Cracking The Cancer Code the way of the Cancer Champions

"How to Conquer Cancer" REVEALED
a step-by-step guide to Conquering and Preventing Cancer
www.cancerchampions.co

Robert A. Opie
They don’t always make the headlines, and among the great champions are not just those who have conquered Everest or won Olympic gold, but also the many who have conquered cancer. It takes guts, perseverance and determination to face a life-threatening disease head on. Most of all, it takes a new ‘collaborative’ approach to conquering disease that is offering insight and hope where there was little before. In this mini booklet, human brand specialist Robert A Opie outlines the way of the great champions - what they know, what they do and don’t do to conquer life’s greatest challenges.

CRACKING THE CANCER CODE
just like Everest, cancer can be conquered.

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This booklet is a gift of possibility
Please share it with everyone you care about

Robert Opie is a human brand specialist, brand consultant, key note speaker and author of The Game Plan, a groundbreaking book that embraces potent game-changing methodologies derived from the great champions.
Find out more at www.thegameplan.co.za

Robert A. Opie

TGP MEDIA
Explore Your Greatness
To: __________________________________________________________

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From: _______________________________________________________
The Game Plan is a Durban- and Johannesburg-based Specialist Brand Consultancy

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And thank you to all the great champions who selflessly shared their esoteric knowledge and collective wisdom contained within these pages – without you Cracking the Cancer Code would not have happened!

Thanks to you, we at The Game Plan have the opportunity through Project Cancer Champions, to pursue our dream of: ‘Changing the way of the world – one life at a time’

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A note to the reader: The information contained in this booklet is not intended as medical advice and should not be relied upon as a substitute for talking to your doctor. This information may not address all possible actions, precautions, side effects or interactions. All matters regarding your health require the supervision of a medical doctor who is familiar with your medical needs.
The Game Plan Method not only changed my life, it saved my life.

– A Cancer Champion Speaks
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About the Author

Robert A Opie
Robert A Opie, B. Business Science, UCT and CMM, Wits, is a human brand specialist, and author of The Game Plan, a ground-breaking book that embraces potent game-changing and transformative methodologies derived from the great champions of life.

He consults for individuals and leading South African organisations. His purpose in life is to inspire and help people to do life better. Inspired by many of the great champions, The Game Plan’s focus on interactive cancer research began way back in 1999, with the untimely death of one of his golfing buddies to colon cancer – the legendary West Indian cricketer, Malcolm ‘Macko’ Marshall. His death created a burning desire to find the answers, where none seemed to exist!

The resulting step-by-step The Game Plan Method, shared with you in this booklet, is the culmination of over a decade of interactive study of and research into many of the great champions of business, sport and life – none more so than South African-born Elon Musk, whose strategic and inspirational outlook on life is to:

*Find out what is and will affect mankind most in the foreseeable future.*
*Find out what is not working and fix it!*

Conquering Cancer and unplugging the myths and misinformation of cancer certainly fit that bill. The premise behind The Game Plan is this: rather than investing hours, days and years of one’s life in the school of hard knocks, it’s always far easier to stand on the shoulders of the great champions, and reach for one’s dreams and desires. If that desire is to conquer cancer, then this booklet will help you achieve just that.

The esoteric knowledge and collective wisdom shared within this booklet is a true acknowledgement and tribute to the great champions who have participated in the interactive studies behind The Game Plan Method. They selflessly shared what they know, what they do and what they do not do to conquer life’s greatest challenges! And change the way the world views the dis/ease labelled cancer.
About Project Cancer Champions
In 2014, Opie and his partners launched Project Cancer Champions with the primary purpose of inspiring and helping people:

*To do life better*

Our vision is to change the way of the world, one life at a time. Phase One of this project includes this step-by-step booklet on how to conquer cancer and the inspirational website called www.cancerchampions.co, where we focus primarily on success stories worth sharing. One such remarkable story of success is shared with you in Part Four, which proves that nothing is impossible – even with Stage 4 cancer. Cancer can most definitely be conquered! Project Cancer Champions, therefore, is all about making conquering cancer a conscious choice rather than a desperate hope. It’s about changing the way the world looks at cancer. It’s about helping to save millions of lives worldwide, by sharing the esoteric knowledge contained within this booklet.

**Important Insights and Information**

In April 2013, *Time* magazine reported:

*The probability of developing some type of cancer over one’s life time is for men, one in two, and for women, and one in three.*

While Project Cancer Champions is primarily aimed at helping people to conquer cancer, it’s of equal importance in helping people to prevent cancer – to avoid the onset of cancer in their lives. And by far the most potent way to do this is to increase one’s awareness of the universal laws of life and health. If one can fully grasp and comprehend these universal laws – which are outlined in this booklet – then cancer will never have a role to play in one’s life. That’s the human choice contained within these pages.
Prescript: Conquering Cancer is now a Human Choice
I dream that the word ‘cure’ will no longer be followed by the words ‘it’s impossible’ Together we can make a world where cancer no longer means living with fear, without hope, or worse.

– Patrick Swayze

We live in the most technologically advanced society that mankind has ever known, yet we remain in near-ignorance of the powerful universal laws of life and health that govern our lives.

The good news, however, is that conquering cancer is no longer impossible. It’s a human choice. In this booklet we will share with you a Sherpa-like approach to make that choice a reality by providing the rational alternative to conquering cancer. It is a smart choice that is now in your hands.

We will introduce you to The Game Plan Method, which embraces potent methodologies derived from the great champions who have conquered before – as, in life, it’s far easier to stand on the shoulders of the great champions who have gone before than to battle the school of hard knocks.

Just like Everest, conquering cancer is a choice.

The Game Plan Method will empower you with a potent approach to conquer cancer, yet the vital conquering factor will always be YOU. You are the Number One Doctor. You are the wildcard who can change everything that has not been working for you. You are the only one who can walk the road, powerfully supported by the esoteric knowledge and the wisdom contained within these pages.
Important Insights and Information

The Game Plan Method is a collaborative process designed to complement the genius of modern medicine, which primarily addresses dis/ease from a preventative and symptomatic perspective. Working together, they form a very potent force, as will be shown by The Champion’s Table of Life and Health introduced in Part One. The Game Plan Method is a life-design method that will stack the odds of conquering cancer firmly back in your favour – that’s if you’re open minded!

The Game Plan Method does not work in an allopathic way, in that it doesn’t seek to simply alleviate symptoms. True health (a state of ease) is not just the absence of dis/ease; it’s the consistent and sustained balancing of energy flow in mind, body and spirit – in a nutshell the ability to thrive in life. And that is the difference between a state of ease and a state of dis/ease.

*The symptom is NEVER the problem – it’s merely the messenger.*

SPECIAL NOTE: In our healing, it is important to recognise, understand and respond to any underlying message of dis/ease. We need to find answers to why this, why now, why me and why the disruption of a life of ease? However, please do not use any of the ideas in this booklet to judge yourself, beat yourself up or make yourself feel wrong or bad. Our aim is self-honesty in equal measure with self-love.

This book and its concepts must not be used in place of professional medical care.

The Game Plan Method is simple, yet far from simplistic. It embraces a three-step process:

**STEP 1: The Reality Check**

**STEP 2: The Cancer Diagnostics**

**STEP 3: The Champion’s Table of Life and Health**
Introduction
It’s not the mountain we conquer, but ourselves.

- Edmund Hilary

When United States President Richard Nixon signed the National Cancer Act into effect in 1971, most Americans – and the rest of the world – believed that if America could put a man on the moon, the war against cancer would soon be over.

More than 40 years on and rogue cancer cells continue to cause death, destroy lives and devastate families. Every day in the US alone, more than 1500 people succumb to the dis/ease. In South Africa that number is estimated to be 150. Worldwide more people die of cancer than AIDS, tuberculosis and malaria combined. It is a dis/ease capable of exacting a terrible toll. In 2012 more than 8 million sufferers did not survive into the New Year.

One in four South Africans is associated with cancer in some form or the other. Either they have it themselves, or they have a relative or a friend battling the dis/ease. These are frightening statistics and despite genius advances of modern medicine in cancer treatments and early detection programmes, there is still a perceived lack of progress.

Recent talk has revolved around cancer dream teams in the US who are collaborating to find the cure.

At The Game Plan we view things a little differently. We view cancer as a start of a new journey in life – an opportunity to make life-design changes for the better – to do life better!

In hindsight, cancer has been a blessing as it has taught me to treasure my family and friends very deeply. I view the gift of life and living with an infinitely more spiritual perspective and appreciate the miraculous balancing act that underpins all our life experiences, in a new way.

– A Cancer Champion talks
Yes, they don’t always make the headlines, and among the great champions are not just those who have conquered Everest or won Olympic gold, but the many who have conquered cancer. It takes guts, perseverance and determination to face what many regard as a life-threatening disease head on. Most of all, it takes a paradigm shift in thinking and a new collaborative approach to conquering dis/ease – one that offers hope where there was little before.

It’s the good news, and stories of the extraordinary success of Cancer Champions are sweeping across South Africa! This transformative choice – and this support booklet – is now in your hands, and you are the first domino in the chain for conquering one of life’s greatest challenges!
PART 1

Conquering Cancer with The Game Plan Method

– Unplugging the myths and misinformation about cancer
THE GAME PLAN
It’s important to note that the great champions, who live a life of fulfilment, abundance, happiness, joy and ease, all create their own high-level Game Plans made of the right stuff.

So, what is a Game Plan made of the right stuff?

A Game Plan made of the right stuff, is a set of strategies and tactics that one must implement to achieve a desired outcome in life and, of equal importance, a set of strategies and tactics that one must avoid to achieve that desired outcome in life.

It follows that one is tasked in life to create and ensure that one’s very own unique Game Plan for life is made of the right stuff. If one has to face up to any dis/ease, such as cancer, one is simply receiving a message that somewhere in one’s Game Plan, there is:

**too much of the wrong stuff**

Why do we do this? Simple. We are all human, emotional beings; we all get things wrong at times. Every single one of us does it, either unwittingly or habitually. It’s just part and parcel of being human.

The good news is that any state of dis/ease is fully reversible, by first acknowledging that something is not right, and then taking the corrective steps to restore ease. At The Game Plan we call this transformative process a radical tactical shift (RTS). More good news is that if an RTS is achieved, the body will speedily return to functioning optimally in a state of ease, as opposed to its current state of dis/ease.

1. The Reality Check

*Life isn’t about finding yourself. Life is about creating yourself.*

— GEORGE BERNARD SHAW

Step One to conquering cancer requires a reality check. This demands brutal honesty when one hears the words, ‘You’ve got cancer’. This requires acknowledging that something is just not right. Step One, therefore, triggers the process of correcting what is just not right. And it’s a choice to do so with an open mind – to change things for the better, to do life better.
The human body is designed to function optimally at all times, and the onset of any form of dis/ease sends a stern message that something is wrong. It’s the knowledge and understanding of the ‘cancer message’ being sent out that enables one to fulfil one’s choice and desire to conquer.

**Important Insights and Information**

- When one faces up to a life threatening dis/ease such as cancer, one immediately turns to the genius of modern medical doctors. This is the right thing to do, but it’s important to note that the genius of modern medicine lies primarily in preventative and symptomatic treatment of dis/ease with treatments such as chemotherapy and radiation.
- To effect a full reversal of any bodily malfunction, it’s vital to do more – more than just symptomatic treatment is demanded. One must undertake introspection.
- Often we unwittingly and/or habitually place ourselves in high-stress situations, and at times like these we must take time out to re-evaluate our lives, reset our clocks, and redesign our lives.

2. The Cancer Diagnostics: How to crack the cancer code wide open

*You cannot teach a man anything, you can only help him find it within himself.*

— Galileo Galilei

Firstly, it’s important to clarify what cancer is.

According to *Time* magazine, April 2013, cancer is ‘an intricate and potentially lethal collaboration of genes gone awry, of growth inhibitors gone missing, of hormones and epigenomes changing and rogue cells breaking free.’

Now, that’s quite a mouthful for anyone who has just heard the words ‘You’ve got cancer’ to swallow. It paints a picture of fear, little hope, little chance and little choice. However, it’s just a description of the dis/ease. In reality, there is always a choice in life.

At The Game Plan, we know that cancer is not as complicated as many would like us to believe, and most believe it to be. The focus of modern medicine has narrowed in
on prevention, symptoms and symptomatic treatments, and largely ignored the real issue – the cause of cancer.

Through our interactive research and studies, we know that the symptom is ‘merely the messenger’, and in the next section we will show you how to read the message, and hence ‘crack the cancer code’ wide open.

We will show you why those genes have gone awry, and how to reverse the dis/ease process.

Secondly, what’s the real cause of cancer? What triggers the onset of cancer? What is the fuel for cancer?

To understand the onset of cancer and what causes genes to go awry, we must first look at how the human body functions. This will allow us to grasp what changes need to be made to reverse the state of dis/ease called cancer.

• In health, the body functions optimally as a harmonious, synchronised unit. When the mind, body and spirit are all in sync, there is a state of life balance.
• The body's vital life energies flow optimally throughout the body, particularly along the nervous system and other pathways. This energy flow is involved in the regulation and optimal function of all our systems.
• We live mostly hectic, fast-paced lives, and many stressors are often responsible for disturbing and disrupting this optimum distribution of energies. These life stressors, if allowed to remain in play, can easily turn toxic, when they continue for any protracted period of time. They become what we will refer to as toxic imbalances – originating from any of the three realms of health, namely:
  
  * Physically ‘Toxic’ Imbalances, e.g., too much or too little sleep, or too much heat or too much cold
  * Chemically ‘Toxic’ Imbalances, e.g., too much or too little food or liquid; too much alcohol is a good example
  * Emotionally ‘Toxic’ Imbalances, e.g., too much or too little emotional energy for long periods of time

• It is vital to understand that if we unwittingly or habitually expose ourselves to toxic imbalances for long periods of time, we are effectively triggering a state of dis/ease. We are allowing a life challenge to become a life constraint. A tipping point is reached and breached.

• Herein lies the crux of the code! Too much or too little of anything in life for too long creates a state of imbalance. This triggers a state of dis/ease. The bodily symptom (the resulting state of dis/ease) is now merely the messenger: It’s the
body’s way to protect and tell you that imbalances are currently in play. Life balance needs to be restored for the body to operate optimally again.

- Of course, we find it fairly easy to restore life balance when the imbalance originates in either the physical or chemical realms. However, as emotional beings, we often get it unwittingly and hopelessly wrong within the emotional realm. Most of us have little or no clue of the power of emotions and how they can have an effect on our state of ease or state of dis/ease. It’s just never taught in medical schools – or the school of life and health.

- The Game Plan research reveals that six, long-term negative emotional toxins are responsible for nearly all states of dis/ease, namely, long-term resentment, self-guilt, fear, criticism, futility and hate. However, most of us remain ignorant to the universal laws of life and health that govern our lives and the resulting toll that wallowing in and/or suppressing these negative emotions can exact on our lives.

- One of these six negative emotions is the fuel of cancer, namely conscious or subconscious long-term resentment. It’s just there with every single cancer patient observed – if one explores with an open clear mind. It’s the common denominator and the key to cracking the cancer code wide open. Consciously and/or subconsciously long-term resentment is the cause, the trigger, and the fuel of the dis/ease labelled cancer.

Resentment is a messy and confusing emotion to handle, and it often refuses to go away. And sometimes it goes on for years and years. It festers. It drives internal repressed anger, pain, imbalance and human frailty. It makes one bitter about life. It’s insidious and can send the human cell formation process into life-threatening disarray.

The onset of any serious dis/ease, such as cancer, is more of a shouting message, than a whispering one. It’s meant to get your urgent attention – loud and clear, as it’s likely that one has not paid attention to the whispers or the more subtle and playful ways your inner self has already used to try to get your attention.

It’s also crucial at this point to note that the place of onset of cancer is a vital clue in cracking the cancer code. It helps one identify where the resentment is being created – where it is coming from and what action is needed to remove it.

**Important Insights and Information**

- The cause of cancer, or the fuel, does not lie in the physical or chemical realms. It lies in the emotional realm. Too much resentment held for too long (either consciously or sub-consciously) is the fuel of cancer which needs to be cut off to allow the body to restore life balance and function normally in a state of ease again, as opposed to dis/ease.
• REMEMBER, the symptom is NOT the problem; it's merely the messenger and the body communicating that there are imbalances in current play. Because we live such fast-paced lives, the list of messengers or stressors can often be endless. It's simply your body's way of doing its best to protect YOU and inform YOU!

• In a way cancer is a ‘Wake Up Call’ as we are all responsible for creating our own state of ease or dis/ease – albeit sometimes habitually and unwittingly. That said, we must never be too hard on ourselves and taking on any type of burden will only prove counter-productive. We are merely human emotional beings trying our very best – often with incomplete human awareness. So what! As long as we open our minds, learn and listen to our bodies and make the necessary life design changes required to restore ease as opposed to living a life of dis/ease. It's important to be able to love one unconditionally.

We’re all just human after all.

– THE PARLETONES

At The Game Plan, we are wary of labelling dis/eases as it's a catch-22 and works both ways. It helps the patient get some clarity, but it also tags them as a victim of the dis/ease, which often makes the reversal process far more difficult. If we were to choose a label for cancer, we would far rather call it ‘RESENTITIS’ as this would help to focus on the patient's efforts to cut off the fuel supply to the dis/ease.

3. The Champion’s Table of Life and Health: REVEALED

Cancer is an emotional Everest – and just like Everest, cancer can be conquered.

While most people lament Lance Armstrong's deceit, lies and cheating, he remains a shining beacon of hope for millions of cancer sufferers. Armstrong conquered cancer at age 25, with what he described as his gift to fellow cancer patients – a four-legged model of motivation, knowledge, support and hope. The model he shared went mostly unnoticed, but it was his sharing of his experiences that prompted our further interactive study into what other great champions were doing to conquer, whether it be on the slopes of Everest, in the French Pyrenees, or in the cancer wards of Albert Luthuli hospital in Durban.
Our journey through life is quite unique, but there is a lot of common ground in human experience – and it’s our diversity that makes it all more interesting and rewarding.

Powerful commonalities exist and, overlaying Armstrong’s model with that of many other great champions of life, a four-legged model can be derived from the collective wisdom of the great champions.

The four parts of the model are:

The key to conquering cancer lies in aligning and balancing all four legs of the Champion’s Table of Life and Health, each leg being of equal importance.

The good news is that we can assure YOU, that if you are open minded, and align and balance all four legs of the Champion’s Table of Life and Health as outlined in these steps, cancer will no longer have a role to play in your future life. A new journey of life balance begins here.
Table Leg One: RESOLVE – The Power of Human Purpose

By resolve, we mean the whole of that which moves, excites, and invites the mind to volition, purpose, priority and productivity – called zero-doubt action.

One thing is for sure – no one conquers Everest without high levels of resolve. The same can be said for all the Cancer Champions who have conquered one of life’s greatest challenges.

Without cancer, I never would have won a single Tour de France. Cancer taught me a plan for more purposeful living and that in turn taught me how to train and to win more purposefully. It taught me that pain has a reason and that sometimes the experience of losing things – whether health or a car or an old sense of self – has its own value in the scheme of life. Pain and loss are great enhancers.

– LANCE ARMSTRONG

Resolve is a far more powerful word than the word ‘motivation’ chosen by Armstrong in his own cancer model. That’s because motivation implies an element of being coaxed to do something one does not really wish to do. Resolve is about inspired action to just do. It embraces and leverages the power of purpose, which can be as simple as one of the greatest Everest explorer's reply when asked why he climbed Everest: ‘Because it’s there’.

What is the use of climbing Mount Everest? If you cannot understand that there is something in man which responds to the challenge of this mountain and goes out to meet it, that the struggle of life itself upward and forever upward, then you won’t see why we go. What we get from this adventure is sheer joy. And joy is, after all, the end of life.

– GEORGE MALLORY, BRITISH EXPLORER WHO LATER DIED ON EVEREST

Conquering cancer is a choice and a challenge that requires very high levels of resolve. Once the Resolve leg is put firmly in place, only then can one move forward to balance the other three legs of the Champion’s Table of Life and Health. No one conquers cancer without resolve. Cancer Champions choose to conquer. They never give up. They have a zero-doubt approach. Without a strong Resolve leg, any attempt to conquer cancer will be futile.
Important Insights and Information

• Most people talk about fighting or battling cancer. At The Game Plan we believe this to be totally counterproductive. Anyone who fights a mountain like Everest will not summit. The great champions work with the mountain – they conquer the mountain. Resolve means being able to listen to the cancer message and having the guts, perseverance and determination to change things that are not currently working in one's life.

• A burning desire to conquer must come into play; not a burning desire to fight. There is a subtle, yet vital, difference. Fighting cancer does not work! One must work with the mountain, not against it. No one ever bullies Everest. Cancer is merely the messenger, your body communicating that imbalances are currently in play. Your body is doing its level best to protect and inform you. It’s inviting change and that change rests in your very own hands. It’s your choice to develop human purpose, which ignites resolve – the burning desire to conquer.

When you’ve got purpose, everything becomes possible.

— Lewis Pugh

When you choose to swim the English channel – and conquer it – you must leave your doubt on the beach in Dover.

— Lewis Pugh

Table Leg Two: KNOWLEDGE – The Power of Human Awareness

Knowledge is the vital second leg of the table, but the knowledge that we have shared in the diagnostics step is merely potential power. It only becomes power when the penny drops and one can say, 'I get it' when the right strategies and tactics are put in place to unplug and conquer cancer. In other words, YOU must take corrective action!
We have highlighted that the cause, the trigger and the fuel of cancer is the negative emotional toxin called long-term resentment.

Of course, the key now is to cut off the fuel supply and the right question to ask is:

**What is the anti-toxin? The antidote?**

Or how does one restore life balance?

To do this, one needs to comprehend how long-term resentment comes into play, as it is not something one would deliberately choose to hold onto. But, we are emotional beings and sometimes lack awareness of the universal laws that govern life and health.

There are two universal laws that are most applicable in this case. Both can lead to a person harbouring destructive and negatively held long-term resentments. If one can understand these universal laws, then it is far easier to reverse the current level of resentment, and restore and maintain life balance, thereby restoring health, prosperity, happiness, joy and ease.

**First Universal Law:**

*We all live in a balanced two-sided world of opposites, one where equilibrium exists in harmony.*

This is just how our universe works and maintaining a balanced perspective on life goes a long way to maintaining a healthy and happy life of ease, rather than one of dis/ease. Take a look at the illustration on page 14. It's that simple. Wherever one finds good in life, there will also be equal bad.

Whenever one finds oneself challenged, one will also find oneself supported and comforted. Opposites will always exist to balance our universe – to bring equilibrium to life. Water always finds its own level.
But we get it wrong when we choose to perceive things from one side only. Sometimes, we even go as far as living in what is termed a fantasy world. In this way, we unwittingly create unrealistic expectations of life itself. We create our own imbalances by not seeing the balance of life. When these expectations are not met, it is easy to feel slighted, which can lead to resentment.

The antitoxin or antidote to restore balance in the case of resentment involves exploring the inverse. Resentment is when one chooses to place somebody else in the pit and the inverse is infatuation when one chooses to place someone on a pedestal. This is called the polarity of the terrible and the terrific. Neither is conducive to a healthy, balanced life.

In reality we are all merely human beings trying our level best – given what we know at the time. The key is to balance one’s perspectives, one’s emotions, and see things from both sides in life – and there are three very powerful positive emotions that can induce and restore life balance:

- Unconditional Love
- Gratitude
- Happiness and Joy
Most of us have little or no clue how important these positive emotions are in maintaining life balance. They are far more powerful than polarised emotions, such as resentment and infatuation. They are the greatest healers on earth, as they are the great positive drivers of life balance!

*Fortunately the positive is a thousand times more powerful than the negative in life, and we should never have to give away our power to the negative.*

Sometimes, we need to step back and learn from the most unlikely of sources; in this case, from man’s best friend – our canine friends, our dogs – who are experts at practising all three of these powerfully positive, balancing and healing emotions.

**Second Universal Law:**

*We all have our very own hierarchical set of values (priorities in life) which we act out on.*

Indeed every human being has his or her very own unique hierarchical set of values that determines how they act out in real life. They are neither right nor wrong (unless by law), but somehow we all seem to expect others to act according to our highest values. When we do this, we are effectively creating unrealistic expectations, and when they are again not met, we can easily end up resentful and bitter towards the other person. Again, we choose to see only our way of doing it! The result is a perceived emotional imbalance. If not addressed in the short term, this everyday life challenge can become a toxic life constraint. It then manifests as a physical symptom called a state of dis/ease. In this case, it’s labelled cancer.

It’s crucial to understand that emotional life balance fuels wellness and ease, whereas life imbalance fuels illness and dis/ease. Cell generation returns to normal faster when the body, mind and spirit are brought back into balance. Cracking the cancer code is all about restoring emotional life balance, in particular, resolving to dissolve any form of long-term resentment – an incredibly potent, insidious and toxic emotion.

Thankfully, there are two very powerful antitoxins or antidotes that can help one restore life balance when one encounters high levels of resentment – often due to feeling slighted, namely:

- Forgiveness
- Acceptance
Both of these positive emotions help to dissolve resentment. Leverage them for your own good! Acceptance means understanding that neither person is right or wrong – they are just acting from their own chosen highest values.

Forgiveness, on the other hand, is often something we believe we do for others. How wrong we are! Forgiveness is something we do for ourselves – to restore life balance and create our own life of ease! It’s pointless to hold onto long-term resentments as it’s a one-way road to self-sabotage and often self-destruction – a road called dis/ease. And remember:

*Forgiving, without forgetting, is an exercise in futility.*

**Important Insights and Information**

- While modern medicine has done genius work with symptomatic treatment programmes and early detection of cancer, little to no progress has been made on the cause. Most oncologists openly admit they do not know what causes cancer. This is because their search has been restricted to the physical and chemical realms of ‘disease’, and that is the primary reason that they have failed to crack the cancer code. Modern medicine can knock out a cancerous tumour, but in reality, chemotherapy and radiation are symptomatic treatments. They do not address the cause.

- It’s important to note that Cancer Champions who conquer through such treatments also go through periods of introspection. They make radical tactical shifts in their outlook to life – their life design. They make life-design changes consciously or subconsciously because cancer has a strategy – that of sending out a message to restore emotional balance in life. This involves acceptance that the cure or answer to cancer does not lie in the physical or the chemical realms of disease, but in the emotional realm.

- We have highlighted the BIG SIX healers, namely, Unconditional Love; Gratitude; Joy; Happiness; Acceptance; and Forgiveness. These are the positive emotions that work for you in that they create a life of ease.

- What’s more, it’s important to take note of the BIG SIX disrupters or negative emotions of dis/ease. If only more people knew this! Each and every one of the BIG SIX, if held long term, leads to the creation of a state of imbalance and is then labelled as a state of dis/ease.
Take a look at a few corresponding examples that may surprise you somewhat:

RESENTMENT: ‘It eats one up’ and leads to cancer

CRITICISM: ‘It clogs one up’ and leads to arthritis, rheumatism, fibromyalgia

FEAR: ‘It stops the flow’ and leads to body pains, including back pain, migraine

GUILT: ‘It closes you down’ and leads to motor neuron dis/ease

FUTILITY: ‘It blocks you’ and leads to depression, addictions

HATE: ‘It stops you in your tracks’ and leads to heart attack

• At The Game Plan we have developed potent transmutative methods to bring negative emotions back into balance, and render them harmless. If you would like to find out more, please contact us at:

   info@thegameplan.co.za

<table>
<thead>
<tr>
<th>The dictionary definition of TRANSMUTE</th>
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<tr>
<td>To completely change the form, appearance, or nature of.</td>
</tr>
<tr>
<td>To change or alter in form, appearance, or nature and especially to a higher form.</td>
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Table Leg Three: SUPPORT – The Power of the Human Collective

This is the third important leg of the Champion’s Table of Life and Health. Lance Armstrong had tons of it, but many cancer sufferers don’t get the support they need to conquer. Lack of support can make conquering cancer even more frightening and sometimes near impossible.

Human greatness demands the power of the human collective – a collaboration of power. The great champions of Everest never do it alone. It’s the same with Cancer Champions. They leverage the power of the human collective, comprising many sources of inner and outer support circles in their faith, family, friends, doctors, professionals and carefully selected coaches, mentors or gurus. It’s a Sherpa-like approach, which works well on Everest; conquering is made far easier with specialist ‘guru’ knowledge, backed up by the right support to take on the ‘bounce back’ challenge that is cancer.
At The Game Plan we provide consultation, support and mentorship programmes to help those who want to conquer cancer and bounce back to do life better, but always remember:

*The Number One Doctor will always be YOU.*
*You are the first domino!*

**Important Insights and Information**

- With every great champion we encounter we see very high levels of unwavering faith, confidence and belief. But most people have limited understanding about how faith plays out in real life. The great champions know that it is a two-way street. It all starts with them! They put in the hard work.
- The great champions, therefore, firstly have great faith in their own abilities to deliver and, thereafter, comes the great faith they have in the Universe to deliver – to back them to do what is right in their lives, to fulfill their purpose in life. Faith in God! Nothing is impossible with Faith, Confidence and Belief.

**Table Leg Four: GAME PLAN – The Power of Human Focus**

_A Game Plan – made of the right stuff – is a set of strategies and tactics that one must implement to achieve a desired outcome in life and, of equal importance, a set of strategies and tactics that one must avoid to achieve that desired outcome in life._

This is the final transformative leg of the table that needs to be firmly in place to achieve one’s objective of returning to a life of ease, rather than dis/ease.

If one examines the Game Plans of the great champions, one will find three common denominators. A life forged full of the three Ps:

- **Purpose**: a life filled with authenticity and identity
- **Priority**: a life filled with focus and simplicity
- **Productivity**: a life filled with balance and synchronicity
Let’s expand on these powerful common denominators and highlight their relevance and importance in helping to unplug and conquer cancer. If cancer has a defined higher level strategy, its message would be threefold:

To live life with more purpose (authenticity), more priority (focus and simplicity) and more productivity (balance and synchronicity).

Bill Gates certainly had it spot on from early in his life:

The most important thing, which I learnt early in my life, is to focus my energy on what is important in life.

— Bill Gates

Focus demands a clear knowledge of what one’s priorities are in life. Let’s call what drives Bill Gates as purpose-driven priority. What he is saying is that if one is not clear on one’s priorities in life, thereby knowing what comprises the right stuff, then one is risking spending far too much energy on the the wrong stuff.

So, a Game Plan made of the right stuff is a great place to start, and certainly the key to a life filled with happiness, health and prosperity. Focus means being able to say no to the wrong stuff, as much as it is being able to say yes to the right stuff! If one unwittingly or habitually allows one’s Game Plan to fill up with the wrong stuff, such as the powerfully toxic negative emotion called resentment, then life can certainly turn nasty and become one filled with dis/ease, rather than one filled with ease.

Let’s take Steve Jobs, who transformed the world as a case in point. Sadly, the world lost an icon when he paid the ultimate price at age 56, due to pancreatic cancer. Steve Jobs died a very bitter and resentful man on the inside. He had failed to transform his own life, when he failed to address the imbalances in his life. A lesson for all, as even the greatest, sometimes, get it wrong.

Lance Armstrong coined the word HOPE in his four-legged model, but hope is a word that implies outsourcing of life’s key decisions. In reality, Lance Armstrong did not do that! He engineered a very high-level Game Plan to conquer cancer and went on to conquer the Tour de France and the Pyrenees seven times. He had it all. Purpose, priority and productivity. A focused high-level Game Plan to conquer with little left to hope.
The trick for those facing up to cancer is to create a new Game Plan made of the right stuff, which demands the removal of all of life’s current constraints – the ones that triggered the cancer message. Cancer is merely a life constraint, created by focusing on the wrong stuff.

It’s important to note that the great champions of life all relish the daily challenges of life, which work for them, but they never fail to resolve and dissolve any of life’s constraints that work against them! They know the difference. They create and maintain life balance. It’s a choice of which road one decides to take in life, as depicted below. One can choose to either be on the road of imbalance (dis/ease), or the road of balance (ease). One simply cannot be on both roads simultaneously. It’s a conscious choice to keep life purposeful, prioritised and productive – hence balanced.

_“Stood alone on a mountain top, starin’ out at the Great Divide. I could go east, I could go west, it was all up to me to decide.”_  
— Bob Seger
Knowing yourself is the beginning of all wisdom.

– Aristotle

Important Insights and Information

• With the four-legged Champion’s Table of Life and Health firmly in place and balanced on all four legs, the body (the table top) will begin its own healing process on the road back to ease. And it’s remarkable how fast that can actually happen. You are the table top, and life works magnificently when all four legs are aligned and balanced.

• At The Game Plan, we believe that winning is not something that one is given in life, winning is something one must take in life and that calls for purpose, priority and productivity. It’s what all the great champions have inside their Game Plans.

• At The Game Plan, we have developed a powerful and game-changing methodology to help those who want to ensure that their Game Plans going forward are made of the right stuff. Derived from the great champions of life, it’s called The 59-minute Game Plan, and that’s literally the time it takes to lift one’s Game Plan for life. If you would like to find out more about our proven methodologies, please contact us at:

  info@thegameplan.co.za
THE GAME PLAN
In this section we explore some of the most frequently asked and relevant questions concerning the dis/ease labelled cancer. By asking the right questions, we are able to dispel many of the myths and misinformation about cancer, so that you can unplug cancer far quicker – by focusing on the cause of cancer and not the symptoms of the dis/ease. This means hearing, understanding and resolving to address:

**the cancer message**

1. **Why is there a perceived lack of progress in finding a cure for cancer?**

The phenomenal advances in modern medicine can only be described as pure genius with people living far longer lives. But sadly, these advances have remained largely within the symptomatic and preventative realms. No cancer cure has been forthcoming from the conventional medical fraternity. Why?

At The Game Plan we believe the major challenge lies within conventional medical training, which has long played down the role of the mind–body connection. An exception has been in the field of psychoneuroimmunology, but physicians have focused on the physical and chemical realms of disease, while psychologists tap into the emotional realm. (Psychiatrists work on the mind, but predominantly treat dis/ease as a chemically induced imbalance, hence in the chemical realm.) Well, we believe that nearly every state of dis/ease has an emotional component, wherein an imbalance has been unwittingly or habitually created, and if one is only looking in the physical and chemical realms – well then, some questions will go unanswered.

No cures will be forthcoming until one comprehends the role that long-term negative emotions can play in creating dis/ease. Recent trends in America towards the power of the human collective are only now being leveraged more widely by open-minded physical practitioners and physicians. This new movement towards collaboration will result in new breakthroughs, which underpin The Game Plan Method. We believe that ‘Cracking the Cancer Code’ demands a radical tactical shift (RTS), hence a paradigm shift in thinking and action.
Symptomatic treatments like chemotherapy and radiation have their place to reverse cancer growth, but they are not the cure for cancer. Conquering cancer is about:

**restoring life balance**

This means restoring a life where negative emotional toxins, like long-term resentment, simply have no place in one's Game Plan for life.

2. What role does nutrition play in conquering cancer?

Lately it seems that everything we do and eat causes cancer – or cures it. Everyone in the cancer community has an opinion, and for most, it’s now difficult to sift the fact from the fiction. The key is to always remember that:

**too much or too little of anything – for too long – will create imbalance**

Yes, there are some super foods that act as powerful antioxidants and help to restore PH balance. And yes, there are some foods that do not agree with us, and trigger all types of physical symptoms. There can be zero doubt that nutrition is a critical factor in creating and maintaining optimal balance in all three of the realms of health: physical, chemical and emotional. The inbuilt genius of the human body is evident when one considers the multiple and direct ways it has of sending us a message when we create any form of imbalance in the chemical food-related realm. For example, indigestion, bloating, hangover, diarrhoea, allergic reaction, acidosis, right through to gout. However, cancer is *not* one of the messages triggered from the chemical realm. Cancer is *not* caused by what we take in through our mouths.

Cancer is triggered in the emotional realm, by what we take in through our minds; hence what we feed our minds. Cancer is a dis/ease that insidiously eats away at oneself from the inside, until one takes heed of the cancer message and restores balance in the emotional realm. Hence, all forms of long-term resentment must be dissolved. The role of nutrition in conquering cancer is a powerfully supportive one in helping our bodies to function optimally.
Note of caution

Believing that the cause of cancer lies in the chemical / nutritional realm, will only serve to keep one distracted from addressing the real cause. Cancer is triggered from the emotional realm, via doggedly holding onto long-term resentment. Resentment must be dissolved with equal measures of self-honesty and self-love. Do not play the blame game.

<table>
<thead>
<tr>
<th>The dictionary definition of RESENTMENT</th>
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<tr>
<td>Resentment is bitter indignation at having been treated unfairly. It has elements of blame and unforgiveness, as well as lack of empathy for the other party. Above all, it is part and parcel of a victim mentality – blaming life because it’s innately unfair and difficult. It creates an imbalance of emotions, by only being able to see one side of the balance of the life equation.</td>
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3. How important is the ‘place of first onset’ to conquering cancer?

It’s significant and vital. Cracking the cancer code is made far easier at Stage 1, because the cancer message is far clearer. If one can grasp the cancer message at Stage 1, it’s always far easier to restore life balance. The place of first onset, therefore, provides vital clues to cracking the cancer code; it highlights where the resentment is being created.

4. What causes, triggers and fuels breast cancer, and how does one conquer it?

The female breasts are designed to breastfeed: to nurture and nourish. But only for a limited period of time – the World Health Organization recommends exclusive breastfeeding for a period of six months). Often, caring and kind woman are inclined to continue ‘figuratively breastfeeding’ their children, and sometimes their husbands (or someone close to them), for very long periods of time. What they are effectively doing is creating a situation of life imbalance, thereby opening themselves to the onset of a state of a dis/ease, which can lead to breast cancer. How?
They neglect to nurture and nourish themselves, giving too much of themselves to their loved ones for far too long until one day little or no nourishment is left for themselves. The nourishment ‘well’ simply runs dry. Underlying it all, one will always find a high level of subconsciously driven resentment. Not believing (while striving for an ideal world) that they can actually resent their loved ones – the emotionally degenerative lifestyle continues unabated. Finally the breast cancer message triggers:

*telling one to restore life balance
to push the stop button – to stop ‘breastfeeding others’
to say NO! No more! and to begin nurturing,
nourishing and loving oneself more.*

If one fails to hear this cancer message and fails to address the long-term resentment that is behind the ongoing breastfeeding, the cancer is likely to metastasise. Restoring life balance in the family dynamics is the cancer cure in this scenario. Stop living other people’s lives for them. Live your own life with purpose, priority and productivity. Restore life balance! Restore feminine energy flow. Nourish and nurture yourself first – then only others. Take your true power back.

**Important Insights and Information**

- Kinder woman who are inherently givers in life – who like to give and give often – unwittingly and habitually expose themselves to higher risk, by creating imbalances in their lives. The risk of breast cancer is, therefore, significantly higher, as eventually the body will say no more – and there is no more to give! It’s vital to balance the ‘give and take’ in one’s life.

- Push the stop button. Stop unwittingly and habitually ‘figuratively breastfeeding others’. Even if you have a perceived secondary gain, it helps neither party in the relationship. For instance, children grow up dependent and juvenile, when nourished and nurtured for too long and into their developmental stages to adulthood.

- The subconscious resentment can also be intensified by perceiving individuals and the world as not validating your innate worth and the inherent value of being a kind, caring motherly figure in life.
5. What causes, triggers and fuels prostate cancer, and how does one conquer it?

The prostate is a male organ that is strongly associated with manhood and a sense of potency. In all cases of prostate cancer, the message will be the same – an imbalance has been created, and it's normally a long-term constraint within the family realm. One’s manhood has come under threat, and normally nothing is done about it.

A dominating person (someone with too much influence) is threatening one's manhood and life balance – hence driving up very high levels of resentment. It's often subconsciously driven, and the imbalanced scenario is often just smoothed over for long periods, due to love or marriage. A perceived feeling of redundancy can also add fuel to the resentment. It's usually a tricky family or too closely tied work situation. Often the family business interests or aspirations are linked. The resulting underlying resentment is the trigger and the fuel of prostate cancer, and it's often very difficult to restore life balance in this case, but there is always a way.

Let's explore and explain by an example. A very wise and smart man, Nelson Mandela, conquered prostate cancer by choosing to take clear, decisive action – by choosing to divorce his wife, Winnie Mandela – who was the primary domineering constraint in his personal and professional life. Nelson Mandela heeded the cancer message. He dissolved the resentment by separating, hence effectively removing the life constraint that had threatened to overwhelm and become too much in his personal and professional life.

Mandela restored life balance, by taking back his potency. Cancer had no further role to play in his life. He took decisive actions to reposition – with less influence and more balance – his ex-wife and his daughters. And he lived until the ripe old age of 95, having found unconditional love, gratitude, happiness and joy in his marriage to Graça Machel – his champion and companion for 15 years.

6. What is the difference between a life challenge and a life constraint?

In Question 5, we highlighted how Nelson Mandela conquered prostate cancer. He knew the difference between a life challenge and a life constraint. Life challenges are things that we face every day – they build us up and make us stronger and wiser. The great champions of life thrive on the challenges of life. Constraints are a totally
different ball game. They work against you, destroying life’s energy flow – if not addressed and dissolved. They break us down.

If one unwittingly or habitually allows life constraints to stay in play for too long, one simply exposes oneself to the onset of many states of dis/ease. One such risk is cancer. The solution is to remove/dissolve the constraint – in cancer’s case it’s long-term resentment – by taking decisive action to restore life balance. At worst, one must put buffers in place to counter the emotional negativity created by the constraint.

Do not allow life’s short-term challenges (daily stressors) to become life’s long-term constraints (toxins).

7. Does smoking cause cancer?

The answer is NO and no again! We have simply been programmed to believe that smoking causes throat or lung cancer. This has never been proven. In reality, cancer is only a dis/ease associated with smoking. This we will now explore and explain!

We are not saying that smoking is good for you, as it certainly compromises one’s health, but what we are saying is that smoking does not cause cancer. Let’s take a case in point. Eric Lawton, the American actor and Marlboro man, died at 72, after smoking from the age of 14. He, however, did not succumb to cancer. His death was due to respiratory failure and chronic obstructive pulmonary dis/ease (COPD), commonly called lung dis/ease.

As highlighted in Part Two, too much or too little creates imbalance and dis/ease. If one chooses to subject one’s body to too much of anything over a protracted period – like tobacco or alcohol – one significantly increases the risk of dis/eases such as COPD or cirrhosis of the liver. Smoking can, therefore, certainly destroy the lining of the lungs, but it is not the cancer trigger. Why do we say this? The association of smoking with cancer can be explained as follows:

• According to research, the number-one reason smokers choose to smoke is for stress relief. This means they probably have multiple stressors in their lives, often due to Game Plans crammed full of the wrong stuff. It’s fairly likely that one of the stressors that smokers have is high levels of long-term resentments. This point often goes unnoticed, as it is far easier to blame throat and lung cancer on the fact that the person smokes! This is a cancer myth and simply not true.

• Cancer only has an association with smoking. Smoking is not the cancer trigger, cause or fuel. Somewhere an imbalance has been created and the resulting long-
term resentment is the trigger to lung or throat cancers. With lung cancer it's closely linked to one's taking in of life, while throat cancer is closely linked to one's expressing of life. This is where to look for the fuel – the long-term resentment.

8. Is cancer hereditary? Is Angelina Jolie on the right track?

No. Cancer is NOT hereditary.

Angelina Jolie is unfortunately sending out the wrong message to the world. While we respect her right to her own views on life, we believe she is doing the world a major disservice by leveraging her celebrity status, to share and spread misinformation on cancer.

*Make bold choices and make mistakes – it’s all those things that add up to the person you become.*

— Angelina Jolie

Let's explain our view. Many years back, most family doctors would simply opt to remove tonsils when they became infected. Modern thinking is thankfully changing, and doctors are realising the value of every human body part and the role the human body part plays in maintaining optimal life. Why just cut and remove?

In Angelina Jolie’s case, she has opted to have what she terms preventative surgery – a prophylactic double mastectomy and a possible cervical procedure:

*to decrease the risk of breast and cervical cancer in future – as she has the same ‘faulty’ BRCA 1 gene that her mother had, and is assumed to predispose one to cancer.*

There is one thing wrong with this line of thinking, in that she is assuming cancer is hereditary. Too many assumptions. At The Game Plan, we believe she is wrong. In reality, she is fighting what can be termed parental conditioning patterns. Let's take a case in point. If a mother and father are obese, it often follows that their kids are also obese. They are conditioned to eat too much from a very early age. The obesity is not
due to faulty hereditary genes, but rather due to parental conditioning – to think, to perceive, to behave, to believe and to act – like their parents. It’s what they know and do best. There are no faulty genes that can take the blame.

Now, if parents have battled cancer, their thinking and way of life in creating imbalances are often conditioned and ingrained in their children from an early age. Therefore, there is a high probability that these thinking patterns are passed on, hence inherited by the children, through behavioural conditioning patterns. This is the high risk that Angelina Jolie has to face up to. If one’s parents harbour negative thinking patterns and long-term resentments, often the children will unwittingly and habitually do likewise.

Surgically removing human body parts gives one zero assurance that cancer will not trigger. The cancer message triggers, if, and only if, one holds onto long-term resentments, creating imbalance. It’s highly likely that Angelina Jolie’s mother, who died of cancer, harboured long-term resentments, and failed to create life balance in her own life.

*Children seldom listen to their parents,*  
*but they seldom fail to emulate them.*

9. **Why is using the words ‘cancer survivor’ self-sabotaging and why will it keep you in a cancer cycle?**

At The Game Plan we are certainly not fans of any type of labelling, especially the label cancer survivor. It carries a stigma and makes moving forward in life far more difficult, and fraught with the fear that the cancer will return. It promotes the word remission, which does not make any sense.

We much prefer and choose the words cancer champion. Cancer champions are, in fact, double champions, in that they first conquer the dis/ease, and then go on to vigorously champion their own new lives of health, happiness and prosperity. Once they can say the words ‘I GET IT’, there is no further need for the cancer message in their lives. They create and maintain life balance, and cancer simply has no further role to play in their lives.
It’s important to realise that once a dis/ease has been labelled and becomes part of your self-image, it’s difficult to reverse it – so it’s always unwise to use the term cancer survivor.

10. What role does the Autonomic Nervous System (ANS) play in dis/ease?

As mentioned, we live in the most technologically advanced society that mankind has ever known, yet we often remain in ignorance of some of the most powerful universal laws of life and health that govern our lives. At the heart of it lies our Autonomic Nervous System (ANS), which governs many mind–body functions within our daily lives.

In reality, few of the really important things in life are really within our full conscious control. Think about it: Do we consciously control our breathing, our digestion, our blood flow, our heartbeat, our motor neurons, our cell regeneration? No, we do not, or we would be too scared to sleep at night, in case we stopped breathing. In fact, these are vital functions controlled by our ANS, which thankfully operates 24/7.

Our ANS wants nothing more than to just do its job right – maintaining our overall vitality and wellness in life. But as emotional human beings, we often unwittingly or habitually subject it to life’s stressors. For instance, when we place ourselves in an embarrassing situation, within seconds, the ANS sends a massive flow of blood to our face – which is called blushing – and it’s mostly not within our conscious control. Now, this is merely a harmless play out, but the ANS has sent out a clear message – to restore balance, as one has created an emotionally imbalanced short-term scenario.

Now, let’s take it one step further with a far more serious scenario, that being cancer. The ANS is trying its level best to protect us and inform us that in this case a long-term imbalance has come into play. The ANS is, therefore, our ally, and wants nothing more than to continue to do its job optimally. It’s now our job to hear the cancer message and restore life balance. Once this is achieved, the ANS will return to functioning optimally – cell generation will return to normal. Cancer will dissolve itself, as the message is no longer required. The ANS is our internal compass, constantly guiding us back to life balance.
11. What is a tumour?

A cancerous tumour is a false growth that is created, fed and fuelled by holding onto long-term resentment. The resulting life imbalance triggers the false growth. Luckily the genius of modern medicine has advanced to a stage were most tumours can be targeted and destroyed with chemotherapy, radiation or surgical procedures. But, knocking out the tumour will not take care of the cancer message.

To prevent further growth, one has to heed the cancer message and restore life balance, so that bodily function can return to normal. This demands life design changes, where the negative emotional fuel – namely long-term resentment – is dissolved. Then cell generation can return to normal with no more false growths.

12. Why and how does cancer ‘suddenly’ trigger?

The truth is that cancer does not ‘suddenly’ trigger. It’s a far longer process where a tipping point has been reached and breached, but gives the effect that it happens suddenly. It can be likened to the fuel gauge in one’s car, when one chooses to run it close to empty and suddenly the fuel warning light flashes. Most modern cars even make it clearer by flashing the words: ‘Please Refuel Now’. Well, in life it is the same. The cancer message flashes: ‘Please Restore Life Balance Now’. The ongoing long-term held resentment finally triggers the cancer message.

13. Is cancer a terminal dis/ease?

The answer to this question is what you believe it to be. We believe, and have highlighted in this booklet, that conquering cancer is a conscious choice. At The Game Plan, we view the word terminal in a completely different light; as in a terminal at Heathrow Airport, it is where new journeys begin.

Despite what the statistics say, we believe and know that cancer is an opportunity to start a new journey in life. All one needs to do is heed the cancer message and restore life balance. Become a Cancer Champion. Move back to a life of ease rather than a life of dis/ease. It’s a choice.
14. Finally, what other opinion can you share with cancer patients?

If you have read this booklet and can now say the words: ‘I GET IT’, then the road back to a life of ease will happen. Conquering cancer is a choice. We hope we have been able to banish many of the myths and misinformation about the dis/ease labelled cancer, so you can embrace a new way of thinking, with an open mind and clear path to a life of ease. It’s a choice that each and every one of us must make in our own lives. Living a life of purpose, priority and productivity is a fine place to start. And you are the first domino.

Key to conquering cancer is the realisation that the most powerful anti-cancer drug is called LIFE BALANCE.

You are not here to merely make a living. You are here to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.

— Woodrow Wilson
PART 3

A Cancer Champion tells her Story
One of the primary objectives of www.cancerchampions.co is to share the success stories of those who have conquered cancer. We have included the story below to show that nothing is impossible, and to inspire others to conquer cancer and never give up!

First, the cold hard facts:

**Diagnosis** – *Stage-4 breast cancer metastasised into Stage 4 lymph cancer, Stage 4 bone cancer*

**Cancer count** – 840

**Treatment** – *None suggested. Cancer was too far into the late stages. Body was covered with approximately 87 per cent of cancer. Treatment was not advisable.*

**My Story**

I will never forget the night I lay in the bath gazing at my legs. They were covered in bruises. I counted 42 bruises. They weren’t there the week before; I know that for sure, because I had shaved. Were they there yesterday? I don’t know. I couldn’t fathom how I had got them. Then a dreaded sinking feeling settled in my stomach... this was not good, I knew it, I could feel it.

I got out of the bath and tried my best to act as normal as possible around my family. I didn’t say anything. What was the point of raising alarm? It might be nothing. The next morning I went to the laboratory for a blood test. I still hadn’t told anyone. I must say, I did feel quite positive when I walked out of the lab. I kind of had a sense that I had overreacted, and in time would remember bumping myself to have got the bruises.

I will never forget the next morning. It was 22 June and we were having a busy day at work. The phone call came through... my blood tests showed up positive for leukaemia. I was devastated. I immediately got the tests faxed to my doctor, who insisted I come in pronto.

The funniest thing was that it almost didn’t seem real. Me of all people to get cancer... not possible. I had overcome so much in the past five years, there was no way the universe could dish out this to me... I was convinced the lab had made a mistake.

My doctor ran some more tests. He was very concerned about my low blood results, my haemoglobin was too low, but my platelets were even lower and dropping fast.
My body was not making platelets, but he was convinced it wasn’t cancer. He put me on a course of steroids for two weeks. He was convinced it would solve the problem. I, of course, was thrilled to hear that it wasn’t cancer... I think I was hoping so much that it wasn’t that I hung onto his words. It’s amazing how strong the mind can be: you can actually convince yourself that the diagnosis is wrong and play dumb to the fact that you are dying.

I was going downhill fast. My blood was getting worse and I was looking terrible. I had asked the doctor to have another look at my breast. A year prior to this I had had a lump in my left breast that grew rapidly. I had three mammograms and two syringe biopsies and all came back negative. My doctor put it down to a bad case of mastitis. The doctor was adamant that it had nothing to do with my breast.

One of the scariest things to face in the beginning of this journey was the fact that I didn’t have medical aid. So any treatment needed would have to be done in a government hospital. That thought alone was enough to give me nightmares. Our government hospitals are far from winning any awards, in fact, it’s kind of a toss-up... do I try do this myself or risk going to a government facility? I had no choice but to go to a government hospital. I was admitted into King Edward Hospital. The doctor who treated me was an angel sent from heaven, and I am forever indebted to her. She was amazing. I won’t go into describing the rest of the hospital... it was a good thing that I was semi-awake most of the time... it’s a part of this story that I try not to remember. I don’t think anyone should see or endure what I did in that hospital.

After a lot of tests, the results were in... Stage 4 breast cancer metastasised into Stage 4 lymph cancer and Stage 4 bone cancer... basically... there was no hope, I was on my death bed. They sent me home to be with my family. They managed to get me a bed at Albert Luthuli... but that was, of course, if I made it... I had 10 days to get through... with no medication... only cancer multiplying at a record rate, taking over my body.

In those 10 days I deteriorated drastically, my haemoglobin had dropped to 3.2, my platelets were 1. I didn’t have enough blood in my body. My heart rate was accelerated trying to pump little blood around as fast as possible to get oxygen to my organs. I had started with internal bleeding; I had no clotting agents in my blood. I was so weak that I could barely get up. Friends were coming in... leaving in tears... I think actually they were paying their last respects but didn’t tell me, of course... thank goodness!

From the time that I was admitted to King Edward, the town folk were amazing. My neighbour Michelle was like a guardian angel. She put a roster together for cooked meals, friends put rosters together for school lifts, and it was amazing. From July until November, friends, family and neighbours provided school and sports lifts for my children, food and meals daily for my family and even lifts to visit me in hospital. Not
once was I alone during visiting hours in hospital, they came with smiles and laughter and food. I am truly blessed.

During my time at home waiting to go to Albert Luthuli, I was introduced by a friend to Rob, who helped me tremendously on my survival path. In fact, I'm convinced and know that it's because of his Game Plan Method that I have recovered. Rob cut straight to the point and said he could help me conquer cancer... but only if I myself chose to conquer it! Of course, I jumped at the idea... well, I probably raised my arms, because jumping was a little too strenuous... I remember the day so well... the first day we met... I was determined not to look sick, I was so scared that he would take one look at me and walk away thinking I was a goner! But he didn't; instead he sat chatting with me. By the end of our first meeting he had given me a reality check and just 'one thing' to think about and work on... He told me I had to replace the word HOPE with a GAME PLAN, and he would share with me a tool kit to just do it!

A few days later, the beginning of August, I collapsed on the verge of going into cardiac arrest and having internal bleeding. This was the night before being admitted into Albert Luthuli... talk about God never being late... my word... He timed it perfectly, gave me just enough time to make it there! It was a terribly traumatic morning, my wonderful man and daughter tried relentlessly to lift me to get me in the car, but every time they lifted I passed out, my oxygen kept cutting out.

Eventually, my daughter's boyfriend came through and managed to carry me (his 6ft frame came in handy). That trip to the hospital was quite an experience. I slept the whole way, but didn't realise I was in the car. I thought I was in a meadow, with the sun warming my body. I was jolted back to reality when my daughter and my man were trying to get me out the car and into a wheelchair. My daughter raced me through that hospital to the ward... she was amazing, never fretted, kept her cool... I am sure she had a little cry behind the curtain though.

Once I was stabilised, the doctors came to talk to me. Basically, the cancer was too far gone. Chemotherapy was not an option because I had internal bleeding. The blood bank would not give me blood due to the fact that I was not going to make it. The doctors explained that I would slip into a coma in a few days and gradually my body would close down... I remember sitting up in bed, smoothing out the creases in the blanket while the doctors spoke.

I couldn't look at them. I didn't want to see the lack of hope in their eyes, and I could hear it in their voices. One doctor placed his hand on my shoulder, “I'm sorry”. And they all walked away. I watched them leave. I couldn't take my eyes off their backs, those white coats, they were walking away, and I couldn't do anything. The nurse standing at the door came over and hugged me. They all knew. The doctors had told
them before they told me. That really pissed me off. It was my life, and they felt the need to discuss it with someone else first. Then I got really angry! I asked the nurse to help me into the wheelchair. I needed to find those doctors and confront them. I found one of the doctors in the men's ward. The nurse pushed me up to him and I shouted... “Excuse me, Doctor,” he turned around and then I let rip. “Did you wake up this morning with a personal note from God saying that I will die this week? How dare you tell me I’m dying, I know THAT! Why aren’t you giving me medicine? Am I still breathing... because it feels like breathing to me, and until the day I stop breathing, you give me medicine.”

The doctor was not impressed and asked me to leave... which I did. About 20 minutes later he came to my bed and agreed to give me chemo. He didn't think it would work; didn't even know if my body could handle it; I might not be around to see the next day. The blood bank still refused to give me blood. The doctors wanted to do another breast biopsy... I mean why not...? I’m probably not going to make it, so let’s go out with a bang.

My neighbour Michelle was amazing with her support. When she heard about the blood bank, she sent out messages to everyone. How she managed to organise it, I don’t know, but people from my town, their families, and friends from all over were donating blood for me. It was amazing. That made me realise how much I am loved.

The same day that the doctors agreed to give me chemo, they moved me to a single room... actually it's the room behind the nurses' station... the one that you don't usually come out of! That night they hooked me up and gave me chemo. My family came to see me that night. There was an unspoken uneasiness, not knowing what would be in store for the next morning. I made sure I had a smile on my face. When everyone left, only then did I cry. I didn’t sleep that night. My mother, bless her, had her shoes and clothes laid out ready, in case the dreaded call came.

The next morning... I was still breathing. In fact, I felt pretty good. My platelets had increased to 80... Wow... this was amazing for me. The docs said I would probably be in hospital for at least a year and have about 18 sessions of chemo... so I decided to use my time effectively and focus on the Game Plan Rob had shared with me. The key point was BALANCE; I had to start working on myself, my self-value. I had to restore balance in my life.

Rob would visit me in the hospital and spend about two hours with me, going over my Game Plan to conquer cancer. I remember feeling exhausted afterwards, my energy levels were so low. But I found that the more I worked according to the plan Rob had helped me with, the more I was prompted to sort out the negative emotional constraints that I had crammed my life full of, and the quicker I seemed to be getting
better. Positivity (Hope) only comes when one has a Game Plan to conquer, and I felt I was now on the right path.

Basically Rob was able to show me the areas of my life that I had hidden and covered up, not wanting to face. Rob shared with me the cause and the trigger of my cancer. I learnt stuff that I just did not know before. I learnt how I had unwittingly crammed my life with the wrong stuff, thus creating imbalances. I learnt that cancer was merely the messenger. I had to sort out a long, long list of resentments. I learnt how to love myself again. I was so eager to get better and get back home that I worked on myself relentlessly. It's not easy though. Remember, it took a long time for my body to get into this bad state; it was going to take hard work to reverse it. Many times I went off track and Rob would guide me back in the right direction... I called him ‘my guru’ – my life coach. The healing had begun.

On 31 August, the doctor said I could go home for a weekend, which became a week; I was doing so well, I had two sessions of chemo. I was so nervous when I got home, I actually fretted a bit, what if my bloods drop, what if I get an infection, and then Rob arrived... I had no time to fret; he gave me another step to work on in my Game Plan. Rob was also teaching me to recognise areas in my life that were blocking my potential. I used Rob's Game Plan Method, my faith in God... which, believe you me, when you are in a room on your own 20 hours a day, you need someone to talk to... I argued a lot with God in the beginning, and then we became best friends. He comforted me in the early hours of the morning, in the deep of the night when no one was around. I learnt to hand my fears over to Him... if you don't know God, I suggest you get to know Him... He is awesome, and medicine, family and friend support and a never-give-up resolve to overcome this dread disease.

From September to 24 October, I was at home more and more often. I went in weekly for blood transfusions and every three weeks for chemo. It was an amazing accomplishment when I got to the stage that I could receive chemo in the clinic, instead of having to be booked into hospital. The last time I stayed in hospital was 24 October. I remember lying in bed, thinking... I am so tired of my blood going up and down and having to come in and out of hospital. I was at my end with needle pricks; in fact, I remember one nurse asking me why I always sit on one hand while they are shoving yet another needle in my arm. I just smiled as she wouldn't have liked my response. I used to sit on my free hand to stop myself from slapping the nurse, not out of anger but out of sheer pain; when your veins have collapsed and the nurse pokes you five times just to get an IV up and then another three times to try to get blood, it's no joke! I still possess the dark scars on my arms from the multitude of needle pricks. When I walked out of hospital that day, I never wanted to return. So far, I never have, praise God; I hope I never have to.
This has not been an easy path. It was damn hard to live; it was hard to change; it was hard to practise the new stuff that Rob was teaching me, and I’m sure he must have been very frustrated at times. There are times when I lose focus and my body reacts, I pick up the phone and Rob puts my focus back on track, thus bringing my life back into balance.

I think it’s important to have a mentor in life, someone who can keep you focused and nudge you into gear when it’s needed. Rob always said, “YOU have got to want to live.” I think that’s the first big question you need to ask yourself; how far are you are willing to go, to conquer. I was not prepared to give up, I want to live, I want to live a good life, and I want to live a good life for a very long time!
PART 4

A Final Word of Inspiration
– Putting The Game Plan Method to work
If you can fill the unforgiving minute,  
with 60 seconds of distance ran,  
yours is the earth and everything that’s in it.  
– RUDYARD KIPLING

So what now? You’ve read this booklet. You get it! You’re ready to move back to a life of ease, rather than a life of dis/ease. How do you tap into The Game Plan Method in the most powerful way?

Let’s revisit the heart of the book and look at ways you can begin the journey back to ease.

What is the one thing that is most important and vital, if healing is to happen?

Undoubtedly, unquestionably, it’s you. Wellness is an inside job! Each one of us is directly responsible for our own growth and for the personal reality we create.

You are the first domino in the journey back to life balance and wellness. Put yourself together and the world falls into place. You need to forget about fighting cancer. It simply does not work. You need to view cancer just like Everest. You need to conquer it! No one ever bullies Everest. To conquer cancer, one must work with the mountain and never against it!

This requires an understanding that cancer is merely the messenger. It’s your body trying its level best to protect you and tell you that a current imbalance is in play.

In this booklet, we have clearly outlined that this imbalance – the cause, trigger and fuel of cancer – lies in the emotional realm – one is currently living with either conscious or subconscious long-term resentments in life. The fuel supply must be cut off!

We have shown you ways to do just this by leveraging The Game Plan Method, by living a life with more purpose, more priority and more productivity. More life balance. And it’s now up to you to make the choice and take corrective action.

It’s always far easier with strong support – it’s the power and the beauty of the human collective in action. If you require help and support, we can be contacted at:

info@thegameplan.co.za
And always remember that all happiness, health and prosperity starts within you. You know what to do. You know how to do it. Your next step is right before you. You’re the first domino.

*In delay there lies no plenty.*

– William Shakespeare
PART 5

Our Contact Details

– Looking for further help and support to conquer cancer?
P aolo Coelho once said that the secret to life is to fall down seven times and get up eight times. Well, at The Game Plan we are certainly not fans of this type of school of hard knocks thinking. It is energy, time and life wasting. It's far easier to observe, learn and do as the great champions of life do and conquer. We believe the secret to life is:

*to stand on the shoulders of the great champions and reach for your own dreams.*

It's always far easier to conquer when you leverage the power of the human collective. We trust that in this booklet you have found the inspiration, knowledge and courage to do this – to conquer cancer. Yes, it most certainly can be done! Do not let anyone tell you differently.

It's your choice to just do it.

You are worthy of love, happiness and fulfilment, and you deserve it most.

Please do not use any of the ideas in this booklet to judge yourself, beat yourself up or make yourself feel bad or wrong, as this book is merely about elevating human awareness. It's part and parcel of the journey of life. The concepts in this booklet are designed to complement professional medical care and speed up your recovery process – back to a life of ease. Please do not use them in place of professional medical care.

*From the day we arrive on the planet And blinking, step into the sun There’s more to be seen than can ever be seen More to do than can ever be done
Some say eat or be eaten Some say live and let live But all are agreed as they join the stampede You should never take more than you give*
In the circle of life
It’s the wheel of fortune
It’s the leap of faith
It’s the band of hope
Till we find our place
On the path unwinding
In the circle, the circle of life

Some of us fall by the wayside
And some of us soar to the stars
And some of us sail through our troubles
And some have to live with the scars

There’s far too much to take in here
More to find than can ever be found
But the sun rolling high through the sapphire sky
Keeps great and small on the endless round

— Lyrics from ‘Circle of Life’ by Tim Rice

If you require further help and support to conquer cancer, please do not hesitate to contact us. We would love to be able to ‘Sherpa’ you back to a life of ease, rather than leave you in the current one of dis/ease.

Consultations, face-to-face or via Skype, can be booked at:
info@thegameplan.co.za

We appreciate all relevant feedback; send your thoughts and your stories at:
robopie@thegameplan.co.za

Our websites for more inspiration are:
www.thegameplan.co.za & www.cancerchampions.co

I came. I saw. I conquered.

— Julius Caesar