

**SIMPLE 3-WORD  
MINDSET HACK**

**UNLOCKS YOUR  
TRUE POTENTIAL**

**WITH VIRTUALLY  
ZERO EFFORT**



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# The Simple 3-Word Mindset Hack That Unlocks Your True Potential With Virtually Zero Effort

Congratulations on taking action to become the person you know, you REALLY are. I am so excited to help you discover how to fully tap into YOUR INNER-AWESOME!

Believe it or not, the key to unlocking the massive potential that's inside you comes down to just **3 simple words**. I will tell you what they are in just a second.

In fact, I'm willing to bet that you've already heard some variation of these 3 simple words.

But make no mistake about it...

You can hear it. You can know it. You can even believe it... But only when you DO it – will you change your life for the better... forever.

This “**mindset hack**” will make it easier and faster to become the person you NEED to BE, so you can do the things you KNOW you need to do.

It will give you **instant access** to resources and tools inside of you that you didn't even know you had. It's basically the ultimate shortcut for you to achieve anything you really want to achieve.

You know that if you don't have access to the right resources and tools, you will never overcome the obstacles standing in your way.

You will be fighting an ongoing losing battle to do the things you need to do – to BECOME the person you want to be. Without this hack, you might barely achieve a fraction of the great things you are capable of achieving...

**And that would be a tragedy!**

You may have noticed a subtle flip in the paragraphs above. This subtle flip is why most people fail at whatever it is they want to achieve. If you didn't catch it, that is okay. It will make more sense as we uncover some powerful truths about success and achievement.

**You already know...** If you want something different in your life you have to do things differently. Sometimes it is hard to know the right things to do. But the *hardest part* is actually following through and doing those things ... CONSISTENTLY.

Let me ask you a question. Have you ever had a hard time doing something you KNEW you had to do to get something you want? Like maybe dragging yourself out of bed to get to the gym?

Or, maybe you had a hard time NOT doing something you KNEW BETTER than... Like scarfing down a delicious desert despite the diet you were on.

Of course, you have! Here is the thing...

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When you **understand the 3 words** I'm about to share... you'll recognize the reason WHY you sometimes struggle with knowing what to do in certain situations; and the reason you fail to follow through, even when you know what to do.

But when you **DO the 3 words** I am about to share... it becomes much clearer what the "right" things to do are. In turn, it becomes much easier to actually do the "right" things that will bring you closer to achieving whatever you want.

Now, **these 3 words** are super simple. So simple, in fact, that it is easy to ignore the power they hold.

So, before I reveal them to you, let me explain their true power.

For most of us, it's hard to change. You want to improve your body, but... It is hard to start working out when you haven't been to the gym in years... or ever.

You want to be good at dating... but it is hard to approach a man or woman, strike up a conversation and start flirting with them.

If you have only ever worked a W-2 job, it is hard to imagine how you could ever deal with the risk of having your own company.

So, you make a plan...

Some people stay in the planning stage forever so they don't have to risk failing at the things they KNOW, they must do.

Other people finish the plan and then file it away, but never actually DO the things they KNOW they need to.

Then, there are those who actually start taking action, but eventually one thing or another gets in the way and becomes a great "reason" they can't keep doing it.

### **The struggle is real!**

Occasionally, there are those things you stick with long enough for them to become a habit.

**And what happens when things become habit?** It becomes almost painful to not do the thing. You have made the thing part of your identity.

You ARE someone who goes to the gym. You ARE a flirt. You ARE an entrepreneur.

Once you ARE that person, and doing anything out of sync with your new identity doesn't feel right anymore. Not only do you know what to do, but you feel like you MUST do it, because it is who you are.

You might slip up from time to time, but you always get back on track because that is just what YOU DO and who YOU ARE.

I'm sure all of that makes sense to you...

But the thing is that BECOMING that person is where most of us fail – and fail again. We can't seem to willpower our way into doing the things **we must do, to become** the person who does those things automatically.

RECAP: We have established that the things we do make us who we are. Once we are that person it becomes easier to do those things, because that's just who we are.

But until we ARE... It is hard to do the things we know we must do. It is easy to give up and make excuses. And this is where most of us fail to achieve the things we want to achieve.

So, how do we make it easier to do the things we have to do to achieve our goals?

Simple...

You BECOME the person who automatically does the thing you need to do. Then your willpower won't die before the new thing you must do becomes a habit.

So, how the heck do you become something before you do the thing?

We use **the 3 simple words** to unlock your massive potential, you *Act As If*... ← *those are the 3 simple words* 😊

See, I told you the words were simple. 😊

As I said before, you've probably heard some version of this already... but let me explain in a little more detail how and why this works.

Here are a few examples:

For most of my teens and twenties, I struggled in my dating life. Back when I had a fear of approaching and talking to women, I thought I could learn a bunch of pick-up lines and that would just fix everything. But I was learning, not doing. So, I decided to **"Act As If" I already I was** a really good flirt.

I asked myself a simple question: *"If I were a guy who is already naturally good at flirting with women, what would I do today?"*

The answer was simple... I'd just say cute things to women without ever caring about what they said back! So, I just **acted as if** I were a guy who was a flirt.

When I **acted as if** I were a guy who just naturally flirts, approaching women became fun, almost like a game, as opposed to something I was terrified to do. I started flirting all over the place. I would flirt without even realizing that I was flirting.

Here's another example...

Back when I hated how skinny I was, I bought thousands of dollars' worth of guides on how to gain weight (I was so skinny that I had to run around in the shower just to get wet).

One day, I decided to **"Act As If"** I was fit and strong. I thought about myself ALREADY being the person with an amazing body.

Let me say that again...

I didn't think of having an amazing body – I thought about **being the person** with an amazing body. Then all I had to do was ask myself one simple question:

*“If I were ALREADY a guy with a great body, what would I do today?”*

The answer was simple: I'd make sure I ate enough calories and I'd lift weights at the gym.

See how simple that is? Now all I had to do was ACT AS IF I was already that person and act how that person would act!

I struggled with being too skinny for almost 15 years. But when I started **acting as if**, I gained 30 pounds of muscle in just 3 short months!

If this sounds a little too hokey pokey and airy fairy let me remind you...

Tony Robbins calls this modeling... Find someone who has done what you want and do what they did. Modeling is a form of Act As If.

Einstein gives us two quotes that lend credibility to Act As If.

1. “Imagination is everything. It is the preview of life's coming attractions”
2. “The definition of **insanity** is doing something over and over again and expecting a different result.”

You can use your imagination to imagine what you'd do if you were acting as if you were already person you want to be. Then all you have to do is act that way!

Remember, all you have to do to Act As If, is to ask yourself one question...

*“If I were already (fill in what you want to be here), what action(s) would I take right now?”*

Chances are pretty good that you ALREADY know the answer to that question. So, once you've got the answer, just do the damn thing, and ACT AS IF you're ALREADY that person!

To Unlocking Your INNER-AWESOME,



Devon Brown

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