with the program!!! I know that I can now stop buying all those programs that statethis is the last program you will ever need!!!.... I know because I have at last found the last one!!!”

— Val Sherman

... So amazing!

“I bought your excellent program one of the last days of may and I got exactly what I was asking for: - a new apartment in three days. In the beginning I could not believe it, but it was real, and I was smiling and laughing the rest of the week, it was so amazing,”

— Solveig

... I'll admit I really didn't believe Sculptor would work until I tried it

"Even my closest friend rolled her eyes when I told her I was going to order it. It was actually my husband who really wanted it. He's always looking for an easy way to make a buck. So I went along with him thinking I'd just ask for our money back. Now I wish we'd found Sculptor a long time ago. Sure my friends still roll their eyes when I tell them how my life is changing. But since we started using Sculptor, we have attracted a wealth advisor into our lives and we're in the process of buying a property that we estimate will generate about \$60,000 profit for us over the next few months. So I say, let them roll their eyes. I KNOW it really works. While they wake up to the same-old same old, I wake up wondering 'what will happen today?'"

— Ila Scott-Ford

... Attract the amount of money I need!

“Am sure you get many emails but want to let you know how much I like this program. Am a realtor although am phasing into a new field, that of energetic medicine. Am (was) quite fearful about financial issues. However since starting the affirmation "I attract the amount of money I need" ... day 6... have sold 2 big houses!”

Thanks for developing this program!

— Cathy

... Shame I didn't find this years ago!

“I have been using Sculptor for just four days and it has really given me a boost. I am starting to use more of the features and know they are helping me stay focused during the day. I was one of those people that started very motivated and positive in the morning but by lunchtime this was waivering and often left my office late in the evening demotivated. NOT ANY MORE! I've used the Sculptor with the subliminals on all day and done an auto repeat of the affirmations just after lunch, what a difference. My afternoons are already more productive after just four days use. I am a self help junkie, I have over 200 books and tape series but none of them have fired me up like Sculptor has. Shame I didn't find this product years ago!”

— Allan

... My life is finally being blessed

“I got layed off almost 24 months ago. Since I've been working steadily and have to give this sculptor the kudo's for helping me overcome my lack of success programming.

I thank God my life is finally being blessed on many levels and think changing my thinking about my worthiness had made the biggest difference.

In about 3 months since starting this affirmation work I've doubled my income and am now paying down my debt. My work has become a joy with personal and professional freedoms. This is exactly what I've wanted in a long time.”

— Franklin

... All desire to drink and smoke magically disappeared

“I used your Sculpture 3 software in January this year to help me with an addiction to alcohol and tobacco. I had one session where I affirmed that I was healthy. Prior to that day, I struggled with being unable to stop using the substances for many years. Since that day, all desire to drink or smoke has magically disappeared. I now exercise regularly and I am taking back my life. -- Thank you so very much for your wonderful work.”

— Carmen

... Exactly what I needed

"Sculptor helped me take control of what should be in everyone's head, "my own life." I was using it for the simplest things to the most significant things. It supplied exactly what I needed, and it reminded me every day that the success is within me."

— **Liselotte**

... Thanks for such a wonderful tool!

"Jeff, Sculptor is without a doubt the BEST tool I've found to keep me on track with my affirmations, and I haven't even begun to scratch the surface of all of the other life changing functionality you've built in. I can't wait to discover what else Sculptor holds in store. It's so interesting to be able to read where I was at on a certain date, and then see where I am now. I could go on and on, but I'll stop now. Thanks for creating such a wonderful tool!"

— **Michelle**

... An immediate sense of "knowing"!

"Years ago I was on a very spiritual path, and every night did inner journeys, played self-hypnosis tapes, did a journal, etc., and had evidence at that time of manifestation. A major change occurred in my life, and little by little bit I ceased doing all those good things ... and within 18 months I had lost the inner peace, the contentment, etc. Over the last 7 years I have tried "desperately" to get it back, and tried to do it the way I had done it before. Somehow I was unable to be consistent.

I know that these things work... I also know that such things are more powerful if they are done in a combination. When I "accidentally" discovered Sculptor 3 I had an immediate sense of "knowing" this was my key. In the last 36 hours phenomenal changes have already commenced ... and with ease. Of course I am using the Sculptor 3, plus the subliminal package you kindly provided, and the desire to do the other things "journaling", "tape playing" etc is also re-awakening in me. THANK YOU FOR PRODUCING THIS!!!!"

— **Maureen**

... Very optimistic

"I've been using Sculptor for less than a week and already notice that I'm more aware of my thoughts and actions and feeling a little more in control of my life. I'm very optimistic about a program that has such immediate results. I have also been very impressed with the quick responses I've received from Jeff over a couple of clarifications. Really helpful with keeping up the positive momentum. Thanks Jeff!"

— **Jennifer**

... No finer computer program on affirmations

"If you want to follow Henry David Thoreau's suggestion about sculpturing your life by changing your thoughts, you may want to receive some help from software. You will find no finer computer program on affirmations than Jeff Staniforth's Sculptor.

The program... includes an affirmation-writing course. It also offers a superb subliminal message program, so you can subliminally flash your messages on your computer screen as you work with other programs. Sculptor offers a lot more, so if you are serious at all about practicing affirmations, their web site is a must-see."

— **Chuck Gallozzi - Author Roadblocks to Happiness and How to Overcome Them**
www.personal-development.com

... I love this system!

"Every morning I do the affirmations and things are starting to happen in less than a week. I started with the affirmation, "I now have a wonderful job, receiving wonderful pay." I recently began selling insurance, after being downsized from corporate America. I had six weeks of no sales and no income and decided to try your system, since you were offering a guarantee what did I have to lose. Just this first week two sales came out of nowhere and exceeded my goal of \$10,000 a week in sales.

Another of my goals is to be debt free. Again this week an idea came to me to refinance my home at a lower rate and take some money out of equity. Acting on this idea reduces my monthly house payment, with a lower interest rate and allows me to eliminate all of my credit card debt. Would these things of happened anyway, maybe and maybe not.

Thank you for Sculptor 3".

— **Herman**

... Absolutely amazed

"What an incredible product. I am absolutely amazed that there is something finally so wonderful on the market".

— **Editor / Publisher - Power of One Metaphysical Magazine**

... Never looked back

"I just wanted to let you know that I am enjoying sculptor, and that I have found a way to use it even with RSI. It seems very effective, and I am very grateful that I was able to

purchase it. I have never looked back and have really enjoyed using sculptor. It is a great little package and I felt I had to let you know that I was very grateful for it.

I would again like to thank for the product, as it is fantastic”.

— **Chris**

... Blown away

“I have used your Sculptor method and was awestruck at its beauty, simplicity and utility. It's a very practical, wonderful tool. I was blown away by its practicality, I just love it.”

— **John Harricharan - award-winning author of the bestseller, When You Can Walk on Water, Take the Boat**

... Enter the New Age

"Science is finally entering the New Age. With Sculptor 3, you can design and create the life you have always wanted. And it's easy to use."

— **Dr. Donald Schnell, Leading Authority of New Age disciplines, and Author of "The Initiation"**

... So in control

It's totally awesome, and I'm only on the 2nd day of my affirmations, but I feel so in control of the process thanks to this powerful program. Kudo's to you and your team for developing it, and I look forward to successful results in the weeks and months to come.

— **Morley**

... Realizing a whole load of limiting beliefs

“I'm currently working through my third round of affirmations on Sculptor 3. I started using it for dream working. In the thirteen nights between deciding to start the course, and finishing it, I dreamed twelve times.

I'm now going to use it for something a little less completely internal - for working with prosperity and abundance. No major lottery wins, but I'm realizing that there are a whole load of limiting beliefs I have that I wasn't aware of - and I'm hoping to work with them one by one through affirmations.”

— **Tanja**

... Enriched the experience

"I have used a similar methodology which was not computer based and found that Sculptor simplified and enriched the experience for me a great deal."

— **Diane Brennan**

... Mood turned around tremendously

"I found your site by looking up the meaning of a dream, it caught my eye. I called my husband and asked if he thought I should order it. We have really been strapped for money this year and have some really trying things happen. At first he said no he wouldn't be interested. That evening he asked me to order it as it had been a very disturbing day. We have been using the program for about 3 weeks, his mood has turned around tremendously. We are both in real estate, he in brokerage and I in new homes sales. Both of our businesses have increased. We are still on the mend, but things are looking positive again.

Dan has had some medical problems, (a TIA - slight stroke) but we are praying and programming them away. God is healing him and will keep him healthy. Thank you for helping us at such a critical time with this terrific program.

— **Vey Janosek**

... More than I had expected

"I have been using it for 5 days now and the results are more than I had expected. Thank you so much for making this product available. I can hardly wait to see what the future holds..."

— **Vicki**

... No stopping me now!

"I can not believe the wealth of information you have provided in your program... It is mind boggling... But understandable... and I have just read the tip of the Iceberg..."

I can see how your program can & will be a life altering program... If followed... Which " I WILL" follow... Once again.. Thank You.... Signed... Grateful”

— **Lewis**

... Can feel my belly warm up and glow !

"Hello Jeff, Wow! I really like Sculptor, It's wonderful and just what I needed. I can actually feel my body around my belly area warm up and glow every time I run the program. I am deeply grateful that you have made this available and would like to keep in touch about my progress with it.

God bless you a hundredfold, and may you experience infinite success, prosperity, and joy in all your endeavors.”

— **Bola**

... Such a versatile program

"I have been a believer in affirmations for a long time, but never had such a versatile program to work with, for me it was always, a book, or tapes. I have brain wave tapes but never everything and more in one program. More being in this case subliminal programs and something to tie it all together. I really like your program, I have it installed on my notebook so I can take it wherever (I am a pilot so I get around - I have even been down to Sydney a few times) I go. I'm very glad you had the foresight to create such a fine program.

— **Mark**

... My thoughts have definitely changed!

"I have to say that I was definitely skeptical about the Sculptor3 program but, after purchasing and using the program my thoughts have definitely changed from negative to positive in a relatively short amount of time. Your Sculptor3 program triggers the subconscious mind to respond beyond, the ability of motivational books or speakers. Then, after your quick helpful responses to my emails. I have to say that I am impressed to say the least with You and your program.”

— **Terry C.**

... More metaphysicians should know about this!

"I am just getting started as of last night using the software. More metaphysicians should know about this. I am so excited about this tool and pulling all my notes and lists etc. together in one place. You wouldn't believe the fun I'm having. This is the best tool since the computer. In all my 25 years of affirmations and journalizing I am estatic. I am so glad this is available."

— **Sharon.**

... Success already beginning!

You are providing an amazing service. I held off using because of the cost ... foolish idea. I started this AM using the Sculptor 3 program and can feel the desires in my mind and heart for hope and success already beginning to increase.

Thank you,

— **John Gray.**

... It is because of your help I am where I am today!

I purchased Sculptor this year. I cannot begin to tell you how my life has changed dramatically. I have to admitt though, that at first my situatiuon appeared as if it was getting worse. But I had made up in my mind that I was in to deep to turn around so I stayed focus and I continue my affirmations daily. I set time aside twice a day. Once before I leave the house and when come home. You can say that it is a ritual for me, but definitely one that works.

Money is coming from all directions. If I can share one thing with my affirmation partners I would say, stay focus and stay determine. I would also like to share from my experiences that it might not come the way you have it planned. But definitely be open and follow your inner promptings. Through prayer and affirmations I have started my own business JustUs., Inc., and I am helping different organizations through the witty invention I believe God gave me..please go to www.thesoldierswarboots.com.

Jeff... saying thanks to you seems to be not enough. But it's all I have to give. I am teaching my children and my family affirmations. And I am telling hundreds about your product.

Thanks again for being a blessing to me!!!!!! Please visit the website. It is because of your help I am where I am today. So I am giving you your flowers today...

THANK YOU SO VERY MUCH!!!!!!

— **Joyce Whal**

... This is definitely life changing!

I loaded Sculptor on my laptop and I had been using the sculptor 3 everyday (sometimes twice a day). A lot of positive changes have happened and I am much more confident now. New opportunities have cropped up, the significance of which shall be apparent soon. In time I shall tell you more. Suffice to say that this is definitely life changing!

— **Louie Mencias**

... A spectacular system

Thanks for the personal touch on this order of your program. I've just had one session and have gone through all the guides and tutorials and it seems you have integrated everything that matters into this program. I'm really impressed.

I've dabbled off and on in self-development material over the years, to pretty good but not spectacular results, and so I recognize the value of your program before even really beginning. Thank you for putting it all together in what appears to be a spectacular system.

— **Richard**

... Encourages me to use it daily

I enjoy the program very much; the easy use of the program encourages me to use it daily, whereas before, I would struggle to find the time to do affirmations.

— **Glenn LaChance**

Conclusion:

Success... and its predictable.

"Finally - a Simple, Computer-Based Training System that teaches you step-by-step How to Create the Life of Your Dreams"...

100% Guaranteed... Just 10 Minutes a day, and a desire to improve! I did, and I can show you how too, no matter what your present situation.

Click Here=> <http://www.affirmware.com.au>

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