



The Right way to Use Affirmations

When Muhammad Ali said, “I am the Greatest!” He was doing several things at once; he was psyching out his opponents, he was branding himself, he was getting publicity, but most importantly, he was conditioning his subconscious mind to help him *become* “The Greatest.”

You can program your subconscious mind to become an automatic “guiding system” that will help you realize your goals, dreams and aspirations.

Affirmations, also known as “self-talk” are precise statements that describe goals in their completed state, such as “I am enjoying the benefits of living in my dream home in the Rocky Mountains,” or “I am feeling light, trim and fit in my ideal body weight of 185 lbs.”

In order for affirmations to effectively be picked up by your subconscious mind, they must have certain characteristics; they must start with the words “I am,” they must be written in the present tense, and they must be stated in the positive, not in the negative.

The subconscious mind does not understand negatives. It understands word pictures. So if you said, “I never overeat,” it would understand, “I overeat.” Affirmations must be short and sweet. They must be precise, not general. “I’m fit and trim,” is not as powerful as “I’m a fit and trim 185 lbs.”

The best time to read your affirmations is first thing in the morning or last thing at night. Read them with passion and emotion. Preferably while looking at yourself in the mirror.

One of the most powerful affirmations you can use is “The Champion’s Creed.” I’ve used it for years. To get your own free copy, visit TheChampionsCreed.com.

Reading affirmations will put you in a strong, determined state of mind. Determination is a powerful state of mind because when you are determined to do something, nothing will make you quit.

Read your affirmations with power and energy whenever you need to do something challenging, like making a presentation, making an important sales call, or whenever you need an edge to be your best.

Put it into action:

Read your affirmations with power, passion, and energy.

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