



THE
D
R
E
A
M
S
L
I
F
E
P
E
T
E
R
F
R
E
E
T
H

YOU ARE LIMITLESS • YOUR TIME IS NOW • BREAK FREE FROM LIMITATIONS • STAND IN YOUR TRUTH
YOUR STORY • RISE ABOVE FEAR • FEEL THE FEAR AND DO IT ANYWAY • TAKE INSPIRED ACTION
PERFECTION • EVERY STEP COUNTS • LEAP AND THE NET WILL APPEAR • DON'T LET FEAR HOLD
CONQUERS FEAR • MAKE YOUR DREAMS A REALITY • THE POWER IS IN YOUR HANDS • START
SHINE • POSITIVE MINDSET • CHANGE YOUR MINDSET, CHANGE YOUR LIFE • GROWTH MINDSET
IT • YOUR MIND IS YOUR MOST POWERFUL TOOL • MASTER YOUR THOUGHTS • THINK BIG • MIN
LIMITLESS THINKING • YOUR BELIEFS SHAPE YOUR REALITY • FOCUS ON THE GOOD • OPTIMISM
• DISCOVER YOUR PASSION • KNOW YOURSELF • INNER TRANSFORMATION • SELF-AWARENESS
H • BECOME YOUR BEST SELF • UNLOCK YOUR TRUE POTENTIAL • HEAL FROM WITHIN • GRO
WORLD • DEVELOP YOUR STRENGTHS • EMBRACE YOUR UNIQUENESS • PERSONAL EVOLUTION
YOUR MIND, BODY, AND SOUL • ENERGY ALIGNMENT • EMOTIONAL FREEDOM • SPIRITUAL GROWTH
RATION • LIVE IN HARMONY • EMOTIONAL INTELLIGENCE • BALANCE YOUR LIFE • INNER WISDOM
CTICE • POSITIVE VIBES ONLY • EVERYTHING HAPPENS FOR A REASON • YOUR BEST LIFE AWAITS
JOY IS A STATE OF MIND • CELEBRATE THE SMALL WINS • ATTRACT ABUNDANCE • COUNT YOUR
Y IN LIFE • EVERY DAY IS A GIFT • LIVE IN THE MOMENT • SPREAD KINDNESS • SHINE YOUR LIGHT
AMS INTO GOALS • PLAN FOR SUCCESS • ACHIEVE YOUR GOALS • VISION BOARD YOUR LIFE • B
R MISSION • GOAL-GETTER MENTALITY • MAKE IT COUNT • DREAM, PLAN, DO • SUCCESS LEAVE
T • TAKE OWNERSHIP OF YOUR FUTURE • BOUNCE BACK STRONGER • TURN SETBACKS INTO
EP GOING, NO MATTER WHAT • FAILURE IS FEEDBACK • TRANSFORM PAIN INTO POWER • YOU
CONQUER • TOUGH TIMES DON'T LAST • STRENGTH IN ADVERSITY • GROW THROUGH PAIN • USE
COURAGE OVER COMFORT • SURROUND YOURSELF WITH GREATNESS • BUILD YOUR TRIBE • LEAD
WORK • ENERGY FLOWS WHERE ATTENTION GOES • INFLUENCE WITH INTEGRITY • CONNEC
AD WITH HEART • SERVE WITH PURPOSE • GIVE AND YOU SHALL RECEIVE • EMPOWER OTHERS
ON • NOURISH YOUR BODY, MIND, AND SOUL • MOVE YOUR BODY DAILY • ENERGY IS EVERYTHIN
YOUR POTENTIAL • WELLNESS IS WEALTH • STRENGTHEN YOUR MIND AND BODY • INNER HEALT
NAGEMENT • BALANCE IS KEY • LONGEVITY STARTS TODAY • MOVE WITH PURPOSE • CARE FO
CREATE FINANCIAL FREEDOM • WEALTH IS A MINDSET • BUILD YOUR EMPIRE • LIVE YOUR DREA
PLE STREAMS OF INCOME • THINK RICH, BE RICH • RISE TO THE TOP OF YOUR MOUNTAIN
• PROSPER WITH INTEGRITY • UNLOCK FINANCIAL ABUNDANCE • STEP OUT OF THE COMFORT
WRITE YOUR STORY • THE UNIVERSE HAS YOUR BACK • YOU ARE A MAGNET FOR MIRACLES

THE BIG SELF HELP LIE

Free yourself from the lies of the self
help industry and conquer the
everyday challenges of your life

Peter Freeth



2026

The Big Self Help Lie

First Edition: August 2026 (1.2)

ISBN 978-1-908293-68-8

Genius Media 2026

© Peter Freeth 2000 - 2026

Peter Freeth has asserted his rights under the Copyright, Designs and Patents act 1988 to be identified as the author of this work.

All rights reserved in all media. This book may not be copied, stored, transmitted or reproduced in any format or medium without specific prior permission from the author. Contact Genius Media for information about wholesale orders and review copies.

Genius Media

B1502

PO Box 15113

Birmingham

B2 2NJ

www.geniusmedia.pub

books@geniusmedia.pub

Peter Freeth can be contacted via LinkedIn or his website, genius.coach or email peter@genius.coach

Your Adventure Awaits

1 The Lie.....	6
You have been sold a lie. Would you like to buy the extended warranty?	
2 Self-Help.....	18
You cannot help yourself, ever.	
3 The Human Condition.....	24
You're either late or wrong, or usually both.	
4 The Self Awareness Myth.....	36
You do not have self awareness. You only have other awareness.	
5 Focus.....	46
Stop looking at where you don't want to go.	
6 The New You!.....	56
If you're the problem then a new you must be the solution.	
7 You Don't Have to be Perfect.....	66
Good enough is more than good enough.	
8 Happy?.....	80
You would rather be right than be happy.	
9 Different Strokes.....	102
You're different, and so is everyone else.	
10 Whole in One.....	110
You are inseparable.	
11 My Reality or Yours?.....	116
The future isn't yours.	
12 You Can't Grow.....	126
GROW makes you FAIL.	
13 You are Worthless.....	136
Thus, you are priceless.	
14 Find Your Purpose.....	148
Your only purpose is to live. Anything else is a bonus.	

15 You Don't Even Exist.....	154
It's all me, me, me.	
16 Like Like Like.....	162
Social Media rewards novelty and makes you feel bad about yourself.	
17 You're an Impostor.....	168
Maybe you're just bad at your job.	
18 Feedback not Failure.....	174
If there is no failure then there is no success either.	
19 A Friend in Need.....	178
Sometimes, helping doesn't help.	
20 Don't Worry.....	184
You're imagining the future anyway so why make it bad?	
21 Weight For It.....	198
I'm sorry about your weight.	
22 The Future Isn't a Place.....	214
There are no maps for where you're going.	
23 Nobody Cares.....	224
Also, nobody cares.	
24 Who is This Idiot Anyway?.....	232
Peter Freeth: Who is he and what does he want?	

¹The Lie

You have been sold
a lie. Would you like
to buy the extended
warranty?

What do you want?

Well, there it is. The fundamental lie which drives a multi-billion (currency) industry. Since the 1960s when the human potential movement first promised a life of happiness and freedom, this massive global industry has thrived by perpetuating a simple, glaring, obvious lie. A lie that has hidden in plain sight and led to countless hopeful followers spending their hard-earned cash on books¹, videos, audio courses, training programs, retreats, boot camps and, of course, football stadium sized life change extravaganzas with rock music, fire walking and lots of crying.

If you're still wondering what this lie is, I already told you. Unlike the other books you've read that make you wade through chapters of repetitive rhetoric, excruciating examples and alienating alliteration, I believe that you paid good money and expect results instantly or preferably faster.

The lie is the simple question, "What do you want?". It leads you into a fantasy world where you can have anything you dream of, you can have whatever you put your mind to, and where other people are happy because their dreams have all come true.

No, they haven't.

So why don't they have what they want? Surely, happy people have what they want? You've seen photos of happy people with what they want, right?

1 Oh, the irony

Every time you look at Instagram or Facebook, what do you see? Happy people with what they want!

No.

Happy people do not have what they want because, logically, it is impossible for them to have what they want. If they have it, they no longer want it. This is one of the insidious ways that the self-help industry is lying to you.

Ah well, it's just words. I'm just trying to be clever. That's not what they mean.

Consider this, dear reader. It is precisely what they mean, because they know things. They know about you. They know about the tricks that language plays on your brain. Most importantly, they know how to make it look like they're helping you when really they're creating the very problems that you think you're trying to solve.

You'll be familiar with the phrase, first coined around 600 years ago, "You can't have your cake and eat it". Basically, the cake can either be in your hand or your tummy, not both.

However, things get even more ridiculously obvious when you consider the meaning of the word "want". It is being used by the self-help industry to mean "desire", which is still creating the logical trap that if you desire it, you don't have it, and if you have it, you don't desire it.

In fact, the word “want” means “lack” and it is this fact which has created the multi-billion (currency) industry by fuelling the addiction of its followers.

“But I don’t mean lack, I mean desire, the meaning has changed over the years, like gay or cool or smash. As in, I’m going to smash my goals”.

The meaning of words *can* change. More often, though, words can attract new, additional meanings. Fantastic used to mean ‘borne of fantasy’ and now it also means ‘awesome’.

A long time ago, people would say, “I am in want of...” and now this has been shortened to “I want...” and yet the meaning is the same. “I lack”.

And how, exactly, do you know that you lack something? How do you know that a thing exists to be lacked?

Because you can see that someone else has it.

Because you can see that someone else has it.

I know, I said it twice. It was so important, so fundamental that I thought I ought to remind you in case you had already forgotten, or skipped over it because it seemed too obvious or simple.

If you’re wondering how this has created a multi-billion (currency) industry then allow me to explain.

You know that you lack something because you see that someone else has it. The global advertising industry is worth \$650bn. That alone should tell you

that there is a lot of money to be made in showing you pictures of things which you don't have.

By continually focusing you on the question, "What do you want?", and pushing the idea that, "You can have whatever you want, as long as you buy this book/program/whatever", you are continually focusing on what you don't have, which in turn causes you to find comparisons to perpetuate the myth that, whatever it is, you don't have it. And, oh look, here are some pictures of happy people who do have it.

So to return to the cake analogy, if someone else has it, you not only don't have it, you are lacking it. It is missing from your life. You are unhappy because you don't have it.

At this point, I will point out (too many points there) that this book is jam-packed with the very latest neuroscience. The reason that I haven't listed all of the research and cited all the references is that, if you're reading this kind of book, you're not interested in academic research, and in any case I'm only going to cite research which confirms my ludicrous assertions, and if you are the academic type, you'll be reading the research instead of this book. Academic research is very important stuff, though it can be a bit dense. Hence, I have taken the liberty of distilling my rich and varied studies into this handy handbook. If you want to find some useful links to relevant research, start with the

Neuroscience News website which has a nice daily newsletter.

You might be wondering how big, exactly, is the global self-help market. Around \$45bn in 2024, projected to increase to around \$84bn by 2034². So that's big.

The biggest slice of the market is 'skillset enhancement' which boomed during the COVID-19 pandemic when many people occupied themselves by learning new languages and also studying how to bake bread, upcycle furniture and earn six figures by launching their own business as an online transformational breakthrough life coach. 'Six figure' and 'high ticket' and even 'high price' coaching programs are all the rage these days. I don't know about you but if I were thinking of hiring a coach, I would be discouraged if I knew that they had attended a training program entitled "How To Sell High-Priced Coaching" and yes, that's a real training program. Not one of mine, I should add.

Deficiency marketing

The format for all of these sales models is the same; hook you in with online advertising which promises something for free, then funnel you through a series of webinars before you finally part with a not inconsiderable sum of money to be coached by someone who only has time at the weekends because their day job is their priority from Monday to Friday. The closing line is predictable too - Can

2 Zion Market Research, 2025

you afford to miss another opportunity to make these changes in your life? What would another year of not living your dreams do to you? Can you really afford not to do it right now?

Maybe you think I'm cynical. Maybe you're right. In my defence, I've worked in this industry since before it was an industry and some of the changes I've seen in the past 20 years are not for your benefit. As a paying client for someone who has taken a 'become a life coach in 6 easy online lessons' course, you are feeding the lifestyle of *their* dreams. You are not living *your* dreams. Why? As I keep trying to tell you, because the self-help industry as it is today is specifically and intentionally preventing you from living your dreams in order to keep coaches going back for more training in order to keep the corporations who are training and certifying the coaches in business.

One of the best known coaching 'associations' is a good example. I won't name names, but let's call them the Intercontinental Coaching Fraternity for the sake of argument. This is a corporation, a company which is in business to sell certificates. It is not a professional body, despite the claims that it makes. The simple reason why it isn't is that coaching isn't a profession. One day, it may be. The ICF has adopted a very smart strategy over the years. First, create a set of standards and encourage corporate buyers to adopt them when hiring external coaches as an indication of 'quality'. Second, market those standards to coaches to help them win those

corporate contracts. Third, encourage training providers to structure coach training according to those standards. To begin with, these services were easily affordable. The ICF has created an intermediary market on the basis of policing ‘standards’ and now comes the fourth, master stroke. Put the prices for membership and training up to eye-watering levels. The argument is simple; if you want to be a coach, particularly if you actually want to make a living by offering coaching to corporate buyers, you have to go through us. The argument for the training providers is similar; if you want to train coaches, they will only pay for training with companies who we approve of, plus we’ve cornered the market so you’re basically printing your own money.

Who is paying for all of this? You.

Layered on top of this fundamental lie is a generous helping of psychobabble, nonsense and twaddle, designed to stop you from questioning the efficacy of the various programs and methods being sold to hapless individuals like you.

Here is a real extract from one such product. “‘The eye is the window to the soul’ is not just a poetic statement. It is a scientific fact. The iris reveals the complete print-out of our nervous system. It has the ability to record everything that was damaging to our being in the form of markings on her visible surface. Each shock, physical, emotional or psychological, such as stress, injuries or operations cause a ‘scar’ or

a blockage in our nervous system. This prevents the electrical current from flowing freely.”

This is fortune telling using the patterns on your iris instead of tea leaves. If you’re currently feeling aggrieved that I might be violating someone’s belief system and if it works for someone then I should respect that because no-one can prove it isn’t true and anyway scientists say that bumblebees can’t fly then do stop reading immediately, because I can only promise you more discomfort if you continue.

When quantum physics was all the rage, life coaches were using it to prove that manifestation is real, and because matter and energy are interchangeable, the energy of your mind can alter the physical universe and make money appear under your pillow. Or is that the tooth fairy? Einstein did, of course, prove that matter and energy are interchangeable through his famous equation $E=MC^2$, which means that if you convert mass into energy, you get a lot of energy from not much mass. Around 100,000 people died in Hiroshima in 1945 when around 1kg of Uranium was converted to energy, equivalent to 15 kilotons of TNT. If you converted your brain into energy, the result would be about 1.26×10^{17} Joules, roughly equivalent to 30 megatons of TNT. That’s enough to make a dent where your home used to be but not really enough to make a difference to the universe.

Here’s another example. “Most people know that DNA is the blueprint of life; and is located in every cell of the body. In addition to each chromosome 2

strand double helix of DNA, there are an additional 10 - 20 etheric strands of DNA available to each human, which have been dormant since the beginning of recorded history. Each additional strand possesses attributes that permit the individual to perform greater human accomplishments or 'remember' what was possible before human conditioning.

Scientists acknowledge that we currently only use 3% of our current 2 strand DNA. Imagine activating 100% of your 2 strand DNA, PLUS 10 additional strands!

In time, you will go from using 10% of your brain to becoming a multi-dimensional being with psychic, telepathic, and manifestation abilities beyond anything you've ever dreamed of. Plus, you can stop the aging process and actually start to rejuvenate to look and feel younger.”

I don't even know where to start with that one. I'm seriously not making this up. It isn't true that you use 10% of your brain, you use all of it. There is no such thing as etheric strands of DNA. DNA was discovered by Watson and Crick in 1953, some time after the 'beginning of recorded history'. I'm not exactly sure how the author knows what happened 'before recorded history' as, by definition, it wasn't recorded. A cursory glance at the author's profile photo challenges their rejuvenation claims.

This sales pitch isn't an innocent metaphor which works for someone and that's fine, because it is

being used to give false hope whilst parting people from their hard earned cash. If a practitioner of any 'therapy' cannot achieve consistent results and explain those results and explain why they might not get those results then they are working solely through the power of the client's belief, aka the placebo effect. Now, the placebo effect is well known and not very well understood. It is so well known that any trial for a new drug has to compare the new drug to an existing drug and also to a placebo in order to allow for the phenomena whereby a patient will heal themselves if they are simply told to. So, if the practitioner creates an elaborate ritual for activating your DNA, but they know that what they're really doing is using you own self-healing ability then perhaps that, in itself is fine. However, the problem with the placebo effect is that it is unreliable and unpredictable. Paracetamol, on the other hand, is highly reliable and predictable, because of years of research evidence that shows exactly how and why it works on the human body.

The placebo effect is actually getting stronger. Researchers think that this could be due to an increase in the advertising of drugs, as the effect is particularly strong in the USA.

One more nail in the coffin - if it were possible to stop ageing by mentally reprogramming your unused DNA then wouldn't everyone be doing it? And wouldn't the creator of this technique appear to be far younger than their passport would imply? I know, my logic is terribly inconvenient.

I know someone who provides a service of healing through the use of Tibetan singing bowls. She doesn't promise that the bowls resonate at the same frequency as your DNA, aligning you with the universe. She doesn't promise that the harmonic standing wave produced in the room accelerates your body's growth crystals. She simply says that it helps you to relax, and her clients agree. Whether it's listening to a choir or chanting during meditation or playing a recording of whale song, there's no doubt that sound can have a very pleasant effect. Why present it as any more than that? That, in itself, is enough. Pleasant relaxation is enough. The self-help industry wants you to think that feeling good is not enough, because you must be transformed at a deeper level if you are to truly be happy.

The premise of the lie that you've been told is that there is something wrong with you. You're happy to believe this lie because of two inescapable, empirical facts. First, you feel that there's something wrong with you. Second, you can see that there's nothing wrong with other people who are living amazing lives.

Each chapter will conclude with a “Yeah, yeah, but what do I *do* about it?” box which will give you some ideas about what to do about it.

Right now, the only thing that you can do about any of this is to keep reading.

YOU'RE READING A FREE PREVIEW

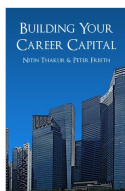
The Big Self Help Lie — *Free yourself from the lies of the self help industry and conquer the everyday challenges of your life.* This was chapter one. The rest of the book takes apart self-awareness, perfection, purpose, social media and a dozen other lies you've been sold, one chapter at a time. Available in paperback and Kindle.

Other Titles by Peter Freeth



The Unsticker — *The World Famous Interactive Problem Solver*

Over 300 questions for getting unstuck, alone or with a group. Most problems shift, or dissolve completely, after four or five of them. Genuinely useful, and more fun than it has any right to be.



Building Your Career Capital — *How to Create Value and Stay Ahead in the Talent Race* (with Nitin Thakur)

What actually gets you hired and promoted isn't generic leadership advice, it's specific qualities that real decision-makers are looking for. This book tells you what those are.



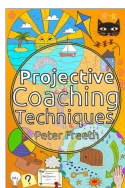
Learning Changes — *The Radically Sensible Approach to 21st Century Learning*

You don't actually want people to know stuff, you want them to be able to do stuff. A framework for training that produces performance, not just certificates.



Change Magic — *The Evolutionary Approach to Organisational Change*

A practical, systemic approach to organisational change, for when the usual change management playbook isn't working and you need people, not just process, to actually adapt.



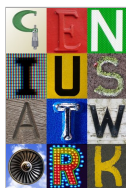
Projective Coaching Techniques — *The Definitive Guide to Using Projective Techniques in Coaching*

Full colour and interactive, with video demonstrations and online tools throughout. A way to work beyond the limits of language with individual or group coaching clients, whatever their background.



Coaching Excellence — *Move Beyond Coaching Models and Learn to Create Powerful Change*

You can collect every coaching model and qualification going, and still fail your clients without three simple things. This masterclass gives you the missing pieces that make the rest of your toolkit actually work.



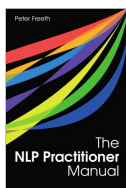
Genius at Work — *Modelling Excellence in Business*

How to identify what your highest performers actually do differently, then build that into recruitment, training and everyday delivery, instead of hoping everyone else catches up by osmosis.



How to Sell Coaching — *and Get More Coaching Clients*

Selling coaching is different from selling anything else. Twenty years of experience on how to build a sustainable practice, attract the right clients, and stop being embarrassed about charging for your work.



The NLP Practitioner Manual

A complete companion for NLP Practitioner training, whether you're studying stand-alone or supplementing a course. Twenty years of practical experience distilled into anchoring, the Swish, rapport, meta-modelling and timeline work, explained without the mysticism.



The NLP Master Practitioner Manual

Real mastery means letting go of techniques and understanding the foundation of NLP well enough to model excellence in anyone, in any context, and to build your own techniques when the textbook ones run out.



The NLP Trainer Training Manual

The definitive manual for teaching NLP at Trainer level. Everything you need to run your own certified trainings, built from twenty years of training innovations now used by NLP trainers worldwide.



NLP in Business — *A Practical Companion Guide for Applying NLP Easily, Powerfully and Elegantly in Your Professional Environment*

For managers, salespeople, HR and anyone else who has to get things done through other people. Ready-made exercises and applications you can use immediately, drawn from years of NLP training and business practice.

Since the 1960s when the human potential movement first promised a life of happiness and freedom, the massive global self-help industry has thrived by perpetuating a simple, glaring, obvious lie. A lie that has hidden in plain sight and led to countless hopeful followers spending their hard-earned cash on books, videos, audio courses, training programs, retreats, boot camps and, of course, football stadium sized life change extravaganzas with rock music and fire walking.

The lie keeps you coming back for more, it keeps you trapped within a cycle of self-development where you're promised the answers to a question that nobody asked. The lie makes you believe that there's something wrong with you and if you only spent a little more time and money, investing in yourself, then you can be all that you were destined to be. You can discover your purpose. You can unlock your potential.

Well, I'm sorry to say that you're not investing in yourself. You're investing in the self-help business and, no, you don't get any fries with that. Investing really just means spending.

There is a way out and, thankfully, you have found it. This will be the last self-help book that you will ever buy.

Is this because it will show you the truth? Or is it because it's enough to put you off trying to improve yourself?

There's only one way to find out.

Peter Freeth is widely regarded as one of, if not the most authentic, honest, effective and perspicacious purveyors of personal and organisational change working today or, indeed, ever. Whether you laugh out loud at his self-effacing jokes or not, you can't help but see things more clearly, discovering surprising, simple truths along the way. Some call him a guru. Others, who would otherwise have gotten away with it, call him a meddling kid. Your life purpose itself is to discover the truth.



Genius

CREATING KNOWLEDGE



GeniusMedia

CREATING KNOWLEDGE

geniusmedia.pub

genius.coach



9 781908 293688