

09-23 Lecture: Joseph's Science-Based Magnetism, Neurocoding, and the Further, Faster 20/20 Rule

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Location: [Insert Location]

Instructor: Joseph

Summary

Joseph delivers a follow-up lecture to his September 22, 2026 commitment, presenting a science-based framework for rapid personal change that blends psychology-driven success principles with “magnetism” and neurocoding. His core aim is to help attendees automatically default to their best selves by eliminating the “toxic ten” self-sabotaging habits before layering new skills—fixing leaks before filling the bucket. He introduces his “secret weapon,” refined over 40 years and applied across real estate, music, network marketing, writing, and public speaking, and expands it with the “Further, Faster, 20/20 Rule”: success is 60% psychology, 20% energy, and 20% mechanics. He explains the “Think, Feel, Do, Have” sequence as the brain’s unchanging operating pattern and defines faith as the emotion produced when seeing a desired outcome and believing it’s attainable.

The lecture positions magnetism as a scientific framework distinct from the law of attraction, grounded in electromagnetic principles and one of 21 unusual laws. Attention and intention direct energy outward, creating mutual attraction when polarity aligns; fear, uncertainty, and rejection sensitivity “flip polarity,” repelling outcomes. Joseph uses magnets and social scenarios to demonstrate attraction/repulsion and teaches participants to prevent polarity flips by embedding new responses through neuro skills and significant emotional moments. He outlines a Blueprint–Foundation–Skills model: clarify outcomes (blueprint), establish stabilizing habits (foundation), and master processes (skills), becoming an “architect of thought” who codes behaviors quickly and collaboratively, leveraging proximity to high performers.

Testimonial evidence—such as Shane’s recovery via autosuggestion after traumatic brain injury and Marcus’s transformation through “military coding”—illustrates the methods’ impact. Joseph offers a “Recode” program to systematize neuroimprinting:

14 training modules, a 12-week digital curriculum, a six-day “Transformation by Design” starter, one year of access, and four live group Zoom calls. Enrollment is discounted from \$30,000 to \$3,099 with an additional \$650 off for immediate action, limited to the first 200 enrollees, with payment plans available. Participants are urged to use their brain, body, and phone to act now, practice attention/intention, embed the 11 neuro skills, neutralize “toxic ten” triggers, and apply the 20/20 Rule to move further, faster.

Knowledge Points

1. Framework for Personal Change

- Promise and goal: deliver a process that programs attendees to default to their best automatically.
- Tools for change: brain, body, phone.
- Quit bad habits first: eliminate the “toxic ten” to stop leaks before adding new behaviors.
- Proximity: associate with those who have “been there, done that” to accelerate learning.

2. Secret Weapon and Results

- 40-year development; overcame homelessness and suicidal ideation.
- Applications:
 - Real estate: bought 26 houses in <18 months after Robert Allen course (1980s).
 - Music: CBS Records deal in 1990.
 - Network marketing: six-figure income in <20 months; residuals decades later.
 - Writing: first book became a NYT bestseller.
 - Speaking: projected nearly 30,000 people addressed in September 2026.

3. Further, Faster, 20/20 Rule

- 60% psychology: constant thoughts drive behaviors; top-down influence on habits and the toxic ten.
- 20% energy: ATP-driven cellular electricity; humans can create energy on demand; low energy breeds procrastination and fear.
- 20% mechanics: processes and tactics, downstream of psychology and fueled by energy.

4. Core Psychological Principles

- Think, Feel, Do, Have: thoughts determine feelings, feelings drive actions, actions produce outcomes; positive thoughts fuel action, negative thoughts cause sabotage.
- Faith: the felt emotion when seeing a desired outcome and believing it's attainable; belief amplifies visualization.
- Significant emotional events: interactive, physical experiences encode patterns into the nervous system.

5. Magnetism: Science-Based Attraction and Polarity

- Beyond the law of attraction: magnetism is a broader, scientific framework taught at institutions and based on 21 unusual laws.
- Electromagnetic basis: attention and intention push energy outward, magnetizing targets and creating mutual attraction.
- Polarity: aligned polarity attracts; fear and uncertainty flip polarity, causing repulsion in relationships, money, and goals.
- Demonstrations: magnet flips and social "look-away" moments illustrate how fear repels outcomes.

6. Overcoming Toxic Patterns and Embedding Change

- Toxic kid/tent: ingrained self-sabotage from fear and rejection sensitivity that flips polarity.
- Embedding automatic responses: create significant emotional hits and practice neuro moments to install resilient patterns.
- Doing vs. knowing: exercises and processes must be performed repeatedly to embed changes.

7. Blueprint–Foundation–Skills for Outcomes

- Blueprint: precise specification of desired results across life domains.
- Foundation: stabilizing base to prevent collapse; current session emphasizes building it.
- Skills: efficient processes for execution; entrepreneurship requires mastery; become an architect of thought for rapid design and coding.

8. Neuro Skills, Neuro Income, and Recode Structure

- Neuroimprinting: specialists and pre-programmed systems support recoding.
- Neuro skills: 11 participant-performed processes to embed behaviors; repetition is essential.

- Neuro income: optimized nervous system aligns physiology with financial and life outcomes.
- Program components: 14 modules, 12-week digital path, six-day starter, one year access, four live group Zoom calls (archived), global community and early-morning sessions for accessibility.

9. Autosuggestion and Testimonials

- Shane: recovery after traumatic brain injury; autosuggestion and borrowed belief; memory restoration and progress within six weeks.
- Marcus: actor transformed from anxiety and overwhelm via military coding; increased self-awareness and capacity to help others; thousands reportedly recorded.

Assignments

- Take notes on the Further, Faster, 20/20 Rule and the Think, Feel, Do, Have sequence.
- Participate in interactive exercises to physically embody and remember the Think, Feel, Do, Have principle.
- Define your blueprint across money, housing, vehicles, relationships, and other domains.
- Establish your foundation: stabilizing habits, routines, and supports.
- Map and begin mastering required skills, including entrepreneurship processes if relevant.
- Practice attention and intention: direct energy toward goals and maintain polarity alignment; avoid fear-based look-away responses.
- Implement autosuggestion daily with precise, affirmative statements aligned to outcomes.
- Identify and neutralize “toxic ten” triggers: log polarity flips and design counter-responses.
- Use your brain, body, and phone to apply concepts immediately; enroll via QR code if applicable.
- Schedule and attend four live group Zoom calls or review archives.
- Begin the six-day Transformation by Design program upon enrollment.
- Track progress through the 14 modules and 12-week program; document neuro moments and changes in behavior, memory, energy, and goal traction.