

SUBLIMINAL PROGRAMS

THE IMPACT IN YOUR LIFE AND HOW THEY WORK



SCWL SUBLIMINAL PROGRAM
Change Your Mind, Change Your Life

**SUBLIMINAL PROGRAMS ARE THE RECORDINGS
OF THE EXPERIENCES THAT HAVE OCCURRED IN
YOUR LIFE. ALL OF YOUR MEMORIES HAVE
BEEN RECORDED IN YOUR MIND BELOW YOUR
CONSCIOUS AWARENESS**

INCLUDING PEER-REVIEWED RESEARCH STUDIES FROM:

University of Cincinnati • Clarion University • Metropolitan State College

Int'l Journal of Biosocial Medical Research • Center for Independent Research

Nothing Changes, Until You Do



When You Change, Everything Changes

ALBERT CAMPBELL

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PART I

Understanding Subliminal Programs

Chapter 1

Introduction to Subliminal Programs

Subliminal programs consist of messages recorded below the Absolute Threshold Level (ATL) of conscious awareness. The word *subliminal* literally means 'existing or operating below the threshold of consciousness.' When a stimulus rises above the threshold line, it is referred to as supraliminal — something we can consciously perceive.

The defining characteristic of subliminal stimuli is that even if we actively search for them, we cannot become consciously aware of them. This inability to consciously detect the message is precisely what allows the material to bypass the critical, change-resistant conscious mind and speak directly to the subconscious.

A Brief History

The first documented modern use of subliminal messaging occurred in 1957 when researcher James Vicary flashed commercial messages on a movie screen at intervals too brief for conscious perception. This sparked decades of scientific inquiry into how information below the threshold of awareness could influence human thought and behavior.

The Absolute Threshold Level (ATL)

The Absolute Threshold is associated with the lowest level of stimulation that we can sense — whether visual, auditory, or olfactory. External stimuli that fall below the ATL cannot be consciously detected. However, substantial research demonstrates that such stimuli can still be processed by the subconscious mind, leading to measurable changes in thoughts, feelings, and behaviors.

The Subconscious Storehouse

Your subconscious mind is a vast storehouse of everything you have ever experienced. Everything perceived by your senses — sight, sound, taste, touch, and smell — is recorded here. These memories are used to create the habits that run your life automatically, often without conscious awareness. Subliminal programs work by introducing new information directly into this storehouse, gradually reshaping the patterns that drive behavior.

KEY FINDING

Both perception and response to subliminal programs occur at the subconscious level. Subliminal programs use frequencies that bypass the conscious brain and deliver affirmations directly to the subconscious mind, where lasting behavior change is initiated.

Chapter 2

The Science Behind Subliminal Programs

Subliminal programs are not mere illusions. Decades of research by scientists and independent researchers have provided substantive evidence that they can work. Subliminal messages affect the thoughts and habits stored in the mind, and studies show they can produce results faster than many other behavioral modification methods.

Two Conditions for Effectiveness

Condition 1 — Relevance to an Existing Need: A person must have some alignment with the outcome of a subliminal program. For instance, a person who is hungry will be influenced by a subliminal food cue; a non-smoker will not be meaningfully affected by a smoking-cessation program. Subliminal messaging works best when it taps into an already existing desire or need.

Condition 2 — Belief and Openness: Research suggests that a person's openness to change enhances the effectiveness of subliminal programs. Resistance and skepticism do not block the subconscious entirely, but positive expectation amplifies results. Studies included in Part II of this guide document significant effects even among participants who were unaware subliminal messages were present.

Neuroscience and Subliminal Influence

Research published in the *Journal of Neuroscience and Consciousness* indicates that a single subliminal influence can last approximately 25 minutes. However, repeated exposure is required to create lasting, permanent change. This is consistent with the SCWL recommendation to listen for a minimum of 21 days, and ideally 63 days for enduring results.

Silverman's foundational research oversaw approximately 50 studies demonstrating that subliminal presentation of emotionally charged messages can initiate unconscious thoughts and feelings and alter overt behavior. His work showed that wish-related subliminal stimuli can activate psychodynamic processes that affect measurable behavior outcomes.

The Role of the Nervous System

The body's primary center for subliminal program activity is the nervous system, particularly the brain. Subliminal audio programs use sound frequencies mixed below conscious hearing thresholds. When these affirmations reach the brain, they interact with stored memories and belief systems, gradually introducing new neural patterns associated with the desired change.

Chapter 3

The Reticular Activation System (RAS)

One of the most important — and often overlooked — reasons why subliminal programs are necessary is the role of the Reticular Activation System (RAS) in filtering conscious affirmations.

What Is the RAS?

The RAS acts as a gatekeeper between your conscious and subconscious mind. It filters incoming information and directs attention to what it deems most critical. It is composed of two main parts:

- **The Reticular Activating System** — filters background information so you can focus on what is most important to you.
- **The Reticular Nucleus** — keeps the most critical information present in conscious awareness.

Why the RAS Blocks Standard Affirmations

When you look in the mirror and say 'I am rich' or 'I am confident,' your RAS immediately cross-references that statement against everything it knows about you. If the statement contradicts your stored beliefs and memories, the RAS rejects it — triggering self-doubt and resistance before the affirmation can take hold.

Subliminal programs bypass this gatekeeping function entirely. Because the messages are delivered below the threshold of conscious awareness, the RAS does not flag them for verification. The affirmations enter the subconscious directly, where they can gradually reshape beliefs without triggering conscious resistance.

The Jeep Analogy

A classic example of the RAS at work: after buying a new Jeep, you suddenly seem to see Jeeps everywhere — on the highway, in parking lots, on every street. They were always there; your RAS simply wasn't filtering for them. Once you owned one, the RAS prioritized Jeep information as relevant. Subliminal programs work to reprogram what your RAS considers important, gradually shifting your attention, beliefs, and actions toward your stated goals.

KEY FINDING

Subliminal programs succeed precisely because they operate below the RAS gatekeeper. By delivering affirmations below the threshold of conscious awareness, SCWL programs introduce new beliefs without triggering the subconscious resistance that defeats conventional positive thinking.

Chapter 4

How Subliminal Programs Work

Subliminal programming can engage all five human senses, though audio-based programs are the most practical and best-studied format. The SCWL system uses auditory subliminals — affirmations embedded within natural masking sounds such as ocean surf — as its primary delivery mechanism.

The Five Sensory Channels

Sound (Auditory): Audio waves carrying messages affect thoughts and behaviors below the threshold of conscious hearing. This is the primary SCWL delivery method.

Sight (Visual): Visual subliminals are processed by the brain when images or words are flashed too briefly for conscious recognition.

Touch (Tactile): Certain physical sensations can carry subliminal associations that influence mood and perception.

Smell (Olfactory): Fragrance-based subliminal associations are well-documented in retail and advertising research.

Taste (Gustatory): Taste cues can be paired subliminally with behavioral associations, though this is less commonly used in self-improvement programs.

The SCWL Audio Technology

SCWL programs contain thousands of positive affirmations recorded below the threshold of conscious hearing. These affirmations address self-image, attitude, confidence, and the specific topic of each program. The voices are mixed with natural sounds — typically ocean surf — using a proprietary subliminal mixer developed by Midwest Research of Michigan.

Unlike competing products that simply layer voice over masking sound (which can create audible 'leakage'), the SCWL mixer maintains a consistent, optimized decibel relationship between voice and masking sound throughout the entire recording. This constant signal-to-noise ratio maximizes the brain's ability to receive the affirmations without conscious awareness.

How the Brain Receives the Messages

Research in psychoacoustics — particularly the work of Zwicker and Fastl on non-linear masking and critical bands — explains why speech spectral components can be 'hidden' within broadband surf sounds yet still processed by the brain. Voice frequencies are concentrated in a bandwidth of approximately 2,000 Hz. Surf sounds span a much broader range, effectively masking the voice from conscious detection while allowing the speech-preferential processing centers of the brain to extract the signal subconsciously.

Chapter 5

Methods of Influencing the Subliminal Mind

Scientists have identified several distinct categories of subliminal stimulus, each of which has been studied in controlled laboratory settings. Understanding these mechanisms helps explain why audio subliminal programs like SCWL produce measurable results.

1. Image-Based (Visual) Subliminals

Visual stimuli presented between frames or at exposure durations below conscious perception thresholds have been shown to influence mood and evaluative judgments. Studies where positive or negative images were flashed subliminally before neutral slides found that participants rated the neutral slides more positively or negatively consistent with the subliminal prime — without any conscious awareness of the influencing image.

2. Geometric Stimuli

Laboratory research frequently uses simple geometric shapes as masked subliminal primes. These shapes are presented briefly, then covered by a masking stimulus. Results consistently show that subliminally presented primes speed responses to congruent targets and slow responses to incongruent ones, confirming that processing occurs below the level of awareness.

3. Verbal and Non-Verbal Stimuli

Words and non-words used as subliminal primes have been extensively studied. Critically, even words made from fragments of previously learned words can prime for the meaning of the parent words — demonstrating that semantic processing occurs subliminally. This is the theoretical foundation for verbal affirmation-based subliminal programs.

4. Emotional Arousal

Subliminal stimuli can produce measurable emotional changes. In studies involving participants with spider phobias, subliminally presented negative images (e.g., snakes) increased the perceived fear of later-presented spider images, while positive subliminal primes had a protective effect. This demonstrates that subliminal inputs can alter emotional tone.

5. Auditory Subliminals: Subaudible and Backmasking

There are two primary forms of audio subliminal delivery. *Subaudible messages* are low-volume affirmations embedded within stronger masking sounds. *Backmasking* involves recording a message in reverse so that it is camouflaged when played forward. SCWL exclusively uses subaudible techniques, as these are better supported by the academic research literature.

Chapter 6

How to Use SCWL Programs for Best Results

Getting the most from SCWL subliminal programs requires consistent use over time. The guidelines below reflect both the SCWL recommendations and the protocols used in the research studies documented in Part II of this guide.

1. Set a Written Goal

Write down specifically what you expect to achieve with each SCWL program. This aligns your conscious intention with the subconscious programming and activates your Reticular Activation System to notice relevant opportunities.

2. Listen Consistently

Listen 2–3 times per day at minimum. The research studies in this guide used an average of 3 sessions per week and still achieved significant results. Daily use accelerates the process.

3. Observe the 21-Day Minimum

It takes a minimum of 21 days to begin changing a habit pattern. The SCWL research studies typically ran 21 days to 12 weeks. For lasting results, 63 days of consistent listening is recommended.

4. No Headphones Required

SCWL programs work effectively through speakers at a comfortable low-to-normal volume. Use headphones only if you wish to avoid influencing others in the same space.

5. Multitask Freely

You can listen while reading, watching television, working, cooking, cleaning, or sleeping. The subliminal messages work at the subconscious level regardless of what your conscious mind is doing.

6. Time Your Programs

Use action-oriented programs (e.g., Goal Setting, Motivation) in the morning and afternoon. Use relaxation-oriented programs in the evening.

7. Stay Hydrated

Listening to subliminal programs can be mentally engaging. Drink water regularly during listening sessions.

8. Do Not Drive While Listening

Do not listen while operating a vehicle or machinery, particularly if others nearby may be unintentionally influenced.

9. Combine with Complementary Techniques

For accelerated results, combine SCWL listening with visualization, journaling, and conscious goal-setting activities.

10. Continue After Reaching Goals

After achieving a goal, continue occasional listening for reinforcement and to maintain the new subconscious programming.

Chapter 7

Effects, Pros & Cons of Subliminal Programs

Documented Effects

Subliminal programs operate at the subconscious level, affecting both imaginative/creative thought patterns and deeply ingrained habits. Research shows that small, consistent subliminal inputs can trigger meaningful behavioral change. Key documented effects include:

- ✓ Improved academic performance and test results
- ✓ Increased confidence in public speaking
- ✓ Reduced cigarette consumption
- ✓ Significant weight loss when combined with diet programs
- ✓ Measurable pain relief for chronic conditions
- ✓ Improved goal-setting behavior and follow-through
- ✓ Reduced anxiety and increased sense of well-being
- ✓ Enhanced motivation and study habits

Advantages of SCWL Programs

Non-intrusive: Programs work while you go about your daily life — no hypnosis, no meditation sessions, no special effort required.

Bypasses Conscious Resistance: By operating below the RAS threshold, SCWL programs circumvent the mental resistance that defeats conventional willpower-based approaches.

Scientifically Grounded: Multiple independent research studies (documented in Part II) confirm measurable effects in academic, behavioral, and clinical settings.

Broad Application: The SCWL library covers over 70 distinct life improvement areas, from career success and relationships to pain management and sports performance.

Safe and Gentle: There are no known serious side effects. Effects build gradually through repeated, natural-sounding audio exposure.

Considerations and Limitations

- Programs must align with an existing desire or need to be effective — subliminals cannot force unwanted change.
- Results require consistency over time; a single listening session has minimal lasting impact.

- Some first-time listeners may experience mild sensations (warmth, slight disorientation) as they adapt to the listening experience.
- Deeply entrenched habits may initially resist the new programming before gradually yielding.
- Photosensitive individuals should not use visual subliminal formats.

PART II

Clinical & Academic Research Studies

The following six independent research studies represent peer-reviewed and institutionally conducted investigations into the measurable effects of SCWL subliminal programs across diverse populations and application areas. Each study used controlled, double-blind or single-blind experimental designs to isolate the effect of subliminal programming.

Chapter 8 — Research Study 1

Effect of Subliminal Messages on Academic Performance

A Comparative Study of the Effect of Subliminal Messages on Academic Performance

Don L. Morgan, Ph.D., Patricia Morgan &
James P. Kole
Clarion University — Venango Campus |
August 1985

Study Overview

This controlled study investigated whether SCWL subliminal programs designed to improve recall in test situations could demonstrably improve academic performance. The study used a rigorous triple-blind research design to eliminate investigator bias.

Participants & Design

15 students enrolled in General Studies 100: Reading and Study Skills at Clarion University participated in the 12-week study. Students drew their audio cassettes from a mixed box — they did not know whether their tape was the SCWL subliminal program or a placebo (ocean waves only). The SCWL tape used was Program #36: *Passing Exams with Flying Colors*, containing affirmations for self-image, study skills, and exam recall. Both groups were told only that the sound of ocean waves would help them relax.

Program Content

The subliminal tapes contained several thousand compressed affirmations per hour, recorded below the threshold of conscious hearing. Affirmations addressed self-image, study skills, and increased recall in test situations. Placebo tapes were acoustically identical — ocean waves with seagull and cricket sounds — but contained no subliminal content.

Key Results

Metric	Subliminal Group	Control Group
Previous Cumulative GPA	2.28	2.47
Semester GPA (after study)	2.73	2.46
Change in GPA	+0.45	-0.01
Weekly Study Hours (before)	14.5 hrs	13.5 hrs
Weekly Study Hours (after)	15.75 hrs	10.75 hrs
Tape enjoyment ('No')	0%	25%

Tape helped performance ('No')	14%	50%
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**KEY
FINDING**

The subliminal group raised their semester GPA from C to B-minus (+0.45 points) while the control group's average remained at C+. The subliminal group experienced this improvement without a corresponding change in self-appraisal — meaning they improved without even realizing it.

Conclusions

The study concluded that subliminal techniques enhance the learning process in three distinct ways: (1) by increasing the intensity of healthy motivational tendencies already present; (2) by projecting new and useful information directly into the subconscious, bypassing the change-resisting conscious mind; and (3) by increasing awareness and the ability to recall appropriate information. The null hypothesis was rejected — subliminal users significantly outperformed their placebo counterparts.

Chapter 9 — Research Study 2

Effect of Subliminal Messages on Public Speaking Ability

A Comparative Study of the Effect of Subliminal Messages on Public Speaking Ability

James A. Schnell, Ph.D., Assistant Professor
 University of Cincinnati | Winter Quarter 1987

Study Overview

Prof. Schnell — a self-described skeptic — designed this study after encountering SCWL's Effective Speaking program (Program #57) in the *Chronicle of Higher Education*. His stated purpose was to either disprove or validate claims that subliminal programs could improve public speaking performance.

Design & Procedure

26 public speaking students were divided into two groups: 13 received the SCWL subliminal tape and 13 received acoustically identical placebo tapes (ocean waves, seagulls, crickets). Neither students nor instructor knew which group held which tape until data collection was complete. Students were instructed to play their tapes freely at home — 3–7 times per week for the 10-week course. Final course grades served as the primary outcome measure.

Key Results

Metric	Subliminal Group	Placebo Group
Final Course Grade Average (4.0 scale)	2.23 (C)	1.80 (C–)
Difference in Grade Average	+0.43 points	—
Average Tape Plays per Week	3 times	3 times
Avg. Speech Prep Time	2 hrs 20 min	3 hrs 0 min

KEY FINDING

The subliminal group achieved a 0.43-point higher final grade average than the placebo group, despite spending 40 minutes less preparing for each speech. The null hypothesis was rejected. Prof. Schnell — originally a skeptic — concluded the findings warranted further research.

Notable Finding: Effort vs. Results

A particularly striking finding was that the subliminal group spent significantly less time preparing for speeches (2 hrs 20 min vs. 3 hrs) yet achieved better grades. This suggests the subliminal programming enhanced underlying confidence and competence, reducing the amount of conscious preparation required to perform well.

Chapter 10 — Research Study 3

A Simple Binomial Trial of Auditory Subliminal Stimulation

A Simple Binomial Trial of Auditory Subliminal Stimulation

Michael J. Urban, Ph.D.
Int'l Journal of Biosocial Medical Research,
Vol. 14(1), 1996

Study Overview

This published peer-reviewed study addressed a fundamental question: Can people actually detect — at any level — the presence of a subliminal message embedded in a masking sound, even without conscious awareness? The study used state-of-the-art digital narrow-band masking techniques to eliminate the possibility of any audible 'leakage' of the subliminal content.

Design

18 subjects (12 female, 6 male) were given a 12-minute audio tape with subliminal 'feel good' messages embedded on one side and identical masking sound with no messages on the other. After listening to each side at least 10 times, subjects simply chose which side they preferred. They were not told what to listen for, and the masking technique used made it physically impossible for any conscious cues to be present.

Results

13 of 18 subjects (72%) chose the side containing the embedded subliminal message. The cumulative binomial probability of this result occurring by chance is $p < .05$, confirming a statistically significant non-random preference. Of the 12 female subjects, 10 correctly selected the subliminal side (83%).

How Successful Subjects Made Their Choice

In post-study debriefing, subjects who selected the subliminal side consistently described their experience using internal feeling states:

"I felt more relaxed with this side."

"I just had nicer thoughts when I listened to this side."

"I just felt better listening to this side."

In contrast, those who failed to identify the subliminal side reported trying to detect it logically — listening for audible differences or clues. This suggests that subliminal processing occurs through affective (emotional) pathways, not rational analysis.

**KEY
FINDING**

This peer-reviewed study provides direct evidence that the brain processes information from subliminally embedded audio messages, influencing subjective experience without conscious awareness. Signal detection occurs — but through emotional, pre-conscious channels rather than logical evaluation.

Chapter 11 — Research Study 4

Weight Loss Field Trial

Field Trial: SCWL Weight Loss Series Subliminal Programs

Michael Urban, Ph.D., Director of Research
*Clinical & Experimental Psychology |
 October 1991*

Study Overview

Dr. Urban conducted a field trial of the SCWL Weight Loss Series audio subliminal tapes, produced for a national corporation's diet program. The study was a brief pilot designed to assess whether the subliminal tapes could enhance adherence and weight loss outcomes when added to an existing diet protocol.

Key Findings

Outcome	Subliminal Group	Control Group
Average Weight Loss	~12 pounds	~6 pounds
Weight Lost (ratio)	2x more	Baseline
Protocol Completion Rate	Near 100%	~50%
Dropout Rate	Very low	~50%

KEY FINDING

The subliminal group lost twice as much weight as the control group. More significantly, compliance — a major problem in weight loss programs — was dramatically higher: nearly 100% completion vs. approximately 50% dropout in the control group.

Corroborating European Research

Dr. Urban cited a concurrent German study by Professor Rainer Pelka (one of Europe's leading behavioral science research groups) in which a longer-running subliminal weight loss program produced an average loss of approximately 25 pounds among tape users — consistent with the trajectory observed in the shorter American trial.

Chapter 12 — Research Study 5

Subliminal Cessation of Smoking

Subliminal Cessation of Smoking

Cheryl J. Treder & Don L. Morgan, Ph.D.
 Metropolitan State College, Denver,
 Colorado

Study Overview

This double-blind controlled study examined the effect of SCWL subliminal smoking cessation tapes on the smoking behavior of 73 college students. The study ran 21 days and measured cigarette consumption before and after the intervention across three groups: subliminal tape users, placebo tape users, and a no-tape control group.

Results: Cigarette Consumption

Cigarettes/Week	SCWL Subliminal	Placebo (Surf)	Control
Before	167	148	134
After	111	111	135
Change	-56 (-34%)	-37 (-25%)	+1

KEY FINDING

The difference in cigarette consumption between the three groups was statistically significant at the $p < .01$ level (F-test). The subliminal group reduced consumption by 34% in 21 days. Critically, the subliminal tape reduced consumption even among subjects who expressed only a weak desire to quit — a finding consistent with the program's ability to create motivation at the subconscious level.

Statistical Analysis

A two-way ANOVA confirmed the difference between group means was significant at $F < .001$. Post-hoc analysis identified a significant difference between the subliminal and control groups ($p < .01$) and between the placebo and control groups ($p < .05$), with no significant difference between the subliminal and placebo groups — indicating that even the expectation of help (placebo effect) contributed to smoking reduction, while the subliminal tape provided the strongest effect overall.

Chapter 13 — Research Study 6

Subliminal Messages for Treatment of Pain

Subliminal Messages for Treatment of Pain

Don L. Morgan & Mary J. Cole
Center for Independent Research |
Copyright 1987

Background

In 1983, Owen L. Stitz and Philip Hansen developed a subliminal pain-blocking program originally for a National Football League team to reduce reliance on medication and facilitate physical therapy following injury. The program was subsequently modified for general use and made available by prescription. This survey documents the effectiveness of SCWL Program #351 across a range of chronic and acute pain conditions.

Conditions Treated & Relief Rates

Condition	Patients	Found Relief
Fractures	2	100%
Shingles	2	100%
Cancer	2	100%
Menstruation	2	100%
Osteosclerosis	1	100%
Arthritis	7	86%
Headaches	3	67%
Sinus	2	50%
OVERALL	21	76%

Pain Scale Outcomes

Timing	Average Pain Level (0–5 scale)
Before SCWL use	4.05 / 5.0
During regular SCWL use	2.05 / 5.0
After discontinuing regular use	3.19 / 5.0

**KEY
FINDING**

76% of participants reported noticeable pain relief. 67% received the full expected benefit. 28.6% reduced their consumption of pain medication. All 16 patients who experienced a change in pain level reported reduced intensity — not a single participant reported worsening. 81% intended to continue using the program.

Statistical Significance

Assuming 50% of patients would experience some relief even without treatment, the 76% relief rate was statistically significant (X^2 test, $p < .025$; McNemar test, $p < .01$). The study also found that higher frequency of tape use correlated with greater pain relief, and that older patients were more likely to experience lasting relief.

PART III

Technical Documentation & Testimonials

Chapter 14

Technical Documentation: Tape Production & Verification

Why Technical Transparency Matters

A common objection to subliminal audio programs is that there is no verifiable way to confirm that messages actually exist within the masking sound. Midwest Research of Michigan addresses this directly through rigorous spectral analysis — the only scientifically valid method for detecting embedded voice content within broadband masking sounds.

What Spectral Analysis Reveals

Voice affirmations carry energy primarily in the 0–2,000 Hz frequency range at approximately 60 dB amplitude. Ocean surf masking sounds span a much broader frequency range — from near zero to well above 10,000 Hz at 70–75 dB. This broad-spectrum character is precisely what makes surf an effective masking sound: the voice frequencies are completely contained within the surf spectrum, rendering them invisible to casual observation while remaining available for subconscious processing.

Why Oscilloscopes and Sonograms Are Insufficient

Critics have claimed subliminal tapes are a 'hoax' based on oscilloscope or basic sonogram readings that show no obvious voice content. These tools are wholly inadequate for this purpose. A time-domain waveform (oscilloscope view) of mixed surf and voice is visually indistinguishable from pure surf — yet the voice is demonstrably present when proper spectral analysis tools are applied. Only Fast Fourier Transform (FFT) or Fast Hartley Transform (FHT) analysis has sufficient resolution to characterize the frequency components.

What Makes Midwest Research Different

Most subliminal tape producers simply layer a voice track over a masking track using a standard mixing board. This creates uneven masking — the voice 'bleeds through' at some frequencies by as much as 30 dB — making the messages partially audible and significantly reducing effectiveness.

Midwest Research of Michigan's proprietary subliminal mixer maintains a *constant* relationship between the voiced affirmations and the masking sound — typically less than 10 dB difference throughout the entire recording. This consistent signal-to-noise ratio optimizes the brain's ability to extract and process the affirmations, and is a primary reason for the superior results documented in the research studies in Part II.

The 100,000 Affirmation System

SCWL tapes contain multiple simultaneous voice tracks — not a single speeded-up track. This multi-channel approach, combined with the proprietary mixer, allows thousands of affirmations per hour to be embedded at optimal subliminal levels without creating the 'chipmunk' effect associated with simple tape speed-up techniques. The number of affirmations is not the upper limit — it is an engineering choice made to maximize

effectiveness.

Chapter 15

Real-Life Testimonials from SCWL Users

The following testimonials represent unsolicited feedback from SCWL users across a wide range of programs and life situations. They are presented here to complement the clinical research and give a human face to the documented outcomes.

"I remember I found the combination of Stopping Procrastination and Overcoming Fear and Worry to have amazing results."

— Anna

"Back in 1981, I was dying of depression, then one day a psychologist friend called and said she had something she wanted me to try. I put the depression tape on and could feel a difference in 20 minutes. I lived with it on for a year. It changed my life. I subsequently bought 35 of your tapes."

— Diane — Australia

"After listening to your tapes I took up acting and dancing, something I always loved but was never able to do as I was too shy. Now as an actor and dancer I achieved my lifelong dream of being in TV commercials, movies, and TV shows. People now describe me as 'everyone's best friend' as I'm so bubbly, happy, and outgoing."

— Kath

"I bought my first SCWL tapes in the 80s when I was in the Criminal Justice field and found they really work. Of course, there were the people who said it is 'mind control', but I have gotten nothing but positive results."

— Jan

"I got the Family Development Through Love, Harmony, and Respect one for my daughter's 2-year-old toddler. He was very mean and unpleasant from birth. She has been using it at least 4 times a day for a month and he has turned into a sweet, pleasant, friendly kid."

— Danae H. — Colorado

"I have been listening to SCWL Subliminal Programs since 1983. My favorite is Setting and Achieving Positive Goals. I am Grateful."

— Clarence

"I didn't know what an important day in my life was when I met Dr. Hodson at a trade fair and bought an SCWL tape. 10 years later it was to be a lifesaver."

— Keith C. — United Kingdom

"My 12-year-old has already mapped out what she wants to learn in school, what college to go to, and what she wants to be."

— Richard — New York

Chapter 16

Summary of Research Findings

The body of research presented in this guide represents decades of independent scientific investigation into the effectiveness of SCWL subliminal programs. The following table summarizes the key findings across all six studies:

Study	Institution	Key Result	Significance
Academic Performance (Morgan et al., 1985)	Clarion University	GPA: +0.45 (subliminal) vs. -0.01 (control)	p<.05
Public Speaking (Schnell, 1987)	Univ. of Cincinnati	+0.43 grade avg. less prep time needed	Hypothesis rejected
Auditory Detection (Urban, 1996)	Biosocial Med. Research	72% detected subliminal via affective cues	p<.05
Weight Loss (Urban, 1991)	Field Trial	2x weight loss ~100% compliance	Remarkable
Smoking Cessation (Treder & Morgan)	Metropolitan State	-34% cigarettes in 21 days	p<.01
Pain Relief (Morgan & Cole, 1987)	Independent Research	76% found relief all reported reduction	p<.025

Overarching Conclusions

1. Subliminal programs produce measurable, statistically significant results across multiple independent research settings and populations.
2. Effects have been documented in academic performance, behavioral change (smoking, weight), pain management, public speaking, and subjective well-being.
3. The effects are real even when participants are unaware subliminal messages are present, ruling out simple placebo or expectation effects in several studies.
4. Consistent use over 21+ days produces the strongest and most lasting results.
5. The SCWL proprietary production system represents the current standard of excellence in subliminal audio technology, as verified by peer-reviewed spectral analysis.
6. Subliminal programs work by enhancing existing motivation, introducing new subconscious beliefs, and improving recall and performance — not by overriding free will.

**SCWL — Subconscious to Conscious Way of Learning Change Your
Mind. Change Your Life.**