

Positive Thinking Power

**POWER POSITIVE CONDITIONING FOR
YOUR SUBCONSCIOUS MIND**

Improve Your Thoughts, Improve Your Life

(Plus Lots of Free Bonuses Inside!)

by

William Marshall

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This Free E-book is My Gift to You... and Your Friends

While I retain the copyright to this e-book (all rights reserved), this is my gift to you and your friends. Yes, I authorize you to distribute as many copies as you wish to whomever you wish. **In fact, I'd love it if you give away lots and lots of copies.**

How does sharing this information with others help you? It's simple really. If you pass this information on to your friends, and it helps them to be more positive, **your** world (circle of influence) becomes more positive. And when your world becomes more positive, the entire world becomes just a little more positive. Eventually that benefits everyone—including me.

I have only two conditions:

1. You make no changes to the written material (not that you can, but I just want to be clear).
2. You do not charge anyone for the book. It is given to you freely, so you should freely give it to others. You can send them a link to the Power Affirmations web page using my "Send-a-Page" form by [clicking here](#).

If anyone has given this book to you, I encourage you to also visit the Power Affirmations Blog at <http://www.poweraffirmations.blogs.com>. There you can review past articles that I have written about power affirmations, positive thinking, success, etc. Some of the recent articles include:

- [Some Ideas for Lowering Your Gasoline Costs](#)
- [Increasing Your Wealth by Increasing Your Financial Literacy](#)
- [Use Value and Cash Value](#)
- [The Morphing of Thought and Cash](#)
- [Alkalize Your Way to Health](#)
- [The Prosperity of a Nation and Creating Social Change](#)

I suggest that you bookmark the page so you can check back regularly for new articles. You can also join my mailing list and I will notify you periodically as I come up with new thoughts, ideas, material that I think is

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If you intend to do it, do it now!

really important. Just so you know, I don't send out an email every time I post a new article.

In fact, I don't send out much email at all—only when I have something really important. 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 sign up for the newsletter at http://www.poweraffirmations.com/poweraffirmations_newsletter.htm.

Read, enjoy, and above all **apply** this material to your life. Commit yourself to constant and never-ending improvement. I look forward to hearing about your great successes very soon!

Best Regards,

Bill Marshall
<http://www.poweraffirmations.com>
<http://www.poweraffirmations.blogs.com>

P.S. 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.

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.

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.
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 buy the MP3's I've made at <http://www.poweraffirmations.com/mp3files.htm>. Using recordings of some sort is the **most** powerful way to use Power Affirmations. [Click here to go to the order form now.](#)
6. What **positive** topic can you write about and create a website and e-book? 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 this e-book to your friends, but **you can also put together your own e-book 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 e-book 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!

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If you intend to do it, do it now!

Bonus: 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 e-book 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 E-Book and the Power Affirmations Website

My mission for this material is two fold:

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

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 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 e-book 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.

March 2006 Update!

Thanks to people just like you, I'm already making substantial progress towards my goal of helping 1 million people by March 31, 2008.

According to my web statistics, from June 2005 through March 31, 2006, I estimate that I have had **66,446 visitors** to my website. I've had over 145,000 since 1999 (about **46%** of these visitors have come **in the past 10 months**--look at how the visitor rate is increasing vs. the previous 5 years!).

During that time, thousands of copies of my free eBook have been downloaded--and the number is increasing every day.

Thank you for your continued support!

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 power of 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!).

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.

Your 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.

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If you intend to do it, do it now!

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 them to 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 this eBook, 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 free material for you to get started.

All that's really necessary is for you to take some type of **immediate, positive action**.

You Cannot Out Give Good People

This is one of my core beliefs. What does this mean? It means that if you help enough good people get what they want, eventually you will get what you want. This is the **law of reciprocity** that is at work in the universe. It is a **universal** law.

If you give to a lot of people, is there a risk that you will encounter people who take advantage of you? Yes. So you have to be wise in your giving.

In this case, because I'm giving away information via the internet, the cost is low which also means the risk is low. And what I'm giving is valuable. And I'm able to reach a **lot** of people.

This is also low risk because this material by its very nature **attracts good people** (like ***you!***) who are working hard to improve their lives and to help others. These are people who already believe in the law of reciprocity.

I know that even if I receive no immediate benefit, that benefits will come.

- Some of the benefits will be new relationships.
- Some will be spiritual.
- Some will be financial.
- Some benefits are received immediately.
- Some won't show up until the distant future.

It doesn't matter. I already see tangible evidence of the benefits I am receiving from my efforts everyday.

You Cannot Out Give Good People. It's Just Not Possible...

Before You Start... 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. Before you start studying this eBook in earnest, I suggest that you take my quick 20 statement assessment. You can take this assessment online at:

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

This will give you a general idea of how well you are progressing in some key areas. When you complete the assessment, you can get your score immediately. You can also come back and take it again anytime to see how your score is **improving** from using the information in this eBook.

And There Are Six Additional Assessments Further On...

When you get to the section that lists out the 200 Power Affirmations, you will find 6 additional online assessments you can take. 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

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me that people are more likely to take the assessment if the program calculates the score automatically.

So, go ahead and take the first assessment now, but also take the other 6 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.

The Idea is the Most Important Thing

What is most critical for you to understand and focus on is the primary ***idea*** behind Power Affirmations. **The idea is more important than the tools.** This eBook, the affirmations, the recordings, the screensavers, etc., won't do you much good unless you grasp the **big idea--the high concept--**behind Power Affirmations.

What is that idea?

That ***your*** thoughts are creative. That you become what you think about most of the time. That you can take control of your own mind by consciously planting positive beliefs, thoughts, and ideas through **repetition of thought.**

And that one of the most effective and efficient ways to impress thoughts on your mind is by using simple, multimedia tools such as recorded affirmations and posters. Big advertisers use similar techniques to persuade you and I to spend billions of dollars to buy their products.

As you impress positive ideas **of your own choice** on your mind, they will improve the quality of your actions. And higher quality actions lead to higher quality results. **Cause and effect.**

Call to action: If you intend to do it, do it now!

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Introduction: 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.

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.

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 use of affirmations was **very inconsistent**. I'd use them for a few days and then forget.
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 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.

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

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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 a 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.

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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.

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**.

Why is this Important to You

As I began to see dramatic positive results in my own life 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 will come positive results.

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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 E-Book for You?

I used to provide this information in different pages in my website. I have decided to replace those pages with this e-book instead. Why did I do this?

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 e-book, 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 e-book 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 with other people.** Having it in an e-book 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**

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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 e-book 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 how we create new ideas and products out of **nothing**.

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 e-book 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 e-book. If I did that, the file size for the book would be **huge!** But there is information about how you can download them at the end of this book. Some of these files are free and some are available for a very modest fee (i.e., the Power Affirmations).

Your Help is Appreciated

With the help of others, the Power Affirmations website has now been visited by **thousands** of people from all around the world. As of March 2006, I estimate that **over 145,000 people** have visited the Power Affirmations website.

That may not sound like a lot in the world of the internet, but this is based solely on the search engines, word of mouth, and some limited **targeted** advertising using Google's Adwords. **That's more than the number of people who attend a major sporting event.**

My primary goal is to help as many people as possible (yes, including **you**). I cannot do this alone. I need your help. All I ask is that you share

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this e-book and the website with **5-10 other people** you think will benefit from the affirmations.

Just one positive thought at the right time can change someone's life.

Thank you in advance for helping me to help other people. That's really what this is about. **You cannot help other people without also helping yourself at the same time.**

What you won't find in this e-book 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>.

Chapter 1

How to Use Power Affirmations to **Attract** More Money, Create Unstoppable Self-Confidence and Power ...and **Anything** Else You 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.

Focus your mind and the results will follow: **cause and effect.**

Sounds soooo 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.

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If you intend to do it, do it now!

The other challenge is that they allow themselves to get knocked out of state. Or get discouraged. Or get stopped by fear.

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**.

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

What You Will Learn In This e-Book

- 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

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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 it's own file for easy repeating for **power conditioning**.

These recordings are available as MP3 files for immediate downloading. Just visit <http://www.poweraffirmations.com/mp3files.htm> to find out how you can download these files.

Depending on your internet connection, you could be listening to the recordings **within minutes**.

The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (over 3 hours!) for only \$24--a \$12 savings). There are free samples of the recordings available for you to download before making a decision.

If you have a CD read/write drive, you can use a program such as iTunes to burn these MP3 files to CDs that will play on almost any CD player. Even better, you can download the files to a portable MP3 player and take them with you wherever you go.

My personal preference is the Apple iPod. I explain how I use mine later in this book. I strongly suggest that you do this so that you can listen to them in locations away from your computer (such as your car).

I felt I would be doing people a disservice if I only posted the information on affirmations and didn't make such a powerful tool as these recordings easily available.

I have analyzed my personal situation thousands of times and concluded that my lack of success was almost entirely due to a lack of mental discipline and conditioning--not lack of knowledge. I needed the audio recordings as a crutch. **These recordings have made the deciding difference for me time and again.**

If you have a stronger will and more mental discipline than I do, you may not need the recordings. Or you may decide to create your own. But if you find yourself frequently frustrated, and suffer from periods of self doubt and lack of confidence and feel like you are always struggling to get ahead, these recordings may prove as beneficial to you as they have to myself and many others.

These recordings may give you the breakthrough you need to finally begin achieving your goals. At \$6 per category or \$24 for all \$6 categories, they are one of the most affordable products of their kind that you will find anywhere.

My philosophy is to offer high quality products at as low a cost as possible.

Are you ready? **Let's march...**

Interested in the Power Affirmation MP3s?

Are you interested in ordering the Power Affirmation MP3 recordings? [Click here to go to the order form now.](#) The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (3 hours!) for only \$24--a \$12 savings. **I'm proud of my low prices!** You can pay via credit card, cash, money order, or cashier's check.

Just to be clear, I'm **not** mentioning it here to be "pushy." I hope you can tell by now that my focus is on helping you rather than just making another sale—just look at all the **free** stuff I'm including throughout this book.

I simply want to make absolutely certain you know these recordings are available and to make certain you have a quick and convenient way to get to the order form.

You'll see a similar box throughout this e-book (but with out the lengthy explanation). I'm including this box based on feedback from people who indicated I needed to make it easier to find the link that goes straight to the order form.

Call to action: If you intend to do it, do it now!

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.

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

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).

Who Has Really Been in Control?

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.**

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If you intend to do it, do it now!

"Advertise" to Your Own Mind

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

As I said earlier, I have found other self-help programs to be extremely useful...but I also found they were not strong enough for me. 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.

When I was done, I decided to call them Power Affirmations™ in order to remind myself to feel power, confidence, and certainty 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 is the evening 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."

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If you intend to do it, do it now!

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.** If you have any comments or questions, just shoot me an email to whmarshall@earthlink.net.

Chapter 2

How to Use Power Affirmations

What is the most effective way to use Power Affirmations? Here are a few suggestions.

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 affirmations within the next 60 minutes.

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 the 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.** 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 Chapter 12 of this book. Like all the other information in this site, it's free. And the tools you need to implement it are simple and easily (and inexpensively) available--like a note-book or regular planner and a pen.

I could have probably created a 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 for less (often for free).

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.

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.

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If you intend to do it, do it now!

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 than audio tapes. 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

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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. 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

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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, the CDs 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**. 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 to do that on a daily basis. And it is easy to listen to the CDs while you are getting ready for work in the morning, or driving, or doing some other activity.

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.

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If you intend to do it, do it now!

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.

Success Rule #1: Take Immediate Action

One of the most important rules of success (defined in this case as achieving a specific result you want by design) 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.

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If you intend to do it, do it now!

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

Call to action: If you intend to do it, do it now!

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

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

So that you will have a better idea of exactly 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.

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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.
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 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.

Interested in the Power Affirmation MP3s?

Are you interested in ordering the Power Affirmation MP3 recordings? The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (3 hours!) for only \$24--a \$12 savings. **I'm proud of my low prices!** [Click here to go to the order form now.](#) You can pay via credit card, cash, money order, or cashier's check.

Call to action: If you intend to do it, do it now!

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

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**.

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

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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.

Even though I had studied Tony's book and Personal Power audio program, the seminar far exceeded 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. In fact, I've actively avoided that type of music in the past.

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

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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 the name).

...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 the audio).

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 be "replaying" the music **and** the affirmations in your head. As that happens, your thoughts will begin to guide your

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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 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.

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- [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.

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.

Here's a Sample Playlist I Created for Myself

It think a sample here will clarify the concept.

1. Get Ready 4 This - 2 Unlimited
2. Life (Everybody Needs Somebody to Love) - Haddaway
3. 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. Affirmation - Whenever I set a definite goal, I take immediate action towards its attainment to create and sustain massive momentum.
5. Born to Be Wild - Steppenwolf
6. Chariots of Fire Theme - Vangelis
7. Affirmation - I receive wisdom and knowledge from my subconscious mind every moment of my life.
8. Simply Irresistible - Robert Palmer

9. Unbelievable - EMF
10. Affirmation - I now step up with total power and passion to take whatever positive action is necessary to achieve my desired results.
11. Life (Everybody Needs Somebody to Love) - Haddaway
12. Affirmation - All the cells of my body exist in harmony and peace with every other cell in my body.
13. Star Wars Theme - John Williams
14. The Raiders March - John Williams
15. Yoda's Theme - John Williams
16. Affirmation - I now inspire and empower others to greatness.
17. Affirmation - I am now an outstanding leader who leads with confidence and certainty.
18. What is Love - Haddaway
19. Affirmation - I now see myself filled with health, energy, and enthusiasm.
20. Celebration - Kool and the Gang
21. Affirmation - I now move my body with poise and confidence.
22. Eye of the Tiger - Survivor
23. Affirmation - I now arouse a feeling of enthusiasm for good things in other people.
24. Affirmation - I am now filled with faith, certainty, and confidence. I now create and feel these emotions in my body.
25. We Are the Champions - Queen
26. 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 maintain the state. 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 **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 do to music rights issues, that's 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**.

Call to action: If you intend to do it, do it now!

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

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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!

So How Long Will it Take to Download All 200 MP3 Files?

One of the questions that most frequently comes up is "how long will it take to download the files?" The answer is that it depends on your connection.

After doing some research, I have come up with the following comparison chart depending. These are just estimates. As you can see from the chart, the only connection that takes a long time to download is dial-up. I'm assuming that you have at least a 56k modem since that has been the standard for a long time. If you still have a 28k modem, it will take about twice the time as a 56k modem.

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Here are my estimates:

Product	File Size	Cable (1.5 Mbs)	DSL Light (256 kbps)	Dial-up (56kbps Modem)
Disc 1	6MB	1 minutes or less	3 minutes	15 minutes
Disc 2	10MB	1 minutes or less	5 minutes	25 minutes
Disc 3	8MB	1 minutes or less	4 minutes	20 minutes
Disc 4	6MB	1 minutes or less	3 minutes	15 minutes
Disc 5	7MB	1 minutes or less	3.5 minutes	17 minutes
Disc 6	8MB	1 minutes or less	4 minutes	20 minutes
Total	45MB	6 minutes or less	22.5 minutes	112 minutes (1 hour 42 minutes)

These are only estimated download times. Your time may be more or less. I've tried to be conservative in my estimates.

A Few Points to Consider Regarding Dial-Up Internet Connections

If you connect to the internet via dial-up modem, here are a few points to consider:

- One of the reasons I broke up the files is so that people who connect to the internet can download them in segments.
- To minimize the size of the files, I have compressed the size as much as possible with minimal loss in audio quality.
- The files are zipped to further reduce the size.
- Even though the download page provided by my shopping cart program is only valid for 24 hours, if you need more time, I can send you a fresh set of links.
- Even with the dial-up connection, you are getting the files much faster than if I had to send them to you via "snail mail." In most cases, that would take anywhere from 3-5 days of shipping.
- **Downloading saves you money.** If I had to ship the files to you, the price of the program would be significantly higher to cover the materials, shipping costs, and the additional time it takes me to prepare the package and take it to the post office. This is especially true if you live outside of the US and I have to manually fill out the additional paperwork involved with international shipping.

So, even in the case of a dial-up connection, there's no question in my mind that this is the best way to deliver the files to you.

If you have dial-up, one option you may want to consider is finding a local friend who has a faster connection who can download the files for you and copy them to a data CD-R. When you place your order, the link to the download page will also be emailed to you. You can always forward that link to them and ask them to download the files for you.

Another option is if you have a faster connection at work, you can always download them at the office and copy the files to a data CD-R.

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If you intend to do it, do it now!

If you want the files, I am committed to doing anything within reason to help you get them. If you have any specific questions or difficulties, just send me an email at whmarshall@earthlink.net. I'm sure we can work something out.

Interested in the Power Affirmation MP3s?

Hopefully, after taking a look at some other products, you better understand just some of the powerful benefits of using these Power Affirmation recordings. If you are interested in ordering the Power Affirmation MP3 recordings, just [click here to go to the order form now.](#)

The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (over 3 hours!) for **only \$24**--a \$12 savings.

Why is the Price So Low?

Because I wanted to provide a **high quality** product that is affordable by as many people as possible. I have taken numerous steps to cut, reduce, and eliminate unnecessary expenses (like shipping expenses, materials, packaging) so that I could pass these savings on to people just like you.

Most of the other websites I reviewed seem to be treating the internet as just another way to provide marketing information. I think that's short sighted. It should also be used as a means to **distribute** the final product, **and pass the savings to the customers.**

This is a **high quality** product at a low price. If you agree, I suggest that you get started as soon as possible.

[Order Now](#)



Would you rather send cash?

It's easy--[just click here for more information](#)

Chapter 3

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. 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,

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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.

Call to action: If you intend to do it, do it now!

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 4

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.

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If you intend to do it, do it 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.

1st Power Affirmations Assessment

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

Okay, here's the first of the six assessments based on the 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.

How To Decide Where to Start

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 correspond 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 13th

affirmation in the list of affirmations for Disc 1. It's also, the 13th statement in the Disc 1 assessment and the 13th 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 make 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 reduction 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. About a couple of weeks 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 it's huge traffic jams 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 \$37 per month—about a 50% 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.

So, I strongly urge you to consider making this tiny investment in yourself. Just go to <http://www.poweraffirmations.com/orderform/>, place your order, download the files, and **start listening**.

Winning Starts with Beginning!

If you consistently procrastinate taking actions that will help you achieve your goals, no one can help you. At a price of **only \$24** for all 200 Power Affirmations, the program will likely more than pay for itself in real dollars with just one idea that you apply. **Just this single use of Power Affirmations gave me an idea that is now saving me over \$100 per month (plus a bunch of other great benefits).**

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Maybe you'll get new ideas of how to increase your income. Maybe you'll get new ideas of how to cut unnecessary costs. If you get only **one** idea that gives you a net increase in cash flow of only \$48, you will have **doubled** the return on your investment. The odds are great that you will experience much greater increases than this. **But you will never know and never experience the benefits until you take positive action.**

Call to action: If you intend to do it, do it now!

Chapter 5

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.

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If you intend to do it, do it now!

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 "relax." 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

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If you intend to do it, do it now!

Power Affirmations: Improve Your Thoughts, Improve Your Life

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 6

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.

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If you intend to do it, do it now!

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.

2nd Power Affirmations Assessment

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

Keep Your Momentum Going!

Chapter 7

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.

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If you intend to do it, do it now!

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.

3rd Power Affirmations Assessment

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

Keep Your Momentum Going!

Chapter 8

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.

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If you intend to do it, do it now!

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.

4th Power Affirmations Assessment

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

Keep Your Momentum Going!

Chapter 9

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.

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If you intend to do it, do it now!

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.

5th Power Affirmations Assessment

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

Keep Your Momentum Going!

Chapter 10

The Power of Romantic Love

(Please note that this topic is not available on as an MP3 file at this time)

In order to keep the affirmations the same whether used by a man or a woman, I have used the generic terms "significant other," "lover," "the love of my life," and "spouse." I know that these terms tend to be used in society to include non-traditional relationships; however, I am using them in the context of a loving relationship between a man and woman which leads to marriage because this is what I believe and how I choose to live my life. How you choose to use them is up to you.

1. I am always faithful to my spouse in my thoughts and in my actions.
2. I am now in total spiritual and physical harmony with the love of my life.
3. I now create feelings of spiritual connection toward my lover.
4. I now create a romantic, loving environment for myself and my lover on a regular basis.
5. I am now consumed with love and affection towards my spouse.
6. I am now a tender and loving lover.
7. I now create romantic magic and loving moments for my lover everyday.
8. I softly and sensually touch my lover easily and often.
9. I create feelings of love and passion towards the love of my life everyday. I now create these feelings in my body.
10. My subconscious mind now doubles my physical pleasure every time I am touched by my lover.
11. My touch now transfers love, tenderness, and spiritual energy to my lover.

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If you intend to do it, do it now!

12. I am now loving my spouse the way they want to be loved. I am focused on their need for love.
13. Our love is filled with endless variety and ecstasy.
14. When I love my spouse, I give myself over to feelings of love and passion easily and completely.
15. All my internal images of my lover are big, bright, beautiful, and loving.
16. I am now gentle and sensitive to the needs of my lover.
17. When I love my spouse, I am totally relaxed and comfortable.
18. I am now clean, slim, and sexy. I take care of my body so that I will be most pleasing to the love of my life.
19. My spouse now finds me incredibly attractive and pleasing.
20. I think of little things to please the love of my life every day.
21. All of my conversations with my spouse are now filled with peace, love, and harmony.
22. I am now a fun and playful lover. Our love life is filled with excitement and variety.
23. Every cell in my being is sensitive to my lover's touch.
24. I am always kind, loving, compassionate, and forgiving to the love of my life.
25. I am now open and honest with my spouse everyday.
26. I intensify my emotional feelings towards my lover everyday. I now feel these feelings in the core of my being.
27. I now know what pleases my lover and I do it with love and with skill.
28. I now touch my lover in exactly the way they want to be touched.
29. I am insatiably curious about new ways to love my spouse.
30. My spouse and I now create secret, romantic interludes on a regular basis to add variety to our love life.
31. I day dream about my lover throughout the day, every day.

32. I am now filled with energy and excitement.
33. I now fulfill all the needs of the love of my life.
34. I treat my lover as if they are the most important person in the world to me.
35. I now treat my lover the way I want them to treat me.
36. I now pamper my lover with all the good feelings and things in life. Our life together is magical.
37. I find new ways to regularly create romantic surprises for my lover.

Chapter 11

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.

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If you intend to do it, do it now!

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.

6th Power Affirmations Assessment

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

Keep Your Momentum Going!

Chapter 12

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.

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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 note-book.

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**?

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- 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 note-book 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**.

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An Example in Table Form

Below 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.

Last 24 Hours	Next 24 Hours
<p>Move to a new apartment --Contacted landlord --Set time to see new apartment --Research current rents</p>	<p>--See apartment --Determine availability --Set aside funds for deposit --Research neighborhood</p>
<p>Launch Web Site --Outlined pages --Purchased and loaded software --Researched domain names --Studied search engines --Worked on master marketing plan</p>	<p>--Begin writing pages --Pick and register domain name --Research shopping carts --Order web service</p>
<p>Get Business Loan --Contacted the SBA regarding program details --Purchased book on Business Planning --Began master task list for project</p>	<p>--Schedule time to work on the details of the plan --Set appointment to get additional help from the SBA --Get list of preferred lenders --Contact accountant to prepare financials --Brainstorm planning ideas</p>

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

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started. Create this daily habit, and you will make progress towards your goals.

New! 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 for the rest of 2006 that I use as a template for that month.

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

Any way, in the spirit of sharing, I decided to make these forms available to you free of charge. 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 simple forms at <http://www.poweraffirmations.com/planning-form/>

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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.

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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.

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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).

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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.

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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

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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 CD. 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.

Before I started using the Power Affirmation CDs, I didn't maintain enough concentrated focus to make real progress towards my goals. That all started to change about a month after listening to the CDs practically **non-stop**. I maybe crazy, but I like to think I'm **crazy like a fox**. I know what my life was like before and after I started listening to the CDs and there is virtually no comparison. And it

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keeps getting better and better.

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. 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.**

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.
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 buy the MP3's I've made at <http://www.poweraffirmations.com/mp3files.htm>. Using recordings of some sort is the **most** powerful way to use Power Affirmations. [Click here to go to the order form now.](#)
6. What **positive** topic can you write about and create a website and e-book? Your only limit is your own imagination!

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Chapter 13

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

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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. You can also copy affirmation recordings from the Power Affirmations podcast to this folder.

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

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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 receive from my iPod, I felt it was important to make the suggestion. Can you tell I'm a **raving** fan of the iPod?

Here's 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 and/or an iPod, 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.

Interested in the Power Affirmation MP3s?

Are you interested in ordering the Power Affirmation MP3 recordings? [Click here to go to the order form now.](#) The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (3 hours!) for only \$24--a \$12 savings. **I'm proud of my low prices!**

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Chapter 14

About the Power Affirmation MP3 Files and Power Affirmations Screen Savers

Okay, so you want to know more about the Power Affirmations on MP3 files. 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.

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.

If you want to hear a sample of just one of the affirmations, you can go to:

<http://www.poweraffirmations.com/sample.mp3>.

For the sample, I selected the following 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.”

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.

Other companies would probably charge at least \$100 for these recordings and only offer them as a set. I've decided to offer each category individually (so you can pick and choose which category you want to listen to). The price-- **only \$6 per category—or \$24 if you order all 6 categories at the same time (a savings of \$12)**. \$6 is even less than the

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

price of a movie ticket at most theatres today. And \$24 is less than most dinner dates for two.

Why So Low?

Why such a low price for such a valuable product? I've seen other authors offer self-published products for amounts that frankly I think are too high--especially with the low cost of distributing products electronically.

Just today I reviewed a letter promoting an e-book on success that the author is selling for \$79.50 (he says his "regular price" is \$149.50). I am just not going to try to play these types of psychological sales games with my customers.

In all fairness, I have not read this author's book. Perhaps it is worth the price the he is charging. And there are a **lot** of similarly priced e-books on the internet. But my goal is to reach and help a **lot** of people.

It is my experience that many of the people who find my website are in challenging circumstances. If they were achieving the level of success they desired, they probably wouldn't be even looking for this material, right?

How Does Power Affirmations Compare with Other Affirmation Sites and 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.

I decided to keep my price as low as possible and pass the savings to you. I'd rather make a little profit per transaction and help a lot of people than to make a very high profit per transaction and help very few people. I trust

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

that you will not hold my low price against me, right? This is a high quality product at a low price.

If I am really committed to helping people, why should I charge anything? Why not just give the MP3 files away? That's a fair question. Here are the reasons:

1. It is a fact of human psychology that we place a greater value on what we have to pay for. What I have found is that those who pay even a small amount for the recordings actually use them more. I want you to **use them** for maximum benefit, so I decided to charge a nominal amount for the download.
2. This will increase my resources **so that I can help more people**. As you study this material, it will be obvious to you that I will put the money to good use.
3. **I want to lead by example**. Through this business and other businesses, I am taking the very steps to accumulate wealth in the right way—by providing you and others **far more** use value than the small cash value that I receive.

I would be an ineffective teacher of how to achieve financial success if either I failed to accumulate wealth or if I tried to accumulate it by providing less in use value than I receive in cash value.

4. I have put a lot of effort in putting together quality products that **will** help anyone who chooses to use them. It's only fair that I receive a modest reward for the product and service I am providing.

Just this e-book alone would probably sell for \$15-20 if you were able to get it in paperback form at the store—and that I'm giving away for free. The whole system of exchange and reciprocity works best when **everyone** is treated fairly.

Of course, there is also a money back guarantee if you are not happy with your purchase.

Interested in the Power Affirmation MP3s?

Are you interested in ordering the Power Affirmation MP3 recordings? The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (3 hours!) for only \$24--a \$12 savings. [Click here to go to the order form now.](#) I'm proud of my low prices!

Call to action: If you intend to do it, do it now!

About the Power Affirmations Screen Savers

Okay, now this is really cool. Or at least I think so. I have created my free Power Affirmations ePosters (explained in Chapter 18 coming up) into 7 Power Affirmations Screen Savers. The first 6 include the slides of the Power Affirmations from the 6 categories of MP3 recordings.

Each of these 6 screen savers will rotate automatically between approximately 21-38 different Power Affirmations. The text is nice and big so you can easily read them from a distance. And because they randomly change slides about every 10 seconds, it's a great way to get exposed to multiple Power Affirmations. For variety, the type of transition is completely random.

The 7th screen saver will include all of the Power Affirmations—over 200 slides.

I have loaded a sample of what these look like at:

[Free 5 Slide Sample Screen Saver](#)

Because the slides have to be stored as graphics, the file for the sample is about 829kb. The sample only has 5 slides in it.

When you execute the screen saver program, it will ask you if you want to install it as your default screen saver. Just click okay. If you want to change to a different screen saver in the future, just open up your control panel in windows, select Display, Screen Saver, and select a different one or set it to "None."

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

You can also change the amount of inactive time that elapses before the screen saver pops up. I set mine to come on after only a minute of inactivity, but you can set it to whatever you want.

Here's a list of the screen savers currently available:

Screen saver 1 - Power of Power Affirmations - 31 slides - 2.8 megs

Screen saver 2 - Powerful Self-Image - 48 slides - 3.3 megs

Screen saver 3 - Achieving Your Goals - 27 slides - 2.3 megs

Screen saver 4 - Creating Physical Power - 21 slides - 1.7 megs

Screen saver 5 - Creating Power Relationships - 36 slides - 2.5 megs

Screen saver 6 - Creating Wealth and Financial Abundance - 36 slides - 2.5 megs

Screen saver 7 - All Power Affirmations - 202 slides - 13.1 megs.

Because of the size of the files, I have to charge a nominal fee to cover my bandwidth costs. Any one of the first 6 screen savers is only \$3. The last screen saver is \$6.

Interested in the Power Affirmation Screen Savers?

Are you interested in ordering the Power Affirmation Screen Savers? This is another great way to expose yourself to these positive thoughts with very little extra effort. [Click here to go to the order form now.](#) I'm proud of my low prices!

The positive input **will** change your life for the better. **Improve your thoughts, improve your life.**

Call to action: If you intend to do it, do it now!

As you can tell from my prices, my primary objective is to help a lot of people, not gouge you and others like some other internet marketers seem to do. To charge a high price for these materials would be **contrary** to the mission of my website.

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Please understand that these are quality products. I trust that you will not hold my low prices against me. I'm making a sincere effort to help you and other people like you. So I hope you will take advantage of these products--or use the ideas to create your own.

My overall philosophy is to offer my customers, ***my friends***, **more for less. This is why I give so much material away either for free or at unbelievably low prices.**

Here's where I'm supposed to offer free bonus material **after** you order the recordings. But of course, I'm not doing things in the conventional way...

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Introduction to Chapters 15 - 19: Here are More **Free** Bonuses!

If you look at most web sites and e-books that are focused on selling a product or service, you will notice that they almost always include several “free” bonuses or prizes as a way to persuade you to take immediate action to buy their product.

The reality is, these “bonuses” are **not free**. You only get them **after** you pay the hefty price they are asking for their product. So, they use these bonuses as a way to make you feel like you are getting your money’s worth. They are using psychology to sell you.

I’m not against providing real bonuses or a proper use of psychology. It’s just that sometimes it gets out of hand. Perhaps if I were promoting a different type of product, I’d do exactly the same thing.

But in this case, my primary purpose is to help **a lot** of people all around the world. To do that, I have to offer **a lot** of value for a minimal amount of profit per transaction.

So, after thinking about it, I decided I’d offer bonuses that really are **free**. That is, I’m offering them to you whether you decide to order the Power Affirmations recordings or not. I believe that as you go through the **genuine** bonus material, you will get such a massive amount of value (including **increased wealth**) that you will find yourself naturally wanting to order the Power Affirmations recordings.

So the next five chapters outline the bonus material that is available from my website free of charge through the links in this e-book.

Chapter 15

Bonus: 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

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

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.

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.

And your next free bonus is...

Chapter 16

Bonus: "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.

Call to action: If you intend to do it, do it now!

Believe it or not...here is your next Bonus...

Chapter 17

Bonus: Free Copy of *Think and Grow Rich:* The Original 1937 Edition

by Napoleon Hill - with new reference numbers and wide margins

Wow! I've recently confirmed that the original 1937 version of the classic *Think and Grow Rich* by Napoleon Hill is now in the public domain. This is certainly one of the most influential books of all time.

According to the Napoleon Hill Foundation, more than **60 million copies** have been sold since it was originally published.

There's more information below, but I didn't want to make you wait to find the link to the PDF.

[Download *Think and Grow Rich* PDF \(778kb\)](#)

***Think and Grow Rich:* Special Edition with New Power Affirmations Free Preview of the Draft of the 1st Chapter**

I'm currently working on a special edition of "*Think and Grow Rich*" that includes new Power Affirmations inspired by Napoleon Hill's text. I've completed my draft through the 1st chapter, so I thought I'd go ahead and let you take a sneak preview of the new affirmations. This is an incomplete draft edition, so you still want to download the full version of the Original Edition without Power Affirmations using the link above.

I have inserted the Power Affirmations in text boxes right next to the text they refer to. This way you can easily see the text that gave me the idea for the Power Affirmation. Also, these provide excellent examples of how you can create Power Affirmations for yourself from

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

virtually any self-help book you may be currently studying.

Right now, I'm planning on completing the project by the end of July 2006. If you want to be notified when it's available, be sure to sign up for my newsletter or check the website regularly.

[Download *Think and Grow Rich: Special Power Affirmations Edition* \(Draft through the 1st Chapter\) PDF \(127kb\)](#)

If You Think You Have Read *Think and Grow Rich* Before, Think Again...

This is **not** the same version of *Think and Grow Rich* that most people are familiar with. Most of us are familiar with an edition that Dr. Hill revised and published in 1960. As I study and compare the original version with the later version, there are a few things that stand out:

1. There's more references to the Great Depression in the original book--along with advice and encouragement as to how to come out of it. Here is just one example that is in the original version, not in later versions:

"Never, in the history of America has there been so great an opportunity for practical dreamers as now exists. The six year economic collapse has reduced all men, substantially, to the same level. A new race is about to be run. The stakes represent huge fortunes which will be accumulated within the next ten years. The rules of the race have changed, because we now live in a CHANGED WORLD that definitely favors the masses, those who had but little or no opportunity to win under the conditions existing during the depression, when fear paralyzed growth and development." (from Chapter 2 - Desire).

2. In the original version, Napoleon Hill made liberal use of capitalization to highlight key points. This gives an interesting insight into his thinking and adds more emotional energy to the book.

Both of these differences will provide new thoughts and ideas that you will not get from reading later editions.

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

***Think and Grow Rich* is Meant to be Studied, Not Just Read:**

The Addition of Reference Numbers and Wide Margins

In this eBook edition I've added reference numbers and wide margins to make it easier to use for study. For the reference numbers, I've numbered each paragraph within each chapter. So, for example, the quote above is in the 30th paragraph within chapter 2. So, if I were to make a note about this chapter in my journal, I could add the reference number (2/30) and know exactly where to find the reference.

And with the wide margins, if you choose to print out all or a portion of the book for further study, there's plenty of room to add some notes.

The point is... ***Think and Grow Rich*** is meant to be studied, not just read. There is a lot of material in ***Think and Grow Rich*** that requires study and **meditation--deep thought**. If you think that you can give it a quick read and get all you need to succeed, you are mistaken. I have studied this book for over 25 years and I still get more out of it every time I study it (even more so now with this new edition).

This *Think and Grow Rich* Download is Free... ...for Now

At the moment, I am offering this electronic version of ***Think and Grow Rich*** for **free**. Once I finish my **special edition**, I will probably either charge a small amount for it or offer it only to people who purchase the Power Affirmation recordings. So, if you want to download it for free, I suggest that you take immediate action.

[Download *Think and Grow Rich*](#)

Call to action: If you intend to do it, do it now!

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Chapter 18

Bonus: Free 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.

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

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 be come 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

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

Chapter 19

Final Bonus: Announcing the Free Power Affirmations Power Podcast

To subscribe to my new Power Podcast, just copy this [link](#) into your podcast program. If you are using iTunes to manage your podcast subscriptions, you can subscribe directly by clicking on this link:

[Power Affirmations Podcast iTunes Link](#)

This link will open iTunes and take you directly to the podcast.

Read on if you need more information...

In my ongoing effort to find innovative ways to provide you with great positive information and thoughts, I have decided to launch a new Power Affirmations Power Podcast.

The purpose of these power podcasts is to provide short, quick **new** Power Affirmations or power thoughts that you can use during the day to improve your life. I believe that if you consistently improve your thought habits, your life will naturally improve.

Most of us already have way too many interruptions in our lives, so your time investment to listen to this mini-radio show will only be a few minutes a day at the most.

Note: The Power Affirmations used on the podcasts are different from the ones used in the [200 MP3 recordings](#) for sale. The Power Affirmations used in the podcasts will only be available for a **limited time. As I add new podcasts, eventually older ones will be removed. I haven't decided just yet, but my guess is that each podcast will **only be available for about 30 days**.**

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

How to Subscribe to the Podcast

It's really simple. I recommend that you listen using Apple's iTunes software. Here is what you need to do:

1. Download a free copy of iTunes from <http://www.apple.com/itunes/download/>. You don't need to own an iPod in order to use iTunes.
2. Here is a direct link to the podcast in iTunes: **[Power Affirmations Podcast](#)** If you have iTunes installed, all you need to do is click on this link and select the subscribe button.
3. If you use a different program to subscribe to podcasts, here is the link to the podcast feed:
<http://www.poweraffirmations.libsyn.com/rss/>.
4. Use iTunes to check back regularly to see what new episodes I've posted. iTunes will list the new episodes automatically. You can then select which ones you want to listen to.
5. If you have an MP3 player, like the iPod, you can listen to the podcasts away from your computer.

So I encourage you to subscribe to the Power Affirmations podcasts. **Of course, the cost of the podcasts is free.** My expectation is to create at least one new power podcast a few times each week.

If you find the podcasts helpful, I encourage you to **tell your friends** so that they also have the opportunity to listen and improve their lives as well. Just send them to www.poweraffirmations.com/power-podcast.htm so that they can get the information they need to subscribe.

So there you are folks. **Real bonuses that are really free.** And other great products at **very low prices.** No sales games here. Just a sincere effort to do everything I can to add massive value to your life and the lives of others.

Call to action: If you intend to do it, do it now!

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Chapter 20

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.

Has this Book Helped You?

Here's a question for you: how much do you feel this book as helped you? If your answer is "not much," then there is not much for me to say other than to thank you for taking the time to read what I have had to say.

If the answer to this question is that you feel this material will significantly help you achieve your goals, then without hesitation or apology, I humbly ask for your help so I can continue to help other people. Of course, how much you choose to help is up to you.

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Here are some specific ways you can help:

1. **Work to achieve your personal success.** One of the best ways to help me is for you to make an absolute and steadfast commitment **to yourself** to be positive and to achieve massive personal success. That should be an easy commitment for you to make, right?

So how does this help me? Simple. Helping you and others like you achieve the success they desire is the mission of my e-book and website. The **only** way I can fulfill this mission is if **you** achieve **your** goals. And that's what you really want, isn't it?

2. **Share the Power Affirmations website and e-book with other people.** At the very least, just e-mail a copy to a couple of friends. While I'd love for them to join my mailing list, it's much more important to me that as many people get a copy of this e-book as possible. If that means that you email them the e-book directly, by all means do so. Print out as many copies as you like.

If you like, you can use my "**send a page**" script to email the page to them. If you are reading this from your computer, just click [Send the Power Affirmations Page](#) and follow the simple instructions.

As I said at the beginning of this book, part my mission is to make a **measurable** positive difference on our world. The way I am measuring my personal impact is by how many people I reach through my e-book and website.

My goal is to reach a minimum of 1 million people by March 2008. I think it is possible to achieve this goal sooner, but I want to allow for a reasonable amount of time.

The only way this goal is achievable is with your help and the help of other like minded people. If enough of you share this information with even one or two new people, and they do the same, the power of compound growth will take over and the goal will be easily achievable.

Here's a question for you: how much better would the world be if a majority of people made a clear choice to be positive? How much more prosperity would exist in the world? Is this "utopian?" Yes. Is

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

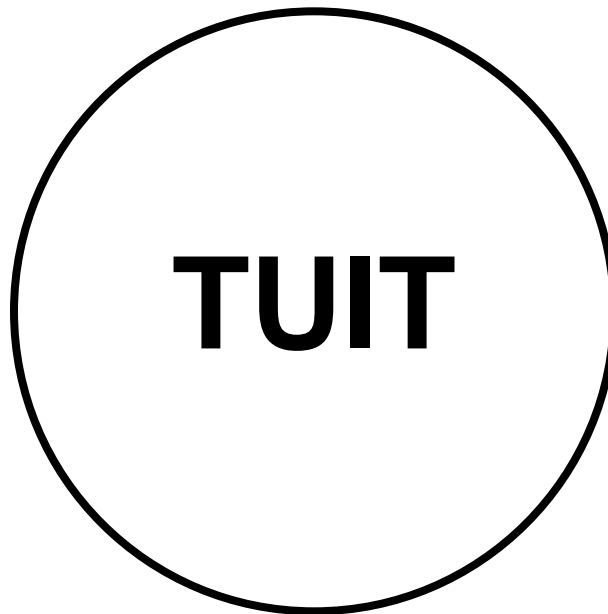
this impossible? Maybe. Is this a goal worth pursuing?
Absolutely!

Interested in the Power Affirmation MP3s?

Are you interested in ordering the Power Affirmation MP3 recordings? [Click here to go to the order form now.](#) The price is only \$6 per category for six categories. Or you can order all 200 Power Affirmations (3 hours!) for only \$24--a \$12 savings. **I'm proud of my low prices!**

Call to action: If you intend to do it, do it now!

If you have already decided that you are going to email this information to your friends when you "get around to it, Let me help you:



Now that you have your "**round tuit**," just go ahead and send the email. It will only take a couple of seconds.

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Interested in the Power Affirmations Screen Savers? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

Send the Power Affirmations Page to a Friend

Want a simple way to send the Power Affirmations home page to a friend? Just click this link: [Send the Power Affirmations Page](#) to go to a form where you can send the page as a web page in the body of your email or as a link. You can also add a few comments.

I respect your privacy. No email addresses are captured when you use this form. This is just a way to make it easy for you to take immediate action to send this page to your friends so they can get their own copy of this free e-book. It may change their life.

Call to action: If you intend to do it, do it now!

Okay, I know that this TUIT “coin” is a bit "cheesy," but it did make you smile, right? And hopefully it gets the point across that **the best time to do anything worthwhile that is simple is immediately.**

You may even find this as a useful symbol to take immediate positive action towards your goals. This is the real reason I included this little gimmick. **Get out of the "when I get around to it" habit now. Instead, plan it and take action.** Plan your work and *work your plan.*

3. You can help yourself and help me continue my efforts by purchasing one or more of the MP3 recordings of Power Affirmations I'm offering through the website. Just visit <http://www.poweraffirmations.com/orderform/> to get to the order form.

The primary reason you should buy them is because you think they will help you achieve your goals. But I also know that there are some people who won't necessarily want the recordings, but who are interested in making a financial contribution to help support me in my efforts.

If you find yourself in that category, the best way to help is to order one or more of the MP3 recordings. Depending on what you order the cost is only \$6 to \$24—a very modest amount. **You can bet the**

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If you intend to do it, do it now!

money will be put to excellent use in helping others.

4. Okay, now I have a selfish request. For a lot of reasons, I am a huge fan of big band, swing, and jazz music—especially in the style of Frank Sinatra, Bobby Darin, Harry Connick, Jr., etc. I love the music so much that I have created a self-funded and self-produced CD of 11 songs.

The title of the CD is “Moonlight Becomes You.” **I never would have completed the project without the use of Power Affirmations.** I hired the musicians, rented the recording studio, and sang the songs. The entire project took a year and a half. I am extremely pleased and proud of the final results.

So here is my selfish request. If you are big fan of this style of music, visit the website I have created for promoting the CD at <http://www.cdbaby.com/cd/hmarshall> and listen to the clips.

I think you will be surprised at how professional the recordings sound. The musicians I hired are among the best in the business (with a lot of record, movie, and television credits) and their performances are stellar. As the singer, I think I hold my own, but you will have to judge that for yourself.

If you like what you hear, then by all means, buy the CD. The price is only \$9.97 plus whatever shipping CD Baby charges you. You will thoroughly enjoy the CD and you will be helping me continue my efforts at PowerAffirmations.com as well as my musical efforts.

Here’s what the CD cover looks like (it was created by a professional I hired who used to design CD covers for Universal Music):



By the way, “Harrison Marshall” is my stage name.

Thanks for indulging me the opportunity to tell you about my CD. It may seem a bit out of place in this book; however, as I indicated, I used Power Affirmations in order to make this CD a reality.

I think it’s useful for you to see a specific example of what can be created when you use Power Affirmations to stay focused on your goals. At least I didn’t say anything about it until after providing you with a lot of value in my free e-book about Power Affirmations.

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

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If you intend to do it, do it now!

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 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,

$$FV = 2(1 + 0.0375)^{365}$$

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

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

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

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If you intend to do it, do it now!

for a single individual to share their ideas with millions of people all around the world.

An Example of the Power of the Internet

Would you like an amazing example of the power of the internet? Here's an article about a UK student who used the internet to raise \$1 million for his education in four months with his "Million Dollar Home Page."

How can you use the internet to share your ideas for a fair profit? Your only limit is your imagination.

[UK Student Scoops Up \\$1 Million Online--in 4 Months](#)

According to my latest web statistics, I have already reached over 145,000 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!

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Interested in the Power Affirmations MP3 Recordings? [Click here to go to the order form now!](#)

If you intend to do it, do it now!

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.
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 buy the MP3's I've made at <http://www.poweraffirmations.com/mp3files.htm>. Using recordings of some sort is the **most** powerful way to use Power Affirmations. [Click here to go to the order form now.](#)
6. What **positive** topic can you write about and create a website and e-book? Your only limit is your own imagination!

Call to action: If you intend to do it, do it now!