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# Power Affirmations

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**BELIEVE IN THE CREATIVE POWER  
OF YOUR OWN MIND**

By William Marshall

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## **Introduction**

**Congratulations on taking a significant positive step towards improving your life.** To help you keep your momentum going, I am pleased to provide you with the above link to 5 Power Affirmations MP3s as my free gift to you. It's easy, it's fast and it's free. You can click on the link any time you wish.

**Note:** Though this is a PDF, it's filled with a lot of links. If you are connected to the internet and reading this using Adobe Reader, the pages will open up in your browser or as a PDF (if the document is in PDF format).

### **[Free Power Affirmations Audio Files \(MP3s\)](#)**

Why do I start my eBook with this link? It's because the information in my eBook will make a lot more sense to you if you take a few minutes to download and listen to these Power Affirmations MP3s before you continue reading my eBook. These are **high quality** audios that I made at a professional recording studio in Hollywood. I want you to learn from actually using Power Affirmations, not just reading about them.

You will get the most out of my eBook if you start listening to these files as soon as possible. Just click on the above link. **Keep your momentum going...**

These are unprotected MP3 files. Burn them to a CD...listen on your MP3 player...listen on your computer. Use the power of persistent repetition of positive thought. That can be hard to do without audio files—but it's easy to do with them. Persistent repetition works.

If you want more Power Affirmations recordings on MP3 files, there are about 200 available from my website. More about this later.

## **Have Any Questions? Let's Chat Online ...Live**

If you have any questions about Power Affirmations, positive thinking, or any similar subject, please feel free to contact me.

Here's my IM contact info:

- MSN Messenger - [canei2day@hotmail.com](mailto:canei2day@hotmail.com)
- AOL Instant Messenger - [whmarshall@earthlink.net](mailto:whmarshall@earthlink.net)
- Yahoo! Instant Messenger - [canei2day](#)
- Google Talk - [canei2day](#)

I will personally respond to your questions. I currently don't have an assistant or any staff. I personally read and respond to every communication through my website. I think people are genuinely shocked when I respond directly (and usually quickly), but that's the way I am. I am a man of action.

This is all part of my Definite Major Purpose to personally help as many people as possible through the power of the internet. I am here to help you in any way I can.

## **Release Your Resistance to Success**

What do I mean by "release your resistance?" It's simple. I think that many people try too hard to succeed. The harder you try...the harder you struggle...the more stress

you create in your life. You actually create resistance to the very object or outcome that you desire. Instead, let go of your resistance. Allow your mind to be quiet. Using Power Affirmations (especially the MP3 recordings) is a simple way to start.

Take a small object in your hand such as a small coin. With your hand facing straight down over a table, just open your hand and release the object. Without any effort, the coin will fall to the table. You can let go of any negative emotion, thought, or resistance just as easily. The more often you release, the more your mind will be at peace...and ready for positive action.

**Would You Like to Receive New Power Affirmations by eMail? Then I Invite You to [Join my eMail List](#)**

You can also join my mailing list and you can receive 3-5 new Power Affirmations every 3-4 days. **The Power Affirmations sent out via email are not in this eBook and are not available as MP3s.** I may publish them as a collection later, but for now, the only way to receive them is via email.

Below is the complete text of one of the emails as an example of what you can expect. As you can see, it is short and to the point and is not a lengthy sales message. This is just a tool to share with you new Power Affirmations to help you keep your mind positive and focused on thoughts that will help you.

You can unsubscribe to the list at any time. The unsubscribe link does not appear in the example below,

but is included in every email sent to people on my mailing list.

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Hello!

Here are a few new Power Affirmations for August 19, 2006:

- 1. I am an independent thinker. I study multiple points of view and then select the ideas that make the most sense for my personal situation.**
- 2. I now have a quiet and peaceful mind.**
- 3. I now release all my wants and desires quickly and easily.**
- 4. As I release all of my wants and desires, all that I need comes to me exactly when I need it.**

I'll send you some additional new Power Affirmations in a few days. If you want to discontinue receiving these emails, just unsubscribe by clicking on the unsubscribe link below.

Have a happy and outstanding Saturday! Thanks for your commitment to positive thinking and positive living.

Bill Marshall

Get Over 200 Power Affirmations on MP3s at  
[www.poweraffirmations.com/MP3s/](http://www.poweraffirmations.com/MP3s/)

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I also will notify you **periodically** as I come up with new thoughts, ideas, material that I think is really important

or helpful (probably only once every couple of months). For example, when I posted [a free 5 minute recording of Andrew Carnegie](#) from 1914 reading from his “Gospel of Wealth” essay. Yes, this is the real Andrew Carnegie who inspired Napoleon Hill to write *“Think and Grow Rich.”*

You can join my eMail list at:

<http://www.poweraffirmations.com/power-affirmations-by-email.htm>.

## **Overcoming Procrastination**

Starting on the next page is an article that I recently posted on my [Power Affirmations Blog](#). I include it now as a reminder that every successful person knows that you must take consistent positive action if you want to achieve great things. This means you must learn to master the great enemy of success: procrastination.

Procrastination is the opposite of taking action. As you read this book, there are certain actions that I’m going to suggest that you take that will help you achieve your goals and improve your life, but only if you follow through. Most of these actions won’t cost you a dime—only a little time.

To make it clear that it’s time for action, I’ve included the sentence:

**Call to action: If you intend to do it, do it now.**

This is a call to take some kind of positive action as soon as is reasonably possible. Yes, there are times when you are not in a position to act immediately, but in most cases you can (especially if you are connected to the internet

while reading this). And in those cases you think you can't act immediately, you can usually act within 24 hours.

It doesn't make that much difference to me whether or not you follow through—other than I care for you and want you to have the best life has to offer. It should make a lot of difference to you, because you are the one who benefits from the positive results of the actions you take.

## **Sidebar**

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### **Procrastination Breakthrough: If You Intend to Do It, Do It Now**

If there is one quality that successful people have, it is a bias towards taking positive action. Once they reach a decision that they are going to do something, they take action.

And they take it fast.

They don't beat around the bush. They have trained themselves to avoid procrastination like the plague. Whether it's writing an article, doing their taxes, getting organized, or making a purchase, once they decide to do something, they take some kind of immediate action.

This does not mean that they are rash. They think through their decisions. But once the decision has been made, they know it's time for intelligent action at the soonest possible opportunity.



## **Release Your Resistance to Success**

Procrastination is a form of resistance. To procrastinate is to postpone or delay needlessly. Before you can procrastinate, you need to recognize that there is a task that you should do, but for some reason, you **resist** taking action. One way to eliminate procrastination is to allow yourself to feel the feeling of resistance and then to simply **release** it and take the action.

Some years ago, I read a self-help book (I think it may have been one of the lesser known titles by Napoleon Hill), where the author explored the virtues of adopting the motto: "Do it now." Since then, I've used it almost daily to great effect.

Of course, you can't do everything "now"--wouldn't that be great. But when you recognize that a goal is important, there is almost always something you can do within a very short period of time.

Recently, it occurred to me that some people may find the "do it now" mantra a bit too pushy. Some people may think that it implies that they should take action without thinking. As I mention in the previous paragraph, that's certainly not the case.

So, to gain wider acceptance of this idea, I've added the phrase "if you intend to do it..." What this really means is that if you have gone through the decision making process, and you have decided to take action--then just get started.

As soon as you get started, you begin to build momentum. Once you build momentum, you find

yourself taking one step after another in the direction of your goal.

If you persist long enough (whether a few minutes, or a few years if it is a big goal), you will eventually reach the end destination: the attainment of the goal.

Here is an important thought: all we really have is now.

Yesterday is gone forever. All you can profitably get from yesterday is to learn from it. Tomorrow (even the next moment) is only a promise. You can plan for tomorrow (and you should), but you can't act in that moment until it arrives.

There is one, and only one moment in which you can live and act. And that moment is now.

So, take in the relevant facts. Go through an intelligent decision making process. But once you have reached the point where you "intend" to take action, then get started as quickly as possible and follow the task through to completion.

Do this consistently and the odds that you will achieve great success will significantly improve.



## **Steal This Idea**

Here is what you can do to spread the word about *Power Affirmations*:

1. Email this file to a friend (you should ask them first).
2. Send them a link to <http://www.poweraffirmations.com> where they can download their own free copy of the first 6 chapters of my eBook.
3. If you like, you can use my "send a page" script to email the page to them. Just click [Send the Power Affirmations Page](#) and follow the simple instructions.
4. Print out as many copies as you like.
5. Make your own recordings or download the MP3's I've made at <http://www.poweraffirmations.com/MP3s/> . Using recordings of some sort is the most powerful way to use Power Affirmations.
6. What positive topic can you write about and create a website and eBook? Your only limit is your own imagination.

**Call to action: If you intend to do it, do it now.**

I got the idea of including this little box from Seth Godin's book "*Unleashing the Ideavirus*," so I'm passing it on to you. Not only can you "steal this idea" in the form of passing the first 6 chapters from my eBook to your friends, but you can also put together your own eBook and website and do the same thing.

This is all about helping people and spreading positive thoughts and ideas. You'll see this same box at other places in this eBook to remind you to share this information with others and to encourage you to share your own positive ideas. Let's help each other for the sake of all humankind.

We need your positive ideas too.

### **Link to a Free Full-Length Copy of Seth Godin's "Unleashing the Ideavirus"**

You can get your own free full-length copy of best selling author Seth Godin's book "Unleashing the Ideavirus" in PDF format at <http://www.ideavirus.com>. When you go to this page, just click on the "Download It" link in bullet #2. You'll get the entire book as a PDF (file size 850kb).

Of course, I think Seth is right on the money in his book. In fact, this book in particular completely changed how I am spreading the Power Affirmations idea.

As a directly result of the changes Seth's ideas inspired, the distribution of my eBook went from an average of 300 copies per month to over 1,700 copies in just the first month.

Of course, this is a link to an authorized copy of his book. As an author, I'm naturally against piracy of someone else's intellectual property.

It may seem odd to include a link to Seth's book in an eBook about affirmations. Why did I include it? Because my book is about helping you improve your life by improving your thought habits and to improve our world

by helping you share your own positive ideas with your family and friends.

I know you will get a lot of valuable information about sharing ideas from Seth's book. And if you have a business (or decide to start one), his ideas may make you a ton of money.

**Call to action: If you intend to do it, do it now.**

It's easy. Just go back and click on the link to Seth's book.

**My Mission for this eBook and the Power Affirmations Website:**

**To Help You Achieve Your Goals and Improve Your Life**

My mission for this material is two fold:

1. **To help you improve your life and achieve your goals.** To provide you with tools using Power Affirmations that you can begin using immediately to improve your life and help you achieve your goals.

It's not enough to just set goals. What really matters is measurable achievement. So, I especially want to help you achieve goals that can be measured like a specific increase in your wealth. Where material is offered for sale, I have purposely made the cost as low as possible.

2. **To join with like minded people and make a positive difference all around the world by**

**sharing the Power Affirmations information via the internet.** To positively influence a minimum of 1 million people by March 31, 2008.

This eBook and my website is my way of giving back a portion of what has been given to me. My focus in this website is how I can help others, not “what’s in it for me.”

I believe that as I unselfishly help others, that amazing opportunities will open up for me from unexpected people and places.

### **In My Imagination I See You Moving Closer to Your Goals...and Achieving Them**

In my imagination, I can see you reviewing this eBook--searching for the keys that will unlock the powers within your mind. Perhaps you have recently suffered one or more temporary defeats. Maybe you are frustrated from trying other programs or techniques that haven't worked for you yet (maybe even affirmations).

I see you learning how to let go of negative thoughts and feelings so that you experience peace of mind easily and effortlessly. And out your quiet mind, you find yourself achieving your goals faster than ever before.

It may be that you are just getting started in your career and are looking for information to help you avoid the mistakes of others. You may have heard about affirmations some place and wonder whether or not they will help you.

In any case, you are looking for answers--simple solutions that will help you overcome your challenges and consistently achieve your goals.

I see you studying this eBook and implementing some of the strategies to help you reach your goals. I see you regularly searching for new ideas--and getting the ideas you need. I see you making a commitment to yourself that you are taking back control of your own thoughts.

## **You Are Motivating Yourself to Take Consistent Positive Action**

I see you creating your own Power Affirmations that are specific to your personal situation. I see you listening to Power Affirmation recordings repeatedly--maybe you are listening to the free MP3 samples, recordings you make for yourself, or the inexpensive 200 MP3 files that you can purchase from my website in order to get off of a fast start.

I see you doubling your wealth...and then doubling it again (and again) through the power of your thoughts and ideas put into action.

I see you standing tall and confident. I see you using the awesome power of repetition to improve your thought habits and behaviors.

I see you using Power Affirmations to mentally rehearse the results you want in advance so that when opportunities present themselves you recognize them immediately and confidently make the right decisions. I see you catching yourself doing things right and avoiding mistakes.

I see you consistently taking action to move towards the achievement of your Definite Major Purpose in life.

You are determined, persistent, and enthusiastic about reaching your goals.

As your personal success increases, I see you taking action to help other people--even if it is to only share with them this website and philosophy.

You are a leader and you are taking the actions of a leader. I see you helping other people achieve their goals. I see you consistently adding new value to the lives of others. I see you taking a leadership role in your community.

Yes, I see all of this and more through eyes of faith and belief.

Maybe this isn't a reality for each person who reads these chapters, but wouldn't it be great if it were? It is absolutely possible. You don't have to buy anything in order to try out this philosophy. There's more than enough material for you to get started right away.

Release your doubts, fears, and resistance to success. All that's really necessary is for you to let go and take some type of, positive action the moment it occurs to you.



## Chapter 1

### The Story of Power Affirmations

For several years, I have studied many success related materials. First there were books, then tapes, then CDs and seminars. Now digital formats like MP3 that make it easy to get quality audio programs **fast** over the internet.

A few years back, I was listening to one particular program on CD. One of the things I liked about it was that when I came across an important point, I could hit the repeat button and listen to this small section over and over again.

I found this significantly improved my understanding and application of the concepts.

I began to wish that I could cut through a lot of the “filler” in the programs and listen (and re-listen) to just the most important points to me. Then it dawned on me that it would be even more powerful if I translated the points into personal affirmations and recorded them on CDs so that I could listen to them over and over again.

As I thought about it, I decided that I wanted to start with six basic areas:

1. **The power of affirmations.** The purpose of this was to impress upon my mind just how powerful affirmations were.
2. **Creating a powerful self-image.** Being able to put myself into a peak state at a moments notice.

3. **Setting and achieving goals.** Success means the completion, attainment or achievement of some specific objective. If you want to be successful, you must learn how to set and achieve goals consistently by design—on purpose.
4. **Health.** What can be more important than excellent health? Health is certainly supported by good health habits (eating, exercise, rest) and a **positive mental attitude.** I wanted to condition my mind to follow good health habits automatically.
5. **Relationships.** You cannot have great success without outstanding relationships with other people.
6. **Wealth.** This is what most people focus on when they think of success. And certainly when they think of affirmations. Wealth is important, but not the most important objective. Actually, wealth is more of a result of success in the other factors.

For the next couple of months, I went back and reviewed the books and audio programs that had the most dramatic impact on my own thinking and created affirmations in these 6 areas. I developed a simple formula to infuse these affirmations with as much emotional power as possible.

After I finished writing out the affirmations, I decided I would record them so that I could put them on CD with different tracks that I could listen to again and again.

I tried a few home recording methods, but I just wasn't satisfied with the quality even though the recordings

were going to be just for my own use. Up to this point, I hadn't considered sharing them with others.

I checked around and found a recording studio in Hollywood that I could rent for a modest amount. Over period of about 5 hours, I created the recordings.

As I began to listen to the recordings in the days afterward, I found that they were almost exactly what I was looking for—concentrated positive content I could listen to repeatedly. I say almost because I found myself distracted by some of the breathing and clicking sounds. It's amazing what a studio microphone picks up.

So, I purchased an audio editing program and in my spare time I painstakingly went through the recordings and removed all of these extraneous noises. The editing took about 6 months.

When I finished, I had exactly what I wanted: concentrated, positive affirmations that I could use to condition my subconscious mind to create the results I wanted in my life. I had a tool I could use to remind myself to relax and let go in a spirit of absolute faith.

## **Sidebar**

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### **The Power of Persistent, Determined Action**

As you think about the story I just told you about how I created Power Affirmations, notice how it is filled with taking one positive action after another in the direction of a specific goal. I encourage you to

go back through this article and identify all the actions.

I want to make it clear that this process took a lot of thought, time, and persistence. There were a lot of other actions that I took that I eliminated from this description in order to save space. This article is a summary of the major actions.

Also, I completed this at a time when I had a full-time job that required a lot of overtime and very little money. There were multiple opportunities (virtually everyday) to simply give up on the project—that it was too time consuming and too complicated. But I avoided those through persistent action and determination.

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## **Why is this Important to You**

As I began to see dramatic positive results in my own life within a short period of time from using the recordings, I decided I had a responsibility to share them with as many people as possible. I've already done the work of writing and recording the affirmations for you.

Now you and others can enjoy many of the same benefits I have experienced just by downloading and listening repeatedly to the recordings.

Listen to them often and application will follow automatically. Why? Because you are positively conditioning your subconscious mind. And with consistent application positive results will come. As you

listen, release your resistance. Release your wants and desires and allow abundance to flow into your life.

## **Life improvement is the result of thought improvement.**

Of course I know that this is not the definitive course on success. I see these recordings as supplementary material. These affirmations, and affirmations you create for yourself following the same language patterns, should be used in addition to reading, listening, and studying some of the terrific material published by other authors.

In fact, whenever you read an important book, I suggest that you use the Power Affirmations method to make certain you condition yourself to regularly apply the knowledge you receive.

## **Why did I write this eBook for You?**

Why present this material in an eBook format instead of on my website? There are several reasons:

1. I think this information is more valuable to you in sequence. With the web, I couldn't control where people entered my site or if they would even be exposed to all of the information. By providing it to you in an eBook, at least I know you have it all.
2. I wanted to provide people with a means to be able to print out the entire book for further study. The internet is excellent, but is not always printer friendly.

Because this eBook is in a PDF format, printing is now easy and consistent. You can print out only the pages you want to study, or you can print out the entire book at once without having to visit and print out each web page individually.

3. I wanted to provide people with an additional way to share the power affirmations method with other people. Having it in an eBook format means you can send it to your friends with links to the files in tact.

The power affirmations website is now visited by thousands of people every week (until recently, it was thousands per month). This is no longer just one of my personal affirmations; it is now a measurable fact. What is really exciting to me is that many of these people live outside of the United States.

Positive thinking knows no barriers of nation or culture.

With your help, I believe that over the next few years (maybe even sooner), this eBook can reach over 1 million people. This is the target of one of my current affirmations. Just stop and think about this a minute: 1 million people. And it all grew from the seed of a simple idea. A thought.

Thought is the first step to transforming intangible ideas and energy into physical reality.

Just to be clear, this is not about me and my book, website or recordings, this is about helping as many

other people as possible. This is also about setting an example of possibility: if I can do it, so can you.

What could you write about and turn into a website and eBook or a series of recordings? The internet is opening all kinds of new opportunities for all of us.

You won't find any of the audio files in this eBook. If I did that, the file size for the book would be huge. But there is information about how you can download them later in the book.

What you won't find in this eBook are the new articles that I have published in my online "blog." I post new articles a few times each week, so you will want to check back often at <http://www.poweraffirmations.blogs.com>.

## **Sidebar**

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### **Some Problems I Faced Using Affirmations**

Here were some of the problems I faced using affirmations in the past (some of these may sound familiar to you—they tend to be very common problems):

1. I didn't know where to find the right affirmations that would help me. Or where to find a sufficient number of affirmations to use.
2. I wanted a formula I could use to write my own affirmations.
3. I wanted a time-effective way to use affirmations. Because of my busy schedule, I wasn't in a position

to devote an exclusive amount of time to affirmations.

4. My self-motivation was very inconsistent. I'd use the affirmations for a few days and then get discouraged or forget. To succeed, you need to maintain a high level of self-motivation. **You have to learn to be your own cheerleader.**
5. I wanted affirmations I that I could combine with music in some way. I wanted to use music to create positive anchors to the affirmations and to help me add emotional intensity.
6. I had problems memorizing the affirmations. As a result, the thoughts were not readily available to me the moment I needed them.

I studied, studied, and studied, but didn't consistently use what I learned. I finally decided I needed to change my focus on using the information I had rather than getting more and more information. I created the Power Affirmations program and recordings out of my own frustrations.

That change in focus has led to a number of significant improvements in my life. I still study new material, but my focus is now on applying the information rather than just learning more and more.

The #1 tool I use to do this is my Power Affirmations method. When I really want to learn something—condition my mind so that it is a new thought habit—I create a new set of Power Affirmations designed to help me do that as quickly as possible.



It would be a mistake to think that the 200 Power Affirmations in this eBook are all you need to condition your mind. What's really important is the Power Affirmations method.

The 200+ Power Affirmations in this book and on the MP3s are just a starting point--a way to get off to a **fast start** with Power Affirmations.

## **Chapter 2**

### **Power Affirmations Can Help You Attract What You Most Want in Life**

#### **What do you desire most in life?**

- To condition your mind to create and attract more money?
- More self-confidence, power and certainty?
- To create and maintain a peak state that will help you be more effective in everything you do? Hint: A peak state is different and much more powerful than just a positive attitude.
- To create successful businesses (that keep making money while you are away)? This is how most super rich people created their wealth.
- Reduced debt?
- Weight loss?
- More friends?
- Peace of mind?
- More time with your family and friends (both quantity and quality)?
- Increased sales?
- A new home?

What do you want *specifically*? Whatever it is, you *already* have within you the power to achieve these goals faster than you may currently believe is possible. All you need to do is learn to *unleash* the massive thought power

that lies within your own mind and focus it relentlessly on the results you want.

Relax and let go. Quiet your mind and the results will follow: *cause and effect*.

Sounds so simple, doesn't it? The answer is to put yourself into your personal peak state and condition yourself to stay there consistently.

Well, this is where most people run into challenges. Many never learn how to put themselves into a peak state on purpose in the first place. It may happen once in a while, and they feel great when it does, but then they don't learn how to get back into this state.

The other challenge is that they allow themselves to get knocked out of state. Or get discouraged. Or get stopped by fear. They don't know **how to motivate themselves** to take consistent action. Instead, they lose their motivation and stop.

Their personal power disappears before they build enough momentum to make solid progress towards their desired goals. They let their minds wander aimlessly from thought to thought overly influenced by their environment (this is one reason why it is critical to have a Definite Chief Aim or Purpose in life).

## **The Difference that Makes The Difference**

What is the difference that makes the difference? Why do some people succeed where others fail? Why are there times when we feel unstoppable--in our power? And why are there times when we fail miserably?

Well, there are many explanations, but the one factor that seems to be consistent is that when we succeed, we enter our peak state.

This is a mental state of mind where anything that is possible becomes possible for us. All our resources become immediately available. People are attracted to us automatically. Where we are better than our best. Where we are in the zone. It is a place where your mind is calm, quiet, and at peace.

If you have been in this state even once in your life, you know what I'm talking about.

## **Some of What You Will Learn In This eBook**

- What Power Affirmations are
- Why Power Affirmations are different from affirmations you will find elsewhere
- Why Power Affirmations work
- Over 200 Power Affirmations in 6 general categories including conditioning yourself to enter and stay in your peak state, building confidence, achieving goals, creating wealth...and more. You can print out these affirmations and begin using them immediately
- How to use Power Affirmations to accomplish your goals
- A formula you can use to create your own Power Affirmations

- How to use your own daily planner to create daily Results-focused Action Plans to automatically lead you to the attainment of your goals
- How to accelerate your progress with Power Affirmations recordings on CDs or MP3s. If you have a computer with a read/write CD drive, you can easily create your own.

Or you can take advantage of my studio recordings with over 200 Power Affirmations--about 3 hours of recorded content, each in its own MP3 file for easy repeating for power conditioning.

- An affirmation by Napoleon Hill for creating wealth (with my revisions).
- A link to a PDF that has 200 Power Affirmations as ePosters
- A link to a PDF that has 285 Power Affirmations that I created based on “The Science of Getting Rich” by Wallace D. Wattles. These 285 Power Affirmations are now available as MP3s.

Are you ready? Let's march...

## **Chapter 3**

### **The Battle For Your Mind**

How do advertisers influence us to spend billions of dollars on the products they sell? The answer is contained in the question itself: advertisers advertise.

Repeatedly...

Relentlessly...

Through TV and radio commercials, magazine ads, billboards, etc. And they do it more by influencing your emotional states than by logical arguments.

A major company with a multimillion dollar advertising budget will use all these means to fight for a permanent piece of your brain. We have become so conditioned to the media blitz around us that we hardly pay attention anymore. It just feels natural (and advertisers love that because our lack of attention is their ticket to billions of dollars).

And then there are demands for our attention by other people. Well meaning family members and friends. Our employers. Civic groups. Politicians. The news.

When you think about it, there's so much noise in most of our environments (including non-verbal "noise") it's no wonder that we find it difficult to stay focused on our own goals.

To find our own voices.

Add to this the normal disempowering beliefs that many of us have picked up over the course of our lives, and we have a real challenge on our hands.

## **Sidebar**

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**If you don't plan your own life, others will plan it for you.**

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## **Who Has Really Been in Control of Your Thoughts?**

Now if I say to you "Have it Your Way" or "You Deserve a Break Today", or "I'm Lovin' It" or "The Pause that Refreshes" or "Like a Rock." I'll bet most of you can name the company or products that I'm referring to.

Why? Because advertisers have used print, radio, and television advertisements to present these slogans to us over and over and over again. And they mix their appeals with the emotions of sex, beauty, power, prestige, laughter--or they make us feel fear by not using their product.

And they send the same messages through different media enhanced by music and pictures. For some "unknown" reason, we end up spending billions of dollars for their products. Logic smells, emotion sells.

## **How Do We Take Back Control?**

Well, one method that I have tried is reading and/or listening to self-help materials. Over the years, such

materials have helped myself and millions of others transform our lives. The world owes a huge debt to the authors and publishers of these materials.

But they have also proven a challenge. Who has time to read or listen to all of it? And even when I have time to read or listen, who the heck can remember all the critical points? To maximize my time, I do most of my listening in my car, but this means that taking notes is almost impossible.

Here's a simple test for you. Think back to a book or audio program that has had a profound, positive influence on your life. Now take out a piece of paper and make a list of the 10 most important points from the material from memory. If you can't remember 10, can you remember 5? Now how well can you really explain these points?

Here's the big question: how often do you ***apply*** these ideas in your every day life? Unless you are an exceptional person--or unless you have really studied the material through repeated readings/listenings (and took notes) my guess is that you didn't remember a lot of specifics. It's more of just a "feeling" about the book.

Or maybe a single powerful idea that changed the entire course of your thinking (usually by putting you into a temporary peak state).

## **"Advertise" to Your Own Mind**

**If you want to have control of your own mind, you are going to have to fight for it.**

While I have found other self-help programs to be extremely useful, I have also found they were not strong



enough for me by themselves. I needed to find a way to **install** these principles and beliefs the same way advertisers conditioned me to buy their products. I tried self-hypnosis and subliminal programs. Maybe others have found them effective, but they did little for me.

So I turned to affirmations. Unfortunately, I found most affirmations programs to be weak and lacking in insight and power. There was very little about really entering a peak state. I wanted the same level of content quality that I received from the self-improvement classics I studied, but presented in such a way that I could really impress the key beliefs and principles on my mind so that they would automatically guide my actions.

## **When All Else Fails, Do it Yourself**

I finally got fed up with the lack of results that I was getting from all the materials I studied. I never thought that the problem was with the materials, but rather with me. I'm just so thickheaded that I had to find a way to pound the ideas into my brain.

I decided to take matters into my own hands and write my own affirmations. Affirmations that were grounded in the truths that I had learned from others. Affirmations that were simple, direct, and practical. Affirmations that were concentrated power.

Affirmations that would put me into my own peak state and condition my mind until it was an **automatic habit**. Affirmations that would help me maintain a **consistent level of motivation** to move towards my goals regardless of what was happening all around me.

One thing I have noticed about myself: my level of motivation used to **waiver** depending on whether or not my circumstances were good or bad. Whether I was energized or tired. One of the benefits I have received from listening to my Power Affirmations is a consistent level of self-motivation. With the increased motivation, I now find myself taking positive action towards my goals regardless of how I feel in the moment. I have learned how to energize myself to always take positive action.

When I was done, I decided to call them Power Affirmations in order to remind myself to feel power, confidence, certainty, and **motivation** whenever I used them.

## **What Are Power Affirmations?**

Power Affirmations are statements of faith and belief which you repeat to yourself with emotional intensity for the purpose of putting your mind into a peak state--a state of absolute confidence and certainty-- in order to create specific realities in your life.

Power Affirmations are tools that can be used to transform the intangible impulse of thought into tangible reality.

The affirmations in this eBook came out of asking the questions "What is the state of mind that I have to be in consistently in order to achieve amazing success?" and "What are the thoughts and beliefs that I need to have in order to consistently achieve outstanding results in my life?"

As I have already mentioned, over the years I have read many, many books on goal setting and positive thinking. And most of them have been extremely helpful.

What I was unable to find was a large variety of affirmations that I could use to install all the conditioned beliefs I needed to create the results I wanted in my life. To quickly train my subconscious mind so that I automatically put myself into a peak state--**and stay there**. A state where I automatically take the actions that produce the results I want without having to struggle and think about it.

I'm not a professional writer, speaker, psychologist, coach or personal consultant. I'm a common businessman who has worked exceptionally hard. As an accountant. As sales support. As a sales person. As a marketer. As a middle manager. As a Chief Operating Officer. As a Business Consultant. As a singer.

Many are the evenings that I have worked all night to meet an important deadline. I know what it's like to work for a large conglomerate. I know what it's like to work for a small company struggling to increase sales. I know the frustration of failure and the joy of achievement. I continue to live my life in the trenches.

This information does not come from an "ivory tower" but from the "school of hard knocks."

As a result of my experiences, these affirmations are very direct and above all else, practical. They have been tempered in the fires of real life business experience. If you want "easy-listening" affirmations with soft relaxing music, you'll have to look elsewhere. Many of those programs are excellent, but they just don't fit my style.

And they didn't work for me. Maybe they will work for you--I can't say.

Power Affirmations are industrial strength affirmations--direct, sometimes hard-hitting, and above all practical. And within the statements you will find timeless success principles that will become an every moment part of your thought habits--if you condition your mind through repetition with a feeling of power.

Well, this is enough information for this chapter, but there's a lot more information inside this book and at my website. You will want to read and study it all. Use these Power Affirmations consistently during the next 30 days and you will condition your mind to enter and stay in your own peak state.

And out of your peak state, things that seem magical will automatically start happening in your life. You will begin to build massive momentum that will help you reach your goals faster and with less of a struggle than you ever thought possible. Best of all, you will consistently feel incredible and will become an even better person than you are today.

Read. Enjoy. Listen. Act. **Step into your power...right now.**

## Chapter 4

### How to Use Power Affirmations

What is the most effective way to use Power Affirmations? First of all, there is no one "best way" to use power affirmations. Everyone is different. You need to experiment with different ways to find out what works best for you. The most important principle with respect to Power Affirmations is repetition with a feeling of certainty.

Here are a few suggestions for using affirmations that I have found helpful:

1. **Pick one or two affirmations and begin using them immediately.** Don't wait until you create the "perfect" affirmations for your specific situation before you start using them. The future is now. Procrastination is the killer of success. Immediate action creates momentum. Repetition of positive thought sustains it.

Do not base your choice by whether or not you already believe the affirmation or if the belief seems possible to you at this time. Repeating the power affirmations with emotional intensity and a feeling of certainty will eventually install the beliefs in your subconscious mind.

At the very least, pick a generic affirmation like "Every day in every way I'm getting better and better." Then you can always choose or create other power affirmations later after you set specific goals.

Resolve right now to start using Power Affirmations **within the next 60 minutes**. By taking fast action, you will begin to build **positive momentum** towards improving your life.

- 2. Write the power affirmation at least 10-20 times per day.** For best results, write it down 10-20 times as soon as you arise and 10-20 times before you go to bed. This allows you to set the direction of your thoughts before the day starts and plant the seed in your subconscious mind before you go to sleep.

If you do this consistently, you will naturally find this thought re-occurring in your mind several times per day. You will begin to notice the power affirmations shaping your other thoughts through the course of the day. As the power affirmations attract more and more similar thoughts, you will create a direction and build momentum towards your desired results.

- 3. After you write the affirmation 10-20 times, repeat it aloud in front of a mirror 5-10 times.** Repeating the affirmations aloud further installs the beliefs into your subconscious mind. It is very important to repeatedly both write and audibly state your affirmations for maximum effectiveness.
- 4. As you write and audibly repeat them, *feel* the emotional power of the affirmations in your body.** See yourself as having already created this result in your life.

Feel the way you would feel if you already had this result in your life. Hear the things you will hear when this affirmation becomes an everyday reality. Breathe the way you would breathe if this affirmation were already true. Move your body as if this were already a conditioned belief.

5. **Now let your positive thoughts of power and certainty guide your actions.** Live consciously. Take complete control of your own mind rather than passively allowing the influencers in the media control it for you.
6. **Combine using the affirmations with a goal setting and daily progress measurement program.** This is really important. You can only manage what you measure. By measuring your progress daily, it is much easier to see where you are succeeding (and celebrate) and see where you need to improve.

Daily? Well, everyone is different, but that's what I've found necessary for myself. Taking measurement even weekly proved to be too long for me. For one thing, I am so active, I found it too difficult and time consuming to try to remember and write down all the progress I made.

Second, I need feedback sooner in order take faster corrective action and to seize opportunities that come up every day.

The best program I've found for myself is a simple one that I created for myself. You can read all about it in later in this book. And the tools you need to implement it are simple and easily (and

inexpensively) available--like a notebook or regular planner and a pen.

I could have probably created a separate book, whole seminar, and audio program and special planning materials for sale, but it's really so unnecessary. And contrary to the overall philosophy I'm committed to accomplishing with this website. That philosophy is to offer quality information you can really use for less.

Does this type of conditioning take time and effort? Absolutely...on a daily basis. There is no something for nothing. This is where most people fail. They don't follow through with these steps every day for a long period of time. They get inspired for a few days after hearing a motivational speaker or after reading a book.

Then, after the motivational "high" wears off, they fall back into their old habits. Or they get so busy that this is an easy item to ignore. I know that this is true, because this is what used to happen to me. Successful people take the actions that unsuccessful people will not.

## **Sidebar**

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### **Event Training vs. Process Training**

**Event training** through short seminars, etc. is necessary and great. But **Process Training**, training that guides your every day habits, is the real key to sustained results.



Process Training is achieved through sustained exposure to the learning material over a prolonged period of time. And it requires constant review and correction until the skill is installed as a subconscious habit (like how you learn to drive a car).

Most people who think they can get all the information they need by attending a couple of seminars or listening to a best selling program one time will usually be disappointed. The information just goes by too fast to allow it to really soak in.

Why do you think we see the same commercials over and over again? Or hear the same slogan? It's because advertisers know if they can get our attention for 30 seconds (or less), and get us to listen to or watch the same commercial multiple times over a period of days, weeks, months, years, they know they can sell us billions of dollars of merchandise.

Isn't it time that you used the same techniques to condition your mind on purpose? Take control of your mind.

Listening to motivational speakers on audio tape on a regular basis (in other words, daily) is one effective way to add process training to your life; however, many of the thoughts they communicate race by without having a chance to take root in either your conscious or subconscious mind.

And there's often a lot of fluff just to get to the main points that will really change your life. It's much more difficult to take advantage of the power of

repetition which is crucial to create long term results.

I know all this too well from personal experience. That's why I decided to do something to meet this challenge for myself. Here is the final step that tied everything together for me:

7. **To accelerate your conditioning, listen to Power Affirmations on CDs or MP3 audio files.** Either format is *far* superior to audio cassette tapes. In fact, it looks like audio cassette tapes are going the way of the LPs and video tapes. It's a dying technology. Listening to the Power Affirmations on CDs or using an MP3 player like iPod allows you to effortlessly condition your subconscious mind to several beliefs in a very short period of time.

It's like listening to a radio commercial over and over again. You are "selling" yourself to automatically accept a specific set of beliefs for a specific set of results.

One technique that I have found helpful is to play the CDs continuously at night at a low volume as I sleep. This further conditions my subconscious mind to these power thoughts. This is truly "power training" for your subconscious mind.

## **Why CDs or MP3s?**

While audio tapes are useful, I have found that recordings on CDs or MP3s are at least **100 times more effective** because of the power of repetition. Repetition of thought

is one of the most effective ways to install a thought or idea into your subconscious thinking.

Once I realized the superior power of CDs and MP3s for learning, I invested hundreds of dollars to install two 10 CD changers in my car--at a time when it was difficult to pay my bills each month. It was one of the best decisions I have ever made. When I made this simple change in how I listen to self-help audio programs, my momentum exploded.

This was back before MP3 players became popular. Now I've made the transition to my iPod MP3 player which is even better. Now I can carry around my entire library of recorded affirmations and positive thinking books on my iPod and listen to them anytime I want to. I believe listening to Power Affirmations on CDs or MP3s can do the same for you.

Here are some of the many benefits to listening to power affirmations on CDs and MP3:

1. **You can listen to the same power thoughts repeatedly until they are fully conditioned in your mind.** Because the affirmations are on separate tracks, you can use the auto-repeat function of your CD player to listen to the same affirmation for as long as you want.

You can't do this with audio tapes without a lot of stopping and starting which breaks your mental state. This simple, subtle change makes a huge difference in effectiveness.

Just as an example, in my recordings, an affirmation is repeated about 4-8 times per minute (depending

on the length of the affirmation). This means that in my morning half-hour to one hour drive to work, I can listen to about 120-480 repetitions of the same or various affirmations (4 X 30 min=120 repetitions. 8 X 60 min=480 repetitions—this is simply a matter of math).

By the time I arrive at work, I'm wired and ready to go. I'm focused on the goals that are most important to me. Even more so than when only listening to other self-help programs. I mix them up for balance. I found that only repeating them verbally could not compete with listening to them on CD because of the massive difference in quantity.

2. **You can listen to multiple affirmations related to a single subject.** Writing and verbally repeating your affirmations in front of a mirror, while critical and effective, takes a lot of time--probably at least 1-2 hours a day to do it right. It is very difficult to do more than a couple of affirmations effectively.

And because of the amount of time it can take to properly use even a single affirmation, most people quit the affirmation habit before they begin to get real results. And then they mistakenly believe "affirmations don't work for me." And of course, they are right--if this is how they are going to use affirmations.

Some people fall into the habit of starting/ stopping, starting/stopping, starting/stopping. When this happens it is extremely difficult to create enough momentum to achieve a noteworthy goal. Listening

to recorded Power Affirmations helps to power through inertia to create unstoppable momentum.

Listening to power affirmations on CD allows you to listen and incorporate 30-40 affirmations in the amount of time that it would normally take to do 2 or 3. And because you can listen to them in the background while you do other things (driving, cleaning the house, even sleeping), you actually spend more time directing your mind to these thoughts.

So not only are they more effective in the first place, recorded affirmations actually accelerate your progress faster than you probably currently believe is possible.

The truth is that creating outstanding results often requires extensive reconditioning of your thinking. The amount of reconditioning that is necessary usually requires **changing many habits and beliefs simultaneously**. It requires a significant amount of mental focus. Most people find it difficult to change even a single core belief consistently, much less changing several. At least that was my experience.

Unless you find a way to change multiple beliefs simultaneously, you are likely to continue being frustrated in your efforts to achieve your goals. This type of audio program, used consistently, makes such changes much easier.

- 3. You can use the shuffle or random function on your CD or MP3 player to change the order that you listen to the affirmations.**

Sometimes it's helpful to listen to them in order, other times you may feel you need more variety.

- 4. Because listening to the recordings can be either a passive or active activity, it is much easier to stay consistent.**

Let's face it. The odds are you will not always feel motivated to do your affirmations every day. Or your schedule may be so jammed that it is impossible to stay with your daily program. **Those are the times you need the affirmations most.** It's just like daily planning--if you don't have time to plan every day, you must plan every day.

Ah...but listening to recorded affirmations...almost anyone can create enough motivation and time to do that on a daily basis. And it is easy to listen to the recordings while you are getting ready for work in the morning, or driving, or doing some other activity.

In fact, I have found that simply listening quietly to Power Affirmations to be an effortless but powerful process. As I listen, I just relax, allow my mind to be quiet, and release any resistance to positive action.

My favorite time and place to listen to my Power Affirmations is in my car on the way to work. Now that I have switched to using an iPod, I simply plug it into the holder I have in my car and it's ready to go. I can either listen to them passively or repeat them as I drive.

This has made all the difference to me in conditioning these beliefs and actions into my life on a daily basis.

5. **Unlike audio tapes, the CDs or MP3s will never wear out with repeated use and will never jam.** As long as you don't scratch them or delete them, they will last at least a lifetime--probably longer.
6. **Listening to the recorded affirmations makes it easier to expose yourself to these thoughts for a longer period of time.** Anyone who tells you that you only need to spend 5 minutes a day conditioning your mind for success (either through affirmations or other tools) simply doesn't know what he or she is talking about.

Coming up with a powerful affirmation is relatively easy, so that usually isn't the deciding factor in success or failure in your use of affirmations. The real deciding factors are quantity and emotional energy. Usually if you get enough quantity, the emotional energy takes care of itself.

I looked in multiple places to find a set of recordings that met my personal requirements. **I couldn't find any.** So, I finally decided to make my own. While I originally created them for my own use, it didn't take me long to realize that these recordings are so outstanding that I have a responsibility to make them available to other positive, like minded people.

**Note: As of January 2007, I still don't see anyone else who has put together an affirmations program that meets my requirements.**

The points you will hear in these audio files are as many or more than most programs 10 times the size in terms of thought quality. That's because these Power Affirmations cut straight to the point. No stories, jokes, or personal commentary. That type of content has its place in lecture type programs in order to emphasize important points, but not here.

These affirmations are highly concentrated. It's like mental vitamins for your brain. And you will remember them, because they are in the first person, present tense, short, and on separate tracks to allow for repetition.

With repeated listening, you will automatically find yourself using this information time and again--especially when you are faced with a major challenge. You will be prepared for the moments of decision that inevitably come to all of us.

Without conditioned habits, many of us fumble the moments of opportunity when they inevitably present themselves. These moments of power come and go so quickly that you only notice them if you are paying attention. Many times you have only seconds to respond to a situation.

Blink and the opportunity is gone forever...

So you have to always be "at the ready."

Many of the audio programs offered by others are essential and necessary. I listen and re-listen to them all the time. But when I really want to accelerate my results, I spend more time going through these Power Affirmation recordings and my effectiveness and productivity take off like a rocket.



## **The Importance of Taking Immediate Action**

One of the most important rules of success (defined in this case as achieving any specific result you want on purpose) is to never leave the site of setting a goal without taking at least one immediate, definite, positive action towards the achievement of your goal.

If you don't take an immediate results-focused action, there is an excellent possibility that you will lose motivation and momentum and significantly increase the amount of time it will take to achieve a result). Seize the moment of motivation while it exists.

One immediate action you can take is to find one of the Power Affirmations in this book and spend the next 10 minutes repeating it aloud with enthusiasm and writing it down several times.

### **Sidebar**

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#### **Here's a Chance to Listen to One of My Personal Power Affirmation Sessions**

So that you will have a better idea of how I use the recordings in an interactive session, I decided to record about 4 minutes so that you can listen in on one of my personal sessions...

Here's the link:

[Practical Demonstration MP3 \(3.6 meg--4 minutes of audio\)](#)

For this example, I chose three Power Affirmations from the 3rd category of recordings on goal setting. The Power Affirmations used in this session are:

1. Whenever I set a definite goal, I take immediate action towards its attainment to create and sustain massive momentum.
2. I now put my body into a peak state of absolute certainty knowing that I can create any positive result that I am committed to.
3. I now step up with total power and passion to take whatever positive action is necessary to achieve my desired results.

## **How I Use My Power Affirmations Recordings Interactively**

The list below provides more details of how I actively interact with my Power Affirmation recordings. The demonstration recording should make my personal method crystal clear.

Interacting with the recordings, requires more time and energy, but is extremely powerful. Here are some of the key elements of my personal method:

1. I select about 3-5 affirmations that I want to focus on for that session and put them into a playlist by themselves. By picking just a few affirmations, it's easier to keep my thoughts focused for this specific session.

This is really easy to do with iTunes. I can set up as many playlists as I want without making multiple copies of the same file. I usually have just one playlist for this purpose and then change it as necessary.

Note: even if you don't have an iPod, you can still use iTunes to make a custom playlist and burn a CD of just those affirmations.

2. I set my iPod to repeat the playlist over and over again. You can do the same thing if you are listening on your computer or on a CD player.
3. As I listen to the Power Affirmations I repeat along with a combination of the feelings of power, self-confidence, passion, and enthusiasm.

But...and this is important...I usually don't repeat the affirmation in unison with the recording. I usually let a few words of the affirmation start, then repeat the affirmation. I use the recordings as a guide to keep my thoughts and energy focused.

4. I don't always use the exact same words that are used in the recording. What's most important are the thoughts and emotions. I find that by using similar, but different words, I end up getting new ideas. I don't think the variations out in advance. They just come to me during the sessions.

5. I single out the keywords and phrases in the affirmations and repeat them.
6. I add gestures to punctuate the feeling. Or clap my hands. In other words, I use my physiology to increase the intensity of the thought.
7. Although I didn't do it in this demo, occasionally, I make use of the pause button on my iPod or CD player to pause the recording while I go off on a random "riff" related to the Power Affirmation.
8. I use the repeat or back button to repeat an affirmation if I want to listen to the affirmation more than the number of repetitions that are in the recording itself. Again, this is not something I did in this demo due to time constraints.
9. Depending on the affirmation, I often add a lot more emotional intensity than you hear in the normal Power Affirmations recordings.

Why didn't I use the same level of intensity when making the original studio recordings? That was by design.

While the emotion varies in the recordings somewhat (depending on the affirmation), the general level of intensity I chose to use for the recordings was absolute certainty, controlled enthusiasm, and resolute determination.

In this way, there is a definite positive feeling in the studio recordings, but without going over the top. I wanted to give myself an emotional starting point I could build off of when interacting with the recordings.

I wanted to give myself an unmovable guide that would prompt me with the affirmation (especially when first memorizing it), and a tool to keep my thoughts focused on the desired result.

Notice the extra energy in my voice in the demonstration when I'm interacting with my affirmations. This is the most important point I want to make regarding interacting with the affirmations.

10. Because of the amount of extra energy, these sessions are usually no more than 5 minutes. I tend to do one such session on the way to work and one on the way home in my car.

Sometimes I may interact for a few minutes and then listen/rest for a few minutes before starting in again. I suggest you experiment with different patterns of interaction to see what method best fits your style.

### **Using the Recorded Power Affirmations Standardizes the Sessions (While Still Allowing for Variety)**

Why is this important? In his book on the "E-Myth," Michael Gerber makes the point that the best way to

ensure the success of a small business is to follow the "franchise prototype." This is a business model where all of the essential elements of the business are standardized.

The purpose of standardization is to select the "best practices" so that they can be duplicated by any trained employee in order to give the customer a consistently outstanding experience.

This is what allows businesses to duplicate themselves in hundreds or even thousands of locations while providing the customer with a consistent experience.

The purpose of these recordings is to allow you (and thousands like you) to duplicate consistently outstanding Power Affirmations sessions that lead to measurable positive results.

Yet, within the standardization is room for infinite variety. Just some examples:

- Using iTunes, you can create custom playlists to include only the affirmations you want to focus on and put them in whatever order you want (and change this order at anytime).
- You can choose which words to emphasize in the live part of your session.
- You can listen or interact with the recordings (or both).
- Do you like classical music? You can play the affirmations at the same time as a classical CD. I didn't include music because of music

rights (now you're talking expensive) and because not everyone shares my musical tastes.

With the all of the audio editing software available, there's nothing to prevent you from combining the affirmations with music recordings you have purchased.

The point is that I created these recordings in such a way that you have a lot of flexibility as to how you use them.

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**Call to action: If you intend to do it, do it now.**

After you do that, you can move on to...

## Chapter 5

### Creating Your Own Power Affirmations

**You don't have to use the affirmations in this book or on my website in order to achieve the results you want.** You can easily create your own. You may want to use the affirmations that I have created along with these instructions as a guide for creating your own affirmations. This is particularly helpful if you are studying a self-help book or some other material. Your only limit is your own limitless imagination.

Here are some guidelines to help you:

1. **Keep them short.** You will find in most cases that a single sentence is not only sufficient to state your belief, it is preferable. It reduces the time to repeat your affirmation; it also allows you to more easily remember your affirmation throughout the day.
2. **Keep them positive.** Say "I am now relaxed and have peace of mind," rather than "I have no stress." The problem with the last affirmation is that you have to think about what stress means to you in order to think about "no stress." And as you focus on what stress means to you, there is a greater possibility that you will actually create more stress.

If someone tells you "Don't picture an elephant," what happens? Power affirmations work by consistently controlling your focus so that you focus only on what you want, not on what you don't want.



3. **Keep them in the present.** Say "my physical power, energy, and vitality are now exploding massively," rather than "in three months I will have all the physical power, energy, and vitality I desire." A power affirmation is not always a statement of current "reality." That is not the purpose of using power affirmations.

The purpose of power affirmations is to create what you desire by transforming intangible invisible thoughts into physical reality. A reality that most likely does not presently exist in your life. Think about it. If what you were confessing already existed in your life, it wouldn't be necessary for you to use the affirmations, would it?

As you use power affirmations, you are training your subconscious mind to direct your focus and your activities to automatically move you in the direction of the end result that you desire. For example, even though you repeat the power affirmation "I am now wealthy," you probably don't have all the money you want or probably need in the moment.

Your present reality may be that you are deeply in debt and struggling to make ends meet; however, by repeating this affirmation 10-20 times twice each day with emotional conviction and emotional energy, your mind will automatically begin looking for ways to create more wealth. You will begin to see and take advantage of opportunities you didn't see before. You will read books on wealth that you didn't even know existed. You will develop new beliefs about what is possible.

Over time, these subtle changes in your everyday thinking will move you into the direction of creating more wealth. At the very least, you will create more wealth than you would have without using the power affirmation. Most likely, you will create more wealth than you may currently believe is possible.

The feeling of wealth actually creates more wealth. This is one of the reasons why the "rich get richer." Power Affirmations used repeatedly help you to create a feeling of wealth before it actually exists in your life.

4. **Ask yourself, "What do I have to believe in order to achieve the results I want?" And "What are the *specific* results I desire?"** People who achieve outstanding results in a particular area think differently than people who achieve poor or average results in that area.

Be a beliefs detective. When you make this an area of focus, you will be surprised at what you begin to notice as you read books, talk to others, watch TV and movies, etc. You will begin to see how people's beliefs and consistent focus created their current reality--both good and bad.

As you begin to detect the conscious and unconscious beliefs of others, you can select the ones that will create the reality that you desire and reject the beliefs that are preventing you from achieving the results you desire. Choose your beliefs.

5. **Juice up the language of your power affirmations by adding words of positive emotional intensity.** The power of affirmations is multiplied when you add emotional conviction. For example, instead of saying "I am now creating all the wealth I want and need," say "My imagination is now creating the massive financial abundance that I need and desire."

Why do great athletes physically pump themselves up by chanting, yelling, jumping up and down, etc.? It's because it increases their energy and sharpens their minds. They psych themselves up (often by changing their physiology) to feel strong and powerful.

While not a substitute for skill and ability (usually gained through repetition--practice), it helps them put forth their best effort and achieve superior results.

There are many other points I could make about power affirmations, but they are not as important as your beginning to use them right away. Only then you will begin to experience the benefits for yourself. Their power will become real to you and you will continue to use them for the rest of your life.

The next several chapters have the Power Affirmations that I created for myself. There are over 200 affirmations that follow this Power Affirmations formula. These are tested in the trenches of personal experience. Use them regularly and they will work for you as they have for myself and many others.

Ready? Let's start with...

## **Chapter 6**

### **The Power of Power Affirmations (Disc 1)**

1. My Power Affirmations work whether I believe in them or not.
2. I create new Power Affirmations for myself everyday.
3. I repeat my Power Affirmations everyday with emotional intensity, certainty, and faith.
4. My Power Affirmations allow me to consistently tap into the unlimited power of my subconscious mind.
5. My Power Affirmations are now creating thought habits that will to guide me to my desired objectives easily and effortlessly.
6. The more I repeat my Power Affirmations with a feeling of certainty, the more accessible these power beliefs are to me when I need them.
7. I feed my subconscious mind thoughts of faith by repeating my power affirmations everyday with physical energy and emotion.
8. My thoughts are creative. My Power Affirmations are now creating the reality I desire.
9. My Power Affirmations positively influence my subconscious mind while I sleep.
10. My imagination now creates whatever I believe and conceive.
11. I now have all the resources I need to achieve my goals easily and effortlessly.

12. Every day in every way I'm getting better and better.
13. I set definite goals and create new Power Affirmations™ to achieve them quickly and easily.
14. Today I am using 100% of my mind's capacity.
15. I now have easy access to the information in my subconscious mind.
16. All subconscious information is being revealed to me now.
17. What I imagine I can do I can do.
18. I now receive wisdom and knowledge every moment of my life.
19. I am now making amazing progress towards all of my goals.
20. My subconscious mind is now revealing everything I need to know to create and fulfill my mission and purpose in life.
21. I am consciously aware of my beliefs. I only hold onto beliefs that support me.
22. I now see and feel my goals as already accomplished.
23. Using my Power Affirmations, I expand the powers of my subconscious mind everyday.
24. Whatever I conceive and believe I can achieve.
25. I create my own luck everyday.
26. I now achieve my goals with joy and laughter.
27. I visualize what I want to be and act as if I am already what I visualize.

28. Through consistently repeating my Power Affirmations, I can now create any reality that I desire.
29. My Power Affirmations are now creating habitual thought patterns of success, positive thinking, and positive living.
30. My Power Affirmations are now giving me massive momentum towards the specific results I desire.
31. I am guided and excited. All I need is within me now.

## **Chapter 7**

### **The Power of Self-Analysis**

One of the best ways to improve your life is to honestly analyze yourself (and your progress towards your goals) on a regular basis.

### **There Are Six Additional Assessments (One for Each Category of Power Affirmations)**

Why am I including these assessments? There are several reasons:

1. I am committed to doing everything I can to help you get the maximum value out of this program. If all you do is read this eBook, you won't get as much take-away, long term value as you will if you interact with it.
2. Assessments help you focus your thoughts. Specifically, to analyze where you are really at and what you can do to improve. You will find that just taking the assessments will give you new thoughts and ideas. And ideas that you apply is really what this program is all about.
3. I want you to have a tool that you will really use. I could have simply put copies of the assessments in this book. Unfortunately, if I did that, the odds are great that most people would simply glance at them quickly and maybe do a superficial analysis. Or maybe do them more than once. That completely misses the point. The purpose is to interact with the

assessments—to get to know yourself better and get new ideas to improve your life.

4. I want you to have a tool that you will use multiple times. Taking these assessments is actually a great way to review the affirmations? Why? Because you have to read each statement and evaluate how you currently relate to it. When you take the assessments repeatedly (combined with the other ways of doing affirmations), you will find that they will start to guide your every day thoughts and actions.

Because the assessments are online instead of in the book you will always have access to a “fresh,” unmarked copy.

5. The online assessments calculate your “score” automatically. And, if you provide your email address (which is optional), your score, the questions, and your answers are emailed to you. Experience tells me that people are more likely to take the assessment if the program calculates the score automatically.

So, go ahead and take first assessment below, but also take the other 5 assessments offered later. After all, this is your life we are talking about. The assessments will take no more than a few minutes to complete. If you get only one good idea (you’ll likely get many) taking them will be an excellent use of your time.

### **1<sup>st</sup> Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc1-assessment/>



Okay, here's the assessment based on the first set of Power Affirmations. Here's how it works. The assessment lists each of the 31 Power Affirmations in this first section. Underneath each statement, you will see "radio" buttons with the numbers 1-5.

The number 1 means "less true," 5 means "more true." You should select the number that currently represents your current state with respect to the Power Affirmation. You should do your best to see your situation **exactly** as it is--not worse than it is, and not better than it is. You should analyze these statements from a **standpoint of fact** rather than faith. The emotion of faith comes into play later as you repeat the affirmations with the purpose of making it more of a reality in your life.

After you complete the assessment, review your answers for areas of improvement. If you provide your email address (optional), the program will email you the questions and your answers. Pay special attention to the affirmations you ranked a 3 or less. I suggest that you single these out and focus on them as part of your normal affirmation routine.

**Note: I don't save your email address when you use it to fill out these assessments.**

## **How To Choose Which Power Affirmations to Start With**

One question that I am asked from time-to-time is "with over 200 Power Affirmations to choose from, how do I decide which affirmations to start with?" In the past, my answer is that it depends on your personal

situation—where you are personally at in your self-development studies and what you want to achieve.

While this is true, I have found the people need more help in determining where they are with respect to the beliefs covered by these affirmations.

## **Use the Assessments to Help Create Your Custom Playlists**

Once you identify the affirmations you want to focus on, [if you order the Power Affirmations MP3s](#), it's easy to add the affirmations you want to focus on to a custom made playlist that you can use with your MP3 player or burn to CD.

The order of the affirmations in this eBook and in the self-assessments corresponds with the disc and track numbers of the Power Affirmation MP3s available from my website. For example, the Power Affirmation “I set definite goals and create new Power Affirmations™ to achieve them quickly and easily,” is the 13<sup>th</sup> affirmation in the list of affirmations for Disc 1. It's also, the 13<sup>th</sup> statement in the Disc 1 assessment and the 13<sup>th</sup> track in the Disc 1 MP3 files. I refer to each category as Disc 1, Disc 2, etc., because the program was originally offered only on CD and there were 6 CDs in the set.

I know from years of experience that using the Power Affirmations recordings often makes the difference between taking action at critical moments of decision or not taking action. There is no question in my mind that the Power Affirmations recordings are the most powerful tool I have to offer you.

## **Here's a Personal Example**

Personally I have received ideas that have led to thousands of dollars of additional revenues and reductions in costs long before I received any money from offering the MP3 files. Let me give you one recent example.

I don't know about you, but I'm tired of high gasoline prices. Some time ago, I was listening to the Power Affirmation, "I now earn, save, spend, and invest my money wisely." As I thought about how I'm spending my money on transportation costs, I decided that there has to be a convenient way for me to lower my gasoline consumption and expense.

The benefits of cutting back on gasoline consumption are obvious. It's better for the environment and my gasoline costs are lower. Plus by reducing my personal consumption, I'm contributing in a small way to reducing prices for everyone (by reducing demand).

I live in the Los Angeles area which is known for its huge traffic jams and large number of cars—many if not most are single passenger vehicles. It seems that most of us in L.A. have bought into the idea that you have to drive yourself anywhere you want to go. I live about 20 miles away from where I work and driving takes me between 45-60 minutes each way.

I've already cut back on my consumption by about 20% this past year by improving my mileage and telecommuting 1-2 days per week. But I had not explored options for eliminating driving my car to work altogether. So I decided to check on options for public transportation.

As it turns out, the Los Angeles Metro system is much better than I thought. Doing a little bit of research, I found that I could take the Red Line train and one bus and be at work in about 75 to 90 minutes. The trains and the buses are clean, efficient, and reliable. They are not overcrowded and generally quiet. For most of the travel time, I can listen to my affirmations, music, or other self-help material. Or I can just close my eyes and visualize the completion of my goals. In other words, I can be productive virtually my entire commute.

And the cost. Metro offers a monthly EZ Pass and Zone 1 sticker for only \$73 per month. The EZ Pass allows me to ride on virtually any of the mass transit buses in the Los Angeles area—including those managed by local municipalities such as Burbank, Culver City, and Santa Monica.

At \$73 per month, this is already a significant savings. But here is the really cool part. The company I work for has a RideShare program which allows me to purchase the monthly pass for only \$45 per month—about a 38% discount.

In the first month of using the Metro system, my gasoline cost dropped from an average of \$180 per month down to \$40. This means my total transportation expense dropped by over \$100 in just the first month. That will translate to a savings of about \$1,200 per year—and reduced wear and tear on my car.

## **The Resources Were Already Available**

Here's a really important point. The resources for me to take advantage of these savings have been available to me for years. But I wasn't able to take advantage of them until I recognized them as resources. And that didn't happen until I challenged myself to find a way to dramatically reduce my gasoline consumption. That happened as a direct result of using my Power Affirmations.

## **But Isn't This Just Common Sense?**

You could be cynical and say that this was simply common sense and had nothing to do with the using Power Affirmations. In a way, you are right. The power was not in the affirmations, but in the thoughts they produced in my mind. I could have received a similar result had I spent time just jotting down ideas. Also, once I had the idea, I still had to take action to receive the benefits. Nothing would have changed had I procrastinated.

All I can tell you is that since using Power Affirmations, I've received far more quality ideas than I did before using the affirmation recordings. And, as a direct result of using the recordings, I've trained my mind to take results-focused action quickly so that I could experience the benefits as rapidly as possible. I used to be a procrastinator. I now rarely procrastinate.

I believe that the answer to almost any challenge you have lies within your own mind. All you need in many cases is a few sound ideas that you organize into plans that you apply. Power Affirmations are simply thought

tools to help you do this consistently. Once this way of thinking becomes your habitual thought patterns and actions, I think you will be amazed at how quickly your life can improve.

## **Chapter 8**

### **Power Words: One Word Power Affirmations**

#### **A "Word" of Explanation**

In each of the other listings of the Power Affirmations, I list the affirmations without explanation as they are self-explanatory. The concept of one word affirmations is not as widely known.

Essentially, these are power words that you can repeat with emotional intensity and certainty to guide your thoughts in the direction that you want to go. Some of the advantages of one word affirmations include the following:

1. They are simple to remember.
2. They are not statements of belief, so they by-pass your reasoning mind. In other words, if you say the one word affirmation "Wealth," it is a simple concept that requires no evaluation by your conscious mind.

If you say, "I am now wealthy." In the beginning, your conscious mind may get in the way and persuade you that this is not "true." Focusing on the concept of wealth itself repeatedly, allows your mind to visualize wealth and get used to the concept. As you contemplate wealth, and see more wealth in your life, you can then move on to more advanced affirmations.

3. They are not time consuming. Some times people avoid using the affirmations everyday because they get too busy. They think that they do not have the time to use their affirmations. Using one word affirmations helps to by-pass this objection to using affirmations daily.
4. You can use them several times a day while you are doing other activities. For example, while you are driving, while you are getting ready in the morning, as you drift off to sleep (which is very effective), etc.

As you use these one word affirmations, you will even find that they pop up in your mind during unexpected situations to keep you on track.

For example, let's say someone at work unexpectedly presents you with a rush request. Perhaps in the past, this threw you into a state of unhealthy stress. This is a great time to use the one word affirmation "peace" or "release." I have personally found this to be extremely effective.

5. Often these one word affirmations are the primary words used in regular affirmations. They can help you remember the other affirmations you are using and even help you create new affirmations that are extremely effective.

So, here is a wide variety of one word affirmations that will help you:

Abundance	Electric	Knowledge	Relaxed
Acceptance	Energy	Lavish	Release



Accumulate	Enthusiasm	Lead	Remember
Advance	Eternal	Life	Renewed
Answer	Excellence	Listen	Repetition
Authority	Excess	Loving	Respect
Beauty	Expect	Loyal	Responsible
Belief	Faith	Luxury	Result
Benefit	Family	Massive	Sales
Blessings	Genius	Meditate	Seed
Bountiful	Gift	Mercy	Silence
Calm	Give	Now	Solved
Cancel, cancel	Great	Open	Spontaneous
Cause	Grow	Outstanding	Strength
Certainty	Guidance	Peaceful	Subconscious
Circulate	Habit	Perfect	Success
Compassion	Happy	Pleasure	Surplus
Complete	Harmony	Possible	Thankful
Confidence	Harvest	Power	Think
Connected	Healing	Praise	Thoughtful
Consistent	Health	Promotion	Together
Courage	Idea	Purpose	Touch
Create	Imagine	Quality	Transform
Decision	Income	Quickly	Trustworthy
Delighted	Infinite	Quiet	Truth

Desire	Intelligent	Reason	Vision
Destiny	Intuition	Receive	Wealth
Dream	Invisible	Recreation	Wisdom
Effect	Joy	Rejoice	Wonderful

## **Chapter 9**

### **Creating a Powerful Self-Image (Disc 2)**

#### **Creating Confidence and Certainty on Demand**

1. I am now filled with faith, certainty, and confidence. I now create and feel these emotions in my body.
2. I am now confident and assertive.
3. I now walk and move with assurance, poise, and personal power.
4. I am now a powerful and charismatic personality.
5. I am growing more and more attractive everyday.
6. My confidence and competence are exploding massively everyday.
7. I am now friendly, outgoing, and confident.
8. I am now bold and courageous. I now seize my opportunities immediately.
9. I now have the ability to change anything in my life that I choose to change. I take complete responsibility for my life.
10. When I speak to others, I look them straight in the eye and speak with confidence knowing that I am equal to every person I meet regardless of their social status or accomplishments.
11. I can now create a state of total certainty and confidence at a moment's notice anytime I need it.
12. I now move my body with poise and confidence.

13. Every time I close my eyes and breathe deeply, my confidence expands and fills my whole being.
14. I now see myself as exactly the person I want to be: confident, self-assured, healthy, and prosperous.
15. I now hold myself and other people in high esteem.
16. Everyday in every way I am growing more and more confident.
17. My confident energy, enthusiasm, and passion are increasing massively everyday.
18. Because I am committed to constant and never-ending improvement, my performance is improving everyday.
19. What I imagine I can do, I can do.
20. I am now fearless, courageous and bold.
21. I receive wisdom and knowledge from my subconscious mind every moment of my life.
22. I apply my faith with consistent acts of courage.
23. The expression on my face now communicates certainty and confidence.
24. I now inspire and expand my imagination with enthusiasm.
25. I now relive the most joyous moments of my life. And these moments inspire me to greater confidence and a greater feeling of self-worth.
26. I immerse myself in a powerful environment on a regular basis.
27. I act as if I already have all the confidence I need and desire.
28. I speak to myself and others with confidence, certainty, and conviction.

29. I now take complete and total control of my internal images, dialog, and feelings.
30. My subconscious mind now communicates confidence, certainty, and power to the subconscious minds of others.
31. My thoughts, presence, charm, and charisma now inspire others to greater self-confidence and personal power.
32. I now radiate confidence and certainty in the presence of other people.
33. When I speak, the tone of my voice communicates strength, courage, and confidence.
34. I am now confident, assertive, and decisive in every situation.
35. I now create outstanding confidence by repeatedly rehearsing in my mind and imagining the results I want in advance.
36. I am now an outstanding leader who leads with confidence.
37. I increase my self-confidence by increasing my skills and abilities everyday.
38. As I rehearse the results I want in my thoughts before they happen, my skill and confidence expand massively.
39. Other people find me to be a fascinating and interesting person.
40. I consciously choose the emotional state that I am in at all times.
41. I am now raising my standards in all the major areas of my life and am holding myself to those standards at all times.

42. I now control the pictures, sounds, and feelings that I create in my mind.
43. I am now comfortable with a high level of uncertainty in my life knowing that without great risks there are no great rewards.
44. I now face challenging situations of great uncertainty with a feeling of absolute certainty and confidence that I can transform any challenge or set back to my advantage.
45. I am now positively adventurous and outrageous.
46. I now put myself into new positively challenging situations everyday.
47. I now set new and higher standards for myself and I step up to every challenge in a state of absolute certainty and unstoppable confidence.

## **Sidebar**

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### **2nd Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc2-assessment/>

**Release your resistance. Keep your momentum going.**

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## **Chapter 10**

### **Achieving Your Goals: Using Power Affirmations to Consistently Manifest the Results You Desire (Disc 3)**

1. I now put my body into a peak state of absolute certainty knowing that I can create any positive result that I am committed to.
2. I am now living a life of design rather than a life of reaction.
3. I am now absolutely clear about the specific results I want in every area of my life.
4. I now step up with total power and passion to take whatever positive action is necessary to achieve my desired results.
5. I now make my future my present. My future is now.
6. I now celebrate the achievement of my goals before they occur in the physical world.
7. Whenever I set a definite goal, I take immediate action towards its attainment to create and sustain massive momentum.
8. I am now spending my time, energy, and emotion on the goals that are most important to me rather than responding to the demands of other people. I am in control of my life.
9. Urgency is not my friend. Through results-focused planning and delegating to others, I minimize the amount of time I spend addressing the urgent demands of other people.

10. I now do only what I do best and get other people to do the rest.
11. I now delegate tasks that do not require my direct attention and focus to other people.
12. My subconscious mind now provides me with the specific massive action plans I need to attain my desired results.
13. My subconscious mind is now consistently presenting me with updated plans to achieve my goals even when I am playing, eating, or sleeping.
14. I now carefully measure and manage my progress towards my desired results everyday.
15. I am now highly flexible. I carefully monitor the results that I am getting and quickly adjust my actions until I receive the specific results I desire.
16. I accelerate my progress towards my desired results by studying other people who have been outstanding in that area.
17. I increase my hunger and desire to achieve my goals everyday.
18. Using tapes, books, music, and anything else around me that is easily accessible, I now create a controlled environment that keeps my mind focused on my primary outcomes everyday.
19. I do not adapt to my environment. I persist in making my environment adapt to me.
20. All of my internal images, dialog and feelings are now pulling me towards the results I desire. I am totally committed and congruent.
21. I am now focused on the results I want, driven by a passionate purpose, and charted with massive action plans.



22. I now see things exactly the way they are, exactly the way I want them, and now take massive action to close that gap.
23. I now prepare a results-oriented daily plan every evening for the following day.
24. I feed my momentum monster everyday by consistently taking results-focused action.
25. When I reach a definite decision, I commit and resolve to the achievement of the end result I desire.
26. I now create magic moments for myself, my family and friends.
27. I now celebrate my achievements in advance.

## **Sidebar**

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### **3rd Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc3-assessment/>

**Release your resistance. Keep your momentum going.**

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## **Chapter 11**

### **Creating Physical Power, Health, and Vitality (Disc 4)**

1. My health, energy, and vitality are increasing everyday.
2. My positive thoughts are now creating the body that I desire.
3. I am a lean, mean, fat burning, muscle building machine.
4. My body is now trained to burn fat and build muscle.
5. I am growing more and more attractive everyday.
6. Divine life now flows through every cell in my body.
7. I am now totally energized. My body is now exploding with massive amounts of energy and enthusiasm.
8. I now eat all the right foods for optimum health, energy, and peak performance.
9. I now alkalize and energize my body everyday by eating live green foods and drinking green drinks.
10. My body is healing and regenerating itself everyday.
11. With every deep breath I take, my body is burning fat and creating massive energy, health, and vitality.
12. I now see myself filled with health, energy, and enthusiasm.
13. I now have all the energy I need.
14. The more energy I use, the more energy I have.

15. I now fill my body with life giving oxygen through deep breathing everyday.
16. I create good health habits quickly and easily.
17. My body now eliminates all toxins quickly, easily, and healthfully.
18. I am now relaxed and filled with peace of mind. In my relaxed state, my body repairs and heals itself quickly.
19. All of the cells in my body exist in harmony and peace with every other cell in my body.
20. I get a full night's rest everyday.
21. When I sleep, my mind is at peace and the healing powers within my body are magnified.
22. The creative intelligence which made my body is now transforming every cell according to nature's perfect pattern.
23. My healing thoughts are now going deep into my subconscious mind and bringing total and continuous healing to my body.
24. I now enjoy a large variety of water rich foods that fully cleanse and nourish every cell in my body everyday.
25. I consciously control my biochemistry by putting my body into peak emotional states, by healthy eating, exercise, and adequate rest everyday.
26. I sleep in peace and I wake in joy. Through peaceful sleep, my body and mind are renewed and restored to perfect health.

## **Sidebar**

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### **4th Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc4-assessment/>

**Release your resistance. Keep your momentum going.**

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## **Chapter 12**

### **Creating Power Relationships (Disc 5)**

1. I now make good friends quickly and easily.
2. Good people are attracted to me every day. They want to meet me.
3. I now create outstanding rapport with other people quickly and easily.
4. I now hold myself and other people in high esteem.
5. I now surround myself with positive, proactive people.
6. I always create harmony with others through cooperative effort.
7. I will succeed by attracting to myself the cooperation of other people towards our common objectives.
8. I will encourage others to help me because of my willingness to help other people.
9. I will cause other people to believe in me because I believe in them and in myself.
10. I actively listen to what others say without interrupting them.
11. I create synergistic, positive relationships that are fair, honest, and healthy.
12. All my facial expressions are now pleasant and pleasing to myself and other people.
13. When I greet people, I greet them with gladness in my being.
14. I now have a magnetic, warm handshake.

15. When people first meet me, they like me instantly.
16. My subconscious mind properly prepares the subconscious mind of every person I meet before I meet them.
17. I now accomplish my goals with the benefits to others in mind.
18. I listen to others carefully before responding.
19. I now develop cooperative alliances with others towards definite, specific objectives quickly and easily.
20. I now have a keen understanding of myself and of other people.
21. I treat every person I meet with respect, mercy, tolerance, and understanding.
22. I now look for the good in every person I meet and I find it.
23. I now inspire and empower others to greatness.
24. I now have favor in the eyes of every person I meet.
25. I now have a highly pleasing personality.
26. All of my contacts with other people are smooth and pleasant.
27. I express my honest and sincere appreciation and praise for others easily and often.
28. I now arouse a feeling of enthusiasm for good things in other people.
29. When speaking with others, I look at things through their point of view as well as my own.
30. I am now genuinely interested in other people.

31. I wear a sincere, heartwarming smile everywhere I go. My genuine smile comes from deep within my innermost being.
32. I remember the names of other people easily and effortlessly.
33. I encourage other people to talk about themselves and I listen intently.
34. When I speak to others, I focus on their interests not mine.
35. When I need someone to do something, I make them feel happy to do it by pointing out the benefits to them.
36. I sincerely recognize the value in every person I meet and make a genuine effort to make them feel important.

## **Sidebar**

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### **5th Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc5-assessment/>

**Release your resistance. Keep your momentum going.**

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## **Chapter 13**

### **Creating Wealth and Financial Abundance (Disc 6)**

I originally had wealth in the number 5 position in my program, but have recently moved it to the final position. Why? Because great wealth is dependent upon all the other areas.

In monitoring my website, I've noticed that the number one area people expressed an interest in by their online behavior is wealth. I don't think that will come as a surprise to everyone. Most people seem to think that they can take care of all of their other problems if they had enough money.

In a way, this is unfortunate, because creating wealth and abundance is often the result of a number of factors: like having a positive attitude, being confident, able to set definite goals along with a plan for their achievement, having good health, building great relationships with others.

In other words, there is a natural progression to the program. While you are certainly free to pick and choose which areas you want to study, I encourage you to go through the sections in order in order to take advantage of the progression of the program.

1. I am now wealthy.
2. I deserve to be wealthy.
3. I am now a financial genius.



4. I am now highly pleasing to myself in the presence of other people.
5. I now earn, save, spend, and invest my money wisely.
6. My wealth is increasing massively everyday.
7. My money is now creating more money.
8. My outstanding ideas, energy, and passion are now creating new wealth for me and others around me.
9. I now give away massive amounts of wealth to causes that I believe in.
10. All the investments I own are profitable.
11. Every dollar I spend returns to me massively multiplied.
12. I manage my money effectively with precision.
13. I now have all the money that I want and need.
14. I now give away large amounts of wealth wisely and intelligently.
15. Every thought I have is now being transformed into massive financial abundance for me.
16. I am now creating all of the wealth that I want and need.
17. My imagination is now creating all the financial abundance that I desire.
18. The more of my wealth that I give away wisely, the more my personal wealth explodes massively.
19. I now seize my opportunities boldly and courageously decisively applying my faith through my actions.
20. My imagination now creates all the wealth I desire.

21. Through my power of intention, I effortlessly attract all the wealth I need and desire.
22. I habitually give more than I get. I cheerfully go the extra mile in every task I undertake.
23. I am now accumulating vast amounts of wealth consistent with my integrity and honesty.
24. I respectfully accept the gifts of others with the knowledge that these gifts were intended to gratify the giver more than the receiver.
25. I am now receptive to unexpected gifts of wealth.
26. I am a gracious giver and receiver.
27. When I think wealthy thoughts, I become more wealthy in all aspects of my life.
28. My wealth is now multiplying and creating more wealth easily and effortlessly.
29. My financial abundance is now exploding massively 24 hours a day even when I am playing, eating, and sleeping.
30. I am now surrounded by an ocean of wealth and I draw from this ocean all I need.
31. My job is my personal pipeline from which I tap the infinite wealth from my world economy for my personal desires.
32. I am now earning massive amounts of wealth doing what I love to do while rendering useful service to other people.
33. Through my power of my subconscious mind, I effortlessly attract all the wealth I need and desire.
34. I am a money magnet.

35. Money is forever circulating in my life and there is always a surplus.
36. I have a responsibility to accumulate vast sums of wealth through useful service to others and to give it back to society through gifts that benefit the entire community.

## **Sidebar**

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### **6th Power Affirmations Assessment**

<http://www.poweraffirmations.com/disc6-assessment/>

**Release your resistance. Keep your momentum going.**

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## **Chapter 14**

### **The Power of Music...Combining Music with Power Affirmations**

In this case, I'm not speaking of Power Affirmations that include music, but rather creating playlists that include both music and Power Affirmations. You can use iTunes to create custom playlists which include music and Power Affirmations that you can use in iTunes or burn to a CD. This is really powerful.

Those of you fortunate enough to have gone to a Tony Robbins seminar know that upbeat music plays a critical role.

I've attended three Tony Robbins events--two of the Unleash the Power Within (which includes the Firewalk) and The Competitive Edge (a one day event that I don't think he offers any more).

His events are a combination of seminar, rock and roll concert, and block party all in one.

The days at Tony's events tend to be very long. For example, each of the UPW "live" days (Friday through Sunday) typically went until past midnight. And breaks for food were generally late and short. Tony is like the "Energizer Bunny"--he keeps going...and going...

In order to keep the energy of the audience at a peak level, Tony breaks up the day with what I would call "peak state" breaks. During those breaks, the audience is shouting, yelling, clapping, dancing, etc.

Tony makes certain that the audience understands the purpose of these breaks by explaining the importance of using your physiology to create your "peak state." And of course, he is the head "cheerleader" urging the audience to use more and more positive energy.

## **So What's the Purpose of Music at Tony's Events?**

The musical breaks have multiple purposes:

1. To keep up the audience's energy through a long day of teaching.
2. To provide you with opportunities to practice putting yourself into a peak state. Through repetition with intensity, to develop the habit of being in a peak state. This is actually a type of "autosuggestion" except that you are using your body instead of words.
3. To put yourself into a peak state before doing the exercises he gives you at the seminar. The idea is that if you put yourself into a peak state before you do the exercise, you will receive more value from them.
4. To create "anchors" between your peak state and the songs. This has two primary benefits: first, these songs are readily available for purchase either on CD or through a service such as iTunes. This way you can pick "power tunes" to listen to that can help you quickly get back to your peak state.

Second, you will find that many of these songs are played in public places such as stores, restaurants, etc. When you hear the songs in these settings, you will find they help **automatically** trigger your peak state.

Even though I had studied Tony's book and Personal Power audio program, the seminar far exceed my expectations. I expected a much more "traditional" seminar. And the music played a critical part in the positive impact.

The music used at the seminar was almost all new to me. My musical tastes have primarily been big band and jazz--Frank Sinatra, Dean Martin, Perry Como, etc. I was not prepared for rock, techno, and new age.

I was completely surprised at how much I enjoyed it. Because I realized that the music was a powerful "anchor," after the seminar, I went on a hunt to find the songs used at the event. My idea was to use the music to fire off the anchors to help put me back into that peak state.

### **Thank Goodness for iTunes...**

This was before iTunes and online music services. The only way to get the individual songs was to buy the entire CDs. There was way too much music at the event to buy all of it, so I ended up buying about 20 CDs in order to get 25 songs. At about \$15 per CD, I spent about \$300.

It was insane to do that, but the results were worth it. I was able to copy just the songs I wanted to a couple of CDs so that I would have enough music to put myself into that peak state.

Whenever I stated to feel my energy slide, I popped in my CD and pretended I was back at the seminar. My energy and attitude would go back up and my progress and momentum would accelerate.

Now that we are living in the age of iTunes and the iPod, I've taken the process a step further. First of all, now that you can purchase the individual songs (at least those that are available), the cost of getting most of the music is much less. I've identified 255 hundred songs from the seminar that are available in iTunes (there's links to the "iMixes" I set up for the songs below--keep reading). At \$0.99 per song, it's now possible to get almost all the songs for less than I paid for only 25.

My recommendation is that you only get the most important songs or that you buy them in batches in order to reduce your total cost.

Once you get the songs, you can put them in any order on your iPod. You can even have certain songs repeated without having to recopy the file (just copy the name multiple times in the playlist).

### **...Now Add the Power Affirmations**

This is really important. Because you have control over your playlists (even if you copy the audio from iTunes to a CD), you can intermingle music with Power Affirmations.

As far as I know, the program I offer is the only one that allows you to do this (because each affirmation is its own MP3 file and there is no music in my recordings).

Let's say that you have identified 10-12 Power Affirmations you want to focus on. Just pick 15-20 upbeat

songs and organize the playlist for variety and impact. When the music comes on, concentrate on putting your body into an emotional peak state.

## **Music is an Emotional Amplifier**

What do I mean by this? Simply that you can use music to intensify the emotions you choose to focus on (in this case positive emotions). With increased emotional intensity comes increased power with respect to the affirmations.

When the affirmations come on, you will have more positive energy that will make the Power Affirmation more effective. You will find that when the songs start to play again, you will be reviewing the affirmations. This helps with memory retention. You will begin to associate the affirmations with the songs.

Throughout the day you will find yourself "replaying" the music and the affirmations in your head. As that happens, your thoughts will begin to guide your feelings and actions. It's when you consistently get to the action stage that your momentum will begin to accelerate.

Just to be clear, the power of affirmations is not in the words or the affirmation recording, but the thoughts and emotions they create within your mind. The power is already within you—it's your birthright as a human being.

This is why mixing those thoughts with positive emotions is so important. And upbeat music is an outstanding way to be able to do this consistently. If all you do is listen to the affirmations without mixing them with emotion--at least periodically--you will likely be disappointed with your results.



The more positive emotion--especially the emotions of faith, certainty, confidence, and determination, the **faster** you will see positive results.

## **So How About a List of Songs...**

I'll do even better than that. In order to help you get started, I've created six different "iMixes" in iTunes. An iMix is simply a list of songs in iTunes that's already put together for you. Using these pre-made iMixes will save you hours of hunting down the songs you want.

When you visit the iMix, you can select individual songs out of the mix or you can buy the entire list. **Apple's standard charges still apply.** As with any song in iTunes, you can listen to a portion of the song in advance to see if you want it.

The six iMixes I have created are as follows:

There are a total of 177 songs in the first three lists below. There were 78 songs included in the comprehensive list that I personally didn't find that useful. I still included them in the comprehensive lists because I wanted it to be as complete as possible. Within the lists, the titles are listed alphabetically.

- **[The Essentials](#)** - This is a list 30 songs from Tony's seminars that I consider to be part of the core music--for example Life (Everybody Needs Somebody to Love)--this is the song that has the tag line --"Life will never be the same." This is the best list to select from to start.

- [\*\*Recommended Songs\*\*](#) - This is a list 88 additional songs from Tony's seminars that I consider to be part of the core music.
- [\*\*Optional Songs\*\*](#) - This is a list 59 additional songs from Tony's seminars that I consider to be the best of the remaining songs.

The following three lists have a total of 255 songs. It's the most comprehensive of any list I've seen on the internet:

- [\*\*A Comprehensive List - Part 1\*\*](#) - This is the first 100 songs of my comprehensive list of all of the songs I've been able to locate in iTunes.
- [\*\*A Comprehensive List - Part 2\*\*](#) - This is the second 100 songs of my comprehensive list.
- [\*\*A Comprehensive List - Part 3\*\*](#) - This is the remaining 55 songs of my comprehensive list.

**If you have an account with iTunes (apparently Apple requires this to access iMixes),** the links in the list above will take you directly to these lists in iTunes. If you don't have iTunes installed on your computer, you will be taken to a link where you can download it for free. No, you don't need an iPod to use iTunes. You can either listen on your computer or burn your playlist to a CD.

**Note:** If you live outside the U.S., you may not be able to access this iMixes due to music rights issues. Unfortunately, there's nothing I can do about that. But to help you out, [\*\*here is a list of all 255 songs in PDF format.\*\*](#)

## **Sidebar**

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### **Here's a Sample Playlist I Created for Myself**

I think a sample here will clarify the concept.

1.	Song	Get Ready 4 This - 2 Unlimited
2.	Song	Life (Everybody Needs Somebody to Love) – Haddaway
3.	Power Affirmation	I now put my body into a peak state of absolute certainty knowing that I can create any positive result that I am committed to.
4.	Power Affirmation	Whenever I set a definite goal, I take immediate action towards its attainment to create and sustain massive momentum.
5.	Song	Born to Be Wild - Steppenwolf
6.	Song	Chariots of Fire Theme – Vangelis
7.	Power Affirmation	I receive wisdom and knowledge from my subconscious mind every moment of my life.
8.	Song	Simply Irresistible - Robert Palmer
9.	Song	Unbelievable – EMF
10.	Power Affirmation	I now step up with total power and passion to take whatever positive action is necessary to achieve my desired results.
11.	Song	Life (Everybody Needs Somebody to Love) – Haddaway
12.	Power Affirmation	All the cells of my body exist in harmony and peace with every other cell in my body.
13.	Song	Star Wars Theme - John Williams

14.	Song	The Raiders March - John Williams
15.	Song	Yoda's Theme - John Williams
16.	Power Affirmation	I now inspire and empower others to greatness.
17.	Power Affirmation	I am now an outstanding leader who leads with confidence and certainty.
18.	Song	What is Love – Haddaway
19.	Power Affirmation	I now see myself filled with health, energy, and enthusiasm.
20.	Song	Celebration - Kool and the Gang
21.	Power Affirmation	I now move my body with poise and confidence.
22.	Song	Eye of the Tiger – Survivor
23.	Power Affirmation	I now arouse a feeling of enthusiasm for good things in other people.
24.	Power Affirmation	I am now filled with faith, certainty, and confidence. I now create and feel these emotions in my body.
25.	Song	We Are the Champions – Queen
26.	Song	The Best - Tina Turner

So the idea here is to use the music to help get into a peak state. Then insert 1-2 Power Affirmations. Then more music to help maintain the state, add variety, and **create anchors**. During the music, I actually repeat portions of the Power Affirmations I've been listening to. This helps to sharpen my memory retention and to associate the affirmations with the songs.

As I hear the songs in my head during the day, I also remember the Power Affirmations I was reviewing. As I remember the Power Affirmations, I take action. One

action stacks upon another and builds momentum and direction--and positive results.

Obviously you don't have to limit yourself to these songs. You may have different musical tastes. The point is to find music that helps you create your emotional peak state. And then insert Power Affirmations in between the songs.

You can also create as many different playlists as you choose and change them as often as you like. This is the only program I know that offers such unlimited variety.

I'd love to offer you a specific audio example of how I combine the music with the affirmations, but due to music rights issues, that is not possible.

My suggestion is that you use music you already own or pick a few songs from iTunes and create your own sample playlists using the free sample Power Affirmations MP3s that are available. I am confident you will be pleased with the results.

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## **Why Didn't I Include Music with the Power Affirmations in the First Place?**

So why didn't I add music to the Power Affirmations recordings in the first place? This is actually to your benefit.

1. I think that the Power Affirmations recordings stand on their own as is. There's a lot of people who want

to cut directly to the affirmations and not be distracted by music.

2. Everyone's musical tastes are different. Using this method, you can select the music that you enjoy.
3. It keeps the costs down. Had I included any music--whether existing songs or music specifically written for the affirmations, the costs would have been astronomical--and probably on going. I would have been forced to sell the Power Affirmations recordings for a much higher fee.
4. For advanced users, you can get audio editing software to actually combine Power Affirmations with music. In other words, the music and the affirmations play at the same time.

You wouldn't be able to do this if I had recorded music with the affirmations. This is an advanced use and takes a lot of time to get right. Instrumental music is best in this case (classical, movie soundtracks, etc.).

So listen and enjoy. Celebrate your outstanding success--in advance. I believe that achieving success should be a joy not a chore or a burden. Otherwise, what's the point? Adding hot music to the Power Affirmations playlists is a great way to add joy and laughter to the process.

## **Chapter 15**

### **RAP: Results-focused Action Planning System**

#### **How to Use Your Current Daily Planner to Stay Focused On the Results You Want**

**Important note: This is one of the most important chapters in this book. As with most of the other information, it is highly concentrated information.**

One of the most frustrating things I have had to deal with is how to stay organized and focused on my goals every day. In my quest to figure this out, I've studied many time management systems. I've purchased many computer software programs. I've bought many different planners--sometimes several within the same year. Daily planners. Weekly planners. Monthly planners. And I've purchased about 5 different electric organizers. And I've kept several planners simultaneously.

I'm almost embarrassed to say that I have literally spent thousands of dollars to find a system that works for me. I've asked myself many, many times "How could such a simple thing, such a basic but critical skill be so hard to master?" What a great affirmation eh? And I've repeated it many, many times with emotional intensity. No wonder it was tough.

Well the turning point came to me while studying Anthony Robbins breakthrough OPA system and his Time of Your Life program. His program taught me the folly of

managing my life through to-do lists and the absolutely critical importance of staying relentlessly focused on my goals every day. I knew this before, but his system really brought home what it takes to make that happen in an organized manner.

When I first discovered his program, I thought I had finally found the answer to my problem; however, it proved way too time consuming for me to maintain. And I felt that there were some elements that were overemphasized for my purposes (such as defining my purpose for every single outcome no matter how small). And I started to feel like I was starting over every day.

Please don't misunderstand me. There are few people I respect more than Tony Robbins. There are few people who have had a greater positive impact on my life. But I ultimately decided that while the basic psychology of his approach was perfect for me, the application was too impractical. I needed something simpler for me to use every day.

Having said that, I HIGHLY recommend his "Time of Your Life" audio series. It is the best personal resource management program that I have discovered. The system I'm describing here is certainly no substitute for studying his program or the programs of others.

I also found that to make consistent progress, I had to place more emphasis on measuring my specific progress daily. While Tony mentions the importance of measuring progress, his system didn't offer me a simple, systematic way of doing it other than perhaps making a note in my journal.



Also, while I agree with Tony that to manage your life with a to do list is folly, I have still found it extremely useful as a supplemental way of staying organized in terms of the actual sequence of activities.

One day I decided that I was going to develop my own system. My requirements were as follows:

1. **It had to be simple.** In my quest to better manage my life, I ended up with systems that were just too complicated to maintain. Multiple planners, etc. It had to be simple and I had to be able to keep it in a SINGLE binder.
2. **It had to be teachable.** I wanted to have a system that I could easily teach to others. Especially present and future employees so that everyone is following a simple system that focuses on end results. I want to be able to explain it in just a few simple steps.
3. **It had to use common planners that were already on the market.** I'm partial to Daytimers because I like the format and love the paper, but it had to be a system that people could use regardless of their choice of planner. Or if they even wanted to use a blank notebook.
4. **It had to be relentlessly focused on results.** As I've already noted, simple, uncategorized to do lists seldom work.
5. It had to allow for using simple to do lists for managing activities moment-to-moment.

6. **It had to provide a simple way for measuring results daily.** I know some people find that simply crossing off activities is sufficient or making a note in their journal, but I needed a more precise way of measuring my progress everyday. The reinforcement helps keep me moving towards my goals.

So...the system I came up with for myself is called RAP which stands for Results-focused Action Plan. While the term results may be synonymous with outcome, I prefer to think in terms of results rather than outcomes. I believe that it meets all of my original requirements. You will have to decide for yourself. Here's how it works...

## **10 Steps to RAP**

I use the two-page per day desk-size Daytimer (similar to the Franklin-Covey Planner). While I use the different sections on the pages, I generally ignore the headings. Each day I copy the following in my planner. The repetition helps anchor them into my subconscious:

1. At the very top of the left-hand page (above the headings), I write:
  - Speed. Simplicity. Boldness. Focus. Execution.
  - Willing to do whatever it takes
  - Follow up and follow through."
2. In the "to do" section on the left hand page, I write: "Conceive. Believe. Act. Achieve." on the first line. On the next line, I write: "My Desires" Then I list out my current goals with my deadline. These are

generally short sentence fragments. I skip a line between each goal.

3. In the phone calls section (I know this is odd, but after all, it's my planner) I write the following questions:
  - What did I accomplish today of lasting value?
  - What additional progress can I make in the next 24 hours?
  - How can I accelerate the accomplishment of my goals?
  - Where am I really at right now?
  - What are the specific results I want to create?
  - What massive actions am I now taking to close that GAP?
4. The appointment column with the times is reserved for notes that I have written in previous days: appointments, calls, important tasks, etc. In other words, if I decide today that I need to remind myself to follow up on something on the 14th of this month, I turn to that page and note it in this section. This leaves the other sections open for my daily planning.
5. I use the reference page on the right-hand side for the current day to create my daily plan, but really any blank piece of paper will do. But it is helpful to have it in a notebook of some sort. I draw a line down the middle the page dividing it into two columns. Above the first column I write "Last 24 Hours." Above the 2nd column I write "Next 24 Hours."

6. In the upper left hand corner of the left column, I write a couple of words that describe the goal I'm working on. For example, "Buy New Car." Even though the actual goal is written elsewhere more specifically, I just use a couple of words to identify the goal.
7. Now in the left hand column, list 3-6 bullets detailing the measurable progress you made towards this goal in the last 24 hours. I rarely need more than that many within a single day. Be brief. Concentrate only on the meaningful tasks.

For example, if I priced out the car on the internet, I put that down. If I took no meaningful action towards the goal, I write in BIG letters NOTHING. Be honest with yourself.

8. Now in the right hand column, I list the results-focused actions I'm going to take in the next 24 hours towards the goal. Again, I keep it brief and abbreviate. If I don't plan on doing anything, I write in BIG letters: NOTHING. After a few days, if I notice that I haven't done anything towards the goal, it's time to reevaluate my commitment and take corrective action.

It's really critical to determine if you are going for days at a time without making any measurable progress towards a goal. This process forces you to face the issue head on so you do something about it.

9. After I complete this list, I draw a horizontal line using the column with the longest list as a guide where to start. I always leave a little bit of space so

that when I think of something else I accomplished or need to do, there's room to add it.

I know it seems odd to essentially create the form as you go, but this way you can keep the size of the area for the goal relative to the amount of content for that day. My daily plastic bookmark doubles as a small ruler, so the end result looks neat and it doesn't really add much time to the process.

10. Repeat the process for the remaining goals. So, if you have 4 goals you would end up with a grid with 4 sets of boxes.

What has this accomplished?

1. I have conditioned my mind to focus on my goals.
2. I have measured the specific progress I have made in the past 24 hours.
3. I have determined the results-focused actions I am going to take tomorrow (I do my planning in the evening, but everyone should pick the time that is best for them). This is far different than an uncategorized random to-do list.
4. Because my goals are generally consistent from day-to-day, I can whip through this entire process in about 15-30 minutes. While it may take you some additional time up front, once you go through the process a few times, you'll be surprised at how fast you can knock out an organized plan for the day--and one that is focused entirely on lasting results.

Follow this process every day and you will be creating plans for specific results-focused actions that will move you in the direction of your goals and you will be measuring your true progress towards your goal. Now you are keeping your mind focused on the results you want every day.

### **An Example in Table Form**

On the next page is an example of a RAP planning page in Table Form (just the left hand page in my planner). This page is the heart of the daily portion of the system. In this case, I'm only using 3 goals as examples. These aren't my current goals. In my current planner, I have 8 that I am tracking.

Keep in mind that this is just for the day-to-day planning. I keep more details on my goals elsewhere—usually just a simple MS Word page or Excel spreadsheet.

The key here is that my activities are categorized and focused directly on my desired goals. Also, that I know what I accomplished the day before. This helps me stack my progress one day on another until I've built unstoppable momentum.

<b>Last 24 Hours</b>	<b>Next 24 Hours</b>
<p><b>Move to a new apartment</b></p> <ul style="list-style-type: none"> <li>- Contacted landlord</li> <li>- Set time to see new apartment</li> <li>- Research current rents</li> </ul>	<ul style="list-style-type: none"> <li>- See apartment</li> <li>- Determine availability</li> <li>- Set aside funds for deposit</li> <li>- Research neighborhood</li> </ul>
<p><b>Launch Web Site</b></p> <ul style="list-style-type: none"> <li>- Outlined pages</li> <li>- Purchased and loaded software</li> <li>- Researched domain names</li> <li>- Studied search engines</li> <li>- Worked on master marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>- Begin writing pages</li> <li>- Pick and register domain name</li> <li>- Research shopping carts</li> <li>- Order web service</li> </ul>
<p><b>Get Business Loan</b></p> <ul style="list-style-type: none"> <li>- Contacted the SBA regarding program details</li> <li>- Purchased book on Business Planning</li> <li>- Began master task list for project</li> </ul>	<ul style="list-style-type: none"> <li>- Schedule time to work on the details of the plan</li> <li>- Set appointment to get additional help from the SBA</li> <li>- Get list of preferred lenders</li> <li>- Contact accountant to prepare financials</li> <li>- Brainstorm planning ideas</li> </ul>

Stop right now and get a planner, a notebook or a piece of paper and go through this process. It doesn't have to be perfect, just enough to get you started. Create this daily habit, and you will make progress towards your goals.

## **Sidebar**

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### **Free RAP Daily Planning Form in MS Word**

I've recently switched from preparing my RAP plans in my Daytimer to using a special form that I created using MS Word. I've created a separate form for each month of 2007 that I use as a template for that month.

So for example, there's a template for January, February, March, etc. The primary reason for the separate templates is that I've added small calendars to the top of the form.

I've also added a separate file that I use to prepare my daily schedule. Unlike most schedules that only go from 7am – 11pm (or something similar), I have chosen a 24 hour format (in half-hour increments). At the top of the form, I list my top 8 values in life ranked in order of importance.

So, first I fill out my RAP plan to focus on my goals and track my progress. Then I refer to it as I fill out my schedule. And as I fill out my schedule, I check to make certain I am spending most of my time on the values that are most important to me in life.

Anyway, in the spirit of sharing, I decided to make these forms available to you as a free bonus for purchasing my eBook. These forms alone can both save you a lot of



money. But more important than that, this process will help you manage your life (not just your time) and help you make rapid progress towards the achievement of your goals. **This system works.**

You can either type your daily plans in MS Word using the template, or print out a blank copy and create your plan in writing. Personally I prefer to type my plan out.

I've also written a short 5 page white paper on how I use my new daily planning form. You can get the white paper and download the sample forms at

<http://www.poweraffirmations.com/planning-form/>

**Call to action: If you intend to do it, do it now.**

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## **Running To Do List**

During the day, I keep a running to do list. I'm very active. No matter how thoroughly I plan, I have a lot of unexpected things come up. But that's okay. Because I'm focused on very specific goals, I can often use these unforeseen challenges and opportunities to move closer to the achievement of my goals.

If I didn't keep my current goals in front of my consciousness, I'd simply handle these items without getting maximum benefit. Maybe without really taking me any closer to my goals at all.

Also, I like to focus on the activities that I'm in the mood for at the moment. And I like to take advantage of serendipity--unexpected opportunities that I can take

advantage of at a moment's notice to take me closer to my goals.

So to keep my mind focused on the tasks at hand, I make a list of the next 3-5 tasks that I'm going to follow through to completion. Any more than this and my mind starts to get overwhelmed. By keeping a running to do list throughout the day, I am able to take advantage of my current state of mind.

Being human, there are times when I feel more productive than others. For me, that changes through the course of the day, so I have found it impractical to prioritize the exact sequence of tasks more than an hour or two at a time (except for activities that involve other people, appointments, phone calls, etc.). And by only planning a few specific tasks in advance, I follow them through to completion more consistently.

In rereading what I just wrote, I can see where someone may reach the conclusion that I have "attention deficit disorder". Nothing could be further from the truth. My powers of concentration actually are very high. It's just that I have a lot to accomplish so I'm constantly on the move. Your life may be a lot less complicated and you may not need a running to do list.

As I create my running to do list, I make absolutely certain that most of these tasks are related to my RAP for the day. If they are not, I take a moment to rethink that use of my time right then and there.

Like everyone, I sometimes have to do tasks unrelated to a goal--so I do those as quickly as possible to get back to a meaningful task. Other times, I delegate it to someone else or to another business. Other times I just decide not

to do it. I love it when I find that I can cross off a task that I really don't need to complete.

I throw away this list at the end of the day (or sometimes even during the day if I'm really busy), so I use a blank pad of paper that I keep right in the front of my planner. That way I can open my binder to my current list at any time.

Placing it here is really critical for me so that it is always handy. I also use this pad to capture phone numbers, quick thoughts etc. I have one place to put these notes and I can copy them to the proper place later.

I know most planning systems tell you to prioritize tasks (such as ABC, 123, etc.). Maybe I'm just difficult, but I have actually not found that to be very helpful for me. I found I almost always ignore the priorities anyway in favor of following my mood of the moment. That may sound undisciplined, but the proof is in the results--I get a lot done virtually everyday.

I currently have 8 goals that I'm working on every day. And I typically can have a task list of 35-40 meaningful things to do towards these goals each day. And they are all important to me.

Rather than set priorities, I ask "What is the most valuable use of my time right now?" (not the "best use", the most "valuable use"). What can I work on that is important, but not urgent? That becomes my priority of the moment. And as much as possible, I follow tasks through to completion before moving to the next activity.

Since I started using this system, my productivity has exploded (and I was pretty productive before this system by most standards). And I have a lot less stress.

## **Mapping Your Way Through the "Gap" in 6 Steps**

For creating my master plans for my goals, I use what I call "Gap" analysis. The analogy that I think of is creating a map from where I am now to where I want to be. The map is the action plan (my MAP through the GAP). It's really a pretty simple process. I don't do this everyday, only when I need to come up with a master plan for achieving a specific goal.

Here's how it works for me:

1. Take out a blank sheet of paper and draw two lines dividing the page into three sections. It's best to do this using a landscape orientation--one major result, goal or outcome per page.

Above the 1st column, write the question: Where am I really at right now?

Above the second column, write "MAP through the GAP" (MAP stands for Massive Action Plan),

Above the 3rd column write the question: What is the exact result that I want?

2. In the first column, write out exactly where you are right now with respect to the result you want to create. Be brutally honest. Be realistic. Be specific.

Here you should focus on the here and now rather than the future. Don't see things better than they are and don't see things worse than they are. See them exactly the way they are. No fluff. It's best if you can find some kind of objective measurement (like exactly how much debt you have, how much money in the bank, etc.).

No statements of faith here--only objective fact. Some people may think this is negative, but I have found that it is crucial to determine where you are before you can decide how far you have to go. It's only negative if you don't take action to improve your situation.

3. Skip over to the third column on the page. Now describe in very precise terms the specific result you want. Here's where faith steps in. Here's where you need to clearly see in your mind's eye the exact result you want. It's best if you can describe it in precise, specific, measurable terms.
4. In the second column, design the massive action plan you need to follow to take you from where you are to where you want to be. What are all the actions you need to take that will automatically create the end result you want? Be thorough. Be specific. Don't censor anything. Think in terms of massive action.

What are the daily actions you need to take? What beliefs do you need to change? What are the behavioral habits you need to install? What affirmations can you design that will install the thoughts and beliefs you need so that you are consistently moving in the direction of the results you want?

5. After you design the plans, determine how long you think it will take right now. Only after you design the plans can you realistically determine a date by which you will create the desired result.

Otherwise you are only making an uneducated guess rather than an intelligent estimate. After you set your initial date, review your plans and ask "how can I accelerate the creation of my desired result?" There is power in speed and results-focused, massive action.

6. From here, go back and organize and refine your plan. What actions are you going to take when? Set milestones. Now take daily action and measure your progress.

In business there are projects with well-defined objectives that are eventually reached and then there are on-going, daily operations that really never end. Both are critical. Building a bridge is a construction project. After the bridge is built, comes every day, routine use. There's a project for building the house, and then living in it every day after it's built. The same is true for your planning. There are periodic projects, like putting yourself through a goal setting process. Then there is a point where you turn the end result of the project over to ongoing, daily operations (your daily planning process).

## **How I Use My Computer in My Personal Planning Process**

Even though I rely on my computer for a lot of things, even though I have about 5 different electronic PDA's

ranging from Palm devices to Pocket PCs, I have been pretty frustrated when it comes to using my computer for my personal organizer.

As far as the PDA's go, I have found that it takes too long to put in the information. And the screen is too small for my liking. I like to see my entire day on a single page. Laptops are getting better, but not portable enough yet.

And, as I've described above, I have a unique way of planning that just doesn't lend itself to the computer. So for now, I do the majority of my planning on paper in my planner. Besides, it's much cheaper. So now, temporary lack of money is no excuse not to follow a systematic planning process.

Still there are two functions for which my computer has proven helpful:

1. **Keeping my business calendar in sync with my associates.** When there's a meeting to schedule, it's all done via email to all the related parties. And it appears on my desktop calendar (I still make a note of these meetings in my manual planner).
2. **When brainstorming my list of results-focused activities for time periods of one week or longer (generally up to a year).** To create this list, I don't use a time-management software program. Instead, I use MS Word or Excel. That way, I can list the items at random and then sort or move them by category electronically.

The categories I use are generally my current goals. By grouping them by category, I can then take a look

through the list and ask "what other results-focused activities can I take this week (or month, or year, etc.)?" And I can save the list for further manipulation later.

I don't go through this process every day because I have found that a day is generally not a long enough period of time to make this extra work worthwhile. But to use this for longer periods of time (or to plan out special projects) has proven magical for me.

After I create this list, I keep it in my planner for future reference when I'm planning my day.

## **Some Miscellaneous Parts to My Personal Planning System**

Here are some other things that I do only when is necessary rather than everyday that may help you:

1. **Create a list of all the resources that are available to you.** This is really critical. I've grown to prefer looking at my system for maximizing the use of all my resources rather than just my time.

For me anyway this is a broader view and yet also a more specific focus than anyone else I've heard or studied. I can't touch "time." I can't touch "life." But I CAN manage and organize the physical tools available to me. Or my relationships, etc. And it's a lot easier to measure (and improve) how effectively I'm using a specific resource.

Hint: you have a lot more resources available to you than you realize. But, they won't be available to you



until you recognize that you have them. When I list my resources, I brainstorm everything I can possibly think of. My home, my car, the highway system, traffic lights, friends, American citizenship, local hotels, my courage, etc.

As I review the list, I ask myself, "how can I manage my resources to accelerate the achievement of my goals?" Using this process you begin to make associations that were always possible, but that never came to your attention. It was exactly out of this exercise that I came to create my affirmation CDs.

One time I realized a local hotel near my work as a resource, I realized that I could stay there for a couple of weeks while I worked on a special project. Staying at the hotel reduced my round trip commute time from a couple of hours to about 5 minutes, reduced my stress, allowed me to work more hours, and meet a very tight deadline.

While it was expensive, the monetary value I received from being able to work extra hours was more than worth it--and I earned incredible good will from my client by meeting a mission critical, almost impossible deadline. The client never knew how I did it. If I hadn't taken the time to identify the hotel as a resource towards achieving a specific result, I never would have achieved the goal.

2. **Each week I create a master plan for the week.** While I use blank paper rather than his forms, this is the one part of my system that's closer to Tony Robbins planning system than other parts of my system. You'll do yourself a huge favor by

purchasing his "Time of Your Life" audio program for a more detailed explanation.

3. **Once per quarter, I re-listen to discs 9 and 10 from Tony Robbins Personal Power program to review and reset my goals.** I do this in my hardbound journal. This is the best program that I have found for setting my long term goals in tandem with my GAP analysis outlined above.
4. **When I set my goals, I also design a few specific affirmations to help me stay focused.** I listen to my Power Affirmation CDs for a general tune up and to keep focused on these timeless principles. But I also write out affirmations specific to my current goals.

For really important goals, I use my computer to record these affirmations on to an MP3 file. Usually not more than 2-3 affirmations per CD. The audio quality of these ad hoc CDs is obviously not as good as the ones I recorded in the studio, but they have helped me maintain a laser-like focus on my goals.

5. **As you may have guessed, I listen (and re-listen) to the self-help programs of other authors relentlessly.** This is especially true since I purchased my iPod. The Power Affirmation CDs are really supplemental to other programs for me. But, they have proven to be the catalyst to make these other programs work.

Note: the whole idea of RAP came to me while listening to my Power Affirmation recordings. I doubt I would have ever been able to design this system for myself if I hadn't been listening to both the audio programs of others

AND my Power Affirmation recordings. I'd still be stuck trying to figure out how to achieve my goals.

Since I started using this system in 2000, I have followed it almost daily (it's now January 2007). And I haven't wasted any more time or money looking for new ways to organize my time.

Before I settled into this system, periodically I would run out and get the latest book on time management, look for and try new computer software programs, try out new PDA's, look for new manual systems. This is no longer an issue for me, because I now have a simple system that works for me. I hope you find that some variation of this system also works for you. Follow up and follow through.

**Call to action: If you intend to do it, do it now.**

## **Chapter 16**

### **How I Use My iPod for Personal Development**

It's been a long time coming, but I have finally made the transition from primarily using CDs to using an iPod MP3 player. There are a number of MP3 players in the market, and I imagine that they are useful, but I have found that the iPod works best for me.

Here's how I use my iPod Photo (40 GB size). If you have another MP3 player, you may be able to adapt some of these ideas to using your player:

1. I have converted and loaded almost all of my audio CD programs to AAC files (of course, these are programs that I have purchased or my self-produced Power Affirmation CDs). Even after loading all of the affirmation files, all of Tony Robbins' Personal Power (20 CDs), and several other audio books, lots of music files, I still have 30 gigs of space left on the iPod.

The most time consuming part was converting the CDs. Loading the iPod with all this information only took minutes.

The AAC file format is compressed similar to MP3 files; however, you can manually change the extension of the file from m4a to m4b, the iPod will recognize the file as a spoken word file.

When you listen to these files in this format, they will be bookmarked. This way you can stop a file,

switch to another file, but your place will be marked when you return to the original file. Without the bookmark, the file will restart from the beginning. This is a huge advantage when listening to large spoken word files.

One other very important feature of the AAC/m4b file format: you can go to the settings of your iPod and slightly increase the speed of the audio file. The increase speed is only slightly noticeable; however, you can get through files faster.

For example, you can listen to an hour's worth of audio content in about 45 minutes. Or 5 hours of audio in about 4 hours. If you listen to a lot of spoken word content, this difference is significant. I think it also increases your retention and sharpens your mental skills over time.

2. For listening to the material at home, I use the iPod audio cord from my docking station to my stereo. Great CD quality sound.
3. In addition to having a separate playlist for each of the 6 Power Affirmations in my MP3 collection, I set up a special playlist for Power Affirmations that I am currently focusing on. This way I can choose a handful of Power Affirmations, put them in the playlist and set iPod to repeat this particular playlist non-stop.

The Power Affirmations MP3s can be in multiple playlists without having to make an additional copy of the file, so it's a terrific way to create a custom grouping of Power Affirmations while leaving the original list in tact.

4. For listening in the car, I dock my iPod in a DLO TransPod FM connector. This plugs into my cigarette lighter and acts as a docking station for my iPod. I can listen to the iPod through my car stereo using either the FM transmitter built into the transpod or using my Sony car cassette adapter. This sounds great as well. And using the docking station keeps it accessible and out of the way.
5. For remote listening, headphones.
6. In addition to converting audio books from CDs I have purchased, I also download some books from Audible.com. What I like about Audible is that the files are already compressed and they tend to be less expensive than buying the actual CD. The variety is not as much as I would like, but they have some excellent titles that you can learn from.

What is great about this is that I can have virtually my entire library of audio books and affirmations on a single device that I can listen to in multiple locations. Since I have purchased my iPod, I have very, very rarely listened to any audio from CD player or the radio.

I've also listened to more audio than ever before. I can now get through at least 1-2 books a week. And sometimes multiple listenings of the same book. And it's easy to rewind the iPod a little ways to listen to an important point over again.

No more carrying around batches of CDs from the house to the car or back again. Now I just put my iPod in my coat pocket and away I go.

I don't normally endorse non-audio products; however, I have been so impressed with the benefits I have received from my iPod, I felt it was important to make the suggestion. Can you tell I'm a raving fan of the iPod?

## **Sidebar**

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### **Here are a Few Great Ideas for Listening to Power Affirmations on Your MP3 Player or Computer**

The more I play with my iPod and my Power Affirmation MP3 recordings, the more pleased I am with the results. Here are just a few ideas:

1. You can create custom playlists that include songs as well as Power Affirmations. For example, I have a playlist I created of songs I heard at a Tony Robins seminar. Every few songs, I add a Power Affirmation. This adds variety and creates even more positive associations with the affirmations. This is great to listen to while exercising.
2. After you create a playlist, you can burn it to a CD if you want to listen to it on a regular CD player.
3. If you are using iTunes, you can use the cross fade feature to create smoother transitions from one Power Affirmation to another. This helps to keep your momentum going.
4. You can use the shuffle option to play the tracks within a playlist randomly. This also adds to variety.

In short, the system I have developed allows for maximum flexibility for you to create a custom Power Affirmations program that will fit your needs and be of the greatest benefit and interest to you. And you can reorganize the playlists at any time for maximum variety. I'm not aware of any other program that offers this kind of flexibility.

If you want to download a zip file with 5 Power Affirmation MP3s you can experiment with, you can do it right now by going to:

**<http://www.poweraffirmations.com/free-sample-mp3s/>**

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## **Chapter 17**

### **How to Get Off to a Fast Start with Power Affirmations**

By now you have started to see the multiple benefits of the Power Affirmations Method. Hopefully you've already started using at least some of the Power Affirmations in this book. You are starting to make some progress—now how do you **accelerate** and lock-in your positive results?

After using Power Affirmations consistently for a few days, you should begin to experience the one of the greatest strengths of this method...and one of its greatest challenges: it's routine and it's repetitive.

Why do I say that this is one of the greatest strengths of this method?

It's because of the enormous power of repetitive thought. We become what we think about most of the time. Habit is the result of repetition. It is a natural law of the universe. We see it in every blade of grass and every drop of water. Every river is created by the flow of water down a consistent path. Without habit and consistency in the universe, everything would fall apart into chaos. Your habits--especially your thought habits--either make you or break you.

Why do I say that this is one of the greatest challenges of this method?

It's because repetition of affirmations can be difficult to sustain over a long enough period of time to have any significant impact on your long term thought habits and

actions. I know this from personal experience. It's easy to put it off. To skip a day. To resist doing what you know you will help you achieve your goals.

Before you know it, one skipped day leads into another. And the **repetition** of skipping the affirmations has the effect of establishing that as your primary habit with respect to affirmations. And whatever momentum you may have initially had evaporates into nothing. If you allow this to become your habitual pattern it is unlikely that Power Affirmations will have much positive impact on your life.

So what can be done? We need an easy way to incorporate Power Affirmations into our everyday (very busy) lives. We need to make it incredibly easy to stay consistent with affirmations everyday. An easy way to help us release our resistance.

## **Release Your Resistance to Success**

One of the most important benefits to listening to recordings is that they help you relax and quiet your mind. Because you can listen without doing anything, the Power Affirmations recordings can help you release whatever resistance you may have towards taking positive action. The more relaxed and at peace you are, the more power you will have.

Here is a paradox: the harder you try to succeed, the harder it is to succeed. That's because when you try really hard, when you find yourself struggling, the more stress you create. The more stress you create, the more you push away other people and the achievement of your goals. As you relax and release your resistance to success,

you will find yourself simply allowing greater success and abundance into your life.

This is exactly why I created the Power Affirmations recordings for myself and why I'm offering them to you for downloading as MP3s right now. Recordings are easy to listen to while you are doing other things (such as driving), yet they still have a powerful influence on your thought habits. You can even play the recordings while you sleep.

If you are going to use recorded affirmations, you have three basic options:

1. You can make your own recordings. That's not hard to do—especially since you now have a wide variety of Power Affirmations in text form that you can choose from.
2. You can order the studio recordings that I have already made. Because the recordings are available for immediate download, with this option, you can start listening within minutes.
3. You can keep looking for recordings made by others. I suppose there may be other recorded affirmations available, but I don't know where you will find them. Also, the odds are pretty good that they will be more expensive than the recordings you can get right now from my website.

These recordings were originally on 6 CDs, one CD for each category. There are over 200 Power Affirmations—over 3 hours of professionally recorded audio at a Hollywood recording studio. This means that you will have access to a large variety of affirmations.

In order to make it as easy as possible for people to download, I have compressed the files as much as possible while still retaining the original audio quality.

## **Here are 5 Free Sample MP3s You Can Download and Listen to Immediately**

I don't expect you to take my word for it regarding the quality of the recordings. If you want to download a zip file with 5 Power Affirmation MP3s you can experiment with, you can do it right now by going to:

<http://www.poweraffirmations.com/free-sample-mp3s/>

Or you can download each of the 5 sample MP3s separately (you need to be connected to the Internet to download the samples):

1. [I now put my body into a peak state of absolute certainty knowing that I can create any positive result that I am committed to.](#)
2. [Whenever I set a definite goal, I take immediate action towards its attainment to create and sustain massive momentum.](#)
3. [I now achieve my goals with joy and laughter.](#)
4. [I am now fearless, courageous, and bold.](#)
5. [I am now filled with faith, certainty, and confidence. I now create and feel these emotions in my body.](#)

Just click on the links above and your MP3 software should play the files automatically.

Once you download these samples, you can add them to a playlist, burn them to CD just like any other MP3 recording. If you think of each Power Affirmation as a separate song on a music CD, you have the right idea.

## **Sidebar**

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### **Which is More Effective for Affirmations Recordings: Your Own Voice or Someone Else's?**

This is a question that comes up a lot. Are affirmations that you record in your own voice more effective for you than affirmations recorded by someone else? Perhaps it may make a difference—if you really follow through and record a lot of affirmations. I can tell you that to record a large number of affirmations is a lot of work. I'm not certain that it makes much difference to hear them in your own voice.

Why do I think that there's not much difference in results? Take for example the general self-help recordings produced by a wide variety of people. For example, people like Tony Robbins, Napoleon Hill, Zig Ziglar, or Brian Tracy. I've listened to recordings by these authors/speakers for years. Even though they are not affirmations, I have actually used them like affirmations by hitting the rewind button and listening to the same points over and over again (especially Tony Robbins' Personal Power program). That's actually how I got the idea for the Power Affirmations program.

In fact, I think that having access to material recorded by someone else was actually superior in my case for the following reasons:

1. The recordings were readily available. I could get started fast.

For example, years ago, I started to make my own recording of “Think and Grow Rich.” After recording only a few pages, I was so unsatisfied with the results that I quickly gave up. I knew it wasn’t going to work. I did some searching and discovered that there was a complete set of tapes that was readily available. When I got them, I listened, and listened, and listened some more. It was so much easier. I finally wore the tapes out and purchased a new set when it was available on CD.

My initial positive response with the audio recordings of “Think and Grow Rich” and Zig Ziglar’s “Secrets of Closing the Sale” sold me on a lifetime of audio learning. Had I tried to record all of this material myself just to have it in my own voice would have been impossible (as well as unnecessary).

2. The other people who make the recordings had a delivery that inspired confidence and conviction. I found it to be extremely helpful to listen to people who are truly convinced of what they have to say and deliver their message with passion. Their delivery helps to transfer some of their faith and confidence to me.
3. Recordings in another voice can act as “a voice of authority.” It’s interesting how this can have a

powerful subconscious impact on our thoughts. Sometimes we believe something more strongly simply because a person we respect and admire has planted that idea inside our minds. You see it with children and their parents, industry experts, motivational speakers, etc.

4. I found that by listening to the recordings repeatedly, over time, their voice became my voice. Their words **became** my words. Their thoughts **became** my thoughts. Listening to these speakers completely changed how I spoke to myself—the words and the tone. And that continues to transform my life even to this day. This is what I expect these recordings to do for you (when you listen repeatedly).

It seems to me that the real question is whether or not you will receive outstanding results from listening to someone else. I think that the answer is absolutely yes—if you simply listen repeatedly. Just think of all the commercials we are exposed to on a regular basis. Through repetition, they influence us to spend billions of dollars on their products and services. In that case, you can't choose the message that they are communicating to you. Here, you can choose the message in advance.

If you want to record your own affirmations, then go for it. Just make certain you follow through. I just want you to have an additional perspective to think about. What really matters is getting a lot of content that can be repeated over and over again. These Power Affirmations recordings that I have made available provide that for a very low cost.

If you start to make you own recordings, but then quit because it is too much work, you may want to reconsider ordering the recordings I've already made. You will find it easier and faster to use what is already available. Why try to re-create the wheel? Release your resistance and take action now.

## **The Organization of the Power Affirmation Recordings**

There are over 200 MP3s organized into 6 different categories. The 6 categories of Power Affirmations are as follows:

**Disc 1** - The Power of Power Affirmations (32 tracks - 6 megs)

**Disc 2** - Creating a Powerful Self-Image (48 tracks - 10 megs)

**Disc 3** - Achieving Goals (28 tracks - 8 megs)

**Disc 4** - Creating Health (27 tracks - 6 megs)

**Disc 5** - The Power of Relationships (37 tracks - 7 megs)

**Disc 6** - Creating Wealth (37 tracks - 8 megs)

I have included the number of tracks for each category and the size of the files so you can have an idea as to how long each will take to download. All the Power Affirmations listed earlier in the book are included in the collection of MP3s. And the order of the affirmations in the files is the same as the order of the Power Affirmations listed earlier in this book.



## Sidebar

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### **How Do the Power Affirmations MP3 Recordings Compare with Other Affirmation Products?**

That's a fair question. I've taken a quick look at some of the other top websites on affirmations listed in the Google search engine as of February 2006. I'm not going to name names, but if you want to know some of the differences, [click here](#).

If you are looking for quality information on affirmations and affirmations recordings, I don't think you will find a better value anywhere.

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### **I've Set the Price Low Enough to Make it Easy for You to Quickly Get an Outstanding Return on Your Investment**

I believe that you should be able to realize **specific and measurable** increases in your wealth from ideas you receive while listening to the Power Affirmations recordings. Yes, you will benefit in many other ways (that may even be more important). **But I want the recordings to more than pay for themselves in terms of real money.**

For this reason, I have decided to reduce my costs to a bare minimum and pass most of the savings on to you. The price is only \$24 per category for all 203 Power Affirmations MP3s. That comes out to only \$0.07 per day

for a year (you will use these affirmations a lot longer than that) and only \$0.12 per affirmation MP3.

### **Calculating Your Return on Investment (ROI)**

By making the price so low, I've made it really easy for you to earn a significant financial return on your investment. For example, if you receive just one idea while listening to the Power Affirmations recordings that leads to an additional \$48 in income or \$48 in savings, the return on your investment will be 100%.

Here's the ROI formula:

$$(\text{Net Increase in Cash} - \text{Investment}) / \text{Investment} = \text{ROI}$$

$$(\$48 - 24) / 24 = 100\%$$

### **Sidebar**

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**Here's a hint:** Using this formula to guide most of your purchases can dramatically improve your financial situation. Why? Because it changes how you look at spending your money. And it causes you to think about the financial return you expect to receive from your purchases outside of necessities.

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This means you only have to earn or save an incremental \$24 from listening to the Power Affirmation recordings just to breakeven. **Earn or save an incremental \$48 and you will have doubled your investment.** My guess is that most people will make that type of return just from the first time they listen to the recordings. Many people are going to eventually get ideas that lead to thousands of dollars of new revenue.

For example, as a direct result of listening to these Power Affirmations recordings, I have significantly reduced unnecessary expenses (such as finding new ways to reduce my gasoline costs) and increase my revenues from my job and investments by at least \$25,000 per year for the past five years. This income is separate from the additional money I'm earning from running this website.

And of course, there are all the intangible benefits such as better relationships, improved time management, better health, and peace of mind, etc. I only focus on the financial benefits because they are easier to objectively measure and because we are evaluating a financial transaction.

Your potential financial return from getting and using these recordings may be so significant that there may be a huge "opportunity cost" attached to not taking immediate action. So, if you think they will help you, by all means, go ahead and get started today.

**"Nothing happens until something moves."**

**Albert Einstein**

**Interested in the Power Affirmation  
MP3s?**

Are you interested in ordering the Power Affirmation MP3 recordings? You can order all 200 Power Affirmations (3 hours) for only \$24. [Click here to go to the order form now.](#)

## **Chapter 18**

### **Napoleon Hill Affirmation for Creating Wealth**

In Napoleon Hill's book, "Think and Grow Rich," there is an affirmation that I've used on a number of occasions to increase my wealth. I didn't include it in the normal power affirmations recordings because for it to be effective, it needs to be personalized. Below is the original affirmation and then some revisions I made to improve it.

First of all, here is the original affirmation as it appeared in "Think and Grow Rich:"

**"By the first day of January, 19.., I will have in my possession \$50,000, which will come to me in various amounts from time to time during the interim.**

**"In return for this money I will give the most efficient service of which I am capable, rendering the fullest possible quantity, and the best possible quality of service in the capacity of salesman of (describe the service or merchandise you intend to sell).**

**"I believe that I will have this money in my possession. My faith is so strong that I can now see this money before my eyes. I can touch it with my hands. It is now awaiting transfer to me at the time, and in the proportion that I deliver the service I intend to render in return for it. I am awaiting a plan by which to accumulate this**

**money, and I will follow that plan, when it is received."**

## **Revisions with My Commentary**

Here is the affirmation after my revisions with my commentary:

**"I am now earning (enter amount) per month, which is coming to me daily in ever increasing amounts."**

Rather than settle on a fixed amount, my focus is on creating monthly cash flow in ever increasing amounts. And amounts that are coming to me daily--not just once every two weeks. The original wording seemed a little weak to me.

**"In return for this money I am giving the most efficient service of which I am capable, rendering the fullest possible quantity, and the best possible quality of service (describe service)"**

If you are in sales, you can use Hill's original wording. Otherwise, put in a short description of how you intend to create the money.

**"I believe that I now have this money in my possession. My faith is so strong that I can now see this money before my eyes. I can touch it with my hands. It is now being transferred to me in the proportion that I deliver the services I intend to render in return for it."**

I found this to be the strongest part of the original affirmation. The only part I changed is to change the

tense from the future to the present..."I now have this money."

**"I am now creating plans by which to accumulate this money, and I am following those plans immediately as they are received."**

I changed this from a passive to an active activity..."I am now creating plans..." I feel this alters my focus on things that I am doing right now to achieve my objective. I also added the element of speed: "I am following those plans immediately..." If you strike the iron hard and fast while the iron is hot, your chances of success increase dramatically.

What is great about this affirmation is that it keeps your thoughts specifically on your current financial goal. As you positively focus on this goal, your thoughts will guide your actions and greatly increase the odds that you will create the streams of wealth you desire.

One action I took that really helped me was to make a home recording of this affirmation and copy it to my iPod. Now that I have the text to speech program, I'm using it to keep the affirmation up to date. You can listen to an example of this affirmation recorded in synthetic speech at

**[http://www.poweraffirmations.com/audio/money\\_affirmation.zip](http://www.poweraffirmations.com/audio/money_affirmation.zip)**

In place of the dollar amount I've added \$1 million dollars. I figured since I'm creating an example, I may as well make it a BIG one. My suggestion is that you use an amount that is a significant stretch for you right now, but

one that is attainable within a reasonable period of time. Then change the affirmation to put in a larger amount as your skills and abilities grow.

I have licensed the synthetic voice used for this affirmation (Cepstral “William”). There is no security in place to prevent you from downloading the file. The file is saved as an MP3 file, but is zipped to make it easier for you to download the file. The size of the file is about 350kb--not very large as audio files go.

**Call to action: If you intend to do it, do it now.**

The call to action in this case is for you is to personalize this affirmation by identifying the amount you want to earn and the service you intend to render in return for it. Then use it to begin conditioning your mind to move in the direction of that Definite Major Purpose.

If possible, I suggest that you use your computer to make a recording of you reading your customized affirmation so that you can listen to it frequently. As you use this affirmation, ideas will begin to come to you of actions you can take to make it a reality. As those thoughts flow, write them down and begin taking immediate action.

## **Chapter 19**

### **"As a Man Thinketh" by James Allen**

Using the licensed synthetic voice software, I have created an audio book of James Allen's classic "As a Man Thinketh." Written in the early 1900's, his original work is in the public domain. You can download the file for free at

<http://www.poweraffirmations.com/audio/jamesallen.zip>.

The file format is m4b (a version of mpeg 4—see the chapter on how I use my iPod for more information on this file format). If you need a free player to listen to this file on your computer (and convert it to other formats, copy to CD, etc.), you can download Apple's iTunes at

<http://www.apple.com/itunes/download>.

The file for the audio book is 14.4 megabytes, so it may take a while to download depending on your connection. The software and voice I used to convert the text into speech definitely sounds electronic. It's not perfect, but isn't as difficult to listen to and understand as you might think. You can listen to a short example of what this will sound like at

<http://www.poweraffirmations.com/audio/example.mp3>.

You can also get a free copy of this book as a PDF at <http://www.asamanthinketh.com>. But you will have to join the website's mailing list.



## **Chapter 20**

### **Power Affirmations ePosters**

What the heck is an ePoster? It's simple really. It's just a word I coined to describe the "electronic posters" that I created of the 200 Power Affirmations (yes, there is a separate poster for each of the affirmations).

When marketers put together an advertising campaign, they come up with all kinds of different ways to "interrupt" us and grab our attention so that they can communicate the information about their products and get us to take action.

Why do they do this? Because it allows them to get their message out to thousands, even millions of people in a short period of time. And when it is effective, they make a lot of money.

What are some of the ways they interrupt us?

- Television commercials
- Radio advertisements
- Magazine ads
- Billboards
- Brochures
- Banner ads
- Direct mail sales letters
- In store displays
- Sales people

In many of the mass marketing methods of advertising, the advertisers have literally only a few seconds to communicate their message. That means it has to be

simple. And it means that they have to communicate essentially the same message in every ad.

Think about the ads for the iPod for example. The television commercials, billboards, and the print ads are almost identical. Effective? Amazingly so. Of course it helps that they have a great product. But the advertising kicked it off and amplified the message brilliantly.

What is my point and what does this have to do with the ePosters? The point is that to use affirmations effectively, I'm suggesting that you create a "marketing campaign" for yourself using multiple methods to communicate to your subconscious mind.

You don't have to use the Power Affirmations in this book unless you agree with them. You should choose your own thoughts and ideas and communicate them to yourself in multiple ways until they become conditioned thought habits.

I think that posters are one of the most effective ways to do this. Here are some of the reasons:

- Posters are incredibly easy and cheap to create. Just use your word processor and a large font.
- If you create them electronically, it's easy to quickly scan them on your computer for a super quick refresher.
- When you print out a poster and display it in a highly visible area, you will be reminded of that thought, idea, or action multiple times. This is just another way to use the powerful principle of

repetition of thought. The more the idea is repeated to your mind, the faster it will become a subconscious habit.

- This gives you an additional way to take control of the thoughts that are planted into your brain.

If you want to use the ePosters I created (or just look at them as an example of what you can do for yourself), just click on the following link:

**[http://www.poweraffirmations.com/power  
\\_affirmations\\_e-posters.pdf](http://www.poweraffirmations.com/power_affirmations_e-posters.pdf)**

I decided to publish these as a PDF file to make it easy for people to both look at them on their computer screen and print them out if they want.

## **Chapter 21**

### **This is Not the End but a New Beginning**

If you are reading this, then I congratulate you on making it all the way through this book. It has more content than most people think initially because it is formatted for 8 ½ by 11 sized paper. Most books use a much smaller page size.

But what's really important is the quality of the content. Affirmations by their very nature invoke a deeper level of thought. Affirmations are usually declarations of faith about the future. This means that to use them effectively, you must use your imagination. That naturally requires a deeper level of creative thought.

These are thoughts you can record, memorize, and use on a moment by moment basis to stay positive and stay focused on your goals. Equally important are the affirmations you create for yourself using the simple techniques outlined in this book.

Even though you are at the end of this book, I strongly encourage you to go back and study the material several times so that you get the greatest value possible. Even more importantly, that you use Power Affirmations from whatever source to condition your mind to think the way you choose to think.

### **Let's Work Together to Change the World**

In the classic book "The Richest Man in Babylon," George Clason makes the observation: "Our prosperity as a

nation depends upon the personal financial prosperity of each of us as individuals.”

What a powerful observation. In other words, it is to our benefit for everyone to be successful and wealthy. We don't have to compete against each other for scarce resources.

I would also like to add this observation:

The quality of our world depends upon the quality our thoughts as individuals. If the majority of individuals are positive and successful, then society itself will naturally be positive, successful, and prosperous. If the majority of people are negative, hateful, and unsuccessful, then people will live in unhappy, unsuccessful, perhaps even dire circumstances. “As a ‘Society’ Thinketh...” It is simple cause and effect.

When you look at it this way, it is as if we each have an individual responsibility to be positive and to help others be positive.

If you will take it upon yourself to condition your mind to be positive, to help other people, to be successful, to fill your life with happiness, then I have accomplished one of my primary objectives.

If you unselfishly share this book with others, with no thought of personal gain for yourself, and it helps them, then my purpose is truly fulfilled. For you see, if you help two people, and they help two people...through the miraculous power of compound growth, we can create massive social improvement for us all that will spread throughout the world.

According to my calculations starting with just 2 people, at just a 3.75% daily compound growth rate, we can easily reach 1 million people in a year. How would our world improve if millions of people around the world adopted this philosophy?

If you doubt that we can help millions, here's the formula for compound growth:  $FV = PV(1+r)^n$

FV=Future Value

PV=Present Value (in this case 2)

r=Compound Growth Rate (in this case 3.75%)

n=Number of Compounding Periods (in this case 365 days)

If we solve the equation,

$$FV = 2(1 + .0375)^{365}$$

$$FV = 2 (1.0375)^{365}$$

$$FV = 2 (684,949)$$

FV = 1,369,898 people reached in one year.

Perhaps this is “utopian.” Perhaps this is “unrealistic.” But how will we know unless we try? If we all do a little, then together we can accomplish a lot. We live in the world of the internet where accomplishments such as this are not nearly as difficult as they used to be. Word of “mouse” reigns supreme in today's world. Never in human history has it been easier for a single individual to share their ideas with millions of people all around the world.

According to my latest web statistics, I have already reached over 210,204 people in at least 18 different countries—all from the comfort of my living room. Isn't this goal worth just a little bit of extra effort?

Just to be clear, this is not about me and my website, book, or recordings. This is about all of us working together in harmony to improve our lives and our world. Together we can make the world a more positive place, one person at a time.

Share this book with others and encourage them to do the same.

**Call to action: If you intend to do it, do it now.**