



# January



**THE FOUNDATIONS OF COGNITIVE MASTERY**

JANUARY

THE FOUNDATIONS OF  
COGNITIVE MASTERY

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## **Major Lessons We Will Read, Learn, and Discuss This Month**

1. The Foundations Of Cognitive Mastery
2. Understanding The Model vs. Cognitive Mastery
3. What Are Your Standards?
4. The Phases of Cognitive Mastery
5. You Must Practice Cognitive Mastery



# The Foundations Of Cognitive Mastery

Re-inventing yourself is the hardest thing you could ever do.

Change is difficult.

Your brain isn't designed to handle change – it prefers familiarity and comfort.

It's not because there is something wrong with us. It's because of **the motivational triad**.

The brain has evolved to be motivated by survival – to keep the organism alive.

Every animal brain operates with three goals:

1. Seek pleasure (things that keep us safe and alive)
2. Avoid pain (things that put us in danger or could kill us)
3. Expend minimal effort (consume as little metabolic energy as possible)

This type of motivation is what all brains use to keep the body alive and well. It has worked for thousands of years.

And now it's killing us.

Literally.

We are no longer forced to survive. Seeking pleasure and avoiding pain is what sends us into addiction, obesity, and disease. Avoiding pain keeps us from moving forward with creating and contributing. And expending minimal effort has us doing very little to evolve.

In order to become more of who we are, we have to adopt a new motivational triad. We must be willing to move towards discomfort so we can keep evolving and growing. Our newfound comfort seems safe, but it is the opposite of safe. It's the effect of surviving, but it's also the opposite of what we need in order to keep moving forward in our evolution.

Here is the motivational triad we are going to train and use:

1. Seek growth and eliminate false pleasures
2. Embrace discomfort as the price of change
3. Expend massive effort wisely and with intention

The way that we learn this is not just by intellectually understanding it. You must apply it to your life with consistency. You must overcome any desire to seek comfort, with minimal effort, because it is an outdated algorithm in the brain.

You must go against the brain's animal tendency and direct it purposefully.

That is the privilege of being a human. We can use our Alpha brain to manage our Beta brain. This is where cognitive mastery comes in.

One of my teachers, Dan Sullivan, taught it to me like this:

## **Commitments require courage.**

If your commitment doesn't require courage, it's not a big enough commitment.

Another way of saying this is that commitments that make you grow are going to take you out of your comfort zone.

If you are feeling doubt, fear, and confusion, you are doing it right.

Those are the emotions that your brain presents you with whenever you are putting yourself against the outdated motivational triad. That is when you must tap into your courage to overcome the discomfort. Each time you do this you get better at it and you grow.

# Understanding The Model vs. Cognitive Mastery

It's one thing to understand The Universal Truth and The Model. It's a very different thing to practice cognitive mastery on a daily basis. Practicing cognitive mastery daily involves two steps:

1. A thought download
2. Running at least two models

You decide you want to grow, change, re-invent yourself.

You pick a goal and make a commitment. (Your Impossible Goal.)

You feel doubt, fear and confusion. (You are doing it right.)

You get stuck. (Right on time.)

COGNITIVE  
MASTERY WILL GIVE  
YOU THE  
AWARENESS AND  
THE RELIEF YOU  
NEED TO KEEP  
MOVING FORWARD  
TOWARDS THE  
GOAL YOU WANT.

At this point, most people go unconscious. We start thinking of other things. We decide we are too busy or overwhelmed or stressed to pursue our dreams and grow. We decide that getting through the day is hard enough. We decide to seek immediate comfort instead.

What I want to teach you is that this is the time where cognitive mastery will be the way to stay on track. Cognitive mastery will give you the awareness and the relief you need to keep moving forward towards the goal you want.

When you get stuck, sit down with a journal. Write for ten minutes. Don't judge your thinking; just write it all down until you run out of thoughts or time.

Breathe through this process. You are basically just cleaning the brain. Your brain is designed to scare you and generate doubt and confusion. It doesn't mean to. It just wants to keep you alive and safe.

Your brain will scream and tell you, YOU ARE GOING TO DIE, every time you do something that isn't part of its original programming of seeking pleasure, avoiding pain, and expending minimal effort.

PICK THE THOUGHT  
THAT SEEMS THE MOST  
INTERESTING TO YOU.

Now that you have this list of thoughts, you want to pick the one that seems the most interesting to you. Don't try to find the right one or the most intense one — just pick an interesting one. (It honestly doesn't matter what thought you choose; eventually you will have a look at all of them.)

My teacher used the example of a house with the lights off. This is like a brain that we aren't paying attention to – when we are unconscious, all the lights are off. So we go inside the house and turn the lights on. This is the equivalent of a thought download.

Notice that turning the lights on doesn't provide relief. It just shows us the mess. The same is true when we show ourselves our thinking. It can be overwhelming and scary at first.

The most obvious answer that will come from your brain is this:

### **Turn the lights back off!**

But don't be tempted to stop or stay unconscious in your mind. Pick one of those thoughts and put it into a model.

The thought will go into the T line.



Then you ask yourself the following questions to fill in the rest of the model:

To get the C: What are the facts (and only the facts) of this situation?

To get the F: How do I feel when I think this thought?

To get the A: When I feel this way, what do I do? How do I act?

To get the R: What is the effect of this action on me?

C

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The reason we take the time to go through an entire model is that we need to constantly remind ourselves that the thoughts in our brain are optional and creating our results. We need to remember that we have the power to manage our thoughts and change our minds.

ONCE WE SEE THE  
EFFECT OF OUR  
CURRENT THINKING  
ON OUR LIVES, WE  
CAN CHANGE THAT  
MODEL TO  
SOMETHING  
DIFFERENT.

When we look at our thoughts and do a model to examine the effect of our thoughts on our lives, we begin to understand why we get stuck and why we don't transform our dreams into reality.

Cognitive mastery gets us through the doubt, fear, and confusion so we can unlock our personal greatness and live the life of our dreams.

Once we see the effect of our current thinking on our lives, we can change that model to something different.

We can ask ourselves what we want to feel instead and then fill out a new model and *live into that new model on purpose*.

We have the power and privilege to decide what we want to think and feel. We don't have to succumb to the outdated programming of our primitive, Beta brain. We can access our human, Alpha brain (the prefrontal cortex) and override it.

We can tap into courage, excitement, and motivation to move ourselves from our commitment into action. Once we start taking massive action, then we start developing our capabilities and living into our future instead of circling in the past.

Capabilities are created from taking action. We overcome negative emotion to take action and that builds our emotional muscle, and we learn that what we are capable of.

Capability creates confidence. Once we create confidence, then it becomes easier and easier to harness the skill of courage. The skill of cognitive mastery.

## What Are Your Standards?

WHEN YOU LIVE  
ON PURPOSE, YOU  
SET HIGHER  
STANDARDS FOR  
YOUR LIFE AND  
YOU COACH  
YOURSELF UP TO  
THEM.

What is the point of cognitive mastery? Why bother?

There are two ways to live...

By default (Beta)

On purpose—deliberately (Alpha)

When you live as an Alpha, you set higher standards for your life and you live into them. Cognitive mastery is the way to get from here to there. Your thinking must change for your life to change.

When you live as a Beta, you increasingly accept states of weakness and stagnation and deem it normal. This is where most people live.

Your life, your body, and your brain can all be in a state of growth and evolution. If it isn't, how will you know if you are doing your life right by you?

Only you can decide what your standards are for your life.

Are you living someone else's standards or ideas?

Are you settling?

If you haven't made conscious decisions about where you want to go and what you expect from yourself and your life, the answer to that question is most likely "yes."

# What Are Your Standards and Why?

## **Common Standards—Unconscious**

Lack of mental and physical illness  
Surviving  
Safety  
Security  
Getting by  
Keeping up with work and family life  
Pleasure at own expense  
Moderation at own expense  
Familiarity  
Avoidance of emotion  
Prevent discomfort  
Not rocking the boat

## **Conscious Standards (as an example)**

Achieve my full humanity (self-knowledge)  
Live an exceptional life – go beyond average  
Remove fear of emotion  
No buffering (false pleasures)  
Only have pleasures without negative consequence  
Growth and evolvment  
Embrace all emotion  
Emotional maturity and responsibility  
A life of contribution  
Constant improving (future better than past)  
Embrace all humanness  
Massive action  
Failure as a confidence/capability builder

Look into your possibility. If there were no obstacles, how would you choose to live?

Now, it's your turn. Make a list of standards:

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**Stop.**

Re-read that question and answer it.

Don't just consider the concept of it.

Don't say you don't know.

Think about it. What do you want your life to say? To be?

Don't look into your past or current life to do this work.

In this exercise you are going to **establish a philosophy for your life**. This will build the foundation of cognitive mastery.

What matters to you? What do you want to live by?

Consider the following categories and **Write Down Your Thoughts**:

### **Relationship to Yourself**

How do you speak to you?

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How do you care for you?

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How well do you know you?

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### **Relationship to Others**

How intimate and honest you are?

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How much you love?

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How you give and receive?

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## Think small and big when you answer these questions:

1. What is the purpose of your life?

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2. What do you want to be?

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3. What do you want to accomplish?

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4. What would it be like?

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5. How would you show up? Think? Feel? Do?

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6. What are your dreams and goals?

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7. What about your growth?

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8. How do you consider buffering when you live by this standard?

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9. What about money?

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10. How would you manage your emotions?

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11. How would you manage your thinking?

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## In summary, answer these questions:

1. How do you define a thriving life?
2. How do you define your life now?
3. How can you make your life thrive more?

I like to think about a thriving life as a life that is constantly striving to increase actualization. How do I constantly live beyond what I think is my current potential?

And this is exactly where we get into the limits of our mind. Our mind will tell us we are doing the best we can. It will tell us that we need to stop growing in order to stay safe. We will misjudge our capacity and our potential with our limited human mind.

I LIKE TO THINK  
ABOUT A  
THRIVING LIFE  
AS A LIFE THAT IS  
CONSTANTLY  
STRIVING  
TO INCREASE  
ACTUALIZATION.

This can make us a little bit crazy or at the least a little bit stuck in mediocrity.

Our primitive brain is constantly urging us to evolve and it is also at the same time trying to keep us safe. Enter cognitive dissonance.

In order to overcome the instinct to stay safe, we must override our primitive brain to evolve. What was once forced upon us for survival is now our own responsibility.

How will you know if you are doing this well?

If you are stagnating, buffering, stressing, or depressing?

Your life is based on what you believe and habitually think. It's your overall attitude.

It will be reflected in your results.

If they keep impressing you, then you know you are expanding yourself.

You know you are living the right life when you don't need to buffer or escape to tolerate your life.

# The Phases of Cognitive Mastery

As we learn the process of cognitive mastery, we must apply the concepts to our life to proceed through the phases. It's not enough to understand it and practice it as an intellectual exercise. We must use the tool on our own brains to move through the phases.

**Phase 1:** Understand the concept. An intellectual understanding of the definitions and how the model works.

**Phase 2:** An awareness that results are created by our own cognition.

**Phase 3:** An awareness that actions are always voluntary choices.

**Phase 4:** An awareness of emotions, an ability to feel them, and the recognition that they are always caused by our thinking.

**Phase 5:** An increasing awareness of thoughts and beliefs as they present (in separation from circumstances). Understanding that all thoughts are optional and that thoughts are the source of all feelings, actions, results in our lives.

APPLICATION AND  
GROWTH OF THE  
PHASES INCREASE  
COMPLETE  
EMPOWERMENT.

The phases start with understanding and proceed to a level of increased consciousness. The application and growth increase complete empowerment.

In the beginning, as we learn these concepts, we will start to recognize that we can think about circumstances differently. Although this is a massive paradigm shift and will offer relief and growth, it is just the beginning.

The distinction here from phase one to phase five is significant. We aren't just learning how to have positive thoughts about negative circumstances. We start to realize that the only thing that makes a circumstance negative is our thinking. Circumstances are never negative.

WE NEED TO LEARN  
HOW TO VIEW FACTS  
AS NEUTRAL SO WE  
DON'T HAVE TO  
COMPENSATE FOR  
NEGATIVE THINKING  
WITH POSITIVE  
THINKING.

For example, you might think someone was rude to you. In the beginning, you will find a way to think about that person being rude in a way that doesn't affect you negatively. This is good, but not what we are aiming for.

We need to learn how to view facts as neutral so we don't have to compensate for negative thinking with positive thinking. This is way too much work and is completely unnecessary. If we can start noticing our negative thinking before we choose it, then we can completely direct our thinking in the exact way we want to feel.

The more we go through the phases of cognitive mastery, the better we will get at this. The better we get at this, the more we are able to live a planned and deliberate life. We start realizing that there is nothing that anyone can do to us that we don't have complete control how it affects us because we always control how we think and feel about it. This is complete freedom.

I was coaching a client who thought he had mastered this process. He had made so much progress in his relationships and in being able to "stick up for himself." He decided he was worth more than he had been allowing himself to believe. He told stories of how much better he had gotten at "dodging bullets."

We were in an advanced coaching group and I mentioned to him that I thought he was ready for the next level. He started claiming that he was already there. He wanted me to understand how free and worthy he felt.

I explained to him that he had more to understand, learn, and apply.

He asked me why I thought that.

I told him that as long as he thinks there are bullets to dodge, he is missing the ultimate lesson.

The ultimate lesson is that there are no bullets.

THE WORST THAN  
CAN EVER HAPPEN IS  
A NEGATIVE  
EMOTION AND WE  
START TO TRULY  
UNDERSTAND THAT  
THERE *IS NO*  
*NEGATIVE EMOTION*  
*WE CAN'T HANDLE*

No one else has that much power in our lives.  
The only bullets are the ones we create in our  
minds.

If cognitive mastery were The Force, then this  
program is training Jedi. There is a neutrality in  
this skill and power.

We learn how to use this power for good. We start  
creating emotions that we want to feel, and  
practice them by thinking on purpose.

When we are unable to short circuit our thinking  
before it causes our emotions, we do not panic.  
We have true insight that all emotions are  
harmless. The willingness to consistently grow  
and be uncomfortable on purpose is the most  
empowered state of the human condition.

The worst that can ever happen is a negative  
emotion and we start to truly understand that there  
is no negative emotion that we can't handle.

We decide on deliberate results.

We take fearless and deliberate action.

We create motivation, determination, and desire by thinking on purpose.

We have deliberate mind management to meet all our deliberate standards and wanted  
results.

Here is the bottom line:

If you don't have the life you want, you aren't practicing cognitive mastery.

Period.

# You Must Practice Cognitive Mastery

When were you taught how to create the life you truly wanted?

At what point in school did they teach you how to process emotion?

Manage your mind?

Deal with your compulsions, impulses, addictions, shame or self loathing?

Never?

Yeah. Me neither.

Knowing the skill of cognitive mastery is more important than understanding...

Physics

History

Algebra

or even Art

It's the most important skill.

Many of us have learned it intellectually through podcasts and self help books.

But learning isn't enough.

We must do it in order to gain insight that helps us grow beyond our expectations.

What are your expectations in your life?

What are they based on?

I'll tell you...



Your *current* level of thinking.

If you don't manage your mind beyond your current level of thinking, you will never change your expectations in your life and you will keep getting more of the same without growth.

If you aren't growing, you are moving backward.

So what?

What happens when you stop growing?

You deny your humanness.

You deny the inclination to evolve.

This is intolerable to your spirit—which is the fuel of your humanness.

Because of this, you will have to buffer in order to maintain your stagnation, which works against our nature to evolve. Buffering may show up as...

Overeating

Overdrinking

Overworking

Buffering can then result in more emotions that you want to avoid.

Anxiety

Frustration

Apathy

Depression

You start to think this is normal.

This is life.

But here's the truth:

It's not.

It's just what you fell into because you weren't managing your mind.

As a human you are designed to evolve.

We are either actualized by that inclination or defeated by the suppression of it.

You don't have to trust me on this.

You can see it's true when you look at the areas in your life where you have stopped growing.

So how do you fix it?

You start by deciding what you want and refusing to be confused.

You commit to it.

You manage your mind through all the emotional obstacles, including confusion, doubt, and fear.

Find the thoughts causing these feelings and write them down.

Do models.

You develop capability from this effort.

This capability increases your confidence and drives you to grow even more.

Think about this for a moment:

How are we different than animals?

What is the point of having a Prefrontal Cortex?

Why does cognitive mastery matter?

What impedes your own thriving?

What causes human suffering?

What causes your personal suffering?

Commitment to evolving is intrinsic. When we allow fear to prevent action — we cause our own suffering and then we comfort ourselves with buffering.

## Monthly Assignment

Remember that there is a difference between agreeing with something intellectually and actually gaining insight from doing it.

It's the difference between doing a math problem for a test in school vs. calculating what you want to spend on your personal mortgage. One can literally change your life.

YOU WILL TAKE 10  
MINUTES AND EMPTY  
YOUR BRAIN ON  
PAPER BY DOING A  
THOUGHT  
DOWNLOAD.

In the following exercise, you can literally change your life by:

- 1. Increasing awareness by thinking about what you think about.**
- 2. Understanding the impact of your thinking on your life by doing a model on your current thinking.**
- 3. Working on consciously and deliberately creating your life by choosing a model you want to create in your daily life.**

It takes twenty minutes per day.

For the next 30 days do a thought download and two models.

I have given you 30 days of worksheets that will increase your awareness and consciousness. Take the time to complete this work daily. You can ask for coaching on your work using the Ask Kevin form.

You will take 10 minutes and empty your brain on paper by doing a thought download. Fill the lined page with your thoughts. Keep writing until the page is filled.

Then, choose one of the thoughts, put it in the Model, and complete the model.

Then, decide what you want to feel instead and create a deliberate thought model that gives you a more desirable result.

Repeat.

# Thought Download Day 1

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## Intentional Model

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# Thought Download Day 2

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## Unintentional Model

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## Intentional Model

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 4

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 5

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 6

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

## Unintentional Model

C:

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## Intentional Model

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# Thought Download Day 7

This image shows a full page of primary-ruled paper. It features multiple sets of three horizontal dashed lines, which are commonly used in elementary school writing to guide letter formation. The lines are evenly spaced across the entire page, providing a template for handwriting practice. There is no text or other markings on the paper.

## Unintentional Model

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## Intentional Model

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# Thought Download Day 8

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 9

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 10

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## Unintentional Model

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## Intentional Model

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## Thought Download Day 11

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 12

[illegible]

## Unintentional Model

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## Intentional Model

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# Thought Download Day 13

[illegible]

## Unintentional Model

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## Intentional Model

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# Thought Download Day 14

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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## Intentional Model

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# Thought Download Day 15

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 16

[illegible]

## Unintentional Model

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A:

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## Intentional Model

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# Thought Download Day 17

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 18

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## Unintentional Model

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## Intentional Model

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## Thought Download Day 19

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 20

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 21

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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## Intentional Model

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# Thought Download Day 22

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 23

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## Unintentional Model

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## Intentional Model

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# Thought Download Day 25

[illegible]

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# Thought Download Day 26

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## Thought Download Day 27

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## Thought Download Day 28

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# Thought Download Day 29

This image shows a full page of primary-ruled paper. It consists of multiple sets of three horizontal dashed lines, which are commonly used in elementary school notebooks to guide handwriting practice. The lines are evenly spaced and extend across the entire width of the page. There is no text or other markings on the paper.

## Unintentional Model

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## Intentional Model

C:

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## Thought Download Day 30

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# Thought Download Day 31

[illegible]

## Unintentional Model

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## Intentional Model

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KEVIN AILLAUD

LIFE COACH & CONSULTANT

RELATIONSHIPS - ADDICTIONS - HEALTH - WEALTH