

# Effortless

An Invitation to Breeze through the Game of Life

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Gerard Meerstadt

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## Cover Photograph

Look at that marvellous jewel, effortlessly floating in the depth of space.

All she needs is the light of the sun to sustain the most beautiful life forms one can imagine.

This magnificent place is our home, a wonderful world to be. We can be just as effortless and beautiful as she is. We are part of the same amazing reality.

Cover photo courtesy of NASA

This book is Dedicated to the individual who came into this world expecting it to be a place of joy and abundance.

You're probably still figuring out how to make your vision come true, in spite of all the success methods you may have tried.

One vital link has been missing in the chain all along. Something nobody knew about, but was right inside of us, all the time, literally.

You will find this missing link, and the Principles of Life, that underlie all the effective success methods, in this book. Together they will show you the most rewarding way to go:

Effortlessly.

For it's the effortless things that last.

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## Acknowledgements

*The Science of Life is a field with many great contributors. All these people show us elements of the miracle of life and how to be successful and fulfilled in our personal lives. With the breakthrough of the New Biology and the practical application of Quantum Physics modern day miracles are unfolding, showing the limitless potential we all have. It appears that finally we are ready for a large-scale breakaway from the old philosophical and scientific paradigms that have held mankind in captivity for a very long time.*

One odd pioneer in this field of knowledge is a man who wrote his books over a hundred years ago. His name is Wallace Wattles. There is no modern day success writer who does not owe a lot to his writings. The things he writes about in the words of those days are basically the same as the ones we can now formulate based on our present day knowledge of Quantum physics. He was a true pioneer of applying the modern Science of Life.

Another man I'd like to thank for his contribution to the knowledge we cover in this book is Dr. Deepak Chopra. One of his finest contributions to the Science of Life is his compilation of 'the Seven Spiritual Laws of Success', or rather, 'of Life', as he states in his book. Both Wattles and Chopra are writing about the same Principles of Life from different backgrounds, so it is no surprise that both show us the same abundant model of life, and our privileged role as stewards of all these miracles at our fingertips.

One of the great blessings of our time is the enlightened New Biology, a timely replacement for the 20<sup>th</sup> century deterministic Darwinian view of a dark dead universe where life happened to occur by accident. One of the pioneers in this

field is Dr. Bruce Lipton, whom I want to thank for his great contributions to understanding who and what we really are.

Basically he freed us from the predestined gene-controlled model of human life to replace it with a more fitting view of interactivity with our environment. In his groundbreaking work 'the Biology of Belief' he shows us that not genes, but beliefs control our life. These beliefs can be either true or false. They can help us or delimit us. He shows that we program our own limitations, which form our biggest roadblocks in anything we want to do or achieve. On the other hands he shows how we can change our life, our fate, by changing our beliefs. But how can we do that in a way that is lasting and effective?

That's where neuro scientific research comes in to help us accomplish just that. Everything we are aware of is perceived by our conscious mind, and pre-processed in our subconscious. In this field many discoveries have been made over the last decades. One of the pioneers, in putting it all together and making practical use of it, is Jacob Korthuis, an independent clinical researcher of the mind, the father of Progressive Mental Alignment® (PMA).

PMA shows us the hidden data clusters of the mind that have a strong limiting influence on our perception of reality. Yet they have been unknown until recently. It is exactly this discovery and this stunningly simple method to trace and eliminate those blocking influences, which presents us the thus far missing link to making a success of our lives. With PMA we effectively clear the roadblocks that Bruce Lipton shows us to be the delimiters in achieving our goals.



PMA has helped me discover much about my own life. Without PMA I would not have been aware of a lot of things that are very dear to me. Where other models and techniques teach me a lot about reality in general, PMA makes it all very personal by bringing me into direct conscious contact with previously hidden information that has determined so much of my life.

Finally I want to acknowledge the important role of science journalist Lynne McTaggart, who has compiled tons of data of research about the phenomena of the mind, and came up with a magnificent description of the Quantum Field in her groundbreaking book called 'The Field', maybe for the first time as something, not in the heads of theoretical scientists, but as a model that explains reality as we all perceive it. The Quantum Field is one of the pillars of our modern understanding of the reality we live in, with great implications for our perception of life and our options in it.

Together these things, the Principles of Life, the New Biology, the Quantum Field and the insights of PMA, create an exciting new paradigm of life, a paradigm that is much more promising than the ones it replaces. It is our key to a life of prosperity and abundance, to be attained in a natural effortless manner, just as everything in nature works effortlessly.

*Gerard Meerstadt, first edition October 2008*

#### Note on the fourth edition

In 2021 the content of this book still proves to be fully valid and still ahead of its time. This fourth edition mainly contains editorial adaptations.

*Gerard Meerstadt, fourth edition December 2021*

## The Beginning

*In my lifelong search for the way to experience life in its full splendour on a daily basis and preferably without ever ending, I have come across many philosophies and success teachings. Some appealed to me, and others didn't. Moments of success were mostly followed by setbacks where I felt I hadn't made any progress at all.*

I found that, as soon as something can be called a method or belief system, it is not only so because of the specific options it offers, but also because of its limitations and restrictions. So what you do is, you keep what you feel is absolutely right, and you start discovering that same element in many different sources that have something to say about the reality and possibilities of life. It's like finding grains of gold in the sand of a flowing river. You filter them out and you stick 'em in your pocket.

When I thought I had almost completed my quest, when I felt I had found all the right answers, there was one thing that did not match my expectations. I could still feel miserable at times and even worry, while I already knew there was nothing to worry about. Those feelings seemed to come out of the blue, like a tidal wave, just like that. In the midst of everything a man could wish for I had times that I felt lonely, deserted and deprived of love and meaning. How could that be? I had solved the mysteries of life that I knew of, I had a loving family, I had found all that I had searched for, and yet there was not the fulfilment I had really been looking for all along.

In that state I got the opportunity to get a deeper insight in a method called PMA, when its creator Jacob Korthuis asked me to set up a joint venture with him to launch his method into the professional market. Until then it had been a

very powerful therapeutic method to help people with severe mental problems rid themselves of their inhibiting fears and attitudes.

With his background as a clinical researcher and my background as a Corporate Human Resource consultant we started the Florida Management School, the Home for PMA Business Applications. This meant a thorough encounter with PMA for me. It turned out to be a big surprise that explained to me what was still missing. It had not been on my radar I thought, but when the results came breaking through I found, to my astonishment, that things I had never been consciously aware of had been my strongest motivators all along.

Literally in a flash I saw many decisive moments in my life, where I thought I knew why I did what I did, and many significant moments that I had never been able to explain. Suddenly they all made sense in the light of the new information that I had retrieved from my own subconscious mind.

I was totally overwhelmed by the effect. Suddenly a whole new universe of my own experiences had opened up, making much more sense of who I was than all the things I had thought before. I had a very strong overwhelming feeling of being the real ME as I had never been before. Now I could see clearly what still held me back, what had to be addressed to be really free.

So now that I have incorporated PMA in my basket of valuable things that will help me experience reality in all its splendour, I have the final set complete that I can present to you here, stripped from all unnecessary things and things that would only be of personal meaning to some and not to others. The Effortless approach to life, as I am describing it for you

here, only contains those things that are true for everybody, things that are as they are, things that are true, whether you like it or not.

If we keep the principles laid out here, we will prosper, if we violate them we will find difficulty on our path, because these principles always work, for everybody. It's our choice, as soon as we become aware of them, to work with them or against them. Personally I can think of no other reason to work against them than that you would not believe they are true. That is why, while keeping everything as simple and straightforward as it should be, I will show how these principles are supported by modern day cutting edge science.

## Baseline

*If we ever want to succeed in anything, it should feel natural and it should be something we can do easily and effortlessly. That doesn't mean that it shouldn't take any effort, it means that we can easily expend the energy it takes to do it. It gives us back equal or more than we put in, it sustains us, makes us stronger immediately. Running a marathon sure takes a lot of effort, but for someone who loves running, and is well trained for it, it is a delight to perform. They enjoy it, get a kick out of it and want to do it again whenever they get the opportunity. That's what effortless is.*

Living a successful life effortlessly means doing what you really love to do when you are in balance with yourself and in peace with your environment. It means that you are healthy and can do everything you need to do to realise the goals you have set for yourself in a joyful way, without hurry or stress, It means that you can live comfortably with the realities of life and find and realise your deeply felt purpose.

So that would require vision, energy, and the ability to enjoy and to love, to contribute to the lives of all that are dear to you, and to be able to receive their love and friendship in return.

What is actually driving us?

It seems many people want to be rich and successful. That sounds okay. But what if this desire would actually be a disguised attempt to compensate for subconscious fears of failure and rejection, which it often is? In that case it might be a much more attractive alternative to eliminate these hidden fears and see what we would really desire if we were free from their

influence. Reactive pursuits never lead to the fulfilment that you hope for. Pursuits chosen in freedom do.

All we have is here and now

In order to enjoy life, it is important to consciously be where you are. If you are at one place at a certain time, but wish you were somewhere else or somewhere in the future or in the past, you are not focused on the moment, you are, in a way, out of sync with reality. And the moment is all you have. If you are happy, you are happy right now. If you are anxious you are anxious right now. You will probably be anxious about something in another place or another time, but now and here is the only reality in which you are aware of anything and where you are anxious.

So here and now is where everything happens. Would you change anything about your present reality if you could? Is it in line with your purpose? Or is it your purpose itself that you want to discover? Does your life feel like an involuntary inheritance of your environment that you feel is not quite what it should be?

Even if you would not want to change anything about your present reality, you probably want to grow, to go on discovering the possibilities that life has in store for you.

In all these cases it is good to know some more about the 'Playground of Life' that we're all in. If you know how it all works you can make use of the natural arrangements that life has to offer. If you don't know, you might be directing your energy against the forces of nature and that will not take you anywhere.

So for all of us it is of great value to know the basics of what we will call 'The Science of Life'. We want to stick to the basics because these are the things of general value that are true for all of us, regardless of how we view things. We do not want to wander into the specific schools of thought that build their own constructs upon the Universal Principles of Life that are the same for us all. We will leave that part to your personal preference.

In our everyday world there is no discussion about the practical application of the laws of physics. Whatever the ideology of a country or its leaders, their motor vehicles work the same way as those of the countries they do not agree with in other areas. They build their bridges based on the same physics, for otherwise the structures won't hold. So nature itself proves us right or wrong in these matters.

That's the kind of stuff we want to present to you here, but way beyond the familiar laws of physics. Basically this book presents a synthesis of three powerful developments that are each highly relevant in their own right. Together they provide a passage to a level of effectiveness and ability that has not been achieved before. This simple and yet powerful synthesis adds up to the formation of a new paradigm of life, a new way of understanding who we are, where we are, and how we perceive reality.

## A New Paradigm of Life

This new paradigm is free from philosophic or scientific dogma. And it should be if it is to apply to everybody on the planet. It comes forth from clear and simple scientific research, combined with the ability to break the bonds of old paradigms that claim the aura of truth, with as their sole argument the

thin notion that every self-respecting educated person believes in them. These ideas have had their time. They have been bypassed by reality, although most people seem not to have noticed yet.

The new paradigm explains many more things than the old ones have done. It unites forces that seemed to be forever in contradiction with each other and, above all, it provides a much easier and more successful way to live our lives, do our business, and solve our problems.

### The Three Main Players

What people have known for a long time is that there are *Universal Principles of Life*, which always work. Wherever there is success and prosperity, these principles are applied, knowingly or unknowingly. Wherever there is failure and unhappiness, these same principles are violated. Traces of these principles are found in all cultures.

Concepts discovered through the science of Quantum Physics have given us a whole new perspective on these principles and provided a solid general basis for them outside of the realm of any specific philosophy. We will see what they are, and how to apply them effortlessly. That will require some understanding of the next cornerstone of our new paradigm.

We incorporate the findings of the *New Biology*, which shows us that all living entities are always in either of two basic states of living, *Growth* or *Protection*. We shift between these fundamentally different states, depending on our circumstances. We will see that only in the Growth state we can apply the Universal Principles. If the Protection state dominates our system we will not succeed in applying them suc-



cessfully and effortlessly. And I think it's not hard to guess what state most people in our modern society are in most of the time, observing all the failures to improve things in our commercial, political, social and private affairs.

That is where the third element, *Progressive Mental Alignment* (PMA), comes in. PMA is the name for a method to get us into the right biological state of Growth. PMA is based on the far-reaching neuro scientific discovery that in moments of mental overload we create data clusters in our mind that generate strong negative feelings without memories when they are triggered by sensory perceptions at a later time. This causes very peculiar cumulative effects in the database of our mind with which we evaluate the events of our present life. PMA fully explains how and why we are predominantly in the biological state of Protection. This holds true for individuals, families, groups and whole nations.

PMA does not only show us what is actually going on in our perception. Because it successfully identifies hidden processes of the mind, it also provides a stunningly simple solution to overcome this Protection problem and shift to the biological state of Growth in which we can apply the Universal Principles of Life successfully.

This book alone will provide you with enough knowledge about PMA to discover your own hidden drivers that you have never been aware of. These are very individual matters. They are different for every person. It is not just some general principle that you'll learn here. It is your own very private material that you will become aware of. You don't have to share it with anyone, but you will be so convinced, once you find these drivers, that you know that these are the things that

have really determined your life so far, in spite of what you might have thought all the time.

Each of these three subjects opens the door to a universe of knowledge and insight that has a profound uplifting effect on our experience of life. It'll be like stepping out of the Middle Ages, right into the Renaissance, only this time in an even greater and more exciting way. This is absolutely a marvellous time to live in! You're part of it, so come in and play your part! You will see how you can do it effortlessly, with pleasure and success.

Everybody who reads this book can understand the Universal Principles of Life, grasp what the Quantum Field means to us, see the implications of the New Biology, and learn the principles of PMA, test them for themselves and discover that it all really works that way. It's better than meeting a fairy that offers to grant you three wishes. It's being on top of reality, and there is nothing that can beat that.

## The Structure of the Book

### *Part One – Our Personal Reality*

*In this part we look at who we really are. What is real and what isn't? What are we? How do we function? Is everything we see objectively true? What drives us? This part is all about us.*

In *chapter one* we ask ourselves why life should be effortless and what we mean by that.

*Chapter two* identifies the main source of all the negative things in life. We'd better get to know where that influence comes from if we want to conquer it successfully.

*Chapter three* reveals some lesser-known aspects of our daily perceptions. It will make us aware of the important role of our subconscious in how we perceive actual reality.

*Chapter four* is an introduction to the New Biology and its main characteristics related to the purpose of this book.

We finish part one in *chapter five* with an introduction of the eerie phenomena that we call Ghost Clusters. They represent the unknown content of our brain that PMA is all about.

### *Part Two – The Universal Playground*

*In this part we inspect our Universal Playground and the rules of the game of life. Part two is all about the reality we live in.*

In *chapter six* we will see how the decades-old model of Quantum Physics is finally beginning to break through in our every day perceptions of life, with great implications, and again, just as it is in the New Biology, very positive implications.

In *chapter seven* we are introduced to the Quantum Database, one of the most advanced models of the human mind, a staggering new insight with far reaching implications that we can only begin to see dawning.

*Chapter eight* introduces us to the Universal Principles of Life, inspired by the works of two of the greatest contributors to this subject.

### *Part Three – Clearing the Path*

*Now the stage is set for action. Now that we realise who we really are, what is actually driving us, and what the nature is of the*

*world we live in, what its rules of the game are, we are all set to play the game. In this case it means to clear our roadblocks with PMA and then glide towards our goals effortlessly.*

*Chapter nine* introduces the method of PMA and explains to us how this method finds and eliminates the Ghost Clusters that we have learned about in chapter four. This short chapter covers all the theoretical knowledge you need to know about PMA.

*Chapter ten* is our practical quick course in applying PMA. It covers all the steps that are involved in the procedure and provides exercises to go along with each step. You can have your own personal PMA experience and start to discover marvellous things about yourself.

*Chapter eleven* deals with one of the most common practical issues of the PMA session, how to let go. This is much simpler than people think, and that is why they sometimes have a hard time with it.

*Chapter twelve* is the point where you are ready for your own complete PMA session. It unites the steps that you practiced with in the previous chapters into a complete PMA session for you to perform by yourself.

In *chapter thirteen* you go through the same steps again, on purpose, but now to help somebody else. This chapter puts you in the position of the guide and you can invite someone else, whom you told about PMA, to experience the session under your guidance.

*Chapter fourteen* deals with several business circumstances in which you can apply your PMA technique. This shows you that it is not just the PMA session that allows you to apply the

principles. The exercises in this chapter will help you to apply your PMA understanding in commercial and managerial settings.

In *chapter fifteen* you will find that PMA has a very positive effect on your health. It turns out to be the solution for many physical conditions that doctors have no cure for. As an example we will take a look at Hypertension, a condition well known in business circles, which is also called the silent killer.

*Chapter sixteen* helps to position PMA in relation to systems that program the subconscious. Well-known programs like NLP and NAC can do a lot of good, but the effects never last very long as long as Ghost Clusters are in control and we get in the wrong biological state again. After clearing the roadblocks with PMA however, these programs can have a great additional benefit.

*Chapter seventeen* is our Round up chapter. At that point we have all the ingredients of the New Paradigm, which is starting to form in our awareness. This chapter will give us a clear overview of what we have covered and after reading the book it may be the one chapter you will refer to every once in a while to refresh your picture of the Effortless Way.

Have fun, I advice you not to skip any chapters, they all contain a part of the total picture. All the unnecessary things have already been skipped for you.

This book is written in "World English", the international language of billions of non-native English speakers, the language that has effectively become the new standard of the world through the use of the Internet. Everyone who has a basic understanding of the English language and does well on the Internet can read this book without the use of a dictionary.

Even if it is the first English book you read, you'll be doing fine.

World English does not use the lesser-used idioms of British English. On the other hand it tends to adopt easy-to-grasp local idioms from different places around the globe. The focus of this language is on worldwide effectiveness in making the people of the world communicate with one another. My World English will probably differ from yours. That's okay, as long as we can communicate!

Part 1 -  
Our Personal Reality

# 1. The Effortless Way

*When are we successful? When we have desirable goals that we have chosen freely and love to achieve. Nothing blocks us from getting there, we find ourselves in pleasant and inspiring company, and we enjoy the ride while we discover new things along the way.*

When we are truly successful, things go like a breeze. Have you ever seen a master concert pianist sweating to get the finger work on the keyboard right? No, of course not, that is for those who have not reached that effortless state of the top performer yet. The master pianist has reached the state of effortless playing, which allows him to fully concentrate on the performance of the piece itself. And also in that respect he effortlessly immerses himself in the music to become one with it and give the best possible performance. It's only really good if it is effortless.

If the pianist went through years of hard work to get to this stage, often wishing he would be doing something else, he will have had a much harder time than the pianist who really enjoyed the process of mastering the piano and its techniques. While he couldn't play the piano effortlessly yet, he effortlessly applied himself to the process of studying and practicing, enjoying every single aspect of it.

If things are not effortless they create friction. Friction by definition is counterproductive to the goals you want to achieve. So when we talk about effortless living we do by no means talk about leading a superficial and shallow life, avoiding any kind of hard work out of laziness or disinterest. On the contrary, the person who learns to master effortless



will be fully engaged in things in which he can contribute and he will perform even the lowliest of tasks with joy, because if he does so, it is because he really wants to do it.

Effortlessness allows us to have very active and ambitious lives. Things we do will just not drain our energy, we will accomplish much more than we have ever thought possible. We keep being amazed about how much we can achieve with so little effort, if all our efforts are contributing to our goals and not thwarting them. Whichever way we go, we can learn to have the wind in our sails.

The price or the reward of success?

Many people will do so much to be successful in their careers that they sacrifice their private lives and their health to attain it. In the process they lose the very thing they wish to nurture and protect. This typically is the kind of ambition that is driven by subconscious fears, and we see it a lot.

I will never forget the terrified look on the face of one of my business partners who died when he was only forty-two years old. He had a young family, a big expensive house and a burning ambition to be the best in his trade. He forced his success so hard that the stress killed him. One afternoon he had an allergic reaction to common food, which strongly affected his breathing. He could hardly breathe and went to bed to take some rest. An hour later his wife found him dead with this look of terror on his face. Physically there had been nothing wrong with him.

His way to success had not been an effortless one. It was paved with frustration and fear, which he was very well able to hide from himself and others. Being successful probably was his attempt to shed off his hidden fears of failure and re-

jection. He paid the high price that many people pay for wanting to be successful in this reactive way. They must constantly fear not being successful, because then something terrible will happen to them. They cannot enjoy the ride. Nothing can give them satisfaction or real pleasure. As in his case, such a stressful life can actually be deadly.

In many cases people have to prove something, often to people who aren't even around anymore. This feeling will never cease, no matter how successful they become. They can never enjoy what they have. Life passes by on them while they are busy chasing their ghosts. Just think about, if this was you, what would happen if you could 'reset' those ghosts inside yourself and live a happy and carefree life, now using your skills and abilities to achieve real success that you actually enjoy and share with your loved ones?

In the effortless approach success is not something you pay a price for, it is the reward of things done with pleasure and creativity. The success is an extra. Even without the success you would have had a wonderful time. You are not motivated by fear, but by the joy of living. The uncertainty of life is not a threat to you, but a treasure trove of possibilities opening up along the way.

Given the same person, in which circumstance would he or she show a better performance? Well, of course in the one in which they are happy, creative and relaxed! The chances of success are much higher in that scenario. This means everybody can afford an effortless approach to life, for the results are always better than in the case of the alternative.