



WE ALL HAVE PERSONAL

Roadblocks

Bonus: Special Report

“Unconscious Loyalty”

**An Expose of an Untapped
Secret to Greater Success**

Written by husband-and-wife
psychology team
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www.UnlockYourFullPotential.com
www.WhatReallyKilledWhitneyHouston.com

“UNCONSCIOUS LOYALTY”
AN EXPOSÉ OF AN UNTAPPED SECRET TO GREATER SUCCESS

By

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Judith & Jim are best selling authors of 6 books including
What Really Killed Whitney Houston

INTRODUCTION

Signs and Signals of Your Unconscious Loyalties

How many times have you said to yourself:

Why can't I get ahead the way my friends are?

How come my marriage feels so stale and boring when it started out so great?

I go on a diet and lose some weight and then the pounds jump back on, it's so frustrating.

Money seems to fall through my fingers. No matter how much I make it's not in my bank.

It doesn't matter how much I succeed, I'm still afraid I'm not good enough.

When I look back on my life, it looks like a long line of failed opportunities and I don't know why.

I'm filled with so much anxiety when I go after things I really want. I don't get it.

I've tried so many personal growth workshops, read so many self-help books, and tried all kinds of exercises but none of them have helped me get out of the rut that keeps me depressed.

I start out strong whenever I go after something, but then the excitement and energy just fade away. I don't get it.

Those are just a few examples of the many ways Unconscious Loyalties, what we call *unconscious holdbacks*, can stop you from reaching and fulfilling your greatest desires.

These unconscious holdbacks are not only caused by deeply hidden Unconscious Loyalties, but the kinds of statements above are widely common signs of the resulting emotional distress and chronic frustration men and women of every age experience every day across almost every country and culture.

Why?

Because by the time you are old enough to start consciously developing serious goals and desires about what you want from your life, your out-of-awareness inner world had already been programmed with all kinds of information that formed unconscious

allegiances and fear-filled prohibitions determining who you were and what you could want---what we call Unconscious Loyalties.

The keystone principle you have to recognize and accept is---all that very early information settled into your unconscious in ways that you were then unaware of and now have no conscious access to.

That's a pretty big idea to absorb. But it's a pervasive and powerful psychological fact that can help you maximize your readiness for a larger, freer, more satisfying and joyous life.

For example:

Bring to mind a time when you wanted something in your life, and no matter what you did, achieving your desire seemed to be impossible. Perhaps that's going on in your life right now. Even though others with perhaps less talent, less intelligence, and even less education have been able to accomplish it, you haven't been able to succeed in this area and you don't know why. It's truly maddening, isn't it?!

This experience leads most people to feel like they have failed and then they see themselves as failures. But do you know that . . .

There Is No Such Thing As Failure

How can this be? People experience what is called failure all of the time. Does what we are saying – That There Is No Such Thing As Failure – sound like psychobabble? Well it's not. We say it again, straightforwardly and without reservation: There Is No Such Thing As Failure!

To begin to get a hand of this for yourself, look at the example from your own life that you brought to mind. Now assume that you actually have not been failing. Even if you feel resistant to what we're asking, just play along for a moment. You can always go back to believing in failure like you always have. But for now, what if, in fact you've been succeeding.

What if you haven't failed? What if you had actually succeeded? If you accept this possibility for the moment, the logical question would have to be – what would I have been succeeding at? Or if what you're dealing with is happening now, the question becomes – what am I succeeding at even though it feels like a failure? What would you discover about yourself?

This point of view is the doorway that will take you beyond being stuck and into an experience of fulfilling your dreams and desires. And here's why.

When your out-of-awareness Unconscious Loyalties are in charge of particular areas of your life, your everyday behavior keeps producing the same results, what looks and feels like “failure.” But at the unconscious level you’ve been succeeding at remaining in allegiance to some unconscious belief, attitude, fear, commitment that is more important than what you consciously claim you want. You’re living according to the dictates of that hidden world and it’s actually determining what’s allowed for you and what’s not.

So, take a look at those areas of frustration in your life, and see if you can determine what you’ve been succeeding in doing – rather than seeing them as evidence of failing.

You Have Two Levels of Major Consciousness

Yes, there are two major levels of your mind that determine your life: the conscious dimension of your mind and the unconscious dimension.

The Conscious Dimension is your everyday mind that you use to decide everything from what to eat for breakfast, what you’ll wear to work, who you’ll invite to lunch, and most of the other day-to-day decisions of your life.

On the other hand the Unconscious Dimension is filled with very primitive fears and attractions, dos and don’ts, beliefs and prohibitions that were “learned” or “programmed” into who you think you are, who you believe you are, beginning as early as your nine months in the womb. The messages, the feelings, your reactions in those early years, both in the womb and in your early family environment you were born into, all the values and emotions that you grew up absorbing—that’s the underlying “stuff” that creates what we call your Unconscious Loyalties.

Your Unconscious Loyalties that you formed before you even knew what you were doing are now very powerful in determining the core values of WHAT you choose to eat for breakfast (fattening, slimming, unhealthy, super-healthy), WHAT you choose to wear to work (power outfit, stodgy and dumpy, dirty and unkempt, trendy and flattering), and WHAT type of person you invite to have lunch with you (longtime buddy, next level up in the company hoping to get help with your career, no one – you want to eat alone as always, a romantic interest, a group you always eat with, you never eat lunch and walk instead, etc.).

Because the possibilities and limits of who you can be were absorbed by you into the programming of your very, very early identity and have long been out of awareness.

Open Your Future Like Never Before

Take a moment, which may be the most important moment of your life, to read this short excerpt from our latest book *What Really Killed Whitney Houston*. It will give you a

fuller idea of what we mean when we use the words “Unconscious Loyalties” and what we meant when we spoke about “your out-of-awareness inner world was already in the process of being framed with all kinds of information that formed unconscious allegiances and fear-filled prohibitions determining who you were and what you could want.”

EXCERPT from:

What Really Killed Whitney Houston

The expression “The apple does not fall far from the tree” is a psychological truth, but not because of conscious choices to remain close. The apple doesn’t fall far from the tree because of what we call “The Love Grip,” the power of unconscious loyalty—a psychologically primitive and emotionally driving Allegiance that demands we stay loyal to the values, beliefs, and emotional atmosphere of our early beginnings.

Now, no one is at fault. But the fact is that as babies and very young children we form emotional bonds automatically and they remain strong unless we take conscious steps to undo them. If we don’t, we remain fixed in the world of our origins with powerful prohibitions against becoming different from how we were raised to be.

Remaining unaware of the power of Unconscious Loyalties makes it very difficult for anyone to separate from their origins and create a life of their own on their own terms.

Whitney Houston’s A & R man Gerry Griffith wondered where the rebellion “was coming from.” The over-riding evidence is that she was rebelling against the super stardom she was experiencing driven by unconscious loyalty to her deep roots.

Why “The Love Grip”?

We coined the term “The Love Grip” to refer to the unconscious attachment every one of us makes to the environment we are born into, and in which we develop our very early identity-roots during our first years of life.

The Love Grip isn’t a freely chosen attachment nor is the “love” that follows. It’s an attachment that develops from having no other options. It therefore lacks the wisdom of discrimination.

It’s the “love” that we as babies, infants, and small children feel for our parents and the world we grow up in. Because we know no other world and because we are totally dependent on that world for our very life, we give our heart to it.

We coined the term “Love Grip” to help put emotional flesh on the early roots of Unconscious Loyalties.

When you were a wee tiny person you “loved” what was around you without the ability to evaluate whether what you were experiencing – parents, family, extended family, their lifestyle – was actually loveable, or valuable, or good for you, or not. Sentimental ideas would have us all believe that we were loved. But in reality that is not always true. Actually it’s far rarer than most people would want to believe.

So what happened is that your early “love” created the loyalties that later showed up in your life as “bad choices,” “procrastination,” and “poor self-esteem.”

And Please Note:

That Unconscious, out-of-awareness world of assumptions, beliefs, and self-perceptions is going to have the upper hand over the Conscious Dimension of your mind every time—so long as you have not yet done the inner work of excavation that will allow you to discover and release it.

Because, just as with Whitney Houston, you were born into a specific family atmosphere that you gave your heart to when you were too young to even know that you were doing it. That’s what we mean by “The Love Grip.”

Only now, today, that early Love Grip has attached a big holdback, a big Unconscious Loyalty, onto your ability to have the life you consciously say you want—and you don’t even know it.

So, take a moment to notice how you are feeling in response to what you’re reading.

Do you feel hopeful and curious, ready to understand more? If so, you’ve made yourself available to discovering what you are carrying forward from your early beginnings that do not serve you. And you are beginning to make a commitment to owning more of your own true and sincere life and we congratulate you!

On the other hand, if you feel even more stuck, more hopeless—maybe even feeling as if we are just talking nonsense—then please soften the impact of that horrible feeling of defeat by taking a moment to accept the suggestion that you are, indeed, a deeply heartfelt and loyal person. So the concept of The Love Grip threatens to challenge who you’ve known yourself to be.

Your Love Grip is currently holding you back, holding you fast to who you’ve known yourself to be. Your Love Grip requires that you hang on to your long-standing self-image. To do so you have to keep a strong set of intellectual and emotional blinders in place, blinders that not only restrict your ability to see yourself clearly, but keep you fixed in place, within a set of behaviors that are not doing you any good.

This is why we began this exposé by listing some of the questions we’ve heard again and again from the many people we’ve worked with. They shine a light on the fact that

Unconscious Loyalties exist preventing you from going after and achieving what you want.

Three Keys to Your New Freedom

To wrap up this private disclosure and send you on your way to what we hope will be the discovery process of creating pathways for your new freedom, we want to make sure you are aware of three key elements on the way to your larger life.

You Are Not Alone

Everyone on this planet suffers from holdbacks that are the result of Unconscious Loyalties. You are not alone in this.

Conscious Change Is A Process Not A Goal

Your commitment to achieve freedom from The Love Grip and Unconscious Loyalties is your first step in making it happen. However, it is not a one-step process. Nor is it something that occurs and then you are done with it. Changing your consciousness about who you are, and where you came from, and where you want to go is an ongoing process.

Progress Is Never A Straight Line

Personal freedom is never achieved overnight or in a straight line. You will always encounter the bursts of freedom going forward, followed by a slide backward or even feeling stuck again. That's simply the digestion and integration time before you launch off into further discovery and establishment of your real Self!

Where From Here

By reading this private exposé and taking it seriously you've begun to plant the seeds for your new understanding of what's been driving the less-than-happy choices in your life.

And you've begun to weave a new fabric of awareness for what you need to know so you don't continue asking the kinds of questions we listed at the beginning.

Like Wendy Lucas of Virginia Beach, VA told us after reading *What Really Killed Whitney Houston*: "You told the story of Whitney's allegiances so well that it got right to the core of my own issues and how I play them out in my life. It has really been life changing for me. Thank you for bringing this issue to light and using Whitney's life story to help us all see it. You put it so clearly that it would be impossible not to get it if we are awake enough and desire to see the similarities in order to make life changing shifts."

In other words, after reading *Whitney*, Wendy could see patterns in herself and in her life that had never served her conscious desires and aspirations because she now “knew” what had happened in the mega-star Whitney’s life. Once her new knowing had settled in, Wendy could then begin to “learn” about the Unconscious Loyalties that have been driving her.

Wendy could now learn about herself through the mirror of Whitney’s life.

Now it’s up to you. You are now aware of Unconscious Loyalties and the fact the you, like everyone else, has them. Right now the best and easiest pathway to learn more about and discover your own Unconscious Loyalties is through our new book *What Really Killed Whitney Houston*.

Click on the link to get your copy today!
[WHAT REALLY KILLED WHITNEY HOUSTON](#)

We've made it very easy to start listening to and/or reading *What Really Killed Whitney Houston* because we've published it as an ebook, audio book, paperback and kindle book. Go to [What Really Killed Whitney Houston](#), to choose the version that works for you!

AND your bank balance won't even flutter due to our reader-friendly prices! That's because the message of this book is so important that we don't want anyone to miss it due to concerns for their wallet.

AND it's pretty short—so you don't have to worry about spending weeks and weeks reading to get to the point.

AND lots of people have already read this book, so you can rely on their experiences to help you decide right now what to do.



“This is the most important book ever written about the most important subject facing every aware human being: how to fulfill your magnificence and not succumb to lethal unconscious allegiances. This is a book about the deepest personal freedom possible. Nothing matters more.”

—Art Klein, Best-Selling Book of the Month Club Author and former Vice President of Marketing for The New York Times Corporation

“Incredible! Fantastic! Such an important topic! This is a brilliantly written psycho-history of Whitney Houston, detailing the unconscious influences that led to her inability to cope with two totally different worlds which put her in an insurmountable emotional bind. However, what she experienced is not rare. Many of us have unknowingly battled with conflicting, unconscious allegiances (“emotional vampires”). For example, I was trapped for three decades with the out-of-mind conviction of being unacceptable and not belonging until I found Judith and Jim's "Overcoming the Fear of Being Fabulous" program and could finally develop my "core of confidence." But what makes this carefully-documented, empathic, very deep analysis of Whitney and all the important faces of Whitney's allegiances even more important and timely is that it provides the reader with a roadmap for discovering their own unconscious loyalties so they can address them constructively and become the successful individual they really truly are and want to be.”

—Dr. Signe Dayhoff, Placitas, NM

“I completely devoured Whitney Houston---it hit very close to my current personal experience and 'struggle.' Very timely insight indeed about my own unconscious allegiances. Thank you!”

—Maurice Dobbs, Montreal, Canada

“The kind of unrelenting unconscious psychological forces that caused Whitney Houston to crash and burn operated in my life as well, leaving me frustrated and baffled as to why I kept flying in circles – until I was lucky enough to meet Judith and Jim and absorb their peerless teachings. No more spins and stalls for me. By understanding their message about Allegiances, I was finally able to reset my course in life toward an exciting new destination and the loving partner who awaited me there.”

—Tom Albertsson, Gold Coast, Australia

“Wow, your message is very powerful and poignant. It resonated with me and was very helpful!”

—Sarah Hopkins, Las Vegas NV

“This touching examination moved me to more deeply understand Whitney's situation because of the science and the logic that Judith & Jim reveal about what was guiding her behavior. It was "Unconscious Loyalty" to her destructive beliefs that truly made me see why the events played out as they did. With this heart felt epiphany, I examined my own beliefs and began to reevaluate their validity and my loyalties to them. The thought provoking and informative nature of this book has left me with a renewed vigor for my own personal journey of self discovery and awareness. From the bottom of my heart, Thank you!, Judith and Jim, for taking the time to create such a powerful story! I know this book will touch the hearts and souls of everyone who has the pleasure to take in its words.”

—Jim Duffie, Raleigh, NC

