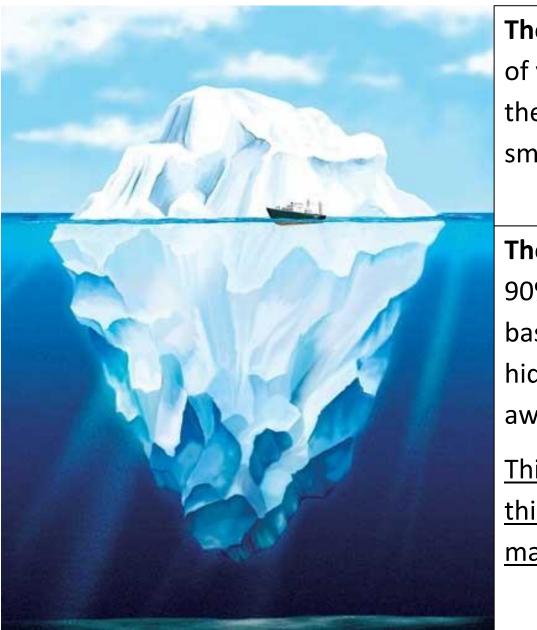
THE ICEBERG EFFECT



The Conscious Mind: 10% of your response based on the 5 senses (see, hear, smell, feel, and touch).

The Subconscious Mind:

90% of your response based on your beliefs hidden from your awareness.

<u>This is why people do</u> <u>things that just do not</u> <u>make sense to others!</u>