

RDJ'S NOTES

COURSE N | SESSION 1

The Psychology of Selling

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THE NINE GUIDELINES FOR CREATING EFFECTIVE AFFIRMATIONS

1. Start with the words I am. The words I am are the two most powerful words in the language. The subconscious takes any sentence that starts with the words I am and interprets it as a command – a directive to make it happen.

2. Use the present tense. Describe what you want as though you already have it, as though it is already accomplished :

Wrong: I am going to get a new red Porsche 911 Carrera

Right: I am enjoying driving my new red Porsche 911 Carrera.

3. State it in the positive. Affirm what you want, not what you don't want. State your affirmations in the positive. The unconscious does not hear the word no. This means that the statement "Don't slam the door" is heard as "Slam the door". The unconscious thinks in pictures, and the words "Don't slam the door" evoke a picture of slamming the door. The phrase "I am no longer afraid of flying" evokes an image of being afraid of flying, while the phrase "I am enjoying the thrill of flying" evokes an image of enjoyment.

Wrong: I am no longer afraid of flying

Right: I am enjoying the thrill of flying

4. Keep it brief. Think of your affirmation as an advertising jingle. Act as if each word costs \$1,000. It needs to be short enough and memorable enough to be easily remembered.

5. Make it specific. Vague affirmations produce vague results.

Wrong: I am driving my new red car.

Right: I am driving my new red Porsche 911 Carrera

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6. Include an action word ending with –ing. The active verb adds power to the effect by evoking an image of doing it right now.

Wrong: I express myself openly and honestly

Right: I am confidently expressing myself openly and honestly

7. Include at least one dynamic emotion or feeling word. Include the emotional state you would be feeling if you had already achieved the goal. Some commonly used words are enjoying, joyfully, happily, celebrating, proudly, peacefully, delighted, enthusiastic, lovingly, secure, serenely, and triumphant.

Note that the last one has the ring of an advertising jingle. The subconscious loves rhythm and rhymes. That's why we are able to more easily remember things such as "Sticks and stones will break my bones, but names will never hurt me" and "I before e except after c, and when sounded like a as in neighbor and weigh.

8. Make affirmations for yourself, not others. When you are constructing your affirmations, make them describe your behavior, not the behavior of others.

Wrong: I am watching Johnny clean up his room.

Right: I am effectively communicating my needs and desires to Johnny.

9. Add or something better. When you are affirming getting a specific situation (job, opportunity, vacation), material objects (house, car, boat), or relationship (husband, wife, child), always add the words "or something (someone) better." Sometimes our criteria for what we want come from our ego or from our limited experience. Sometimes there is someone or something better that is available for us, so let your affirmations include this phrase when it is appropriate.

Example: I am enjoying living in my beautiful beach front villa on the Ka'anapali coast of Maui or somewhere better.

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