The Genius Of Your Unconscious Mind: How To Tap Into It And Allow Your Creative Work To Flow

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“Your Unconscious Mind, Skillfully Directed
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Into
The Possible…
And The Possible
Into
The Probable…
And The Probable
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Your Desired Outcome…
Period.”

Dear Copywriter,

A few weeks ago I was enjoying a fine cigar and listening to an intriguing voicemail left by a successful copywriter. He was no ordinary copywriter, having been trained by someone considered to be a genius in the field of copywriting…and he was calling to ask for my help. He was “stuck” and needed to finish a sales letter for a very well known marketing “guru.” After talking with him, it was clear that he was stressing himself out and holding himself back, with all the skill he could summon. Not intentionally, of course, but that’s what he was doing. So much so, that he felt that it would be impossible to complete his project on time.

On the other hand, if he delivered the goods for this project, his reputation would soar and clients would be lining up for him. And that, of course, is what he wanted. So, we talked and I shared with him what I know about the powerful resource that we as human beings have in the unconscious mind, or what some people refer to as the subconscious mind…
Since then, I have found that my unconscious mind continues to bring the subject of our conversation back into my conscious awareness. The next thing I knew, I found myself writing this article for yet another client who had some questions about how we can skillfully use our unconscious mind… for our own good.

Which is what the copywriter who called me really wanted to do. The fact is, that he was not “stuck” for lack of skill, or talent, or motivation or drive. He is so talented that Halbert included one of his sales letters in his “Mother-Lode” collection of sales letters. So, talent is not the issue.

Now, every day, I coach clients that are quite talented and successful in many ways, and I find that they all share a few things in common.

Each one comes to me wanting a better life for themselves, in every context of their life... and without robbing Peter to pay Paul! As you might imagine, they want to bring this about with more ease and enjoyment than what they had previously known was possible.

They desire to change something or dramatically improve something…and some want to consistently write copy that simply flows, and flows, and flows and flows…

And yet, this “flow” has simply eluded them, to one degree or the other. Perhaps what they desire, what they hunger for, is even considered by them to be “impossible.”

“Writer’s Block” And Your Beliefs About Copywriting

I mean, how many times have copywriters, perhaps even you, let someone into their mind, warning them of “writer’s block?” How many stories have they listened to of how a fellow copywriter agonized over a blank computer screen, feeling overwhelmed and just sitting and waiting for the creative juices to “kick in?”

Not too long ago, my writing was interrupted by a phone call from a successful attorney. We had an impromptu coaching session, focusing on how he could better use his unconscious resources in writing copy for his website. During this conversation, he revealed to me some hopes and dreams he had, that would require him to significantly increase his income. And, as he was talking, he unconsciously and clearly communicated part of his belief system to me, when he said, “If I could even raise my income by 10% this year, that would be really nice.”

Now, what was going on here? A very successful attorney had reached the upper limits of his belief system… in a specific context. He had been operating from a belief system that seriously undercut his ability to go beyond his current income level. As we talked, I also paid attention to certain other beliefs that he had regarding being able to write effortlessly and have fun doing so. Interesting, isn’t it? Especially given that words are the stock and trade of attorneys and copywriters.

Now, to go beyond the limits he had been operating from would require that he adjust
what is happening on the inside, primarily on the unconscious levels of his mind. It’s not any different for copywriters.

**Becoming A Master Copywriter And Your Unconscious Mind**

Now, what we call the mind, is quite interesting, is it not? What is the mind? We cannot touch our mind, or see it, as we can our brain. It is a word that we use to encapsulate something that is vital to our successful living. So, we have a mind, and I suppose one of the useful things for us to do with our minds, is to mind what is truly important in our lives.

And, that would include being able to communicate persuasively with words to move human beings to feel certain emotions and to take certain action, and to take it NOW, while the sales letter is still in their hands.

So, in minding what is important in our lives, we do so on levels that I will describe as “conscious” levels and “unconscious” levels. The two ways that we use our mind, consciously and less than conscious, are both useful and necessary levels to operate from.

**Defining “Conscious Mind…” And “Unconscious Mind”**

Moving along, and so that we are on the same page, so to speak, here is what I mean when talking about the “conscious” and “unconscious” mind.

The conscious level is that level we operate from whenever we are consciously aware of something. The unconscious level encompasses everything else…

Meaning, everything that you are not consciously aware of at this very moment.

For instance, right now, you are aware of a few things on a conscious level and you are also aware of an unknown number of things on the unconscious level. The same applies to me. As I sit here and think about these things, a few things pop into my conscious awareness. Such as the feel of my fingers as they move across the keyboard. As well as my desire to listen to some music. Maybe “I Feel Good” by James Brown, “Back In The High Life Again” by Steve Winwood or Il Divo’s version of “I Did It My Way.”

Now, all of the things in the preceding paragraph were in the realm of my unconscious awareness…before they moved into the realm of my conscious awareness. This is the way it works as we paying attention to things consciously, and less than consciously, as we move through “time and space,” in a manner that we call life.

And, while thinking about this, it is useful to recognize that the basic beliefs and values that drive most human beings emotionally and behaviorally are learned on less than conscious levels. This being true…would you like to learn…
How You Can Unleash Your Flow Of Creative Work

If that is what you want, please understand that…it’s easier to develop skills and create new emotional, mental and behavioral patterns…when you allow your unconscious do it for you. That’s why, to coach my clients into the realm of their hopes and dreams, it’s necessary that I teach them how to skillfully use both their brain and their unconscious mind to seamlessly build in the skill-sets for genius level performance…

Because…

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The fact is, that when I work effectively from the realm of the unconscious to bring about change and improvement in a client, I can do so in a seamless and enjoyable fashion. How this is done, will be partially illuminated as we go along here. And I say partially, because, some things will be detailed in other writings, and some things have to be experienced to be better felt and understood.

Take someone who desires, to one degree or the other, to take his or her copywriting skills to levels that are unheard of. How would they do this?

Your Powerful And Capable Unconscious Mind

It doesn’t matter what your desired outcome is, your unconscious can bring it about faster than your conscious mind can. Period. What would this do in terms of bringing in more money FASTER?

Knowing this, I want to keep my conscious mind… out of the way of my unconscious mind! And, therein lies the difficulty for so many, including myself at times. I say that, because, it seems that most human beings want to consciously understand, track and
control almost everything!

For instance, most copywriters want to be taught on the conscious level how to take their skills to the next level. They want a step-by-step formula they can wrap their conscious minds around. They want this because they demand “certainty” and “control” over the process...consciously. Doing so comes from not understanding and not trusting their unconscious and allowing it to do what the conscious mind can never do. And so, they never get the results that are there for them to get.

About a month ago a copywriter and marketing coach who has a considerable presence on the internet called me because he wanted to dramatically increase his fees...to the level of $25,000 for 12 months of coaching, and he knew that I did just that. He had never been able to even to get to half that...and he didn’t want to settle. So, I taught him how to get what he wanted...and I taught him only on the level of the unconscious. In doing so, I never told him “how” to achieve his outcome and I didn’t give him a formula, such as specific words or language patterns to persuasively move a potential client.

No, in the hour I invested in him, I addressed his beliefs, his overall attitude, and gave direction to him...on unconscious levels. Within less than three weeks he sent me an e-mail with news of his success, and how easily it came to him. And, how could it have been otherwise, because he simply got his conscious mind out of the way and allowed his unconscious mind to lead the way. That’s when “flow” happens. Every time.

Now, for those of you still wanting something you can wrap your conscious understanding around, Ryan Healy recently shared a technique in his blog for tapping into your unconscious resources. In doing so, he partially explains why “top guns” like Alex Mandossian, Jay Abraham, Marc Goldman and Tellman Knudson have hired him. So, while your conscious mind reads what he says, allow your unconscious mind to take you to a new level of copywriting mastery and genius:

**Copywriting While You Sleep**

“Here's one of the best ways to write copy that I know: write it while you sleep.

Here's how it works.

Assemble all the research you have for a particular project.

Read through everything. Underline. Take notes. Then don't do anything. Just let it simmer for a few days.

I like to wait a day or two. Then, right before I go to sleep, I begin to focus on the copy I want to write. When I wake up, I begin to write and find that the copy I am writing is quite good.

I let everything come out. No editing. I just "catch" all the copy as quickly as I can.

Often, I write an entire letter in this fashion. Sometimes, it is the lead or the close.

By "writing while you sleep," you'll find that you can write really great copy in much less time.
Did you know Thomas Edison was famous for creating inventions and solving problems while he slept? He worked the craziest hours, all times of day and night. Whenever he ran into a problem, he would take a nap. When he awoke, he nearly always had the answer. Next time you have some copy to write, give this technique a try. I think you'll be pleasantly surprised.”

So, Ryan is giving us an easy way to effectively utilize our unconscious mind to do what it does on genius levels! Will you be pleasantly surprised if you follow his suggestions? Well, you won’t know until you do it for yourself, will you?

**How You Unintentionally Stop The Flow Of Your Creativity and Flow…And Make Your Copywriting Difficult**

Most copywriters I know make things difficult for themselves. I used to be one of them. How does that happen?

For one thing, we have to consider the beliefs a copywriter brings to each project, particularly his or her unconscious beliefs. Ryan Healy refers to the “Marketing Mindset.” And this mindset involves much more than just skills…it involves beliefs, and your beliefs are always more important than your skills. Because for you to acquire skills requires you to first have the beliefs that will allow you to learn and develop useful skills for copywriting and marketing effectiveness.

So, if you have less than useful beliefs that inhibit the flow of your writing…and you aren’t even aware you have such beliefs, then you are unintentionally hurting your progress and success. More than that, if you are aware of a belief that takes you in a direction you do not want to go, and you do not know how to change a belief, because you are like most people, and have never been taught how to do that…then you will, by default, learn to live with the consequences of your belief. Until, one day, you decide to learn how to run your brain differently and learn how to change any belief you desire. Imagine that. In Part 2 of my Special Report for Copywriters, you will learn how to do just that. On the other hand, if you dismiss what you are learning in Part 1, you will unlikely have the motivation to learn how to change less than useful beliefs and add useful, creative, and money-making beliefs.

**How Gary Halbert Can Stop Your Flow…If You Let Him**

Consider Gary Halbert for a moment. Now, while Gary Halbert has no doubt earned his reputation as a copywriter and marketer, he also has various beliefs that would turn any fun and enjoyable project into a nightmare. He will be the first one to tell you that. Gary is famous for telling copywriters to “imagine someone has a gun to your head, and under that threat you’ll write the sales letter to end all sales letters!”
Thanks, Gary, but no thanks. The question is not, “Can such a technique work for someone at some point in time?” The question is, “How long will it take before it drains the copywriter of her creativity, integrity and love for the craft?”

Talk about holding the unconscious mind hostage! And, the thing about hostages is that they might obey, but first chance they get, they will do whatever it takes to escape. No…what you want is to develop a working relationship with your unconscious so it serves you willingly, out of love, loyalty and devotion.

So, what beliefs do you bring to your project? What beliefs do you have for your unconscious to access…that puts you in a phenomenal, resourceful and highly pleasurable state…one that is just right for the project at hand?

As for me, I believe that when I give my unconscious a clear outcome, it will show me how to get there quite easily. My experience teaches me that my unconscious will give me the words, the phrases, the knowledge and understanding of how to move my readers into buying what I am offering. Why not go back and read Ryan’s comments again, and let them sink in, only deeper this time, or not, it really is up to you.

Moving along, I operate from the belief that writing is effortless and fun. It’s child’s play! Remember having the time of your life as a child on the playground? Where did the time go! Your imagination was free and uninhibited, because you got your conscious mind out of the way.

You were the King of the Mountain, Lord of the Jungle, Queen of the Nile, Superman, and Wonder Woman… you were whoever and whatever you wanted to be at the moment. There were no limits! You could fly as high, as far and as fast as you wanted. You were invincible! Was anything impossible for Superman?

Now, this is where somebody invariably brings up kryptonite! So…what is the kryptonite for copywriters? Well, it can be something as common as a belief getting in the way. Or, it can be our futile attempts in trying to use the conscious mind to do the job of the unconscious.

**The Conscious Mind Is Not Capable Of Doing What The Unconscious Mind Can Do … Period.**

Now don’t get me wrong. The conscious mind is powerful and resourceful in its own right. And, it’s also useful to understand that when we try to do on conscious levels what we are designed to do on unconscious levels, it’s not a pretty picture. Instead, it’s “stressing out,” “coming up blank,” “being stuck” and feeling impotent.

The resulting experience, quite literally, becomes much like Superman trying to fly while holding on to a chunk of kryptonite…
What Is The Primary Purpose Of Your Conscious Mind?

Now, in terms of the function and role of the conscious mind vs. the unconscious mind, a primary function of the conscious mind is to…

Give direction to the unconscious mind…by choosing the beliefs, values and self-identity that you want to operate from. And to choose the outcomes you desire as you sit down to write copy or as you are “selling” yourself to a potential client.

Now, the following is important to understand…

My unconscious is quite ably “minding” everything for me, and doing so in ways that I cannot really fathom. Through my unconscious processes, I can track anything and everything, so to speak, without having to consciously pay attention to what I am tracking.

I do not have to think about breathing, I just breathe. Meaning, I don’t have to consciously think about breathing…because it's an unconscious behavior. I don’t have to think about digesting my food after a delicious meal. Do you?

So, when you research your market for your project, you are using your conscious mind to select your research material…so you can put it all in your unconscious mind. Then you just forget it on a conscious level. Trust that your unconscious mind will digest and absorb it all. And, trust that when you need to draw on the material, your unconscious can and will put it all together for you, in the most brilliant of ways. That’s how you write a sales letter that will blow the control letter away.

Think about this…if I were to try to type on my keyboard, doing so with conscious awareness of each thought and movement, it would be quite awkward and slow…and boring! Now, that is an understatement. Take something you do really well, and do it on a conscious level. Your performance will be awkward, slow and quite ineffective, as compared to doing it unconsciously. That’s what happens when you try to write copy or sell your services on the conscious level.

Do you think someone who is operating from “the zone” is operating from their conscious resources…or their unconscious resources? Why do you think that the master copywriters like Ted Nicholas, Halbert, Kennedy and Healy recommend writing out a hundred or so headlines, as fast as you can? Because that is coming from your unconscious mind, letting it flow, and keeping your judgmental conscious mind out of the way. Why do you hear the suggestion so often to sit down and write out word for word the sales letters that have proven their worth? Because your unconscious remembers everything you have ever read or heard from the great copywriters. Let it do its job.
Your Unconscious Mind Is Responsible For Genius Level Performance, Not Your Conscious Mind… Period.

When I am writing an article or a sales letter, I don’t know precisely what I am going to say until I see what I have written. Now, before I see what I have just written, guess where it was? It was in my unconscious. So, my intent is to get out of the way of my unconscious and let it do what it does superbly. Just like when I board an airplane and sit back, relax and let the Captain do his or her job. I’ve already told the Captain where I want to go, and I just go along for the ride of my life!

If my writing isn’t flowing, I take that as a signal from my unconscious to go do something different, perhaps at the gym, see a great movie, or join my wife in a time of...

Sure, I keep my chosen outcomes in mind consciously, as well as unconsciously. On the conscious level, I craft what I have come to call “well-formed outcomes.” Then, on less than conscious levels, I use all of my resources, to find the useful ways to reach my desired outcomes—to find the behaviors, the words, intonations, the body language, and so on, that support the outcomes I am going for.

Many Copywriters Abuse Their Conscious Mind… Ignore Their Unconscious Mind… And Effectively End Up Screwing Themselves

Many copywriters consider themselves successful. My question is, successful compared to what? Now, what would happen if simply learned how to dance with their unconscious?

Why not go inside now and ask yourself what it would feel like to learn how to master the dance between your conscious and unconscious processes. And ask yourself, what would that be worth to you, in terms of your effectiveness, your ability to really enjoy your craft, and in terms of doubling your income…just to begin with?”

Now, there is so much more to say about really using your unconscious mind on a masterful level. And, I will say more in other writings. Knowing that the first step is in opening our eyes to the different, and collaborative, roles and functions of your conscious and unconscious mind.

Because in the opening of your eyes you will see what is there to see, and perhaps really go for it, in terms of mastering your unconscious resources...

And in the process…become a highly paid Master Copywriter.