

ABOUT THIS BOOK

- **Do you ever feel like something is holding you back?**

Amazon Best-Selling Author, Sid Walker, presents a *formula for bringing any vision into reality by focusing more on your intuitive instincts and less on the conventional wisdom created by the ego.*

All endeavors are going to fall short of your hopes until you understand your biggest enemy, your ego. Most people have no idea that the ego is actually a massive collection of self-sabotaging programming with a goal of keeping everything basically the same. And the ego is brilliant at it.

It has been said that the greatest trick the Devil ever pulled was convincing the world that he didn't exist. The controlling, self-critical ego has achieved exactly that illusion. Learning how to ignore the ego and then trust your intuitive spirit is the only way out of the ego's endless traps and snares. This book is designed to be a death blow to the ego and a magic wand for instantly having a better life.



“Brilliant and visionary work on eliminating psychological barriers and self-imposed boundaries. If you seek more self-fulfillment along with increased success, this book is an important piece of the puzzle.”

– GERRY BARON, Head of Global Sales, Siren

“Living in the Zone stands out from the crowd of self-help and improvement books. Walker's presentation is real and based on decades of experience in contrast with the more distant analytical tone of too many other reads. This is a hands-on approach to dealing with life's challenges combined with Higher Intelligence. If you're serious about getting to a new level in any endeavor, this is a powerful book.”

– DIANE DONOVAN, Senior Reviewer; Midwest Book Review



LIVING IN THE ZONE

***ENGAGE THE UNSTOPPABLE POWER
OF THE INTUITIVE SPIRIT...***



SIDNEY C. WALKER

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DEDICATION



This book is dedicated to the seekers and explorers of personal growth and evolution. To those who intuitively know somewhere in the back of their mind, this is not the world we were given long, long ago. Yes, there are good parts to this world, but we have grown tolerant of far too much negativity. Negativity is a human creation which means we can change it if we want to, and that change starts with you and me. Welcome to the new world that was always here.

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This book is an endeavor to answer the following two questions . . .

1. Do you ever feel as if something is holding you back from what you are really capable of but can't figure out what it is?

2. Do you ever feel as if no matter what you accomplish, there is always something missing?

- I wrote this book for myself, my coaching clients and kindred Spirits. George Lucas had a monumentally difficult time getting *Star Wars* made. There is a movie about it. People would ask him, "Why is making this movie worth so much effort?" His answer, "Because we want to watch it!" I have a similar motivation: I want to be able to read this book.
- Learning how the ego works is a challenging topic. It is complex with lots of moving parts. Yet at the same time, it is amazingly simple to learn to get in the Zone, once you see the steps. But it does take guts.
- The information in this book is not scientifically proven. Everything presented comes from my own experience of more than three decades of coaching

and personal research. Science is of indisputable value. But when it comes to philosophy, psychology, and transformation, our intuitive knowing is way beyond what we can prove scientifically, and I suspect that may always be the case.

- I'm not trying to win you over to my point of view or convince anyone of anything. I am a big advocate of free will and doing what feels intuitively right. Of course, I am excited to share what I have seen work in my own life and for hundreds of my coaching clients. However, if what I'm presenting does not feel right to you for some reason, this may not be your path.
- There is a logical flow to this book, but it is more "organized stream of consciousness" than highly packaged. I have not tried to organize each topic into neat sections with lots of white space and clever graphics. I assume anyone attracted to this book is going to be of above-average intelligence and in search of useful information. Other than some limited bold and italic type, you get to decide for yourself what is important.
- Get out your Highlighter, make notes in the margins and find your favorite parts. Imagine this to be your personal workbook for a more magical life. And, I predict that what is presented in this book is simpler than whatever you're doing.
- If you read something that is not clear, skip that part and come back to it later. There is a good chance I will say something that will resolve the issue later in the book. The effectiveness of communication comes from finding the right words. There are lots of conceptual repeats using different wording to facilitate just such a breakthrough.

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- I have used the word “God” and a number of popular variations in the text to represent a loving higher power and creative source. I am spiritual more than religious. I believe in a Higher Power and also think there are a lot of ways to have a relationship with that entity. So, don’t let any of my spiritual references get in your way. I am sure everything I have written about is in the Bible or other religious texts. This is my interpretation. You get to have yours. The most important thing is to find what feels right to you and live it.
 - Also, while I’m asking for some artistic latitude, this book came into being toward the end of the football season. I’m a guy who likes sports, so there are several football references I could not resist. For those who are not football fans, I hope you will look past the sports analogy to the essence of what is being presented.
 - Which reminds me, if I say something that you don’t like or don’t believe, get out your black marker and redact the text like they do with top secret documents when they release them to the public. I won’t mind.
 - Finally, welcome to what could be the greatest breakthrough of your life. That’s what this information was for me. And I feel as if I’ve heard it all, if you know what I mean.

1

What Is Possible?

IMAGINE WHAT OUR LIVES WOULD BE LIKE *without negativity or suffering of any kind*. Our lives would be different. The world would be greatly different. If there were no negativity, there would be nothing wrong with you. You would be perfect the way you are and no one would ever think otherwise. There would be no war, disease, sickness, hunger, starvation, murder, car accidents, etc. No more fear, worry, or doubt. The list of negative things that would not be happening is endless.

Another fascinating aspect of a reality with no negativity is that you could not fail at anything you attempted to do. Of course, there would still be a learning process. Life on planet Earth is designed to be a process of experience and learning. But without negative thoughts, feelings, and events, you would have some certainty that you would ultimately succeed at any worthwhile endeavor in a reasonable amount of time. And without negativity, the process would be similar to learning to play tennis or learning how to build a house: You know that somehow things are going to work out if you keep at it. You learn from your

experiences, and there will be enough challenge to keep your interest. In fact, that is the definition of happiness from the book *Flow* by Mihaly Csikszentmihalyi. They interviewed 100,000 people from around the world asking what would it take to be happy. The answer: “A challenge big enough to be interesting but not overwhelming.”

Two of the most obvious examples of the power of negativity: 80% of all new businesses fail. And in financial services sales, which has been my coaching specialty for decades, the success rate is 3% (97% fail). People fail because of a variety of forms of negativity. If there were no negativity, failure is possible, but not likely.

So, if you could live in a way that eliminated negativity from your life, you would be perfect the way you are, and you could not fail at any reasonable endeavor. *Doesn't that sound like more fun than the difficult world we live in?*

You may be saying, it sounds great, but that is a total fantasy! That is not how the world works. Or some people would even say that life would not be as interesting without the dire potential for failure and suffering. We need negativity and fear to motivate us. Otherwise, we would sit around and do nothing.

All points of view have merit. In a free society, we get to choose how we live our lives. Let's say there is a world available to you in which you don't need to experience negativity, or at least you can get the negativity in your life down to a rare occurrence. Would that be of interest to you? Does that sound like something you would like to experience?

If your answer is no, or you think I've lost my mind, you don't need to read any further. However, if your

answer is “Sure, I am open” or “Tell me more,” you are in the right place.

How did we get here . . .

Let me tell you a story about something that happened thousands of years ago. There is no way of proving that what I am about to tell you is true. There are many different accounts of how life got started and evolved, and there are many contradictions. So from a practical standpoint, most of us are going to go with our intuitive sense about what we think probably happened. If you ever think about it all!

Eons ago, the beings in charge were sitting around saying, “It’s great to be able to snap our fingers and create whatever we want. But wouldn’t it be more interesting if we could create a game to play where there would be an infinite number of challenges, endless learning, and you would never know exactly how things would turn out? A place where no matter how much you learn or achieve, there would always be ‘more to go’.”

Earth became a game board. You needed a piece to be in the game, so you got a body and being (the human being) to move around the board to engage in endless adventures, big and small. Everything we do is a process of thoughts, feelings, and actions toward desired results, and we are always learning from our experience. Many aspects of life are somewhat predictable, but there is always an unknown element to keep things interesting.

You could say that life on planet Earth was created as a game to play to give us something endlessly fascinating to do. Then there was another aspect added to our existence,

which was internal guidance. We were guided by a Higher Power through our intuitive instincts and our conscience. Yes, we had control over the choices we made, but we were making choices toward what felt intuitively right, and we had a clear awareness of what our path was.

The payoff for following God's Plan (the intuitive path) was that we were protected from negativity and suffering. We probably didn't even know what those things were in the beginning. How could we? They hadn't been invented yet, so to speak. Anyway, this wonderful way of life with no negativity and no suffering went on for thousands of years. Another way to describe what people experienced during this time was ongoing peace, love, joy, and abundance with no opposite. There were only the neutral and positive side of things; there was no negative side. (We are so accustomed to living in a world with the effects of negativity everywhere, it takes focus and creativity to imagine a world without it.)

And then one day, someone had the thought, "What would happen if I didn't follow my intuitive instincts or my conscience? What if I decided on my own what I wanted to do and did that?" In other words, instead of checking in with my intuition or my conscience before making a choice, as I always do, I would simply do whatever I wanted to do, for any reason that occurs to me! Or, what if I decided to not do what God wants me to do anymore and do whatever I want to do instead?

As you can imagine, this was pure folly to the majority of people at the time. Who would ever think of or want not to follow your intuitive instincts and continue to have the amazing life that you had been given.

Well, not only did it happen, it became popular. Doing your own thing instead of following God's Plan became the choice for most people over time. It's worth taking a moment to ponder. The thought that created the idea of "not God" changed everything and over thousands of years became the source of most of what the world is today.

At that point, where we separated from following our intuitive instincts and our conscience, a new self was formed. It was called the *ego*. *It was separated from God and Spirit because it was "not God."*

As you could imagine, along with this departure came a tremendous amount of fear and guilt (a new experience) that God would be upset and punish the people who made this choice. On top of that, separating from God meant you had to fend for yourself. No more internal guidance about what to do from the Source that would keep you out of trouble. You were on your own. This subsequently created a creature that was obsessed with trying to survive in a world full of unknowns that now included many dangerous traps and snares. So, the ego self soon became obsessed with learning everything it could about survival and then judging and evaluating good and bad approaches based on its experience. You had to do things a certain way or there would be negative consequences that did not exist before. You could fail, you could get hurt, you could starve, you could get an unknown "dis-ease." And, one more thing, now you could be killed or die at any time, which was not the case before.

In essence, people went from a life of peace, love, joy, and abundance with no negativity or suffering to a life of

being obsessed with trying to survive in a world full of new, negative things that could happen without warning.

The most noteworthy event that changed everything for the worse was the creation of the separated ego (pseudo self) and its negativity. Some say that occurred at the point we separated from one entity and became many; some people panicked and became fearful and guilty for disconnecting from God. In the Adam-and-Eve version, which seems to have taken place after the ego was created, you had the choice of eating from the Tree of Life (intuitive Spirit) or the tree of Good AND Evil (the ego). Bottom line: The ego was not always there, negativity was not always there, and the world changed in a life-and-death negative way with the birth of the ego.

The ego is currently defined in the dictionary as "a person's sense of self-esteem or self-importance." This definition describes only a tiny part of what the ego really is. The definition is accurate in that the ego is focused on the individual self, the Me. The part that's missing from the dictionary definition is that the version of the self that the ego is focused on does not include the Spirit. The ego was created as a result of separating from the Spirit/God. You could say that the ego is a Godless self. I can hear some of you saying, "But don't people who are egos go to church or pray?" The answer is, of course, some do. The difference is that the ego hopes God is there because he or she wants help. But a real experience of God is not likely when you are living in the reality of the ego. By definition, the ego reality is totally separated from Spirit/God. And, many people do their best to live with one foot in each reality, which complicates things and really doesn't work very well. More on that later.

It would appear that God created negativity along with everything else. Yes, negativity is part of this reality, but it was actually humans who took what we had been given and created a negative version of it. Negativity was not part of the original reality we were given. We were protected from the dark side. Negativity and suffering did not exist before some humans said, “Let’s try ‘not God’,” however that happened. Then the separated ego self became the reality of choice and became the way most people would live their lives. Unfortunately, most people have long forgotten there is anything but the ego reality. For most of us, we learned to accept the ego reality as the normal approach to life as young children.

The programming of the ego has been highly developed and embedded into our consciousness for thousands of years. Not to choose the limited ego reality would seem irrational or absurd. In other words, the reality we live in was created by human egos, not the Creator. Yes, God created the world, but we have so substantially altered the reality we were originally given, it would be unrecognizable to the original inhabitants. Some would say that the original reality created by God and the ego reality that we created as egos and now live in are exact opposites! That is such a big thought, it’s hard to imagine. What if the majority of what we consider normal was created by fearful, controlling beings that didn’t want anything to do with God?

How does the ego work . . .

The ego’s main goal is to find a way to survive in a dangerous world without the help of Spirit. The classical phrase from the ego self is, “I live in the real world.

I don't believe in all that psycho-babble, mumbo jumbo." What the ego is saying is that it has collected provable, observable facts about how life works, and it does not give any credence to any other source. The ego likes to work with the analytical mind to keep things linearly logical and predictable. The ego hates surprises and the unknown.

Because the ego is obsessed with survival, it also likes dominance, which greatly increases your odds of survival. If you are bigger, stronger, tougher, smarter, and have more money, power, and influence, you are more likely to survive. Let me add that, to the ego, being dominant is not just a good idea; it is a life-or-death matter. You have to find a way to push your way to the top of the food chain. It's a matter of who is going to survive, and your ego is going to fight until its last breath to dominate and be the survivor. Collateral damage to the well-being of other humans and the health of our planet is totally acceptable. The only thing that counts is your survival. That is the logic of separated ego. If you don't survive, why would you care about anything else?

Most of us are listening to a voice that is constantly judging and evaluating what is going on around us and telling us what is good and bad. Some call it the internal critic. It's the voice that just innocently said, "What voice is he talking about?" That is the voice of the ego that does not want you to know it is the voice of the ego. The ego wants you to think that its voice is just who you are, and it's brilliant at disguising itself as your protector, dedicated to keeping you safe in a dangerous world.

The ego wants to be the source of all the answers to all our questions about how to make it in this world.

It has painstakingly collected lots of information about how life works. It has even inherited lots of information on how to be an ego from our parents and society. “Normal” (conventional wisdom) is a concept used by the ego to describe how things are supposed to be done. The ego likes things to be predictable and generally the same. It doesn’t like things to get out of control or into areas where there could be uncertainty. The ego is obsessed with survival and keeping things the way they are. This is logical to the ego since if you have survived things the way they are for another day, then whatever happened is okay, and we should keep doing that. Whether something actually helps us or hurts us is not of great concern to the ego as long as we survive another day. Remember: survival and dominance are the goal of the ego, not personal growth, evolution, or something as unpredictable and messy as love.

The power of the ego’s desire to maintain the status quo is something we can see if we look from a bigger perspective. Our ego tells us there are things wrong with what we have. So we change jobs, change cities, change houses, and change spouses. We work hard to make the money we need to buy the things we are convinced will make our lives better. The interesting part is that most of us create the same essence of our ego’s beliefs no matter what we try to change. We attempt to make changes for the better, but we usually only change the look of things, not the essence. Said another way, we move to another town to start a new life and then create a new version of the same old life with new people and new things. (I am not advocating that it’s pointless to try to improve your situation, just pointing out how much the ego gets in the way of any real improvement or change.)

Maintaining things the way they are becomes part of the awesome power of the ego. The ego is not only obsessed with our individual survival, it is also obsessed with its own survival, the existence of the ego. The ego has been around for tens of thousands of years. It has learned every angle and every trick about how to survive and maintain its control over us. It knows exactly what to do to keep us in check so we are not risking too much change, and more importantly, to keep us from asking too many questions about the source of the ego self and its true level of intelligence.

Your ego also does not want you to find out that it separated from Spirit eons ago. The ego does not trust anything unknown or unseen. If it isn't provable and observable with the five senses, it does not exist. The ego wants you to keep using it as a resource for how to live life even though it knows that something big is missing. The ego reality is fear based. It is fearful because it knows on some level that it left behind the far-reaching intelligence of Spirit in favor of having dominance and control over life. At the same time, the ego pretends to be the all-knowing, all-seeing voice of logic and reason. The problem is that the ego's ultimate goal is never growth. One of my favorite authors, Nouk Sanchez (more on her later), says the mantra of the ego is "Seek and do not find." As long as you keep seeking and don't find what you're really looking for, little is going to change. Life goes on with the approval of the ego self because the ego remains in control of a world in which human nature doesn't actually change. Obviously, our technology has grown exponentially but not our basic nature.

The ego wants you to stay busy earning money so you can buy more stuff that won't make any real difference in

your life. You, of course, usually don't discover this truth until after you have lots of stuff you realize you don't need. But then you think, "There must be something else I need because it still feels I need something." Then, after work, the ego wants you to be totally busy with a complicated, demanding life so you don't have any time to reflect. All of that monumental effort is designed to keep you from discovering one thing: the unconditional love, the unlimited power, and the genius-level intelligence of the entity the ego left behind, the Spirit of God. For most people, the Spirit is usually the missing piece because it's also usually the only piece that's missing.

Another powerful weapon that the ego has in its arsenal is *resistance*. As we have discussed, the ego doesn't like real change. The ego says change is ok as long as nothing big really changes. So let's say you decide to do any of the following: take a course to improve yourself with the goal of being more successful; do something creative such as write an article about something you feel strongly about; take a dance class, an improv class, or a cooking class. Learn a foreign language. Learn to paint. Learn to play a musical instrument. Lose a few pounds. Get in better physical shape.

Guess what happens soon after you start your new project? Resistance. As soon as you run into any kind of situation in which you need to think differently or develop a new behavior (change a habit) or risk anything with an unknown element, *you will hear from the ego*. It says things such as this in a tone of genuine concern for your well-being: "Are you sure you really want to do this? You don't look that bad. Sure, you are a little out of shape, and you have let a few pounds sneak around your waistline. But look at Joe over there. He looks terrible.

You look way better than he does. Maybe you should rethink this project. Maybe we should do some more research before we commit to anything new.”

Another observable rule of the ego is that the greater the risk or the greater the element of the unknown, the stronger the resistance. If you really want to engage the ego, try something such as public speaking, in which there is lots of potential for failure and ridicule. I can remember when I first started to speak in front of groups, my legs would shake, I would sweat, my mouth would be dry, and I would be in a general state of panic. How's that for resistance. The ego maintains that you would have to be totally nuts to want to speak in front of a group or do anything with that much potential for disaster. One of my favorite Jerry Seinfeld jokes echoes the lengths that the ego will go to keep us from taking risks. It goes like this: “Did you know that the fear of public speaking is actually bigger than the fear of death. So, what that means is that you would rather be the guy in the casket, than the guy giving the eulogy!”

I have been a peak-performance coach most of my life, coaching people in many different occupations. I have specialized in working with financial advisors partly because of the common fear of rejection related to making prospecting or sales calls. I wrote a book on the subject in 2016 titled *How I Conquered Call Reluctance, Fear of Self-Promotion and Increased My Prospecting*. I waited thirty years to write the book. In the meantime, I put in my 10,000 hours to become an expert on the subject, probably more like 50,000 hours if you count dealing with my own fear of rejection. One of the things I learned early in my life, which my ego has always hated, is that you learn the most and in the shortest amount of time if you put yourself in high-risk situations.

Getting on the telephone and making sales calls to promote whatever I am doing at the time has always been a high-risk activity for me. I am considered by many to be highly skilled as a telemarketer. I still make thousands of semi-cold calls every year to keep myself sharp and to prove I can do it. I am actually not an advocate of making cold calls in the financial services business. I just think it makes me a better coach. I have proof I can walk into the fire and conquer my demons (ego resistance). I often get the people I have called cold to thank me for reaching out to them. You would think with that level of skill and experience, I would not have any resistance to making sales calls. Not so.

My ego is predictable as I prepare to make prospecting calls. The first thing that's required is to get my office totally organized. Everything has to be in its place, with no papers or piles on my desk. My friends say I am so organized it's scary. I will let you in on a secret: All you have to do to get everything in your life organized is to threaten your ego with anything risky!

Then we, my ego and I, have to make sure I am not going to be hungry in the middle of a calling session so I have to eat something. That means I have to take the time to make the food or order it and pick it up.

Eventually, we are looking at the computer, getting ready to make the first call. As I look at the person's name, my ego is quick to tell me all about this individual. Now my ego doesn't actually know anything about this person, but it likes to take all the information it has stored from past calls and then create a fantasy composite of who this person is, paying special attention to finding reasons why I should not call him or her. My ego will say

things like, “He has a bunch of designations; he is obviously successful and doesn’t need a coach.” Or “She is with a big company, they have lots of coaches available to them through the company, and there is no point in calling her.” You get the idea. I am amazed at the creative genius of my ego at finding reasons not to call people. *I have learned to just call anyway* because my ego has no clue who people are. My experience is that the guy my ego does not want me to call often turns out to be the best call of the day! Stop and think about that for a minute. The part of your awareness that you are listening to for advice on how to do your life and to keep you safe often really has no clue about what is likely to happen. It just makes you think it knows what it’s doing.

The ego has endless tactics to try to talk you out of whatever you are considering doing, especially is there is any risk involved or you are attempting real change of any kind. The ego is brilliant; it has been around for tens of thousands of years. The ego is relentless; it never gets tired or hungry, and it’s watching you every waking moment. A skill that is critical to peak performance and for getting what you want in life in general is to learn to see through the smoke and mirrors of the ego’s limited perception of reality and take action anyway. Lots more on that ahead.

