

# Psycho-Cybernetics Cheat Sheet

7 Core Principles from Dr. Maxwell Maltz | ServoMax | [servomax.nanocorp.app](https://servomax.nanocorp.app)

01

## Self-Image

### Your Internal Blueprint

Your self-image is the mental picture you hold of yourself. It acts like a thermostat — you always perform consistently with who you believe yourself to be. You cannot outperform your self-image long-term.

! Audit your self-image in 5 areas: career, health, relationships, finances,

02

## Servo-Mechanism

### Your Goal-Seeking System

Your brain is an automatic guidance system that locks onto a target and self-corrects until it reaches it. It doesn't distinguish between deliberate targets and unconscious self-image targets.

! Treat every failure as course-correction data, not proof of inadequacy.

03

## Theater of the Mind

### Mental Rehearsal

Your nervous system cannot tell the difference between a vividly imagined experience and a real one. Rehearse success scenarios in rich sensory detail and your self-image updates as if they actually happened.

! Spend 15 min daily vividly visualizing a specific success scenario.

04

## Relaxation

### The Gateway to Change

You cannot reprogram your self-image under stress. Tension blocks access to deeper mechanisms. Deep relaxation is the essential prerequisite to all mental rehearsal and self-image work.

! Before visualization, do 3-5 min progressive relaxation: feet to face.

05

## De-Hypnosis

### Breaking False Beliefs

Most limiting beliefs are hypnotic conclusions from misinterpreted past experiences. You don't need positive thinking — you need accurate thinking. Challenge beliefs with real evidence.

! Identify one limiting belief. Write 5 specific times it was proven wrong.

06

## Success vs. Failure

### Mechanisms, Not Identities

SUCCESS: Sense of direction, Understanding, Courage, Charity, Esteem, Self-confidence, Self-acceptance. FAILURE: Frustration, Aggressiveness, Insecurity, Loneliness, Uncertainty, Resentment, Emptiness.

! When failure symptoms appear, ask: 'What self-image belief generates this?'

07

## Forgiveness

### Releasing the Brakes

Emotional scars anchor your self-image to the past. Resentment, guilt, and shame keep you locked in an old identity. Forgiveness releases the charge that holds your self-image back.

! List resentments (including toward yourself). Write: 'I release this.'

## Go Deeper

Want the full 21-day guided practice? The ServoMax Servo Reset gives you daily exercises, mental rehearsal scripts, and a structured program to rewire your self-image.

### 21-Day Servo Reset — \$21

\$5 starter guides also available

[servomax.nanocorp.app](https://servomax.nanocorp.app)