



THE AS-IF TECHNIQUE

The As If Technique



Welcome!

Hello and welcome to The As If Technique, our gift to you from the Raikov Effect website.

In the pages that follow you'll discover what the As If technique really is, where it originated, how it works, and how it can help you live a more rewarding and fulfilling life.

You've probably already used the 'as if' technique yourself from time to time. Perhaps you were nervous at a job interview and tried to hide your anxiety by pretending to be confident. Or maybe you acted 'as if' you were brave to impress someone.

What you'll discover in the next few pages is that you can use the technique 'on purpose' to change the way you feel. And when you do that, it can bring you greater success and happiness.

So let's get started by finding out what the technique really is.



What is the As If Technique?

The As If Technique is a humble exercise that exploits the power of action.

The premise is simple: When you act 'as if' you're happy or you act 'as if' you're brave, you will eventually start to feel that way. The body and its actions change your mental state.

It might sound pretty simple, and that's because it is. The hardest part of the process is actually convincing yourself to give it a go.

The whole idea came about when a psychologist began to question the way our feelings and behaviors interact with each other.

Your body and brain work together to help you make sense of the world. We used to think that the brain was in charge of everything, and that the feeling of being happy, or being confident, or being

motivated originated from within it. Powerful chemicals like endorphin, adrenalin and dopamine flooded your body and you then responded, smiling when you felt happy, standing tall when you felt confident, and focusing your attention when you felt motivated.

But now we know better.

Rather than waiting until you feel a certain way, research has proven time and time again that you can stimulate those same feelings just by acting 'as if' you already have them. So in other words, if you want to feel happy, all you have to do is smile. If you want to feel confident, all you have to do is stand up straight, hold your head high, and look people in the eye. If you want to feel brave, just stick out your chest, clench your fists, and stand your ground.



‘...if you want to feel happy, all you have to do is smile!’

It turns out that these simple actions trigger the brain to send out those very same chemicals that will bring about the changes you desire!

Pick any positive emotion you want to enjoy – being proud, inspired, courageous, creative, determined, ambitious, alert, passionate – and you can experience it.

All you have to do is act 'as if' you already feel that way, and you will.



The Origins of 'As If'

The first recorded mention of the As If technique goes back to the Greek philosopher Aristotle. As early as 425 BC, he wrote that if you want to be virtuous you only have to act as if you're virtuous.

The concept seemed to get lost in the mists of time, until in the 1800s it was picked up by William James. James was a psychology professor with an intense interest in the whole mind-body connection. He knew that when people were happy, they smiled, and that when people were unhappy, they frowned.

But could the opposite also be true? Could you make yourself feel happy by faking a smile, or feel confident by putting your hands on your hips and standing straight and tall?

James believed you could. His findings were published in his book *Techniques of Psychology*, and he's often quoted as saying that "if you want a quality, act as if you already have it."

More than a century later, James' work was discovered by a 1970s psychology student named James Laird.

Laird saw a volunteer in his lab break into a smile for no apparent reason. On the way home, he tried it himself. He forced his face into a smile, held it, and suddenly started to feel happier. An idea began to take shape in his mind.

He invited volunteers to participate in his research. Laird told them he was connecting electrodes to various parts of their faces to measure electrical changes that occurred when they either smiled or frowned. The volunteers were instructed to manipulate the electrodes by pulling them down at the corners of their mouth into a frown, or pulling them towards the back of their face into a smile. The electrodes were fake, but the results were astonishing.



‘Those who forced their faces into a smile said they felt considerably happier.’

Laird asked them to describe how the actions made them feel. Those who forced their faces into a smile said they felt considerably happier, and those who frowned reported feeling sad and angry.

Pretty remarkable stuff, but the story doesn't end there.

A few decades later, the As If technique was big news. Famous names like Anthony Robbins and Richard Wiseman latched onto it, giving it a modern spin. Wiseman even wrote a book about it, called *The As If Principle*.

Today, the As If technique remains one of the easiest methods there is to make fast change in your life.

Here's an example that demonstrates the technique perfectly.

A study was undertaken by Iris Hung from the National University of Singapore. She wanted to find out if it was possible to use the 'as if' technique to boost a person's willpower. So she asked her volunteers to visit a cafeteria and to try to avoid buying unhealthy food.

Some of the volunteers were told to clench their hand into a fist or contract their biceps, in the hope that this simple action would instill greater willpower and motivate them to choose healthier foods. The volunteers who tried this easy exercise were able to steer clear of unhealthy foods and select healthier alternatives.

So just by acting 'as if' they were more determined actually made them feel that way.



How the 'As If' Technique Works

We've given you some idea about what's going on when you act 'as if'. Let's take a few moments to delve into the concept a little deeper.

You might think it's an exaggeration to say that this simple technique can change your reality. But it isn't, and here's the proof.

What happens when you act 'as if' is that you create new patterns in your brain and body. By changing your behavior, you send a signal to the brain about how you want to feel. The brain doesn't question it - it simply responds, helping you 'become' the type of person you're acting 'as if' you are.

Let's take the notion of happiness as an example. When you feel happy, more blood flows to the brain. At the same time, feel-good chemicals like endorphins, serotonin and dopamine are released.

Nothing new or revolutionary about that. It's basic biology. However, here's the revolutionary bit.

When you force your face into a smile, those same feel-good chemicals are released, making you feel happy!

The same thing occurs when you adopt a power pose. If you put your body in the position of a superhero like Superman or Wonder Woman - with your legs firmly planted on the ground, head up, and your hands on your hips looking straight ahead - you'll start to feel powerful. Your brain will respond by releasing chemicals like adrenalin and testosterone, flooding your body with the feeling of power.



'Your body can affect your mind.'

That's just the kind of feeling you'll want to be able to create on demand when you're going for a job interview, or when you're trying to approach your boss to ask for a pay raise.

Tiny tweaks in your physical behavior can quickly change the way you feel. Your body *can* affect your mind. And the more often you practice acting 'as if' you feel a certain way, the easier it will be for you to experience those feelings whenever you want to.



What You Can Achieve with 'As If'

The 'as if' technique can be used in any area of your life where you'd like to experience rapid change in the way you feel.

It can help boost your confidence when you need to feel sure of yourself. It can help increase your willpower when you want to stick to a goal. It can help you get motivated, stay focused, feel happier and less stressed, and give you the drive and energy you need to achieve success.

Whatever positive emotion you want to feel, this technique will give you the power to experience it.

Plus there's a hidden upside of instilling such positive feelings using the 'as if' technique:

You can't be sad when you're feeling happy.

True enough, isn't it? But there's more.

You can't be stressed when you're feeling relaxed.
You can't be vulnerable when you're feeling strong.

You can't have doubts when you're feeling sure of yourself.

In other words, you can't be experiencing a negative feeling if you're already experiencing a positive one. They can't exist together at the same time. So what does that mean in practical terms?

It means the 'as if' technique can be a simple remedy for depression, for fatigue, for self-doubt, for procrastination, for laziness, for low self-esteem, and for any other negative emotion or condition you can name.

We could go on forever. You can't be scared when you're feeling brave. You can't be a failure when you feel successful. You can't be angry when you're feeling cheerful. You can't be pessimistic when you're feeling optimistic. You can't be unwell when you're feeling healthy.



'Whatever positive emotion you want to feel, this technique will give you the power to experience it.'

You get the idea. This little technique has the power to eliminate negativity from your life for good. As soon as you notice those bad vibes heading your way, start acting 'as if' you feel the way you actually want to feel. Within minutes those negative sensations will be wiped away, and you'll start feeling a whole lot better.

So hopefully you can see just how powerful this one tiny technique can be, and how dramatically it can change your reality.



How to Use 'As If' in Everyday Life

In 1979, Harvard psychology professor Ellen Langer wanted to see if the 'as if' technique could be used as a sort of anti-aging weapon.

She invited two groups of men, all in their 70s, to spend a week in a retreat on the outskirts of Boston.

Before the week began, Langer measured their eyesight, strength, flexibility and intelligence. One group was told to think about the past, write autobiographical information, and discuss the past with their friends.

The other group was asked to think about a specific year in the past -1959 - and to refer to that time as "now." They were surrounded by 1959 artifacts and watched TV and movies from that year only.

After 5 days, Langer evaluated the two groups. The group who simply thought, wrote and talked about

the past showed no significant change. However, the group who acted 'as if' it was 1959 showed dramatic improvements in vision, muscle power, flexibility and intellect. They looked and behaved younger than at the beginning of the experiment. So acting 'as if' they were 20 years younger actually made them "feel" 20 years younger.

Study after study confirms the facts: the As If technique is real, and it really works.

But don't just take our word for it.



We've included an audio with this guide that contains simple exercises you can perform to help you activate the As If technique in your own life. So as soon as you finish reading, pop on some headphones and have a listen.

Thank you for taking the time to read this guide to the As If technique. We hope it gives you some great ideas and ultimately helps you live a more rewarding and fulfilling life.

To learn more about using the As If technique, and how to enhance it with the Raikov Effect, visit us online at www.raikov.com.