

NUMBER 1 BESTSELLER

Paul McKenna



Change
Your Life in
7 Days

INCLUDES **NEW** BONUS CHAPTER AND **NEW** AUDIO DOWNLOADS

CHANGE
YOUR LIFE
IN SEVEN
DAYS

By Paul McKenna

FREEDOM FROM EMOTIONAL EATING
THE HYPNOTIC GASTRIC BAND
I CAN MAKE YOU SMARTER
I CAN MAKE YOU HAPPY
I CAN MAKE YOU THIN
I CAN MAKE YOU THIN: 90-DAY SUCCESS JOURNAL
I CAN MAKE YOU THIN: LOVE FOOD, LOSE WEIGHT! (illustrated)
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GET CONTROL OF SUGAR NOW!
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CHANGE
YOUR LIFE
IN SEVEN
DAYS

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PAUL McKENNA PhD



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To my parents,
who gave me more than I realized

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I would like to thank all of my colleagues, clients and students who have contributed to this book.

I would especially like to thank Dr Richard Bandler, Michael Neill, Michael Breen, Diana Beaver, Doug Young, Mike Osborne, Kate McKenna, Sarah Arnold, Alex Tuppen, Steve Shaw, Ben Hasler, Caroline Michel, Susanna Wadeson and Sam Stocker.

CHANGE YOUR LIFE DOWNLOADS

Your mind is like a supercomputer. It has its own software which helps you to organize your thinking and behaviour. Having worked with all sorts of people with different problems over many years, I have learned that almost all problems stem from the same cause – negative programs running in the unconscious mind. This book will show you how to run your mind, instead of your mind running you.

The reason you are here right now is that you have decided to change your life. Just by reading this book, you have sown the seeds of that transformation. This unique method will take you to the next step. Before you begin, I have something important to explain. It's vital to understand this is not just a book to read, it is part of a two-part life-changing solution. The book itself is the first essential element of the system and part one of your toolkit. In order to use its full transformative power, it is essential that you also download the second part: the twenty-two audio techniques which accompany this audiobook. They will focus your mind through visualization and they include a special hypnotic trance called the 'Change Your Life Trance' to set you on the pathway to success.

Both are just as important as each other. The techniques and the trance are really easy to download on to your computer or smartphone. With just a few clicks, within minutes, you will have me there whenever you need, to help you make the changes you want in order to achieve your goals.

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These techniques can be found on my website at:

www.paulmckenna.com/downloads

Type in the password to access your free audio downloads:

Password: Change123

You can listen to the trance techniques and the 'Change Your Life Trance' whenever you want. As you listen to the trance download, you will become absorbed into a natural state of deep relaxation for about thirty minutes. It will positively reprogramme your unconscious mind to help you to become happier, more confident, creative and more focused upon achieving your goals. During the trance, which is contained in the audio techniques, your unconscious mind will also become highly receptive to positive intentions. It is not the same as sleep – it is a wonderful state of deep relaxation, like a daydream or meditation. Even though you are deeply relaxed, if for any reason you need to awaken, you will be able to do so, comfortably, calmly and with all the resources you need. Each time you listen, it will become easier to relax and the positive programming will go deeper into your mind. Research into the effectiveness of hypnosis and similar techniques has shown that repeated listening to this download can produce many benefits, including enhanced emotional equilibrium and even better health.

The audio downloads each last for a few minutes where I guide you through each technique step by step. That way you have me on hand twenty-four hours a day, as if you were

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doing a one-on-one coaching session with me helping you with your positive life change. These are simple, powerful psychological techniques that will strengthen the power of your unconscious mind to guide you towards success. Each session builds on the one before, so most start by repeating some of the techniques from the previous one.

It's a really good idea to use the download at the start of each day to programme your mind to be in a peak state. We can't control everything that happens to us, but when you approach each day in a highly resourceful state you can more easily handle any challenges that may come your way. So as I guide you through various visualization exercises, it will also give you time to think about things that will empower you and help you to focus on achieving your goals.

Remember, the downloads are not just essential, they are also enjoyable and rewarding. Many people use them over and over again to reinforce their new mindset and enhance their success.

You don't have to believe it – just use it!

WARNING

DO NOT LISTEN TO THE AUDIO DOWNLOADS WHILE DRIVING OR OPERATING MACHINERY, OR IF YOU SUFFER FROM EPILEPSY. IF IN DOUBT, CONSULT YOUR DOCTOR.

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INTRODUCTION

You hold in your hand a book that has the power to change your life – for ever. Does that seem like an outlandish claim? In the more than twenty years since *Change Your Life In 7 Days* was first published, millions of people around the world have astounded themselves. Yet, there is a whole generation of people who have never experienced this revolutionary method and even those who read the first edition can learn from the incredibly exciting psychological techniques that have been developed since then. That has led me to release this updated edition – including a new bonus chapter and what I consider to be the best trance in the world – that brings it bang up to date. I promised when I first launched it that this system works and the original still does. But while I still stand by everything in the earlier edition, there are things I've seen since about

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human beings and how we work and what's possible that will allow us to go even *further*.

Success and happiness are not accidents that just 'happen' to some people and not to others. They are predictable results created by certain ways of thinking and acting – ways I'll be sharing with you over the next seven days. As the saying goes, success is all about luck – ask any failure! Well, I'm going to show you that luck has very little to do with it, as you can be the author of your own destiny. Through the years I've been asked countless times by people from Australia to America how it is possible to change your life in seven days. One Australian radio host was incredulous as he said: 'How do you support that claim?' My reply was simple. 'I've seen people's lives change in seven seconds. You might get to a point where you think: "I'm never putting up with that ever again," or you have an idea, you decide to take action and in that moment everything transforms, or you meet a particular person and your life is never going to be the same. So why don't you just try it?' So yes, it is possible. You just need to do the techniques and trust the process.

Back when this book was first released it was like no other and when it became a global bestseller, it ignited a whole new genre of mind-programming books that make you happier and focus on success. I decided to write it as I had been a radio DJ and stage hypnotist, but then I moved into therapy. I recorded a series of self-help cassettes as I used to appear on daytime television in America on major shows like *Copy* and people asked for tapes to help

them beat everything from anxiety to curing a phobia. *Change Your Life in 7 Days* went on to form the thesis of my doctorate. So, while the idea started as a motivational tool, I also created this process academically and it's rooted in science. At first I had a deal with Sony and my tapes were sold at the back of record shops – but I realized that in order to help as many people as possible, I needed to share what I'd learned in a book, with a CD to accompany it.

Just becoming an author was a huge step for me as I'm dyslexic and I have ADHD. At first, I got a series of knock-backs and some publishers 'ummed and ahhed'. I said: 'You've got to trust me, this is going to change people's lives.' I kept knocking on doors until eventually one said: 'Yes, we like the idea of this book and we love the title.' I said to them: 'The deal will only work if I can put a CD in the back of the book with a hypnotic trance on it.' Back then, adding a CD to a book was an extraordinary innovation. Initially they said: 'It can't be done.' Then, I was in a shop and there was a book with a CD-ROM in the back of it in a pouch. I took it to them and said: 'The world is changing, a CD really needs to go in,' and they found a way to do it. So it was a game changer of its time and it went on to be a bestseller all over the world! When I first started out making cassettes for people in the late eighties, I thought I might work with a few thousand people in my lifetime. Yet this book changed my life along with those of millions of others who read it! And while cassettes and CDs have been consigned to history, you can now listen to my audio downloads that accompany this book.

In those days, selling books was completely different to how it is now. In the UK, if you could get your book stocked at the front of WHSmith and get on to the TV show *Richard & Judy*, sales would fly. But I was a new author and my book was at the back of the shop. I thought: 'Wouldn't it be amazing if the book got into the top ten? That would be mind-blowing.' And it did! It got to number four, I popped a champagne cork and I thought: 'This is it.' But then it continued to creep up until it smashed into number one. Suddenly the rights to it were sold all around the world. My publishers called me in and asked me to continue to write books. I'd never set out to be an author, but I knew my process would work for weight loss, helping people to sleep and quitting smoking – provided there was a CD in the back. Today, by following my own method, I've reached tens of millions and enjoyed success beyond my wildest dreams! I have lived this method. Now you can too.

There isn't a week that goes by where someone doesn't say to me in person or post on social media that, '*Change Your Life in 7 Days* was the book that changed everything for me.' That's why I'm so excited to share it with you. It originally sold to three million people, in nearly thirty languages, around the world, and some got in touch or posted online. One said: 'I used this and manifested my life as I wanted – dream job, promotion, beautiful relationship.' Another said: 'I've been using this process for about nine years now and it's changed my life for the better. In fact you could say it saved my life. Another started her first job in twelve years

as it gave her back her confidence, while another listened to it as a budding executive when he took on a challenging new role in finance and is now a senior executive at a multimillion-pound company. One of my friends, who is a therapist, gives his clients a copy and told me: 'I've given away more of that book than any other.' People will come up to me at events, often with a well-thumbed twenty-year-old copy and they will tell me: 'It all started here.' These are just a few of the many examples of how people's lives have been transformed, including my own.

CAN I REALLY CHANGE MY LIFE IN SEVEN DAYS?

People are always amazed during my seminars when we cure lifelong phobias in minutes, or clear up supposedly 'deep-seated issues' in just a few days. But most people can think of a time when their lives changed in just a few moments. Perhaps it was getting a new piece of important information, or meeting a special someone and knowing that their life would never again be the same.

'Whether you think you can or you think you can't, you're probably right.'

HENRY FORD

Here is the reason why change *can* happen so quickly:

The changes that matter to us most are more often changes in perception rather than changes in the world outside us.

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**And we can change the way we perceive the world
in a heartbeat.**

In fact, the myth that it takes a long time to change has only been around for about a hundred years, when Freudian analysis became the dominant influence in the treatment of psychosomatic illness. What makes this point of view ironic is that psychoanalysis isn't really about changing people – it's more to do with helping them gain a deeper understanding of why they are the way they are. In my work, understanding is the booby prize! My approach is not about *why*, but *how*. How do you hold yourself back? How do you make yourself nervous before giving a presentation? How do you make yourself want to smoke? Once we know how we can use a technique to change that.

Sometimes even a small change can make a huge difference. For example, imagine you and another person are driving along two straight roads, stretching side by side off into the infinite distance. Now, imagine that one of those roads shifts even a tiny bit away from the other. At first, the difference might appear imperceptible. But over time, that small change in direction would take you to an entirely different destination from the other person.

The techniques contained in this updated edition of *Change Your Life in 7 Days* are state of the art, offering not only the latest software but also a whole new operating system for your body and mind.

Every day, you will make tiny changes, changes that

may seem imperceptible to you at first. But as you continue moving forward, you will begin to realize just how far you have already come and just how much you have changed.

If you do virtually anything consistently for seven days it will change you. What makes this system different is that many of the techniques you will be learning as you read will go on working, helping you long after you stop using them. Over the next seven days the actions you take will set up a wave of transformation in your life that will, in turn, affect many other areas of your life, which in turn affect others. Just as an oil tanker takes a little while to start moving, it becomes difficult to stop once it builds up sufficient momentum.

Consider this. For centuries people had thought it was impossible to run a four-minute mile. Then on 6 May 1954, Roger Bannister did what all great pioneers do – he made the impossible happen. When I met Dr Bannister we talked about how amazing it was that within a year of him breaking the four-minute mile, thirty-seven other people around the world had done so as well. In the following year, an incredible *three hundred runners* broke through that previously impenetrable barrier. The finest minds of the age had believed it was impossible to do, and their beliefs became a self-fulfilling prophecy. (Some noted scientists actually suggested that the human body would *explode* if pushed to go faster than a four-minute mile.)

'The word impossible is not in my dictionary.'

attributed to

NAPOLÉON BONAPARTE

only took one counter-example – one person proving what they had previously thought could not be done was possible – for everyone else to tap into that possibility within themselves.

The human mind generalizes as a learning principle. For example, as a child you learn how a door opens and closes. Your mind then generalizes that learning to apply to all doors everywhere. This works equally well whether the learnings are useful or painful. Over the next seven days we are going to dismantle many of the negative generalizations you have made about the world and build positive new ones.

My Story

I became interested in all things self-improvement shortly after I left school. It didn't take long for me to read nearly every self-help book, try every technique, and apply everything I was learning to my own life. As a result, my life changed dramatically for the better. In fact, since I began using the techniques I am about to share with you, I quickly noticed an improvement in my confidence, finances, career and the way people treated me. I became wealthy, famous and my life became infinitely more glamorous than it was before – all in a short space of time. All of the best techniques that I used to create the life I live today are contained in the book you now hold in your hands!

My purpose in life, and the goal of this book, is to help you get greater control of yourself and your life. Since

1985, I have worked on this unique self-improvement system that will work for everyone. The unique success-conditioning system you are about to learn has now been perfected – you will begin making profound changes within the very first day. Best of all, you can relax. It's very easy, and you don't have to have any previous experience or skill. In fact, if you can close your eyes, talk to yourself and others, and move your body, you can control your thinking and behaviour, and ultimately you can live the life of your dreams. All you have to do is follow my instructions step by step, even if at times you're not sure you're doing it right. Together, we are going to design and install 'positive software' for your mind!

The Power of Now

This is an exciting, extraordinary – and uncertain – time in history. Our world, with the advent of artificial intelligence and a digital landscape, is transforming every day as the world's power dynamics also shift. In addition, the scientific and technological breakthroughs that are taking place all around us are advancing at exponential rates. We, as a human race, have never been more connected. We have also tapped into more and more of our world and oceans, exploring and reshaping our world. Journeys that used to take months are now made in hours; calculations that used to take years are now done in minutes, or even seconds. The question is not *will* your life change – the question is *what will it change into?* **Copyrighted Material**

In our digital age, smartphones, tablets, apps, robotics, self-driving cars and AI, unthinkable even fifty years ago, are now considered a normal part of modern-day twenty-first-century life. Something happens on one side of the world and we can watch it on our phones, tablets and TVs moments later. We each even shape it by sharing information as it happens or commenting on our social media. We are no longer just consumers of information, we are all creators. Global communication systems can connect mind to mind like nerve cells in a huge global brain. Wherever it is we are going, we are getting there fast! Yet I also believe a part of this next great stage in human development will be a simultaneous shift away from being bombarded with information constantly, to a world where people nurture, value and cultivate their inner resources too. I call this time the age of *psycho-technology* – a time when we begin to unleash the amazing powers and inner abilities that we are all born with. I see the understanding and practice of *psycho-technology* as being like having an owner's manual for your brain.

Unfortunately, most people spend more time learning to work their phone than they do their own mind. By taking the next week to read this book, you are marking yourself out as different from the 98 per cent of people who, to quote Winston Churchill, 'stumble over the truth from time to time but quickly get up, dust themselves off, and move on as if nothing happened.'

In this book you'll discover the techniques that have helped many people – including myself – break through their limitations and realize their true potential. Together,

we are going to programme your mind to make you a happier, more confident and powerful person.

Getting Started

Before you begin on this journey into your true potential, I'd like you to consider this:

What would it be like if you woke up one morning and a miracle happened – your life had become exactly what you wanted it to be?

Do it now. Stop. And vividly imagine it.

- How would you know that the miracle had taken place?
- What would you see?
- What would you hear?
- What would you feel inside?
- What changes would have happened in your career?
- In your relationships?
- Your finances?
- Your health?

As you use the ideas and practise the techniques you will learn from this book, you are going to make these dreams come true.

Simply relax, read and allow the ideas and exercises in this book to take root. Just as a gardener plants seeds and

patiently waits for them to grow, every time you work with this book, you're planting positive suggestions in your mind that will grow into powerful new ways to operate the world's most advanced bio-computer – your brain!

Even though you can achieve dramatic results in your very first week, you may want to return to the book several times in the first few months. It is vitally important to do the exercises in order to get the kind of results you

want. No single technique is a magic pill for success but when you practise them again and again they will become second nature to you.

Whatever you achieve in the next decade will be the result of what you do now – as the saying goes, if you keep doing what you've always done you'll just get more of what you've already got. But you do have the power to make an incredible difference to your life. And it starts right here . . .

'People are always blaming circumstances for what they are. I don't believe in circumstances. The people who get ahead in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them.'

GEORGE BERNARD SHAW

The Difference that Makes the Difference

Many people begin a self-help book or personal-training programme but quit halfway through. They convince themselves that it's too hard, or they don't have what it takes. Here's the problem with that approach:

If you don't take control of your life, someone else will.

Now, I know *responsibility* isn't a very popular word these days. Billions of pounds change hands each year as people literally 'pass the buck' on whose fault it is that their coffee was too hot, their body was too weak, or their dog was too poorly trained.

But another way of thinking about responsibility is that it is really about control. Do you want to control your life, or hand over that control to other people – your family, employer, social media or even society in general? Do you want to be the master of your own fate or the victim of your circumstances?

Taking responsibility is taking control of those parts of your life that are within your control, while letting go of trying to control what is not. It's easy to blame your parents, employers or the government for your problems, but until you decide to see yourself as responsible for your situation then you don't have any power to change it. All great achievers know that taking responsibility is the first step towards having a successful and fulfilling life. Dr Stephen R. Covey describes it like this:

When you pick up one end of the stick, you pick up the other. Therefore, if you decide to take responsibility for your circumstances, you automatically tap into the power to change them.

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When I share these ideas in my seminars, or online, occasionally a participant will say to me, 'Does that mean that if I'm walking across the road and I get run over it's my fault?' The answer is simple. Taking responsibility is not the same as taking the blame. You are not responsible for the hand you have been dealt, but it is always up to you how you play it. So stop for a moment and imagine what it would be like to take responsibility for your life – to have the power to make choices in every area of it. To be in control of your finances, your relationships and your sense of well-being. To be at peace with those things that are not in your control and in full command of those that are. If you like what you are imagining, make the decision right now to take responsibility for your life at a whole new level.

The more I work with people who achieve astounding results, the more I am inspired by the words of renowned Scottish mountaineer and writer William Hutchison Murray:

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself then providence moves too. A whole stream of events issues from the decision, raising in one's favour all manner of unforeseen incidents, meeting and material assistance, which no man could have dreamt would have come his way.