

infinite
possibilities
unfolding

BE Different
BE YOU

By Patrick Rhein with Yvonne Attard

Be Different, Be YOU

By

Patrick Rhein

with Yvonne Attard



www.bedifferentbeyou.com

People, places or incidents mentioned and/or information provided herein reflect solely the author's viewpoint. Any resemblance to actual persons, living or dead, business establishments, events, or locales is entirely coincidental or based solely on the author's perspective.

All rights are reserved.

Copyright ©2007 by Patrick Rhein and Yvonne Attard

For all content, photographs, etc. that contain specific brand names or brand products, these are copyrighted by the respective companies and/or associations, unless otherwise specified. Water crystal images ©I.H.M./ihm99999B222 (from the book Messages From Water by Masuro Emoto ©1999 Hado Kyoikusya) permission for use granted to author.

This book, or parts thereof, may not be reproduced in any form, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without written permission of the copyright holder.

Cover Design: Marie-Carmelle Scorsone

For information, please contact:

www.bedifferentbeyou.com

First edition.

Published in Canada

Acknowledgements by Patrick Rhein

First and foremost, a special thank you to LIFE, which I never cease to appreciate and celebrate at every moment. Being alive is an immense privilege and being aware of this privilege makes life even more intense! At this point in our technological progress, life is short and wonderful, as long as we know how to harness the powerful teachings, pleasures and experiences it offers.

I would like to thank my amazing mother whom I love so very much; she had the wisdom to give me the opportunity to be what I wanted to be, even though she didn't always agree with me. Her support for me has manifested on various levels and I was fortunate to grow up in a free and harmonious environment, filled with love and appreciation. My mother's name is Rolande; she has always enjoyed travelling and discovering different cultures around the world and I am blessed to have inherited that passion from her. She has taken my sister and me on numerous trips, which has contributed to, and shaped my vision of the world and developed my empathy for different cultures. Our adventures have made me curious about how we can help each other to create a planet of love. With all the differences and variety our world has to offer, this is the foundation of beauty that we can choose to experience each day. Thank you Mom.

I also would like to thank my loving sister whom I adore. She has always been there for me whenever I need to talk and share my thoughts. Her love is very strong and I always remember the precious moments we shared on our trip across the U.S. when I was 19 and she was 24. I could barely speak English and thanks to her, we kept out of trouble. We had a lot of fun and had the chance to make a true connection as siblings. Despite the passage of time and the new and different directions our lives have taken, we remain close and supportive of each other. We have both been through some challenging situations and have always done our best to be there for each

other. As we grow older, our mutual appreciation grows deeper. It is wonderful to be able to have what we have together. Thank you, Dany.

This book would not exist if Yvonne Attard had not entered my life. Yvonne has played a very important role not only in the preparation, editing, marketing and workshop-building components of this book, but also in being an inspiration for my creativity. It is truly a co-creation of our work and I am extremely grateful to Yvonne for allowing this to happen.

Lin Burman has been a tremendous help to us. Her great eye for detail has been a welcome asset in helping us fine-tune, proofread and edit our book. Thank you, Lin, for your precision in helping us convey the right meaning and tone, and for your quick turnaround.

A special thank you too to Hagay Hen who has helped us find the right pictures to illustrate various points throughout the book and for the design of the Be Different, Be YOU logo.

Thank you also to all the wonderful mentors, coaches, teachers, partners, friends and spiritual leaders who have helped me make this book possible. I am very excited and grateful for all your support and inspiration.

Finally, we want to thank all our friends, family, clients and associates who, during the preparation of this book, gave us their comments, feed-back and related their own experiences.

This book has been dedicated to you, our readers. You have the desire, curiosity and courage to take this book to make YOUR life an even more powerful and authentic experience. Thank you for allowing us to be a part of your journey. If you think that this book contains a few nuggets of wisdom that you would like to share with others, please feel free to pass it around.

Namaste,
Patrick

Acknowledgements by Yvonne Attard

What an incredible journey it has been to ride the wave through the creation, development and completion of this book - *Be Different Be YOU!* My gratitude is immense as I consider all those who have had, and continue to have, a great influence on me.

I dedicate this book to my two daughters, Kaitlin and Megan. Kait and Meg – our connection is amazing and is filled with love and appreciation – thank you for showing me what unconditional love is truly about. I will constantly hold you both up to your potential and show confidence in you always. My gift to you is my constant and unwavering love, support and respect for your uniqueness and contribution to the world. Elephant shoes.

My parents have been my constant champions. I am one of the fortunate ones – having a loving family who have always had confidence in me even in times when I showed no signs of it. Thank you, mum and dad, for your love – no matter what. Thank you for always being open to me whenever I want to share my dreams, my fears and my options at any crossroads in my life. Mum – your caring, love, compassion and ability to give has been a great example for me. Dad, you have always been a sound, solid mirror for me – thank you both from the bottom of my heart.

This book would never have been created if it were not for Patrick Rhein. Patrick – your passion for LIFE, the stance you have consciously chosen to live and breathe what you believe in, your love

for, and inspiration to all those with whom you come into contact, and your sharing of all your learnings in this book with others. I thank you for these things and for including me in this journey with you. I have loved working with you through all the stages of our gracious creation of this book.

A big thank you also goes out to Marie-Carmelle Scorsone for her wonderful creativity in designing the front and back cover of this book. MC – you have a knack for translating our thoughts and ideas into a beautiful expression of art through the collages. We truly thank you for your advice, efforts and creation and I thank you for our growing friendship.

To Robert Wise – thank you for helping us pull together the legal aspects of this collaborative project. You have been awesome to work with, as always, and I value your advice and friendship.

And to Dave – thank you for picking up the slack when this book took over! I really appreciate your understanding and love.

Thanks also to all those who have supported me throughout the journey of this book in a variety of ways – my LC girls, Alison, Anita W., the Spiders, my clients, colleagues and friends.

Enjoy the ride – we can't wait to hear about its impact on you.

Namaste,
Yvonne, a.k.a. Grace

TABLE OF CONTENTS

CHAPTER 1

High Vibrational Living: Digging Deep and Finding Happiness	1
Digging Deep	
Nature Speaks to Us	2
The Power of Pleasure	7
The Obstacles to Living in Pleasure	8
How to Recognize and Add Pleasure To Our Lives	9

CHAPTER 2

The Foundation: DNA, Brain Power and the Sponge Effect	13
Our DNA or Soul	13
Celebrating your Uniqueness	15
The Biology of our Brain Power	18
The Sponge Effect	22

CHAPTER 3

The Driving Forces: Our Belief System and Personal Values	25
The Power of Our Belief System	25
Factors Influencing Our Belief System:	
Religion and Tradition	28
Routine and the Importance of Contrasts	30
Extreme Patriotism	31
Attachment and Dependency	32
Personal Values	33

CHAPTER 4

Changing Beliefs:	
How did I get here? How do I do it? What should I expect?	39

How did I get here? Conformism	39
Whose voice is it anyway?	44
How Do I Do It? The Alpha and Theta Zone	46
What Should I Expect? Overcoming Fears	50

CHAPTER 5

Your Inner Resources	53
Our Creative Powers	53
Telepathy: A Form of Creative Power	54
Using Our Senses: The Internet Highway of Our Bodies	56
From Dreams to Reality	58
The Power of Love	61
The Power of Laughter and Humour	64

CHAPTER 6

Creating Your Powerful Self	67
Taking Responsibility	68
Making Conscious Changes	70

CHAPTER 7

The Breakthrough of YOU	75
Connect to the World	78
Shape Your Future	79
You Are Not Alone	81

Appendix - More Be Different, Be YOU	83
Bibliography	84
Author Biographies	85
Photo Credits	86

PREFACE

This book has been conceived for people who are curious to find out more about who they really are and for those who dare to explore their lives, be it their behaviours, their attitudes or their experiences. *Be Different, Be YOU* will unleash your curiosity, make you want more out of life and will take you on a journey outside the normal box of society.

Are you ready?

You are preparing yourself for a journey of self-transformation that requires courage, inner strength, a burning desire to change as well as a yearning for an unknown and exciting adventure. Part of this journey will include situations where you may be ridiculed or you may perceive that you are being judged.

This book is about exploring your potential and redesigning the wonderful YOU that is dormant within, no matter what it takes! If you are sitting in an uncomfortable place in your life and you are itching to live a broader and bigger life, then this book is for you.

Being alive is a privilege and it is very important not to take it for granted. Each one of us is unique. Don't we all have a reason and a purpose for being alive? We owe it to ourselves to bring awareness, love, respect and appreciation to everything and everyone around us, celebrating life at each moment.

Being present is the only way to live our life fully. The past is gone and the future is something to be shaped by our own creation of who we are and what we want to become. On this note, let's begin Chapter One and you will understand how to become more of the real YOU!

P.S. For your information, all opinions and any examples referred to in the first person ("I") are written from Patrick Rhein's perspective.

This book is about exploring your potential and redesigning the wonderful YOU that is dormant within.

CHAPTER ONE

HIGHVIBRATIONALLIVING

Digging deep and
finding happiness

- * Who are we?
- * How do we know who we are?
- * Is knowing ourselves important?
- * What impact does self-awareness have on our lives?
- * What influence does self-awareness have on our family, friends, community, city, province, country, continent, planet, galaxy, universe?

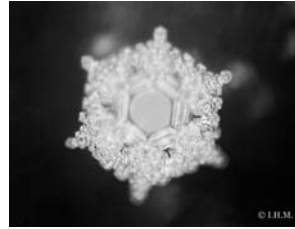
DIGGING DEEP

True navel-gazing and self-knowledge can have a profound impact on our lives and in our world. Deep inside our very beings, we have been created to live at the level of our potential, play our part. Not doing so does not serve us or those around us. We are responsible to play our part.

Imagine being at a concert where a member of the orchestra is off-key or not in time with the other musicians. It's a very unnatural, uncomfortable feeling. Listening to it makes us want to crawl up the wall or dig a hole in the ground! In an orchestra, everybody has his/her own part to play, one that has been written for each type of instrument. When the orchestra comes together, the combination of each of those individual parts sounds very harmonious and magical compared to the individual parts played independently. If members of the orchestra are forced to play parts that have not been written for their particular instruments, the sound just isn't right and when played all together with the orchestra, disharmony or discordance is created.

This is no different from how we live our lives and how being our true selves can have a greater impact. When we don't play FULL OUT according to what we are designed for, there is dissonance. In other words, when our natural talents and competencies are not expressed or are suppressed, we are not in tune with ourselves and therefore, the energy we bring, or vibrational level we possess, lacks clarity and is weak.

You might be thinking "Who says that we are designed for anything in particular?" Or "Who says that we are supposed to respond to any predetermined code?" Whether we believe in a higher power, the Universe, Extra-Terrestrials, God, Mother Earth, or whatever, what we do know is that each of us is born with a blueprint known as DNA. When we can put the wealth of information that is embodied in our DNA to real use, this allows us to generate our very highest vibraton and potential. Our DNA is a tuning fork for our potential. Everything in the universe is vibration.



"Love and Thanks"

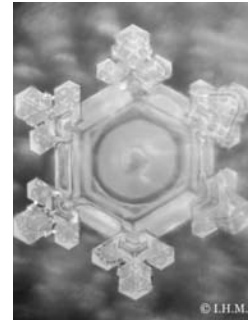
IHM99999B222

NATURE SPEAKS TO US

One of nature's most interesting examples of the profound impact of high vibration lies in a study by a Japanese researcher, Masaru Emoto. In

his book "The Hidden Messages in Water", Emoto describes how he discovered that water is influenced by its environment; these effects are captured through the photography of frozen crystals. He discovered that words and intentions can change the composition of water crystals. When people say "I love you" to a glass of water, the crystals are wonderfully formed.

Similarly, saying "Thank



"Thank you"

IHM99999B222

you" or simply giving love and gratitude in any language has the same beautiful effect on the water crystals.

Isn't that incredible?

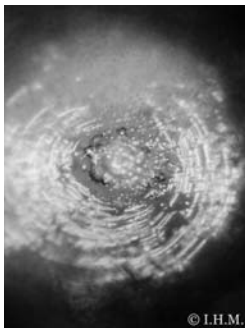
In contrast, negative thoughts or words such as "You fool" or "You make me sick" create a chaotic formation of crystals. They are murky, ill-formed and imbalanced. You can see this for yourself in the accompanying illustrations.

Seventy-five percent of our bodies consist of water. Imagine what an impact our thoughts and vibration levels have on our water content, thereby influencing our very core,



IHM99999B222

"You make me sick"



© I.H.M.

"You fool"

IHM99999B222

like a ripple effect. Becoming aware of what we say or how we act and knowing that it has a direct effect on those around us is key.

Consider this: Children create their reality with what they absorb from their environment and are directly influenced by what they hear, see, touch or feel. Given that, we cannot act or talk responsibly without being aware of our impact on others. Therefore, our responsibility to tune in with the natural law of vibration helps define our own vibration. What we think, say, do, create around us, where we live, how we arrange our furniture, our space and what we eat, all influence our well-being and level of vibration. In other words, becoming who we are and doing what we love to do, that is, taking ownership of our lives, can have an enormous effect on the world.

Consciously choose to live your life by filling it with moments that sustain you at a high vibration: do this not only in one area of your life but in every area – your love life, your career, sports, your personal growth, your spare time and your health. Take health for example.

Becoming who we are and doing what we love to do, that is, taking ownership of our lives, can have an enormous effect on the world.

How much impact do you think your positive, strong vibration would have on your health? Being healthy and energetic will not only enable, but will encourage your personal power to radiate at a level where your immune system keeps reinforcing itself and you sustain a high level of health. It's a great spiralling cycle, working only to serve you.

Our guess is that you have decided to pick up this book because THIS is the time you have chosen to resonate with your highest vibration, your highest self.

Time for some navel-gazing... ready?



Start here – connect with your heart and not just your head. Think about something that you really love doing.

Got it?

Pay attention to your energy and vibration level as you engage in this thought.

What impact does it have on you?

Let's say, for example, that you love to sing. You sing in the shower and in the car and the more you get into your singing, the more your energy level rises. Your mood starts to change. You feel more vibrant and more confident.

Or perhaps you enjoy hiking and remember reaching the peak of your climb up a mountain. At the top, how did you feel? Satisfied? Are you filled with an adrenaline rush?

Or maybe you recall giving a speech to a large crowd and you can gather from peoples' eyes how much impact your words have had on them. As you finish your speech, the standing ovation enveloped you and everyone surrounded you, captivated by your energy and presence. How did that make you feel?

It's these moments that have you vibrating at your highest level.



Now, how do you feel? What is happening inside you? Are you joyful? Are you connected to the world? Do you feel invincible? Check your vibration level now.

There are simply hundreds of personal moments where YOUR highest vibration is activated, where you live your life to the fullest and therefore have a powerful impact on those around you. As everything is vibration, we have an impact on the rest of the planet and a responsibility to live at the height of our potential. Being able to recognize our high vibration is a gift of awareness that can be built like a muscle. Once developed, it is easy to choose what we like and generate more positive energy around us. Being really aware of who we are and how we feel is key to our well-being and our impact on others. Throughout this book, you will have a chance to develop this new muscle through better understanding and as actual personal evolution into that awareness.

Visualization and meditation are great ways to tap into your highest self and vibration potential.



Let's try it. For those of you who have never tried meditation before, it is very simple. It is about calming your mind and body, taking you to a place of inner peace and restfulness. Get comfortable – you can be sitting or lying down – whatever works for you.

Close your eyes and focus on your breathing. Do this for a minimum of five minutes. It is best if it's 10 minutes. It gives us oxygen, which is our most vital resource and at the same time, helps us relax.

Concentrate on nothing but what is happening within you. Your mind may start to wander and random thoughts may come. This is normal. Simply let those thoughts be and return to your meditation. (You also might feel like falling asleep as you meditate; do your best way to be on the edge between sleep and deep relaxation. This is where you can best benefit from your meditation and visualization.)

Now that you are in a meditative state, imagine the colour yellow. See it.

Being really aware of who we are and how we feel is key to our well-being and our impact on others.



Give it the shape of a lemon wedge. Perhaps you can even smell the sourness of it. Now imagine squeezing it into a glass and bring it to your mouth.



Take a sip. You may actually be able to feel the glands in your mouth producing saliva and experience the taste and smell of the lemon.

It's amazing how real it can be.

You have just scratched the surface of meditation to experience the tremendous power of our mind. Getting into the feeling of something good can optimize our brain potential.

Now that you have been able to activate your imagination and have your creative juices flowing, let's raise your level of vibration with this next exercise.



Write down what makes you feel good. REALLY good. We mean feeling ecstatic, smiling, laughing or crying with joy. What gives you a great sense of pleasure and satisfaction?

Is it a delicious meal eaten, a painting created, a deal closed, a 10k run completed, a mountain climbed?

Perhaps it is a day spent in the garden, in nature, at a barbecue, reading a book, or engaged in a meditation, making someone laugh, making love, or listening to your favourite song. It is whatever you perceive to be a source of total satisfaction.

How do you feel? _____

Tap into that feeling. You likely don't want this feeling to end. Remember it. Our mind does not recognize the difference between reality and imagination. You can find the same sensation just by imagining it.

Our mind does not recognize the difference between reality and imagination.



Continue to write about some of the special moments you have experienced in life. You need to feel them in your bones, deep inside.

Can you feel them?

Often, we have numbed ourselves away from these feelings of extreme joy, so much so that we cannot regain them easily. Some of you may have been, let's say, cerebrally or analytically conditioned not to feel joy and pleasure, so you may have to make an extra effort to go from your head to your heart.

Now you have a choice – you can go and experience it right now or you can close your eyes and go into your memory bank to better remember the circumstances associated with that experience and the feelings attached to it. The feelings you are experiencing when you imagine these events is "pleasure". Continue to expand your list.

THE POWER OF PLEASURE

Pleasure is one of the most important components of living at our highest vibrational level. Look at our lives. Our preference is to engage in activities that give us pleasure and whether we are conscious of it or not, our search for pleasure is constant. Pleasure is not only sexual; it is as varied and versatile as the colours of a painter's palette.

In our brains, pleasure creates and reinforces connections amongst neurons and synapses. Every pleasurable sensation is stored in our emotional memory database. This is how we learn what we like and dislike and what we want and don't want. Daniel Chabot, a psychologist working in Quebec, coined the term "pleasurolgy".

**PLEASUROLOGY IS HAPPINESS =
WELL-BEING = OPTIMUM HEALTH**

Happiness is found in the smallest pleasures. Over the last decade, we have become more and more concerned about managing our stress, keeping fit and preventing problems related to our general health. In our quest for

Happiness is found in the smallest pleasures.

well-being, we may mindlessly seek the miracle formula for optimum health without asking ourselves the essential question, "Am I enjoying myself?"

Nevertheless, more and more research concludes that pleasure has a positive effect on a person's psychological and physical well-being.

On the psychological level, pleasure acts as a natural anti-depressant, an "upper" if you will, and often acts as a form of tranquilizer. On the physical level, pleasure has been shown to heal from mild to serious illnesses as well as a deflector against illness.

Integrating pleasure into our daily life is therefore of prime importance.

Pleasure is a feeling that results from the satisfaction of a physical, emotional or intellectual need. It therefore differs from person to person. What has the potential to bring enjoyment to one person does not necessarily have the same effect on another. Some take pleasure in reading, some in music and some in being in contact

with nature or engaging in social activities. Others find more enjoyment in physical activities or the challenge of learning or creating something from nothing.

There is no list for "the best pleasurable activities!" Contrary to what we might think, pleasure is not solely dependent on a particular context or on specific external elements. We can be involved in a wide variety of activities that appear pleasurable without necessarily enjoying them. On the other hand, we may have an agenda full of responsibilities and choose to enjoy each task.

Furthermore, the attitude that we have to life in general strongly influences the presence of pleasure in our daily affairs. The way we select and organize our activities, the expectations that we develop vis-a-vis our work and our personal life, the way we interpret events, as well as the thinking that we engage in, can be generators of pleasure or of disappointment.

THE OBSTACLES TO LIVING IN PLEASURE

As much as we are pleasure-seekers, our life experiences and social norms often act as numbing agents to our

ability to feel pleasure.

Over time, we have been lead to believe that pleasure is characteristic of, and reserved for, certain situations. For example, do you remember hearing, “There is a time for enjoyment and a time for serious things”? This is the influence of our education.

The consumer society in which we live strongly encourages us to think that pleasure is linked to the acquisition of certain goods or obtained by participating in certain activities. Advertising, which assaults us from so many angles, often creates false expectations or needs. This can trap or prevent us from taking advantage of what is already present and accessible in our lives.

We often confuse our needs and wants. In order to satisfy them, we must first be capable of recognizing them for what they are. In the hubbub of daily activities, it is very easy to lose sight of our core desires and we end up not knowing what we want and what we need. Does this sound familiar?

HOW TO RECOGNIZE AND ADD PLEASURE TO OUR LIVES

The ability to experience enjoyment does not develop by magic. To develop or to add satisfaction to our daily activities, we must first know what pleasure means for us and make it one of our priorities.

First, we must stop and take the time to identify our real needs and wants. Getting clear on this allows us to be truly aware of what is and isn't important to us.

The next step is to select the circumstances or make the necessary choices that will fulfill those needs and wants.

Finally, take action!

If you take these three steps, you may recognize the following benefits immediately:

- Your health and immune system improve
- Your sleep is sounder
- People are drawn to you
- Your luck increases

- Your business and the results of your efforts increase exponentially
- Your personal life blossoms
- Your creativity is expressed magnificently
- Your sexuality skyrockets, etc.

It can be stated that pleasure is healthy and is a multiplier of happiness. **Pleasure** is the **reason** that **motivates us into action**.

For instance, we all know the feeling when we are in need of a holiday. That's our desire for an experience of pleasure. We then find **reasons** to go on holiday, such as the fact that we have been working long hours, needing a break from our responsibilities and we hear ourselves saying, "I really need a holiday right now". Once the reasons form in our minds, we begin to get **motivated to take action**. We call our agent, look through travel guides or explore options on the internet. Then we book something and go!

Live your life with passion!



Take some time and respond to these questions. They may help you be more aware of the place pleasure has in your life.

- What gives you pleasure? _____

- When was the last time you really enjoyed yourself? _____

- In what context, activity or state were you? _____

- What effect did it have on you? _____

- What do you foresee doing in your daily activities to recreate this state? _____

Pleasure is the reason that motivates us into action.



- What kind of change of attitude might this call for on your part? _____

- What could prevent you from doing it?

- Upon which of these changes do you have the power to act? _____

- Describe the feeling you have when you purposefully create pleasure in your life.

Again, your awareness of what makes you tick will forward you into action and provide you with new lenses from which to view the world. And watch your pleasure gauge rise – your pleasure meter.

Take Tim for example. He is a busy guy with many responsibilities. He usually walks Toby the dog everyday because, well, he has to! Typically, he puts on his ipod, grabs the leash and off they go, on their usual route through the woods.

But today is different. Tim consciously chooses to leave his ipod at home. He forces himself experience his walk differently. The intensity of his pleasure-meter is heightened. In other words, all his senses are switched on and he is able to take in the physical sensations offered in his surroundings as if for the first time. He is aware of birds singing, twigs cracking, leaves rustling, small animals running around, the interplay of light and colour, the smells of soil and vegetation... Tim gained consciousness of what gives him pleasure by actively changing his actions.



Imagine the energy you can tune into when you can turn up your pleasure-meter. What can you do with this energy? Almost anything! This is the moment where you feel invincible. Use this energy to boost yourself to the next level of awareness. This is that exact moment when you resonate with your DNA blueprint.