



***Frustrating the Devil
Out of the Devil***

***Transform Your Self-Talk into
Empowering Affirmations***

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The Guest House

This being human is a guest house.
Every morning a new arrival.

A joy, a depression, a meanness,
some momentary awareness comes
as an unexpected visitor.

Welcome and entertain them all!
Even if they are a crowd of sorrows,
who violently sweep your house
empty of its furniture,
still, treat each guest honorably.
He may be clearing you out
for some new delight.

The dark thought, the shame, the malice.
meet them at the door laughing and invite them in.

Be grateful for whatever comes.
because each has been sent
as a guide from beyond.

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*Well I know it wasn't you who held me down
Heaven knows it wasn't you who set me free
So often times it happens that we live our lives in
chains
And we never even know we have the key - EAGLES*

The Empowering Affirmations Process (EA Process)

The Bottom Line

Your "negative" self-talk is not to be feared nor fought. It will help you become aware of beliefs that are limiting the quality of your life in some way. Observing them will increase your self-awareness and offer you the valuable information you need to open the way to greater happiness and the sense of fulfillment derived from accomplishing your intentions and aims.

The **5 Step EA Process** is all you really need and ultimately the checklist you will use. The **Amplified Version** will remind you of the nuances underlying

the process while you are developing this self-talk mastery skill.

Over time, you will have a new relationship with your "negative" self-talk, that it simply doesn't strike you as "negative" any more. You come to realize that there is nothing to fear. It is then that you'll look back at how much you've changed and how free you feel. As the rock group Eagles point out in the display quote above, you already hold the key.

Dig into the class notes with great expectation. Your imagination is what amplifies your fears. Let me guide you to use the sacred gift of your imagination to amplify your joys.

THE 5-STEP EMPOWERING AFFIRMATIONS PROCESS

1. Write Down Your "Negative" Self-talk
2. Seek the Disempowering Belief
3. Recall Your Intention/Goal
4. Seek Empowering Beliefs
5. Create an Empowering Affirmation

THE EMPOWERING AFFIRMATIONS PROCESS AMPLIFIED VERSION

Write Down Your "Negative" Self-talk

Be alert and act promptly. The sooner the better. As soon as you notice an emotional slide and/or "negative" self-talk, write down what you are saying

to yourself and how it feels. You will minimize the chances of over-dramatizing the feeling and avoid sliding down the reactive sinkhole.

Reappraise

Drop the label "negative" and reappraise it as a sacred call for attention. Like a hand on a hot stove, reappraise the discomfort as a loving call for action. Reframe it as the opportunity it is - to obtain valuable information that will upgrade your conditions.

Be Compassionate

Be compassionate with the part of you that is holding you back - it wants to keep you safe. It is your survival mechanism over-reacting. It has a love affair with the familiar. Any changes are interpreted as a threat to survival.

In a way, your "negative" self-talk is similar to an overly protective parent who needs reassurance rather than a devil to fear; a frightened puppy that needs to be comforted, not a menacing gremlin that needs to be fought.

Seek the Disempowering Belief

Read what you wrote down about your "negative" self-talk and ask yourself, What underlying belief is perpetuating this self-talk?

Seek the Meaning You Assigned

Ask yourself, Is this belief, in fact, THE truth or "a" truth? It always feels and appears to be THE truth but you will know that it is only one of several possible truths.

Recall Your Intention/Goal

Redirect your attention toward your meaningful intention filled with passion, purpose, love and all the benefits you and others will enjoy.

Seek Empowering Beliefs

Ask yourself, What do I need to believe? Identify a favorable belief or beliefs that negate and disempower the less than favorable belief(s). You will find them in your existing inventory of beliefs - they are already there!

Build a Rational Case

Build a rational case to support these beliefs and your ability to succeed. Seek evidence from past experience. Identify your strengths and talents and how they can be used to support these affirming beliefs and in turn, support your intention.

Create an Empowering Affirmation

Now take this information you've gathered from the rational case you've built along with the favorable

belief(s) you've identified and organize this valuable information into one affirming statement. Use it to interrupt and replace the "negative" self-talk any time it comes to mind.

Express Gratitude

Celebrating the value you received from your fears, doubts and worries releases the "negative" association with them. In doing so...

- You create a new relationship with your self-talk
- You condition yourself to expect that you will receive valuable information and insights from them
- You expect that your fears, doubts and worries will guide you back to love, faith and gratitude
- You will view them as a loving call for attention
- You will see how they act as a catalyst to refine the clarity of your intentions thereby making your desires and goals more easily attainable

You will promptly answer the call and enhance the quality of your fabulous life.

Frustrating the Devil Out of the Devil

Transform Your Self-Talk into Empowering Affirmations

Class Notes from Session One

It is not essential for you to study these notes to gain value from the EA Process. These notes are here for those who like having a deeper understanding of the meat behind the method. If this sounds like you, dig in and enjoy.

GETTING BEYOND THE SOCIAL HYPNOSIS

"A happy person is not a person in a certain set of circumstances, but rather a person with a certain set of attitudes."—Hugh Downs

The only difference between a fabulous life and something less than a fabulous life is one of perspective, yes indeed, one of attitude. These attitudes go well beyond platitudes. In our society, we are hypnotized into a surface world where taking action is the only reality, but when awakened from this trance, we see that the subtle layers of spirit, emotions and mind are what shapes our personal reality.

In this teleclass, we begin with the mental aspect. We observe our self-talk to identify beliefs we are carrying.

The beliefs we are attending influence our behavior and quality of life.

THE POWER OF SELF-TALK

Every time you say something, you are practicing neurochemistry. All of your 14 trillion cells are in constant communication with your brain, your glands and your immune system. - Lawrence Dorman, M.D.

With every thought, thousands of cells are moving in the direction of actualizing that thought.

Emotions --> Self-talk --> Beliefs --> Behavior

When you are experiencing "negative" self-talk, images of undesirable outcomes are generated, your *emotions* are heavy, files of limiting *beliefs* are opened, you experience a sense of *disconnectedness* and your *behavior* is out of alignment with your intentions and aims.

Conversely, when you are experiencing favorable self-talk, your *emotions* are uplifted, files of supportive *beliefs* are opened, images of desirable outcomes are generated, you experience a rich sense of *connectedness* and you *behave* in alignment with your intentions and aims.

Emotions and thoughts come up spontaneously. You cannot force yourself to feel good or think positive but you can set the environment to increase the fre-

quency of favorable emotions and thoughts. You do this by learning how to direct your attention.

REALITY - A PRODUCT OF IMAGINATION

"When I examine myself and my methods of thought, I come to the conclusion that the gift of fantasy has meant more to me than my talent for absorbing positive knowledge. Imagination is more important than knowledge." - Albert Einstein

The brain's language is one of images. Images are generated through the imagination. As adults, we honor a "realistic" view of the world and therefore, see imagination as childish play. It is part of our cultural conditioning. Fact is, our imaginations are quite active. When we judge imagination as childish fantasy, we don't use it proactively. Our imaginations however, are always active whether we are conscious of it or not. It is most noticeable when fear, doubt and worry are present. Worry creates images of doom and gloom. Therefore, our disrespect for imagination leaves us victim to it by default.

THE BRAIN DOES NOT KNOW THE DIFFERENCE BETWEEN A REAL OR VIVIDLY IMAGINED THOUGHT

When we lack information we feel insecure, and the uncertainty of what may happen triggers the imagination with disturbing mental movies of undesirable outcomes. Left unbridled, we will find ourselves sliding

down the slippery slope of amplified fears, doubts and worries.

"Do I have a health problem?"
"Will I have enough money to...?"
"Will I ever find love?"

The brain interprets these images as very real events and like a heat seeking missile seek and finds more fearful evidence affirming what we do not want. When enough anxiety is produced from the drama, the brain goes into protective mode and holds us back from harms way stopping us from moving forward.

UNMASKING THE DEVIL

"It is the meaning we assign to events and to people we encounter that affects us for good or ill, not the events or people themselves." - Hendrie Weisinger, Ph.D.

Much of what has been written on "negative" self-talk, is framed with images of attacking demons, gremlins to slay, inner brats to punish and an ego to be dethroned. Under the assault of such images it is no wonder that we fight or flee from this battle. Are these images accurate assessments of what is going on? Does it make sense for us to go to battle with these images? Or are these images simply a costume, masking over something deeper?

Like the Wizard of Oz, when Toto pulled back the curtain, the illusion was revealed and disempowered. It was not the Wizard, but the image the Wizard created which had them trembling in fear. When the devil, inner brat and gremlins of self-talk are unmasked, we discover a rather pitiful, frightened image. There is no

"real" threat other than the one we've imagined. Once the Wizard was unmasked for his true identity, Dorothy and the gang not only befriended him, they enlisted in his support and regained the awareness of their courage, heart and wisdom.

By observing and listening to our self-talk, we can engage it, embrace it, befriend it and enlist it as an ally, in much the same way. We are then in a position to exchange these images for more accurate ones, or at the very least, more useful ones, to cease the war within and embrace our fears, doubts and worries with understanding, compassion and love.

NEW MASKS / NEW IMAGES

"Without this playing with fantasy, no creative work has ever yet come to birth. The debt we owe to the play of imagination is incalculable." -Carl Jung

Let us honor the sacred gift of imagination by exchanging the repelling images of demons, gremlins and inner brats for more attractive images that can serve us well. I offer you two; a frightened puppy and an overly-protective parent. I believe these are more accurate and productive images to entertain. These are metaphors for the brain's survival mechanism that interprets our concerns as a real threat to survival. Although this mechanism plays a very important role - reflexes to avoid *real* danger, like sending out the fire department for a stick match, this survival mechanism can be triggered by a lack of sufficient information leading to concern, a sense of insecurity, and the uncertainty of what may happen next. Simply put - the unknown.

When you find yourself at war with your fears, doubts and worries, cultivate an image of a trembling little puppy, pet it, cuddle it and reassure it that it is safe. Alternatively, you can bring up the image of a overly-protective parent, who's loving intention is to keep you safe from perceived harm and ease it's concern by providing him/her the valuable information needed to feel safe. The comforting and reassuring information needed to calm the pooch and the parent will be drawn from within, with the support of the Empowering Affirmations Process.

BEHAVIOR ALWAYS FOLLOWS BELIEFS

Behavior always follows the beliefs we are attending. Therefore, it is essential to affirm beliefs in alignment with intent.

We all have a large inventory of well-established beliefs, some favorable and some not so favorable. Our aim is to identify limiting beliefs generated by these fearful reactive images, and bring them the dark shadows of the subconscious to the light of conscious awareness. This will provide you with the valuable information needed to upgrade your self-talk and strengthen favorable beliefs. The favorable beliefs you need are already available within your existing inventory of beliefs. Know that they are there! Where desire and intention are, so are beliefs in alignment with them.

A MATTER OF CHOICE

You never change things by fighting the exist-

ing reality. To change something, build a new model that makes the existing model obsolete. – R. Buckminster Fuller

Another social conditioning is problem solving. We must fix or fight the problem. Here we bring Fuller's refreshing alternative to our creative play. We need not fight to expel our limiting beliefs, rather, we gain valuable information from them and redirect this conserved energy toward strengthening existing favorable beliefs and/or creating new ones. Transformation begins with increased awareness and then the declaration to choose a mindful intention filled with passion, purpose, love and benefits for all, and all includes you.

"Circumstances don't make a man, they reveal him." -James Allen

Rather than being victim to circumstances, you victoriously embrace your creative abilities. Rather than reacting to circumstances, you create new circumstances.

Much of your "negative" self-talk has been reinforced by repetition. When, out of habit, the old tapes play, you will interrupt and replace them with your Empowering Affirmations. You may view this as a lot of work, but the quote below says it all...

*"We either make ourselves miserable or we make ourselves strong. The amount of work is the same."—
Carlos Castaneda*

THE HUGE PAYOFF

The more promptly we respond to our concerns, the less problems we create. Make sense?

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Transform Your Self-Talk into Empowering Affirmations

Class Notes from Session Two

"The greatest discovery of my generation is that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives." - William James

I am in total rapport with William James' insight. The EA Process facilitates change in your *inner attitudes*. Reframing your "negative" self-talk as a sacred call for attention reconnects you with your spirit, lightens your emotions, broadens your perspective and positively impacts your behavior thereby *changing the outer aspects of your life*.

IMPLEMENTATION

The Empowering Affirmations Process (EA Process)

The EA Process is a powerful tool for evoking valuable information from the shadows of the mind into the light of awareness. In this more tangible state, you re-shape it and then present it back to consciousness

thereby evoking the needed shift in perspective to bring about desirable change.

THE CANCEL & REPLACE TECHNIQUE

At the heart of the EA Process is Mental Principle #8 from *The Top Ten Mental Principles for Evoking Your Greatness*.

Cancel/Replace Techniques. *Negative self-talk is an enormously destructive habit. Like all undesirable habits, you must **interrupt** this continuous cycle. However, before you dismiss the negative self-talk, first seek whatever **in-sight** it may offer. From then on, whenever you become aware of your negative self-talk, interrupt it with a trigger word such as "cancel" or "next". Canceling the negative thoughts alone is insufficient. You must direct your mind's attention to the inspiring thoughts of a **meaningful intention**.*

"Negative" self-talk can be seen as a circular thought pattern that needs to be:

- 1) Interrupted
- 2) Observed
- 3) Redirected

INTERRUPTION

Socrates, Jose Silva, Max Maltz, Wayne Dyer, Norman

Vincent Peale, Napoleon Hill, Deepak Chopra, Tony Robbins, Gurdjieff, Abraham and many other mindful thinkers point to the value of observing our self-talk. They offer us techniques to interrupt thought patterns that do not serve us and replace them with thoughts that are in alignment with the intended outcomes.

Whether it be the word "cancel", "next" or any other trigger word, phrase or image, the practice of interruption is a sound approach.

OBSERVATION

Observation is an essential step that is most often overlooked and the key distinction to the EA process.

Positive Thinking

There is a common expression in the field of personal development and human potential - *What you think about expands*. Although this is true, there is an important refinement which must be understood. My experience in working with people is that they avoid "negative" thoughts like the plague - after all, who wants to expand negativity?

Candace Pert, leading researcher on brain chemistry and emotion said, "It's clear to me that emotions must play a key role, and that repressing emotions can only be causative of disease. Positive thinking is interesting, but if it denies the truth, I can't believe

that would be anything but bad."

This may come as a disappointment to some of you but you cannot force yourself to think positive, nor can you force yourself to have positive emotions as both come up quite spontaneously. You can, however, increase the likelihood of favorable spontaneous thoughts and emotions by the perspective you take in observing them. The EA Process engages the self-talk so there is no concern with the detrimental affect of repression. We drop the label of "negative" and see it as a call for attention and view it objectively. This is where we gain valuable insights about the beliefs we are attending. This is the rational data needed to enroll our analytic/rational left brain as a supportive partner.

From *Why* Questions to *Wise* Questions

The *Why* Questions (Reactive)

In the throws of "negative" self-talk, *why* questions are the common default questions we ask ourselves. These questions hold us captive in the circular prison of "negative" self-talk. They smack of self-judgment, self-pity and continually reinforce that which we do not want.

Why can't I lose weight?

Why can't I ever move forward in my career?

Why do I always attract disturbing relationships?

In a radio interview, Shelley Lefkoe of The Decision Maker Institute, and I discussed the *why* questions. Shelley said, "There is no cheese at the end of that tunnel." In other words, these "*why*" questions offer us little benefit and leave us victim to this cycle of frustrating and self-deprecating self-talk.

The Wise *What* Questions (Proactive)

Now let's take a look at some wise "*what*" questions...

What belief am I attending ...

...that is convincing me that I can't lose weight?

...that is stopping me from moving forward in my career?

...that is causing me to attract disturbing relationships?

This helps us identify the existing belief we are attending and positions us for the most important wise *what* question...

What do I need to believe? For example,

What do I need to believe...

...to reach my ideal weight?

...to take the next step in my career?

...to attract rich relationships into my life?

These wise *what* questions shift our attention away from what's missing and toward what is available and opens up files of favorable beliefs from within our existing inventory of beliefs.

From here we can ask ourselves other wise *what* questions as well...

What do I choose to believe?

What do I intend to act upon?

What actions will I take?

Responses to these questions lead us to "the cheese" that is, the food for thought that forms our Empowering Affirmations. These wise *what* questions direct our attention to what we need to believe, then to choose, and then to the great declaration statement of I am...

I need to believe that I can, I will, I am capable, etc.

I choose to move forward, be kind to myself, honor my unique way of approaching things, etc.

I am good enough, deserving, etc.

The *why* questions create images of what you don't want, the *what* questions create images of what you do want. Be it *why* questions or wise *what* questions, like a good short order cook, the brain immediately begins to orchestrate energy to actualize the thoughts you are attending. This is happening whether or not you are conscious of it.

REDIRECTION

The responses to these wise *what* questions can be useful in identifying your favorable beliefs. Your affirming beliefs provide the raw material to form your Empowering Affirmations. They are drawn, not from a book, or from an expert's idea of a "great" affirmation, but from your own creative mind, rooted in what is personally true for you. Now that you've made a good study of your beliefs you will interrupt the "negative" self-talk and replace it with affirmations that bring you back on course toward your meaningful intentions and aims.

SPEAKING OF INTENTIONS...

Do you have clear responses to these wise *what* questions?

What do I want?

What do I intend to create?

What are my meaningful intentions?

Meaningful intentions are filled with passion, purpose,

love and benefits for all. They include the awareness of your talents & strengths and values.

If your responses to these questions come easily to you, wonderful! If there is hesitancy in responding to these *what* questions, you will benefit greatly from The Power of Intent exercise on our website. This exercise walks you through a step-by-step process to create Meaningful Intentions Statements.

DYNAMIC MEDITATION

Once you have created your Empowering Affirmations, plant them deeply into your subconscious in a dynamic meditation. Meditation generates theta and alpha brain frequencies. Over 90% of the beliefs you live by now were planted at these same highly suggestible states in childhood.

Our website has much to offer on Dynamic Meditation. Make use of the 4-minute mental exercise. It is the easiest method to access a quiet and receptive state. Bring your Empowering Affirmations to mind; run some mental movies of desirable outcomes; review the benefits of your intentions and bring all of the physical senses into the imagery and amplify it with the magnetic force of emotion.

Conclusion

Over time, the EA Process will change your relationship with your fears, doubts and worries. The fearful voice will fade and your loving voice will become the

dominant one reflecting your new way of being.

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Self-discipline begins with the mastery of your thoughts. If you don't control what you think, you can't control what you do. Simply, self-discipline enables you to think first and act afterward. - Napoleon Hill

Understanding Personal Reality

It's a Figment of Your Imagination! Albeit a Very Persistent One

It has become clear to me that we always behave in alignment with the beliefs we are attending. Some of these beliefs are conscious and many subconscious. A key objective of the EA Process is to bring subconscious beliefs from the shadows of the mind into the light of conscious awareness. Once aware of these beliefs we are empowered to make significant change in our feelings, thoughts and behavior. When you come to understand the nature of self-talk, the idea of beating yourself up for what you have, or have not done, or what you are, or are not doing, becomes obviously ludicrous. Within the understanding of the perceived problem

lies the valuable information that will guide you to realizing your most heartfelt desires and intentions.

Events have no inherent meaning. Our assumptions, appraisals and interpretations are meanings we assign to events. Our imaginations created our beliefs therefore our personal reality is a figment of our imaginations.

RE.A.L.I.T.Y. - A USEFUL ACRONYM

RE-inforced **A**ssumptions **L**iterally **I**magined to be **T**rue for **Y**ou

or

RE-inforced **A**ppraisals **L**iterally **I**nterpreted as **T**rue for **Y**ou

HOW BELIEFS ARE CREATED

Where did my existing beliefs come from?

Suggestibility

Most of your present beliefs originated in early childhood. As youngsters, our brains are highly impressionable. The dominant brain frequencies are theta and alpha brainwaves. More about this later.

Emotional Resonance

The stronger the emotional charge an event has, the more ingrained the belief.

Authority Figures

These events involved people and institutions that you loved, honored, trusted or feared: parents, family, teachers, religious influences.

Appraisals

You assigned meanings to these events that you *imagined* to be "The" truth. Many other appraisals/meanings could have had equal or even greater validity.

Reinforcement

Whenever similar events occur, the emotional tone of the past event is consciously or unconsciously recalled and the accompanying self-talk is reinforced.

So our personal reality today is truly the story we have been telling ourselves - a reflection of the past. Our belief in this story causes us to see, and continue to gather, rational evidence which further validates our story's appearance to be, in fact, THE truth.

Jenny's Story

Jenny is 4 years old. She has just created what in her mind is an artful masterpiece. Excitedly, she goes to find mommy to share her drawing. Running into the kitchen she sees mommy. "Mommy, mommy look what I did!" Her enthusiasm is promptly stifled by mommy's reactivity. "Jenny! What's wrong with you? Can't you see I'm on the phone!" What impression might this leave on Jenny?

Suggestibility

Jenny's dominant brain state at the age of 4 is very similar to the state hypnotherapists bring their patients. A highly impressionable state.

Emotional Resonance

Jenny experiences a startling shift from joyful exuberance to startling rejection.

Authority Figures

Her enthusiasm is shot down by the most important person in her life. The person she loves, honors and trusts more than anyone on the planet.

Appraisals

Jenny totally relies on her mommy for all her needs and her very survival. She believes that whatever mommy says is, in fact, THE truth. Jenny unconsciously assigns meanings to the event. Something is wrong with me. My artwork is unimportant. I am unimportant. My artwork is not good enough. I am not good enough My artwork is bad. I am bad.

Reinforcement

Jenny is now tentative about her value and the value of her work. She is apprehensive about approaching family members, teachers, and other people in her world concerned about possible rejection, shame and potential disap-

pointment. Whereas, another child may react differently. She may try harder, to prove her adequacy and even when getting acknowledged is unable to accept it. The belief is established. I am not good enough and perfectionistic behavior becomes a way of being. When similar events occur, the emotional tone brings back the past event and reinforces the beliefs, I'm not good enough, unimportant, inadequate etc.

"It is the meaning we assign to events and to people we encounter that affects us for good or ill, not the events or people themselves." -Hendrie Weisinger, Ph. D.

The meaning Jenny assigned to this event is not THE truth; it is an interpretation of the truth. At the age of 4, Jenny did not have the developmental ability to see other potential realities. Mom could have been on the phone getting my prescription filled. Mom could have been on the phone having a fight with dad. Mom does not realize the impact of what she just said to me. Mom is tense, stressed, under pressure, had a bad day and it's not about me.

The Great AHA!

Since my beliefs are a product of the meaning I assigned to past events, and my beliefs are my personal reality, I now realize - I am the creator of my reality! Knowing this, I can create a new reality. I will use the same process to affirm and create the reality of my choice.

Suggestibility

I will enter Dynamic Meditations to cultivate the same highly impressionable states I had as a child.

Emotional Resonance

I will flood my consciousness with desirable outcomes of my meaningful intentions filled with passion, purpose and love thereby evoking powerful emotional resonance.

Authority Figures

I have volumes of life experience now. I will be my own authority figure. I will honor myself, my values and have faith in myself and divine guidance. I will be open to support from the like-minded/love-minded people of my choice.

Appraisals

I will acknowledge my natural talents and strengths. I will recall previous successes and my capacity to succeed. I will identify and affirm favorable beliefs in alignment with my intent.

Reinforcement

I will interrupt my "negative" self-talk and reinforce my favorable beliefs using Empowering Affirmations. I will add my Empowering Affirmation to my Meaningful Intention Statement

and further reinforce it in dynamic meditation.

It is time to tell yourself a new story. Your personal reality of tomorrow will be the story you begin to tell yourself - a reflection of the choices you make today. Your belief in this story will cause you to see, and continue to gather, rational evidence which will further validate your new story's appearance to be, in fact, THE truth.

Ask Yourself...

The question is no longer, Can I re-create my life? it is, Will I choose to re-create my life?

Whether you are mindfully creating it or unconsciously creating it, you are still creating it! Celebrate your ability to create and enjoy the satisfaction of accomplishment as you upgrade the quality of your fabulous life!

EvokeYourGreatness.com