

# *The Power of* **AFFIRMATIONS**



*"This Manifesto reveals exactly what affirmations are, why they work and how to create powerful affirmations for your life in the right way so that your brain adopts them as real and true. Through step-by-step exercises and real-life examples, you'll discover how easily your life will transform to the life you deeply want and deserve. "*



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# The Power of Affirmations

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# The Power of Affirmations

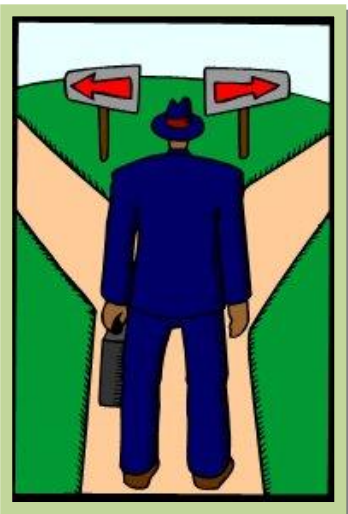
## *What Are Affirmations?*

### Chapter 1: What Are Affirmations?

An affirmation is a clear, definitive statement declaring that something is so. It refers primarily to the practice of positive thinking - fostering "a positive mental attitude supported by affirmations" will help you achieve success in anything. It is a way of declaring and "making firm" a belief you have and a vision you hold.

More specifically an affirmation is a carefully formatted statement that should be written down and repeated to yourself frequently with the associated emotion -- as if it were actually true and real already. For an affirmation to be effective, it needs to be present tense, positive, personal and specific.

### Why should we create affirmations?



That's like asking, "Why should we decide our destination before we begin a journey?" There is nothing wrong with wandering along a path and enjoying the moment; however, in order to reach an intended destination, you first have to KNOW your intended destination. An affirmation solidifies your idea of where you want to go or how you want to change. It AFFIRMS it -- whether you want to evolve your intellect, to achieve a goal, to overcome an obstacle or to grow as a human race.

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## What Are Affirmations?

Positive Affirmation is the key to all advancement and all achievement, without exception.

The most powerful and successful affirmations are the ones we design around our goals in the areas of our life that are most important to us. Business/Career, Financial, Physical & Mental Health, Relationships, Spiritual, or whatever other area of your life doesn't match what you KNOW it COULD be.

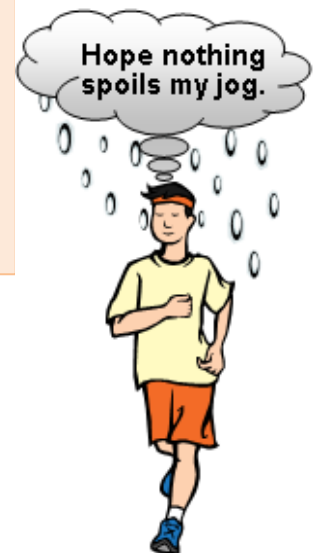
### You are ALREADY doing affirmations!

We may not always be aware of it, but we all create and repeat affirmations constantly. The problem is that we typically don't pay attention to exactly what those affirmations are saying!

Often we go through the day giving ourselves all sorts of confusing, contradictory, or even downright negative messages. We might project confidence to the world around us while our "inner dialogue" says things like:

*I hope this works....I am so nervous about this, I hope I don't blow it....Geez, there I go again, I knew that wasn't going to work....This is really hard....I have no idea what to do....What a lousy day I am having...*

Affirmations are self-fulfilling prophecies. If we say, "I am confident I can do this," then you are likely to do whatever it is you set your mind on. Same goes for a negative affirmation, by saying to



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yourself “This will never work out,” then it is likely that it will not work out. Not only are affirmations an **expression** of beliefs; they also **create** beliefs as well. Contrary to a simple state of an already existing belief, the affirmation comes first and changes the neural pathways in your brain over time. It **produces** that new belief. Even though most affirmations are not true when we start, the act of repetition with emotions in the right brainwave frequency causes a “lie” to become a reality when done correctly. Remember, whatever we were told as children for the most part we believed. It may have been a lie, yet we believed it because it was told to us.

You know the expression “Mighty oaks from little acorns grow”? It’s true of mighty dreams as well. Whether or not we realize it, everything we do and every event that unfolds in our lives begins first as a mental image – a picture in our mind that represents a belief, a hope or a dream. That image is the seed from which our actual experience grows. All an acorn seed needs to grow into a tree is to be planted in fertile soil. Then two things happen. First, the seed begins to stir and change. And second, water and other nutrients start flowing toward the seed. Your subconscious mind is the most fertile soil there is! And whatever you are experiencing, right now, is a direct result of images that you or others planted in your subconscious brain in the past. Your mind is taking pictures, every moment, of everything that happens around you and your thoughts and feelings about it. Some pictures become embedded in your subconscious and are



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encouraged to take root and flourish. Positive or negative, they slowly become a belief – a part of how you think—not just in that moment, but in every moment of the day. Then the belief becomes your reality.

### The truth can be made up if you know how.

There are two ways that a mental image can impregnate the subconscious mind to the point that it takes root as a new belief: **impact** and **repetition**. The impact is the vividness of detail and the emotional charge attached to the image. Repetition is how often this image is reinforced. Affirmations invoke vivid and emotionally-charged mental images that are reinforced through repetition -- making them one of the most effective tools for creating new beliefs and life changes that have ever existed.

Often, affirmations are statements of conditions that may not be literally true today; however, they give substance to what you envision as being true in the future. In fact, you might create an affirmation that expresses the opposite of a condition that exists at the moment. If you are struggling financially, you might create an affirmation that says, "Wealth comes to me effortlessly." If you have a pattern of being disorganized, an affirmation might declare, "I am confident and clear in my organization."

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Think of affirmations as the **core principles** of the life you are visualizing. If you think of your future as a great tent you are putting up, your affirmations are the tent stakes that tie it to the ground. They are a tried and true way to exchange the thoughts you don't want for the thoughts that you do. Many people today use "To Do Lists". Affirmations are your "To Be List". They are powerful reminders throughout the day that keep you on track towards your goals and dreams.





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## *Why Affirmations Work*

### Chapter 2: Why Affirmations Work

From the moment our brain begins to develop, we start to become more aware of ourselves and our environment. This is called learning. Our brain uses our senses to gather data about what is happening around us. Then it analyzes that data: Is this helpful or harmful? Is it pleasurable or painful? Do I want more of this or less of it?



How does this make me feel? These questions help the brain come up with an appropriate way for us to respond. Do we run away from it? Do we fight for it? This is the first step of learning and it happens every time your conscious mind experiences something new.

Consider how amazing that is: All of those calculations, going on every second about everything that moves through your awareness. And the most amazing part is that that's NOT the most amazing part. The most amazing part is the second step of learning. This happens after the data has been analyzed and your responses decided. That's when the conscious mind passes it on to the subconscious mind to be programmed into our system biologically. Our subconscious mind is like our own personal efficiency expert. It knows the conscious mind has SO MUCH to do that it tries to jump in where it can and handle the things that we repeatedly think or do automatically so that the conscious mind doesn't have to handle so much.



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Our subconscious mind observes what goes through the conscious mind and watches each decision being made. Then it "hard-wires" the whole thing into the subconscious brain so it is there waiting for us if we need to do it again. In fact, the

subconscious mind is like a hard-working, over-achiever. It not only monitors what's happening in the conscious mind, but if the data and analysis seems similar to something that has been done before, it offers the conscious mind 'help' in making the current decision. "Something similar happened before and you responded like this. It might be good to respond that way again." It has no real decision-making ability on its own. It simply trusts what the conscious mind has decided previously and accepts THAT as the perfect decision and response, so it tries to make it easier to make that decision in the future.

You can see examples of this in everything you do. Remember when you first learned to drive a car? Remember how it seemed like there were so many things that you had to do at the same



time? I'm not just talking about learning to use the gas and brake. There was so much new data coming in that took your complete and total attention. So many decisions and responses to make and it was all NEW so it had to be handled by the conscious mind. Am I driving straight and in the right lane? What's happening in the rear-view window? Are there any cars in my side windows? Am I under the speed limit? Do I have enough room to brake and not hit the

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car in front of me? Any traffic signs around? Do I need to shift gears? All of this new, ever-changing data streaming in through your senses and the conscious mind has to make decisions about all of it. I remember wondering, "How can anyone be aware of all of this at the same time?" But the whole time, the subconscious mind is watching and hard-wiring responses to take on those responsibilities. It's not that long before we not only are handling all of those decisions and actions, but we're doing it without much of the conscious mind's awareness.



How often have you found yourself at your destination without even being aware of having driven there? You were lost in thought, daydreaming about something else, listening to the music, or on your phone. All of those

decisions and responses are still going on, but on the hard-wired level. It seems so effortless to you that you look for other "new input" so you won't feel bored. That is how the conscious and subconscious minds work in concert.

But this is not unique to learning new skills. It is also how beliefs are born. The conscious mind makes a decision that something is true and the subconscious mind records it. Remember that the subconscious mind has no discretion. It just takes what the conscious mind repeatedly thinks and hard-wires it to make it easier to think that in the future. That thought has become a belief.

And that can lead to trouble.

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You see, our miraculous human bodies are so very clever that it has become a double-edged sword. The very system of hard-wiring facts, beliefs and habits into our brain... the way that we learn... the system that makes it possible for us to achieve and recall almost everything... is the very thing that can be our biggest roadblock.

Because what happens if what we have hard-wired into our brain is wrong? What if we have incomplete data and are missing crucial facts? What if those missing facts have caused us to misinterpret some of the data and form incorrect or self-sabotaging beliefs or habits? What happens is that we can become very, very efficient at being very wrong and self-sabotaging.



So how can we overcome these faulty facts and misguided beliefs? It's actually pretty easy. We USE the way our brain works... guiding it to work in line with what we want rather than in opposition. We use both our conscious and sub-conscious brain to hard-wire the facts and beliefs that will benefit us instead of those that don't. And that is where positive affirmations come in.

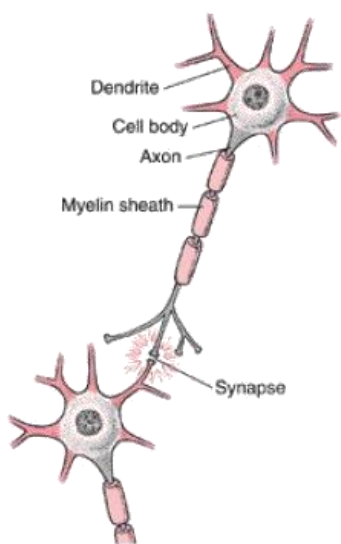
Positive affirmations form new facts and data for the subconscious brain to hard-wire. As the affirmations are repeated, these new facts become more and more established until they replace the old facts and become the new belief. When some people hear about positive affirmations or meditation, they immediately disregard them as a "Far East" idea or some "airy-fairy New Age" concept

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that has nothing to do with science. But that's actually one of those mistaken beliefs we were just talking about. These ideas are actually based on solid scientific facts, and deal with the science of your brain and neural biology.

### The science behind “Why Affirmations Work”



Affirmations practiced intentionally and regularly, reinforce a chemical and electrical pathway in the brain, making the connection between two neurons stronger, and therefore more likely to conduct the same message again.

Think of a dry piece of flat land. When it rains, the water has no place to go, until it cuts a path through the land. At first,

it's simply a small rivulet -- but as more water runs through it, it cuts a deeper and deeper indentation into the earth, and the deeper the indentation; the more water will ultimately run through it.

Affirmations work similarly. In neurology, this concept is summed up in the phrase, *Neurons that fire together, wire together*. What this means is:

- Neural synapses that are seldom or never used get efficiently eliminated by the brain's cleaning crews, made up of glial cells (Greek word, *glia* which stands for glue).
- Neurons that are routinely fired in a specific pattern will strengthen their bond, "wiring together" in a complex network

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that will be automatically set off whenever a trigger is presented in one's everyday life.

### The Neural Reconditioning Process™

The brain's ability to reorganize itself by forming new neural connections throughout life is called "**neuroplasticity**."

Neuroplasticity allows the neurons (nerve cells) in the brain to compensate for injury and disease and to adjust their activities in response to new situations or to changes in their environment.

For centuries everyone thought that, after puberty, the brain was fixed and unchanging. Recently however, it was discovered that the brain maintains an amazing capacity to adapt and change, even into old age. It turns out that an old dog really can learn new tricks! The astonishing discovery that the mature brain can change its own structure and function was not just a breakthrough in neuroscience but a doorway into a deeper understanding of our true nature. By using the power of our own brain, we now know that we can change who we are and how we respond to things on a cellular level.

### An example of neuroplasticity:

Years ago, NASA designed a fascinating experiment to test the physiological and psychological impact of spatial disorientation, the kind that astronauts might experience during extended time in a weightless environment. NASA outfitted a group of



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astronaut candidates with convex goggles that flipped everything in their field of vision 180 degrees, so that the world they saw was completely upside down. The test subjects wore these glasses twenty-four hours a day, even while asleep. Then the scientists sat back to observe what happened.

At first, the extreme stress and anxiety were obvious, as reflected in the astronauts' blood pressure and other vital signs. The astronauts gradually adapted to this new level of stress, but it still didn't dissipate altogether. After all, their entire world was upside down! But twenty-six days after the experiment began, something amazing happened to one astronaut: His world turned right side up again. The goggles hadn't changed, and he was still wearing them continuously. But now he was able to see everything around him as normal. Within the next several days, all the other astronauts followed suit.



What happened? After twenty-six to thirty days of this constant stream of strange new input, the men's brains had created enough new neural connections to completely rewire their brains, so that their visual and spatial perception worked at 180 degrees opposite from the way the brain normally works.

In repeated trials, the researchers also discovered that if the goggles were removed during this three-to-four week period, even for short times, the neural adaption would not occur. In other words, it took about twenty-five to thirty days of uninterrupted, consistent input of new perceptual (conscious) information for the

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subconscious brain to accept that it had to adjust to this new information and regard it as normal.

### What does this mean for us?

This scientific study indicates that it takes about thirty days of consistently applying neural reconditioning techniques for your subconscious brain to absorb a new orientation. And, our experience with thousands of clients over the past twenty years confirms this.



Let's take the analogy of running a marathon. Imagine you have decided you want to run a marathon. Whether or not you've ever actually run a marathon before, you probably have a pretty good idea of

what it takes to get in shape for something like this. It's not something you can just decide one day and do the next. And preparing for it is not something you can accomplish over a weekend. It takes time and consistency. It takes an applied methodical effort. You need to work out daily, breaking in your system bit by bit, toning and strengthening your muscles, training your lungs and heart, until gradually your entire system has become acclimated to the new demands you're asking of it. You see, your entire nervous system is set up to help you establish habits. After it understands that you want to perform an activity over and over

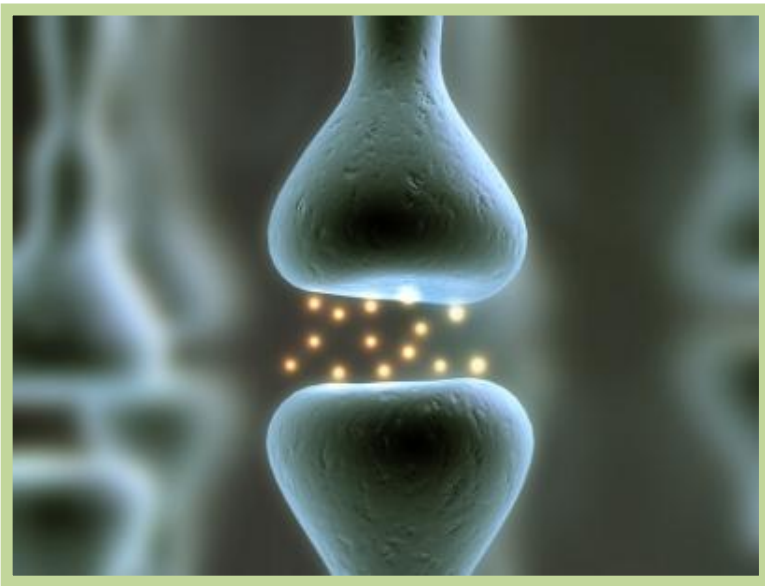


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again, it makes those corresponding neural pathways VERY efficient so that it becomes easier for you.

This is exactly what you're going to do with your brain. It is about reconditioning and toning the neural networks in your brain so that they establish new habits that match up with new beliefs.



Knowing how the brain works and using its strengths to your advantage is the difference between your successes happening naturally and organically, from the inside out, and struggling to make it happen from the outside in. Through a process we developed which we call “**neural reconditioning**, ” you can take those goals and dreams and turn them into neural patterns in your subconscious brain, as opposed to simply writing them down on your to-do list and then forgetting about them.

Just like training to run a marathon, this process will condition and tone your neural system to do what it takes to achieve your dreams. And just like training to run a marathon, this conditioning process is something that takes consistent, daily effort. It is not a huge task; in fact, it is almost ridiculously easy to do. It's just that most people don't do it. But you will--- and that will make a world of difference.

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### The 6 Steps of Neural Reconditioning:

1. Create a new, powerful, physical and mental vision. Make your goals emotionally rich and crystal clear.
2. Create powerful declarations and affirmations that support that new vision.
3. Use a portfolio of imprinting material, which may include written, auditory, visual, and subliminal pieces.
4. Maintain a daily routine of reconditioning techniques: For five to seven minutes, three times a day (on waking, midday, before bed) use photos, mental movies, self-guided imagery, real-life movies, and recorded and laminated affirmations.
5. Employ various forms of neurotechnology to reinforce these images throughout the day for anywhere between seven and 30 minutes per day.
6. Practice meditation daily.

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## *Creating Powerful Affirmations*

### Chapter 3: Creating Powerful Affirmations

Why so much focus on changing your brain to hard-wire the beliefs you choose? Because an important part of powerful and effective affirmations is that your everyday, moment-to-moment beliefs are in line with what you say you want to achieve. This step is critical.

Why?



Because if you try to visualize a new life for yourself while maintaining old beliefs that do not support that vision, you've got the classic case of mixed messages.

You may have heard it said that your words make up only 7 percent of the impact of your communication, while the rest is conveyed by your facial expression, tone of voice, and body language. This is a common urban myth of the personal development field, and in fact, it isn't true at all. It is based on a distortion of research findings by UCLA social psychologist, Albert Mehrabian, published in his book *Silent Messages* (1971). However, what those findings do reveal is fascinating and it has tremendous relevance here.

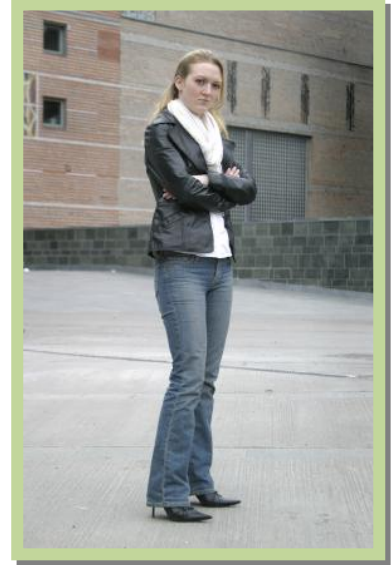
Under normal circumstances, our words carry far more weight than 7 percent. (If this statistic were true, it would hardly matter what we say!) However, Mehrabian was not studying ordinary circumstances; he was studying what happens when someone you know gives you mixed messages. If the words you are hearing are

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at odds with the person's gestures or tone of voice, which one do you believe?

For example, when a mother says "Come here, I love you," but her arms are folded and there is clearly anger or irritation in her voice, which message does the child receive? (Hint: it is not the words) When your words are not congruent with your actions, feelings, moods, beliefs, the nonverbal will win out every single time. This is exactly how it is with the conscious (verbal) and subconscious (nonverbal) brain: When your brain puts out a message (such as your written goals) and it is competing with a message your subconscious brain holds to be true (your beliefs, even if they are unstated), every time the un-conscious beliefs will win out.



For example, you may say, "I want to quadruple my business, from \$250,000 a year to a million dollar a year," but if your subconscious mind is still set on a quarter-million-dollar picture, then it is like saying "I love you," with your arms crossed and a scowl on your face. Again, whenever there is a conflict between conscious and subconscious, the subconscious will always win. *Always!* Because what is in your subconscious mind represents what is hard-wired in your brain. It is what you are thinking and believing, even when you aren't thinking.

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### Take a closer look at your underlying beliefs.

How do you know what your present beliefs are? This can be tricky, because our beliefs tend to be so much a part of us that we often aren't even aware of them. There is a wonderful ancient Hindu expression: "There are three mysteries in the world: the air to the bird, the water to the fish, and the man to himself." Fish aren't aware of water; it is what they swim in all the time, so they aren't aware at all. Same goes with birds; the air is their natural environment. And that's how our beliefs are. We are in them all the time, so much they are typically invisible to us.



So how do you know what you believe? The answer turns out to be incredibly simple. *Just look at your life.* What do you see? Whatever you find, there's evidence of your beliefs. Your current life—your

relationships, your health, your income, your lifestyle, where you live, where you work, where you play, what you do every day, all of it—is an accurate reading of the picture you've been holding in your subconscious brain.

If you are broke, then your belief is "I am broke" or "I don't know how to be wealthy: That's how and who I am." Or, "I don't deserve to have a lot of money." If you are stressed out, pressured, never have enough time, then welcome to your belief, "There is never enough time."

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If you feel like your life is okay overall, but there's never quite enough time to do what you really want to do and never quite enough money to do what you want to do, then guess what belief you are holding? "There is never quite enough." And, if you are thinking, "Well, no, not right now, but there will be, soon, eventually, someday"—then we have some bad news for you: No, there won't. To your subconscious, there is no past and future, only the present moment right now! And, your subconscious brain will keep you forever trapped in "someday" like a fly in amber.

The first step is to accept the fact you are in the driver's seat: *Your life is your creation*, and the principal tool you have used to create it is your beliefs. If you want to change things, decide what beliefs you want to have.



## How to Create Affirmations

There are four keys to writing effective affirmations. They must be:

1. Bold
2. Clear
3. Positive
4. Stated in the present tense.

We've explored the problem posed by the fact that people often articulate their goals in negative terms. In other words, rather than focusing on what they *want*, they focus on what they *don't want*.

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“I want to be in a fulfilling, lifelong relationship” and “I really don't want to end up sad and alone” might seem like two ways of saying the same thing. They're not. To your subconscious brain they are saying the opposite. Your subconscious doesn't know the difference between “I want” and “I don't want.” It just hears “lifelong, fulfilling relationship” or “sad and lonely.”

Your conscious brain puts things in logical, linear sequences. It has to; it can't focus on more than one or two things at a time. But your subconscious can focus on a million things at once. It doesn't need to think, “First this, then that, then eventually....” While your conscious brain might read a story from beginning to end, your subconscious brain just sucks up the entire story as one impression, like a big neurological slurp of Jell-O. You can see this with kids, especially young kids, who have had less time to develop sophisticated filters and defenses and often reveal the truth of their thought process far more innocently and openly than adults or older kids do. If you tell a child not to do something, what will he be drawn to? Exactly what you told him not to do!



Let's say you want your child to get through a meal without spilling his milk. If you say, “Honey, make sure you don't spill your milk,” have you decreased the chances that the milk is going to spill? No; in fact, chances are good you've actually *increased* them.



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The same is true for the things we say to ourselves—in fact it is hundreds of times more true. Why? Because you might tell your child not to spill his milk at most, what, once or twice a day? Maybe three times? But if you're giving yourself a similar warning—"Whatever you do, don't get nervous" or, "don't mess up", don't this, don't that—how often might you repeat this to yourself in a single day? Easily hundreds of times. The things we say to ourselves, we say over and over, dozens, hundreds, thousands, tens of thousands of times. The one person you have by far the most influence over is you—because nobody whispers in your ear even a tiny fraction of the amount that you do yourself.

Here is a real-life example of the power of affirmations.



### Case Study: John Assaraf

Growing up, John developed the belief that he was not very good at achieving worthwhile things in life. In his younger years he ran around with a crowd of kids who were up to no good, and seemed destined for a life of failure. When he first began creating goals and visions for his business, it was critical that he create new beliefs around his abilities as a businessperson—otherwise his existing beliefs would end up sabotaging every new goal he set for himself.

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John created a statement for himself that was in such stark contrast to what he had grown up believing, it still strongly resonates with him to this day:

*"I am a brilliant and savvy businessman."*

Mind you, when John first wrote this statement, he didn't believe it. Not one bit. And, there was a very good reason: *It wasn't true.* At least not yet. But John decided that he would like it to be true. That is who he wanted to become. And, the only way that it could come true would be if he created a new belief and entrained it into his brain. This is exactly what he did.

Over the years, John has added to his list and redesigned the statements he tells himself; it's a constantly changing, evolving thing. Here are the declarations and affirmations that John currently uses himself:

- I am a genius and I use my wisdom daily.
- I give myself permission to be powerful.
- I have absolute certainty in my ability to generate any amount of income I choose.
- Money is flowing to me from both expected and unexpected sources.
- I consistently attract all the right people to help me grow my business.
- I have all the talent, intelligence, and money I need to create this new masterpiece.
- I am always calm, succinct, happy, and outstanding when being interviewed or presenting a seminar or keynote.
- I am a master presenter and persuader on and off the platform. It is so much fun!

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Now if you examine these affirmations, you can probably figure out certain beliefs John used to have and wanted to change. For example, “I am always calm, succinct, happy...” Do you think he has always been a calm and happy person? One who expressed himself succinctly, with elegance and brevity? Far from it, in fact! Calm is definitely not a description John would have applied to



himself many years ago. Virtually all of these positive traits are qualities that, at one time, John did not recognize in himself, and that he worked to develop by designing those statements – using them to carve brand-new neural pathways in his subconscious brain.

Let's look at one of those statements:

*“I consistently attract all the right people to help me grow my business.”*

If you're like most of society, you know what it is like to feel, “If you want it done right, you have to do it yourself.” But that belief is just not true. We can't create large, successful businesses all by ourselves; none of us can. There was a time when John worried about whether he would find the right people to help him—and in fact, when he really held that belief, he could *not* find the right people to support him in his business. Ultimately, that belief did not serve John. This new one does. This new statement opens the door

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to a new belief, a new opportunity and a new life experience. It is that simple.

But don't get the idea that this is something that works only for John. Let's look at another real-life example of the power of affirmations.

### Case Study: Scott Taylor

After more than a decade in business, the design company Scott and his wife, Laurie, had started, **Taylor Made Marketing**, was stuck. They had grown into a full-service creative agency, doing Web design, press releases, search engine optimization, and sales consulting. But no matter how hard they worked, they weren't getting any closer to their goals.

Scott soon realized that the biggest factor stopping their growth was his own beliefs. He knew he was good at what he did, and that he could help his clients become wealthy—but he didn't believe that he could charge the fee commensurate with that level of success.

*"I was helping my clients become millionaires," says Scott, "and I could barely keep up with my own expenses."*

Scott immersed himself in the neural reconditioning process and began creatively bombarding his subconscious brain with visualizations and affirmations. One of his affirmations was geared toward the idea of participating more in the fruits of the successes he was creating for his clients.

# The Power of Affirmations

## Creating Powerful Affirmations

*"I am working with more partners and owning much more of the projects I work on."*

Scott began repeating this affirmation every morning as part of his neural reconditioning routine. Here's what Scott said: "After only two weeks, one of my clients approached me, and out of the blue, asked me to join him and take a third of his business!"

The client had loved the rollout Scott and Laurie had just done for them, and they figured giving him a share of the business would provide the incentive to keep providing them with work of that same quality.



But that wasn't the end of it. Two days later, as he was still reeling from that first offer, Scott got a call from another client. "I hope you don't think I am being odd," said his client, "but I just want you to know I like working with you...and, well, I am wondering if you would like to join me as a partner and take a piece of the business."

What both clients said was so precisely in line with what he had written in his affirmation, Scott was flabbergasted. And this was in a matter of fourteen days. That's the power of a clearly stated, positive belief, neurally imprinted into your subconscious brain.

# The Power of Affirmations

## *Creating Powerful Affirmations*

### Creating Your Own Affirmations: Step-By-Step

Positive affirmations come in many forms, depending on what you are trying to achieve or affirm.

You may be looking to attract wealth and prosperity and need to create a money or wealth building affirmation; or, maybe you're looking for a change in relationships and need to create affirmations for romance.

Whatever your circumstance, the structure remains the same.

#### **The main forms of affirmations are:**

- ***I am: A statement of who you are***
- ***I can: A statement of your potential***
- ***I (will): A statement of positive change in your life***

Whichever form you choose, be as clear, specific and succinct as you can.

### **I am: A statement of who you are.**

These are positive affirmations of a real state of being that exists in you. You can achieve a full list of 'I am' statements by taking a personal positive inventory of your attributes, strengths, talents, and competencies.

Some examples of the "*I am*" affirmation are:

- I am perfectly healthy in mind, body and spirit
- I am passionate about everything I do.

# The Power of Affirmations

## *Creating Powerful Affirmations*

- I am a genius and I use my wisdom daily.
- I am always calm, succinct, happy and outstanding when interviewed or speaking.
- I am in a happy and healthy relationship

### I can: A statement of your potential.

This is a positive expression of your ability to accomplish goals. It is a statement of your belief in your power to grow, to change, and to help yourself. 'I can' statements could be designed after you have developed a set of goals.

Some examples of the "I can" affirmation are:

- I can love my partner unconditionally
- I can release weight by changing my lifestyle
- I can stop smoking easily
- I can grow my business and be financially free

### I (will): A statement of positive change in your life.

Positive affirmations of what you want to happen. It is a success prophecy. 'I will' statements are developed after you have set your priorities for the short-term goals you have set. Many times the "will" can be removed to bring the statement to the present. But including it at first can help you create the affirmation.

Some examples of the "I (will)" affirmation are:

- I (will) love and nurture myself better each day.
- I (will) gain more confidence every day.
- I (will) do my meditations, affirmations and visualizations daily.



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## *Creating Powerful Affirmations*

### Intensify your affirmation with a single word

There are certain words that can function as intensifiers – keying into our emotions and naturally increasing the impact of a statement.

Consider the following two statements:

- I am earning \$1,000,000 a month.
- I am *easily* earning \$1,000,000 a month.

Notice how the addition of the word “easily” adds a sense of calmness and intensifies the positive emotional impact of the affirmation? This is a major boost in and of itself, but it also takes advantage of how the brain works to give us a short-cut in establishing a new belief.

How does it do that? When the subconscious monitors a thought in the conscious brain, the thought is stamped either True or False (based on existing beliefs.) However, since the subconscious knows that the conscious brain thinks sequentially – one thing at a time – it doesn't look for more than one fact in a statement.

Let's look at what happens if we negate each statement in our example:

- I am not earning \$1,000,000 a month.
- I am not easily earning \$1,000,000 a month.

See the difference? In the second statement, the condition of “easily” is negated, but there is a natural presupposition (earning \$1,000,000 a month) that is accepted. In the same way, affirmations with natural presuppositions can get far deeper into the subconscious than other forms of affirmations. Even if the

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subconscious resists the affirmation, the important part of the affirmation still gets through. Using this trick can allow us to bypass part of our subconscious filtering system to more easily insert a new belief.

### Now it's your turn

Take a few moments and write out clear and affirmative declarations that represent the beliefs you want and need to have to support your powerful vision.

Adhere to these conditions in creating effective and powerful affirmations:

1. Create affirmations that evoke strong feelings for you.
2. Be as specific as you can, without getting too wordy. Short and succinct.
3. Express every affirmation as a positive statement.
4. Make your statements in the present tense.

AND, of course then:

5. Take action in alignment with your affirmations

Here is a list of sample affirmations to help get you started:

### Sample Affirmations (by category):

#### Business Affirmations

- Growing my business comes easily to me.
- I can easily attract my ideal clients now.
- Marketing, selling, and management of my business come easy for me.

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## *Creating Powerful Affirmations*

- I am so grateful for all the success I have created in my business.
- I am a powerful and savvy leader in business.

### Universal (across all areas of your life) Affirmations

- I am a genius and I use my wisdom daily
- My life is a masterpiece and I am eternally grateful
- I live each day with passion and purpose.
- I am a powerful and resourceful creator.
- I have complete freedom over my time.

### Wealth Affirmations

- Money consistently flows to me from expected and unexpected sources.
- I accomplish financial goals with ease.
- I am joyfully earning enough money and making a difference in the world doing what I love to do.
- I always have a surplus of money in my bank account.
- I am a good receiver of money.

### Family/Relationship Affirmations

- All of my relationships are honest, loyal and trusting.
- I am a caring and loving partner
- My friendships are nurturing and I value them deeply.
- I am naturally a source of love, guidance and education for my children.
- I am inquisitive, creative, fun-loving and adventurous.

### Physical & Mental Health Affirmations

- I joyfully meditate daily and stay in constant sync with the vibration of abundance and success.
- I have an abundance of physical and mental energy, and I look and feel great.

# **The Power of Affirmations**

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- I am now perfectly healthy both physically and mentally.
- I make positive, healthy food choices and love to exercise.
- I sleep relaxed and awake refreshed.

### Spiritual (related to the Divine Source or God)

- Divine guidance is with me always.
- I am always joyfully connected to my Divine source.
- I am acting from my Higher Self
- I have total faith and trust in God.
- I totally surrender to God's will and path for me.

# The Power of Affirmations

## *“Best Practices” for Affirmations*

### Chapter 4: “Best Practices” for Affirmations

#### How often should I do my affirmations?

Every time you read or listen to an affirmation, it becomes a stronger force in your life. So, obviously, one of the most important things you can do is to read or listen to your affirmations **repeatedly, everyday**. Do it **at least**

twice a day (in the morning and at night.) I find myself throughout the day just repeating them over and over in my head as well. After doing them every day you will have most of them memorized.



Have your affirmations laminated also and make a couple of copies for home, work, car, and next to your bed. Although obviously you do not want to be reading and driving but you can have them there at stoplights or while you wait for the car to warm up. It is part of the repetition. And remember: “Repetition is the mother of learning.”

After about thirty days reevaluate your affirmations and add and revise some of them if you feel you need to.

# The Power of Affirmations

## *“Best Practices” for Affirmations*

### Getting into the “feelings” and emotions” of your affirmations is key

The single-most important thing is the feelings, emotions and association you have with these words. You have to really own them and get into them on a cellular level. Feel so jazzed up about what you are saying like it is already there. When you are able to really get into that feeling place this is when the new neural connections are created. You are creating a vibration (a signal) that is being sent out to the universe that matches up with what you wish to have, create, or do. We now know that our outside world is a reflection of our internal programming, always... without fail! So it is essential to remember emotions, clarity and feelings are the key ingredients to creating effective affirmations that will produce results in your world.



When you create very specific and clear statements is when the universe responds with precision, giving you all you need to manifest what you desire. Then it is up to you to take daily action to move toward what you want. The universe will set you up with all the people, events, opportunities that will lead you to your goals and dreams.

When we have absolute clarity about what it is we wish to create, the Law of Attraction does its part with providing you will all you need to create what you want. Remember the universe does not distinguish between negative and positive. This is why it is crucial to change your whole way of thinking, speaking and acting to be more in alignment with the positive outcomes you want to create.

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## *"Best Practices" for Affirmations*

We are powerful creators! Just be sure you are creating what you want and not what you don't want. If your thoughts are geared towards constantly thinking about what you don't want, what do you think you will create? That is right, you will create what you are thinking about and the signal is being sent out to the universe.

### Believing is seeing (or "fake it till you make it")

As an old saying goes, "I'll believe it when I see it", but that couldn't be more wrong. **The truth is, once you really BELIEVE IT, then you will most definitely SEE IT.**



It's important to remember here that when you first begin your affirmations, the old beliefs that are already hard-wired will fire up: "Yeah, right... like I really believe I am a genius or I am now debt free." This is normal. This is your subconscious brain trying to help you out. In fact, this is a good indicator of what has already been hard-wired in your brain. Because it will pop up as "We've already been through this and reached a decision so you don't have to waste time thinking about this anymore. We already know you are dumb and in debt." Casually but firmly return your thoughts to your affirmations and insist that THIS is the truth now and the old beliefs no longer apply. Just do not give up!

Our miraculous brains process and store every single bit of information that we have ever learned or experienced. When it comes to learning new things, the way our brain learns new things is by **REPETITION**, **EMOTION** and **ASSOCIATION**. Think about it. How do



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people master anything? By doing it over and over and over until they perfect it. How do athletes become the best at what they do – repetition. Everything we've learned, from times tables to walking and talking has been learned by repetition. So it would seem reasonable that if you want to teach your brain to believe differently, the way to do it would be by repeating what you now want to believe about yourself and your life.



If you keep repeating something over and over to yourself, your subconscious mind should start to agree with you. So this is why, when you start using affirmations, one of the best tools you can use is to 'Fake it 'til you Make it.' ACT like it's true. FEEL like it's true. Stay positive and confident that everything you are doing will definitely produce results because the repetition of the affirmation is teaching your brain how to think.

Still doesn't make sense? If we just repeat our affirmations over and over and over, we should all be healthy, wealthy and wise, right? Sounds pretty simple, doesn't it? So how come we aren't we all fabulously wealthy if we know this should work? **Because we just DON'T DO THEM on a regular basis or for long enough.** There are two reasons for this:

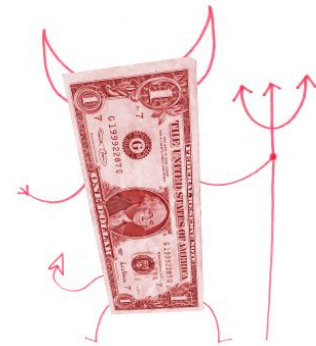
1. We want instant gratification and we have a hard time actually believing what we are telling ourselves, so we quit.
2. We forget that WE are in control. When we are thrown into a downward spiral... when something happens to

# The Power of Affirmations

## *"Best Practices" for Affirmations*

upset our world, and we have no anchor to grab onto... we stop trying, telling ourselves that 'this doesn't work.' ("We've done this before, we already know you are dumb and in debt.") It is important to always be mindful when old negative thought patterns creep in. Just acknowledge them and say, "Thanks for sharing"—next!

The main reason we don't keep doing daily affirmations, even though we know repetition is the best way to learn, is that the affirmations are aimed at changing deep rooted beliefs. Most of our beliefs about ourselves were deeply rooted and becomes our internal software before we were 7 years old. So if you have a deep belief that money is the root of all evil for instance, you can affirm that you are a millionaire all day long and what you will get back might sound something like, "Who are you kidding?" It won't take long before the average person gets bored, too busy or plain frustrated long before the affirmations can start to work.



Now if you did keep on practicing consistently, you would eventually see a change, but since your belief filters won't allow you to change instantly, most people give up in frustration far too soon. But it's really not your fault, at least not your conscious mind's fault.

Remember that we are all of two minds, our conscious mind and our subconscious mind. And your subconscious mind is not the enemy. It breathes for you and keeps your heart beating. It runs most everything you do. Its whole purpose is to HELP you. You just have to simply, firmly and consistently make it aware that you are looking

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for a change by showing it what you want. Your subconscious mind will NEVER want change. Change is when new things show up and new things are inefficient. Change always happens in the conscious mind. The subconscious mind is all about trying to help you by pressuring you to continue doing what you've always done. It's easier. The groundwork has already been done. So what if that means you are broke, sick and miserable? It's got being YOU down to a science and doesn't take kindly to being told that it's doing it all wrong. So you say statements like "I am a millionaire" – and it comes back at you with "Yeah Right!" This belief filter, or 'Belief Detective', as it were, ironically really thinks it is helping and protecting you. If you can't get past that filter, then your affirmations are doomed to fail.



Begin to think of a way of breaking through the belief filters that stop your affirmations in their tracks. How do you do that? Why not try putting your affirmations in a song. Song lyrics are non threatening to the subconscious mind because you suspend your disbelief while you are singing, much like you might do when you



see a movie that you know isn't real, like Star Trek. Besides, once you get a song stuck in your head, you usually sing it over and over and over putting your subconscious into autopilot.

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## *"Best Practices" for Affirmations*

### Monitor negative self-talk to find the old beliefs that are in your way

Once you get the hang of it, you can actually USE your negative self-talk to catch any negative, non-supportive beliefs that are blocking you from achieving success in your goals:

1. Find an area in your life that you want to change, or a goal that you want to achieve - be very specific and clear.
2. Formulate a positive affirmation about this goal, set in the present, as though you already have it and be sure to add those feelings and emotions behind them.
3. Repeat this affirmation up to 20 times a day for the next 7 days and monitor how you feel, what thoughts and negative self-talk pop into your head and what happens in your life around you.
4. If you move quickly in the direction of your stated goal, with ease and positivity, chances are that you never had any negative beliefs about this issue, or that they weren't very powerful. If you come up against any resistance and start feeling like you want to resign, or your inner voice is shouting negative 'reality' statements which are totally non-supportive to your end goal - then these are your negative blocking beliefs.
5. Note them and work through and release them, either on your own or with a trained coach or practitioner.
6. Repeat steps 3 to 5 until you start moving towards your goal

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### Remember that abundance is your birthright

One common mistaken belief that many people hold is that suffering is somehow noble. Another is that we should feel guilty for having more than others. I want to remind you it is your God given birthright to have abundance in all areas of your



life. Each of us has secret ingredients that make up who we are. We are all meant to share in the flow of abundance and be at peace and walk in love and gratitude. Below is a list of gentle, yet powerful reminders.

1. Our Creator or the universal creative impulse...God or whatever you connect with as your divine source... desires you to be prosperous and successful in all things.
2. You are not separate from the Creator. You are, in fact, a divine and sacred creator yourself.
3. It is your birthright to experience wealth and success.
4. The Law of Attraction is always at work. Being mindful that you are a powerful creator and also conscious of what energy you are putting out into the world. What you put out is what you get back. When you become more you will have more. This is a natural and powerful law. Whatever you give your attention, energy and focus to is what you will attract into your life.
5. You are the author of your life, you get to script it, act in it, direct it, revise it and so on... the choice is always yours. You can choose what to desire. You can choose

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your intentions. This is your power, choose it carefully and purposefully. Who you are in the world determines what you create and manifest in your life.

6. Life is meant to be an adventure and joyous journey. The true purpose of your life is simply to cherish, contribute and live your life to the fullest – creating as many rich experiences as you can. When you are searching for meaning in your life, this is your pathway for contribution and expression. Become a blessing and you will always be blessed.
7. Have compassion and love for all of creation. Compassion is a divine gift. It opens up a whole world filled with love, joy and abundance that will surround you always. It is part of the law of giving and receiving in everything. Most of all love and honor yourself and when you do this you will love and honor all of creation.

## Forgiveness is one of the biggest keys to happiness

Lack of forgiveness is the number one block that hinders you from reaching goals and living a prosperous life.

True and complete Forgiveness consists of three different parts:

1. Forgive others!
2. Ask for Forgiveness!
3. Forgive yourself!

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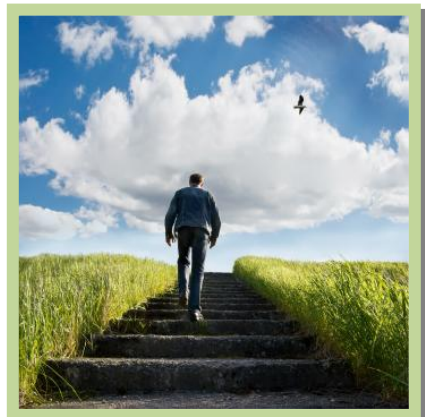
## *“Best Practices” for Affirmations*

### Practice “feeling good” to turbo-charge your affirmations!

Because we are human we are going to experience loss and pain—that is just LIFE. The practice is being able to jump states of consciousness and have quick recoveries from these incidents. We know they do not feel good. Now I am not talking about not grieving over the death of a loved one. I am merely speaking of being mindful of the state of consciousness you are in, moment to moment. Observing where your old thoughts and patterns can take you. This is a practice and a journey so it will not happen overnight. However, as with everything else... when you practice something every day it becomes second nature.

It is ideal to get to a point where something seemingly disappointing happens or you hear some tragic news in the world and you are able, in the moment, to recognize your vibrational response to it. If it makes you sad, or angry, acknowledge it and move on. Don't hold onto a particular response and let that feeling become more hard-wired. This is where you can choose to stay in that initial emotional reaction or to find a higher vibration to move into.

Abraham-Hicks has come up with a series of emotions that will help you work from feeling bad to feeling better about whatever you are experiencing. The whole idea is to find where you are emotionally on the scale, and then try and find thoughts that feel better. Maybe you can't jump all the way from grief to joy, but





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you can reach the emotion directly above the one you are on. You may choose to put on an inspirational DVD or CD, listen to some beautiful music, call up a friend who has positive uplifting energy, go for a walk in nature, play with your pet or children, revisit your gratitude list (if you don't have one I recommend starting one and adding to it). Know yourself! Know what inspires you and makes you feel good on the inside. And then PRACTICE that so that feeling becomes hard-wired.

According to the Law of Attraction, whatever we are feeling, we attract things in line with, and in support of, those feelings. Ideally, we want to practice living in the top five emotions on the scale below to turbo-charge our affirmations.

## The Emotional Guidance Scale

- |  |   |
|--|---|
| 1. Joy/Appreciation/Empowered/Freedom/Love | 12. Disappointment                              |
| 2. Passion                                 | 13. Doubt                                       |
| 3. Enthusiasm/Eagerness/Happiness          | 14. Worry                                       |
| 4. Positive Expectation/Belief             | 15. Blame                                       |
| 5. Optimism                                | 16. Discouragement                              |
| 6. Hopefulness                             | 17. Anger                                       |
| 7. Contentment                             | 18. Revenge                                     |
| 8. Boredom                                 | 19. Hatred/Rage                                 |
| 9. Pessimism                               | 20. Jealousy                                    |
| 10. Frustration/Irritation/Impatience      | 21. Insecurity/Guilt/Unworthiness               |
| 11. Overwhelm                              | 22. Fear/Grief/Depression/Despair/Powerlessness |

*From the book “Ask and It is Given” Esther and Jerry Hicks, pg. 114*

# The Power of Affirmations

## *"Best Practices" for Affirmations*

### LIVE your affirmations!



Don't make the mistake of creating positive affirmations and repeating them diligently in the morning and evening; but then, dwelling on negative thoughts the rest of the day. Getting the

most from affirmations means changing your thinking altogether.

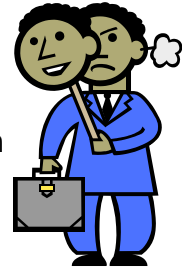
Let's take a look at a scenario of someone who practices his daily affirmations faithfully but has negative energy around anything having to do with abundance.

Carl is a money-conscious man, but not in a positive way. He tends to focus and speak about LACK of money rather than the abundance of it. He never seems to have enough of it. Well, one day he learns about daily affirmations and how they can help him achieve financial independence. "Sounds crazy, he says, but, hey I will try anything," he decides to give it a whirl. Every morning and evening he repeats his affirmations, "Money flows to me from known and unknown sources," "I always have more than enough money for all that I need." But nothing seems to happen. Carl is forgetting an extremely key element: He needs to monitor and adjust his thinking the rest of the day as well. He is, in effect, doing affirmations all day – abundance affirmations each morning and evening, but then "lack of abundance" affirmations throughout the rest of the day.

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Whenever Carl talks to people, the conversation often turns to money. An old friend mentions that a couple he knows bought a new house in the suburbs, and Carl says in disbelief, "Wow, how do they afford that? Where do they get that kind of money?" A co-worker talks about driving racecars as a hobby, and Carl says, "Yeah, that sounds fun but that is a very expensive hobby. Not too many of us can afford it." His aunt tells him she bought a new car, and Carl again says, "That must have cost a fortune!"



Even though Carl is repeating his daily affirmations faithfully every morning and night, he's not doing anything about his negative beliefs about money the rest of the day. It creeps into his conversation and becomes affirmations that he repeats more frequently than his abundance affirmations.



If he wants to attract more money into his life, he needs to change his thinking. It's not enough to simply repeat positive money affirmations faithfully at certain times of the day. *He needs to observe and eliminate* those negative thoughts about money the rest of the time. Part of that means stopping those cynical and pessimistic comments from

coming out. He can do this by practicing observing his thoughts wherever the topic comes up to begin to catch himself and switch to abundant thoughts and conversations.

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If Carl keeps affirming those “lack of abundance” beliefs, he's going to keep missing out on those opportunities to make more money. He's not going to be motivated to do things that will make him wealthy, because he won't see the point. As far as his subconscious mind is concerned, it's all useless and self-defeating.

Don't make the mistake of repeating positive affirmations and then dwelling on negative thoughts the rest of the day. Getting the most from affirmations means mindfully changing your thinking altogether.



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