



WINNING MINDSET

PSYCHOLOGICAL STRATEGIES THAT **DRIVE YOU TO SUCCEED**

How to Build Affirmations and Burn them into Your Brain

AUDITORY EXERCISE

2 STEPS TO BUILDING AFFIRMATIONS

1. To get started on structuring your own success-affirming thoughts that you want to program into your own head, simply take your goals and turn them into simple declarative statements that keep the point in mind.
2. The big goal might be far off, but keep any concrete steps in the present tense and arrange them in a: **BECAUSE-ACHIEVE / BECAUSE-DO** format.

For example: “Because I’d love to drive around in a sexy red convertible this year, I am doubling my commissions this month, because I make twenty cold calls every day of the work-week”.

(You can also think of that as an: “I desire X so I do Y by doing Z every day” affirmation if those words speak to your mindset more.)



RECORDING EXERCISE

MOTIVATING YOUR OWN MOTION

1. Invest ten to twenty minutes today in writing out some motivating statements and reminders of what you feel you really need to be doing, why it would be beneficial for you to be doing it, and how would feel to be doing it with ease? Paint a vivid picture for yourself that is moving to you. Don't waste words aimlessly throwing facts about and avoid any negative or self-scolding statements.
2. Then I'd like you to record those personal mission statements and alluring activity primers over and over onto your smartphone until you have a five – to ten – minute voice recording. If there is classical music playing in the background, even better.
3. All that is left to do then, is spend a couple of minutes converting that sound file into a format you can easily play in the car on your drive to work or as you do some other daily activity.
4. That's all. Well, that and just playing it daily for at least one month without exerting any effort to pay attention to it whatsoever.

For more details on programming yourself to do better, visit winning-mindset.com, get my book or get in touch - and remember:

YOU CAN DO IT!