

The use of affirmations as “positive brainwashing”

Brainwashing is a term perceived in a negative way by most people. But you know what; I think our brains could actually do with a bit of a wash sometimes!

You see, everyone comes into this world with a clear mind, and a belief that everything is possible. All is positive and well. Remember as a child, you could do and become everything, without any boundaries! As we grow up however, we pick up beliefs, fears and limitations from our surroundings and peers that gradually form the person we are today. A lot of these beliefs unfortunately are negative and as we build our lives they limit us in our actions and being. Very often they therefore contribute to unhappiness or feeling unfulfilled in our lives and business. It can be the smallest –seemingly harmless- remark from a mother like “just let me handle that, you are no good at that” that can convince you that you are not good at a certain task. A teacher who calls a pupil “the clumsy one” can do more harm with this remark than he realizes when repeated often enough. With every remark the belief is harnessed further in the child that it indeed is clumsy. Even though a remark is said with a smile or with the intent to be funny, it still leaves a legacy in the belief system.

This programming of course doesn't stop at adulthood; it keeps influencing people in all stages of life. We are being influenced by our parents, kids, partner, friends, colleagues, television, newspapers, and magazines and so on. Sometimes in a positive, but very often in a negative way. No wonder we limit ourselves in so many ways! Belief is the key to your success. If you believe you can do something, you can. If you believe you can't do something, you will be right too.

The good news is: we can “reprogram” our mind and replace our negative, limiting beliefs for positive contributing ones. Positive brainwashing is what I like to call it! This can be done by the use of so called “affirmations”. An affirmation is a positive self talk statement, stated in the present tense that covers a goal you want to achieve and that ‘overrules’ negative beliefs towards that goal. An example is “I easily do 10 sales calls a day”. Or “I am an excellent negotiator”. By stating this affirmation regularly during your day, you will achieve the goal you have set for yourself easier. This positive self talk helps your mind to overcome beliefs that you have about yourself, that limit your success and actions. Compare our mind with a computer: when you change the input, the output will change accordingly. So if you have the limiting belief that you are no good in public speaking (probably because of negative experiences in the past) you can actually reprogram your mind by stating the following affirmation: “I am an excellent public speaker. I love to speak for huge audiences and people love to hear me talk”. By affirming this belief over and over, you actually start to believe it and your mind will find a way to make this statement a reality. At some stage, you might decide to do a course in public speaking, or someone might ask you to speak at some kind of seminar, which forces you to work on your speaking skills.

Somehow, these affirmations help you to reach the 'goal' you have set for yourself and open doors for you that would otherwise have been kept closed. And this works for virtually everything. Belief and it will happen.

Imagine standing for a big river, with a heavy stream. You have to cross it, but you don't think you can actually do it. Your belief is keeping you from crossing, although you physically should be able to do it easily. It just looks too hard! Then someone else comes up from behind you, and without thinking starts crossing the river and gets to the other side. His belief was positive, and he knew he could do it. The interesting thing is that this will probably influence your belief: "if he can do it, I can do it too" and you will then cross the river without any problem at all. Similar things happen when a group of people is introduced to the phenomenon of fire walking. At first a big group of people will say that there is no way they will walk on fire. Until...other people with higher beliefs go first, and then all of a sudden everyone else rushes over to do it as well.

So think about YOUR beliefs, and try to discover which beliefs are actually holding you back from reaching your full potential in your life. Then, one by one, start eliminating these beliefs from your system. Formulate an affirmation that counters your negative belief, and re affirm it daily. Write them in your diary, on your bathroom mirror, next to your computer; anywhere you see it often and say the affirmation out loud as often as possible. You will be happily surprised by the results!

Another powerful way to manifest your goals is by visualizing them. By looking at a picture of your goal or dream daily with a strong desire, you will start attracting them in your life. A brilliant visualization tool that can help you to create and maintain your affirmations and visualizations in a very powerful way is a software program called "Vision Board". Use this fantastic tool to create a Vision Board with self chosen pictures and your personally formulated affirmations, which will help you to achieve the goals you have set in your business. [Click here now for more information!](#)