

Becoming a Winner Through Self-Talk – It's As Simple As 1-2-3!

By Paul J. Meyer

Regardless of all the similarities shared – and even their differences – every winner is self-motivated. Self-motivation is based on attitude formation, and attitudes are merely habits of thought. How can you develop self-motivation? Becoming a winner through positive affirmations is as simple as one-two-three!

#1 — Use Affirmations

The most effective way to develop self-motivation is through the proper use of affirmations. Affirmations are also called self-talk, self-suggestions, attitude control, personal reminders, or talking to yourself.

Affirmations are essential in building attitudes and confidence in our own capabilities by reminding ourselves of what we can become. Let's take a look at each key ingredient. An affirmation is:

- Positive
- A declaration or statement
- About yourself
- In the first person (“I...”)
- In the present tense (“I am...”)
- Specific
- About what you want to be, to do, to have, and so forth.

Here's an example affirmation: “Every day, in every way, I'm getting better and better.”

#2 — Repeat the Positive, Over and Over

The repetition of a positive thought – an affirmation – over and over, day after day, affects the subconscious mind, stirring up the creative power within. Objectively, using affirmations does not change anything, but it is on the subjective level that things change.

Why? Because ***you tend to live up to what is expected of you, whether good or bad. But you not only live up to what others expect of you, you also live up to what you expect of yourself.***

One of the best ways to picture the effects of affirmations on your attitude is to understand the Theory of Displacement. Imagine a seesaw: one end of the board is loaded with the negative responses and the other is weighted with positive ideas. Since childhood, a great deal of input into our attitudes has been negative. For whatever reason, society, family, and acquaintances often seem to have a natural negative bent about them.

When you to use positive affirmations repeatedly, you gradually shift the weight in a positive direction. First you balance the seesaw, then you positively tip it in your favor. By choosing

to use positive affirmations, the law of displacement reverses the imbalance; the negative is outweighed by the positive.

#3 — Win, Win, Win!

Self-talk that is controlled and focused gives direction and impact to your goals for self-improvement. It results in greater utilization of your potential for success. Whatever your goals, affirmations will help you win! Now that you understand why affirmations are so powerful, and how winners use self-motivation to their personal advantage, it is time to create your own affirmations.

First, ***decide what you want to change.*** What attitudes, habits, and personality traits do you want to develop or change? Describe your desire or goal in specific terms. For example, “I want to use my time more profitably by making 20 percent more sales presentations each week.”

Next, ***create the affirmations that you need.*** These affirmations will support the change in your personality, attitudes, or possessions that you have listed as desirable. Here's a proven affirmation: “I have everything to gain and nothing to lose by trying; I will by all means try.”

“Affirmations are essential in building attitudes and confidence in our own capabilities by reminding ourselves of what we can become.”

Third, ***write your affirmations down on paper.*** Your affirmations must be written down, because writing crystallizes thought. In turn, thought motivates action. Then ***visualize the affirmations that you wrote down as current reality.*** Your affirmations – in the present tense – are the tools that let you experience how these new conditions really feel. When you can mentally see yourself through using visualization, doing or being whatever you affirm, you are already on the road to success.

Last but not least, ***repeat your affirmations over and over.*** Repeating your affirmations again and again, also called “spaced repetition,” helps you to visualize success and displace whatever negatives you need to replace with positives.

Begin and end each day with your positive affirmations. Keep these two things in mind: affirmations never substitute for action, and affirmations also require patience. Self-talk your way to self-motivation and success!

Paul J. Meyer may be a *New York Times* best-selling author, but it is his success as an entrepreneur that has made him a millionaire many times over. To learn more about becoming a winner through using positive affirmation, order Paul's very practical book, *Self-Talk & Self-Affirmation for Winners* today, available at www.pauljmeyer.com or Amazon.com.

