How a positive mindset will get you more success

Change your mind  Change yourself  Change the world
Disclaimer

In the realization of this report we took extreme care in making sure the content was correct and valid. However, Choicepoint cannot be held responsible for any incorrect information in this report.

Important

This is not a free e-book. It is prohibited to copy, reprint or duplicate the content and/or the layout in any way whatsoever, neither is it allowed to use the information in this report in any other way that infringes the laws of copyright.
# Table of Contents

## CHAPTER 1 – WHAT IS POSITIVE THINKING?

- **FOCUS**
- **MAP OF THE WORLD**
- **TERMINOLOGY**
- **OPPORTUNITY**
- **RICHNESS**
- **EFFECTIVE POSITIVE THINKING**

## CHAPTER 2 – THE POWER OF POSITIVE THINKING

- **SELF-ESTEEM**
- **SELF-IMAGE**
- **SELF-DOUBT**
- **RESONANCE**
- **SUCCESS**
- **FOUNDATION OF SUCCESS**
- **STRESS-RELEASE**
- **HEALTH**
- **RELATIONSHIPS**

  Whether you’re aiming for a more intimate relationship with your partner, or better friendships with your colleagues, having the right attitude is the key to successful relationships.

- **BUSINESS**
- **FINANCE**

## CHAPTER 3 – HOW TO START THINKING POSITIVELY

- **TOP TWENTY TOP WORDS**
- **WRITTEN WORDS OF SUCCESS**
- **QUESTIONS**
- **HEART**
- **FEELINGS OR EMOTIONS**
- **TRIGGERS AND ANCHORS**
- **VOICE**
- **VISUAL**
- **FORMULA**
- **PERCEPTION**
- **PROCEDURE**
- **SELF-TALK**
- **CONCLUSION**

## CHAPTER 4 – ADDITIONAL TOOLS TO MAKE POSITIVE THINKING MORE POWERFUL

- **YOU BECOME WHAT YOU THINK ABOUT**
- **SUCCESS IS NOT AN ACCIDENT**
- **MENTAL FITNESS**
- **HABITS**
- **GOALS**
- **PRICE**
- **BELIEFS**
- **SELF-DISCIPLINE**
- **FINAL THOUGHTS**

## CHAPTER 5 – EXTRA INFORMATION

- **SEMINARS**
- **BOOKS AND TAPES**
- **TRAINING COURSES**
- **ATTACHMENTS**
Don’t just take my word for it…

Science today says that we can influence our outer world by influencing our inner world. Instead of being passive observers, we now have the power to participate in the world by using our consciousness at a level where it changes what we think and feel, which emotions we experience and what we believe. Human consciousness and how we focus is having a continuous and direct impact on the stuff that holds our world together.

So what does this mean? Does it mean that if I think a smiley, the world will no longer be at war? There will no longer be famine? The answer is: Perhaps. If we all participate in this together. The key element is that changing from a passive observer to a participant allows you to change your perspective, your world and thus your reality.

“Do you want to be happier? Do you want to be more successful? Do you want to have better relationships? More money? Better jobs and even better overall health?”

You have the power to start making the changes you want and getting the kind of life you’ve always wanted. And it all begins in one place. Your mind. In this e-book I’ll share the latest information and some of the best ways to program your mind with something I like to call positive software. Because our mind is just like a supercomputer: what you put in, you take out. Perhaps you’ve heard it before, or maybe you’re reading this for the first time. Having the right mindset makes all the difference in the world. When you allow yourself to be open to chances and opportunities, and seize them as they come along, or otherwise create them as they come up in your mind, success will no longer be just what happens to other people.

Before we start, I’d like to say one more thing. Please don’t just accept what I’ve written in this e-book. These words are my truths, the experiences that I’ve gained throughout the years and that have helped me become more successful in life. Try them out for yourself, use them and see if they work for you. Whatever you decide to believe, it’s your truth; your reality.

“Success begins in your mind”
– Robert van der Wolk
Why you could listen to me

... It wasn't until 2002 that I started to magnify my own belief systems and apply the techniques to use my mind in a constructive and consciously positive way. At that time I was almost 21 years old, hadn’t graduated from high school, had no money, no girlfriend, no job and declining health.

Doctors diagnosed me with diabetes type 1 (which means my body doesn’t produce any insulin) when I was just eight years old and due to a constant irregular blood sugar level my eyes started to fail slowly. Just after 2001 – when I managed to get one diploma for my efforts – my eyesight dropped dramatically. In fact, I remember that I woke up one August morning, after having a long party the night before, and when opening my eyes, seeing absolutely nothing. At first, I thought that it was because I perhaps had drunk one too many. I went back to sleep in the rational thought that it would wear off. However, after waking up for the second time, conditions weren’t changed.

Frustration and fear crawled up and shivered down my spine when I realized that this was serious. I just lost my eyesight. I was blind!

For almost two days I managed to survive on my own. Though I was still living at my parents’ place, they were on a holiday abroad and I was taking care of the house. And of course, when all this happened, it was Friday night, so for the whole weekend I had to take care of myself without any eyesight whatsoever. I bumped into almost everything and after two days the house was a wreck. Most of what I did I had to do from my memory, and I can tell you that if you need to do that without any warning or practice, most things you will not find.

By Monday I called the hospital and on Tuesday they told me that my retina had let loose inside of my eye. They had to take immediate action to save whatever there was left saving.

In the following two years I underwent over 35 laser-treatments (in fact, I lost count) and 8 intensive operations. Though they could restore most of my sight (up to 60 percent) the first time, having all these operations and laser-treatments slowly decreased my sight every single time by a few percentages.

By the time I was seeing a mere 25 percent with my best eye, they were still anxious to keep on operating on me. When I asked if they could give me any prognosis, they simply didn’t give me any answer.

I underwent one more operation and that was the one that almost made me lose all of my eyesight.

It took me two years of operations, treatments and endless appointments and visits to the hospital to conclude in what kind of situation I was fallen into:

I had no job, no income, bad health, almost no eyesight and I was just one step away from being unable to step out of my depression.

Nearly everything I wanted I didn’t have, and to top it off, I wasn’t able to see the world anymore. And since we’re living in a visual world, how would I manage to create and maintain a better life?
Change happens in an instant

However, due to certain ‘accidents’ we call coincidences (which I think don’t exist), I managed to participate in a workshop of NLP, Neuro Linguistic Programming.

My mother was doing some courses and even though I thought she was getting brainwashed, she persuaded me to come to one of the workshops.

In this workshop I managed to change one tiny, but absolutely essential bit of my own belief-system, which allowed me to ‘see’ things in a less negative way. For me this changed the world! And it all happened in that moment.

It wasn’t that I was no longer suffering from major depressions or lack of vision towards the future, but it showed me that under the circumstances it’s my mind and my perception that has the biggest influence on what my reality is going to look like.

From that moment on, changes were following up on each other, and I got hooked to continuously improving myself by getting rid of my old, non-supporting belief-systems and acquiring new ones that did support me.

Now, if we fast-forward to 2011, I still have almost no eyesight. In fact, things didn’t become that much better physically. Recently I had to start dialysis because the conditions of both my kidneys were so bad. That notification came as a huge shock. But still – even with this new ‘setback’ I’ve learned to change my mind towards more positive things in life, to enjoy more, to create success.

With a university degree in Human Resources, a Master-Practitioner and Trainer diploma in NLP and Bodywork, and a record of nearly 100 international trainings and courses on personal development – even from some of the most inspiring people I ever met: Brian Tracy, Richard Bandler, Robert Dilts, Frank Farrelly, Nisandeh Neta and many more, my life has started to take the road to the life I’ve always dreamt of.

My own international training company Choicepoint – in which I empower kids, adolescents and young professionals to fulfill more of their potential and to break through non-supportive habits and beliefs allows me to awaken the possibilities in others and to create a better world.

And recently my first book on my pilgrimage to Santiago de Compostella (which is a route through Spain for over 600 miles) was published. Along with this e-book and many, many other accomplishments I can’t say I’m not living my dreams.

All these successes have one thing in common. They all started out in my mind. During the course of this e-book I’ll show you where most of us are standing right now (being focused on the negative things) and where that’s coming from. I’ll share with you what a positive mindset can do for you, why it is absolutely necessary you start re-programming your beliefs towards positivity today, and foremost, how you can do this and get the results you want.

I’ll share with you techniques that the top trainers like Brian Tracy, Tony Robbins and Zig ziglar give in their trainings and seminars, so that you can get the maximum out of this e-book.

“Success begins in your mind. And it starts today.”
Chapter 1 – What Is Positive Thinking?

Positive thinking won’t let you do anything. People who say, “With positive thinking you can do just about anything”, are usually either ignorant or living in Utopia.

I’m 28 years old, severely visually challenged, dealing with Diabetes and chronic kidney insufficiency; no matter how positive I would think, I wouldn’t be able to run and win the New York marathon.

Nor would I be able to do any nuclear physics, or perform any kind of surgery on you, and ensure you that you would stay alive. Positive thinking won’t let you do anything.

But positive thinking will let you do everything. At least, more than negative thinking will. You see, positive thinking will help you use your abilities. And honestly, that’s just all you need.

As we grow up, we strangely enough are faster acquainted with negative thinking than we are with positive thinking. When I read Chet Helmstetter’s book I noticed one thing in particular: on average, an American child gets negative feedback eight times more often than positive feedback.

By the time the kid is 18 years of age, he or she’s been told 148,000 times ‘no’ or ‘you can’t do it’, which both aren’t parts of positive thinking. Now I live in Europe, but I can tell you, there’s hardly any difference.

The numerous times I’ve heard parents tell their spouse they can’t touch anything while shopping for groceries. Recently I even heard a mother yelling at her two year old why the heck he wasn’t shutting up, because he was driving him crazy.

It’s somehow in our culture; the comparisons we make with others, the continuous attention to negative news on the media influences us much more than we like to admit, and the way we talk to ourselves and others has a big impact if we have a positive mindset or not.

It’s your terminology, the way you use our language that shows yourself and others how you think. Studies1 show that over 90 percent of our daily information we take in, is of a negative nature.

1(among which author J. Allan Petersen’s The Myth of the Greener Grass)
I was shocked when I read that, and I even didn’t believe this at first. So I checked it out, to see if they were right. And guess what? They are.

You might know negative thinking people from your own environment. From the obvious person that keeps on complaining about what’s wrong and that everything is going to turn out for the worst (even the weather), to the unaware negative thinker, who says to their child “don’t panic when the doctor gives you your first anti-flu injection”.

**Focus**

Perhaps you’re not entirely satisfied with what you already have, and you wish to acquire more in your life, whether business or career wise, financially, health wise, in your relationships or in your personal life.

It’s this focus that brings gratitude, which in result brings more joy and happiness into life than to focus on what you don’t have. A negative mindset and negative thinking would not be open to what is already there and therefore would not find it easier to start new things and accomplish any objectives.

To have a positive mindset means to focus on what is there, instead of focusing on what isn’t there. Now this may sound quite simplistic, but let me clarify what I mean with this.

If you take a look around in your life for what you have right now – a place you can call ‘home’, some money in the bank and material that allows you to do what you do and to do what you like.

When I started to improve my life consciously, I was focusing on everything: meaning I was trying to do it all at once. Now, for some this may work, but what I realized was that this was a clear cut case of everything BUT focus. My mind was so shattered that I wasn’t even able to see what already was there.

My ‘main focus’ (if we could speak of that) was to do as much as possible in the shortest time possible.

This meant for me, that I wasn’t grateful for what I already had in my life, but that I was only looking for the things that I wasn’t having. In short, there wasn’t much positive to focus on.

Later I realized that I should be at least thankful for the things that were already in my life. Especially when things turned out for the worse (concerning my eyesight) I realized that I never focused on how much it meant to me to actually see the world.

From that moment on, not only was my focus more on positive things (my health, my home, being able to eat quality food to name but a few), but I also realized that if I put my focus on something that needs my priority, I will become and stay most motivated to start and finish that project.

It has been said that different people witnessing the same event or situation remember that event or situation differently. You could ask yourself the question “Does this mean that the event is false or that the viewers or people in the situation have it wrong?”

Since it is not the situation itself that changes, it must be the people in the situation that have a certain perception about the event and therefore have an opinion or a feeling about it.

For example, two children go out with their parents to an amusement park; one of them enjoys the Mary-go-round so much, but the other starts to cry when sitting on the mechanical horse.

NLP says that each and every single person has a so-called map of the world.
This means that everybody, including you, sees the world by his or her own eyes, or better said, through their own filters.

Our brain receives more than 4 billion bits of information every second and it needs to decide or select what is most important and what is not.

To prove that we all have our own map of the world and we use filters on a regular basis, I would like to invite you to click the audio sample, and do the exercise. Afterwards, decide for yourself.

Please click on the button on the top left corner on this page to start the audio fragment.

So what happened? Why did you ‘block’?

It’s not that you don’t know what’s blue and what’s red in the room, but you just gave your mind the assignment to focus and register everything that was blue. Your conscious mind started to filter out everything that wasn’t matching the search request, including all the things that are red.

You can do this exercise with a friend to see for yourself that our mind works like a filter, picking out those pieces of information that are important for us at any particular time. This also happens for bigger events, like the two children in the previous example. One of the children was focusing on something joyful, the other one wasn’t.

This also works for positive thinking. If you focus on your thoughts consciously, you take control of your thoughts and you can – if necessary – redirect them towards a more positive mindset.

By focusing on what’s good in your life, and not what’s missing or what doesn’t work, you change your point of view, and thus the way your results.

So, we’ve established that our mind works like a filter, picking out those pieces of information that are important for us at any particular time. This also happens for bigger events, like the two children in the previous example. One of the children was focusing on something joyful, the other one wasn’t.

This also works for positive thinking. If you focus on your thoughts consciously, you take control of your thoughts and you can – if necessary – redirect them towards a more positive mindset.

By focusing on what’s good in your life, and not what’s missing or what doesn’t work, you change your point of view, and thus the way your results.

Terminology

When I listened to Zig Ziglar’s How to Be a Winner tape, there was something that struck me: we’re conditioned to the impulses of our environment. “We wake up in the morning with the aid of an electronic rooster. The average person calls that electronic rooster an alarm clock.

But you see, they sound the alarm when the building catches on fire; that scares people. They sound the alarm when the bank is being robbed; that scares people. If you wake up to an alarm, that scares people. No wonder, they’re negative! – It’s an opportunity clock”.

It’s the way you state things or reframe them, as you want them to be. So, instead of using negative terminology, try to find something positive in your statement. You’ll see that the way you start talking about yourself and the things around you, will change the way you perceive new information and digest situations as they occur in your life.

When I started out with the basics of NLP, my trainer told me that what I tell my mind will determine my results in the end. He noticed that my focus was on the terminology that was more going towards the negative. He actually told me I was a positive negative talker and thinker.

When he reminded me of an exercise (which you will find in chapter 3), I thought that what I was saying to myself (and others) was incredibly stupid and un-authentic.
But what I noticed when I kept on practicing and using the right terminology, was that it started to ‘grow’ on me. It felt much easier to speak with a positive tongue. Instead of difficult, I’d say ‘not easy’.

“Communication works for those who work at it.” — Professor John Powell

Opportunity

Positive thinking means seeing opportunity where negative thinking means looking at what is missing or what is wrong. It's sometimes that the whole picture isn't complete; some of the pieces of the puzzle are missing, but you know what the picture is going to look like.

Of course this doesn’t mean that positive thinking is all only about seeing the nice and happy things in life and not focusing on the potential dangers or missing 'r' in the head of this paragraph.

It's not just keeping your head up high, looking at the sky and not seeing the lumps in the road ahead. It's walking the road with a clear view of where you're going, being able to enjoy the way as you go, anticipating the holes in the road, and deciding to keep on going nevertheless.

Richness

Though the richness of the past years increased in virtually every country on the planet, it didn't change the way we perceive ourselves and the way we think of ourselves.

Though there is more awareness that negative thinking has a very big impact on the way of living, it's only since a decade or so that people are starting to become aware of their thinking patterns and the consequences of them.

Quantum physics today allows you to choose your own reality. This means that if you are negative oriented, you’ll most likely attract more negativity into your life. And because things are always exactly what you make of them, it’s just a matter of choice to live in the world you want to live.

When I understood this principle, I exaggeratedly started to change my thinking patterns. I switched off the television, stopped reading newspapers and started to look for positive news.

Today, I still don’t watch TV, and I can choose what I want to put my attention to. I only allow positive thoughts and feelings into my mind, so that I'm laying the foundation of a positive future, today.

Positive thinking is an absolute essential tool and has to be seen as one, in order to achieve more and bigger and better results. It is unconditionally linked to success, via goal setting, wealth, good health and persistence.

Positive thinking is the basis of the future of a better world, and only todays generation that starts thinking more positively about themselves and the world they live in, is able to take what we have into the next era.

A couple of years ago I saw the movies What the Bleep Do We Know and The Secret. Both are magnificent movies, in which I learned that what I think of will result in what I will have in my future life. Both materialistic as well as non-materialistic things are attracted by what you feel and what you think about.
Quantum physics now makes a correlation between how you think and feel and how the course of your life is going to be. Stephen Hawking calls it The Hand Of God, others call it 'The Field', but in the end, what it tells us, is that there's something that connects us as a human race and that resonates on our thoughts and feelings.

The best and most beautiful things in the world can’t be seen, nor touched ... but are felt in the heart.”

Helen Keller - was a blind and deaf author and lecturer
Master Mindset
Chapter 2 – The power of positive thinking

Self esteem

Your level of self-esteem is the basis of whether or not you are successful. The more you like yourself the more successful you will become, because you will be able to motivate yourself more, focus on and reward yourself for the successes you achieve, and the more you will keep looking for improvement.

It’s everything that you do that makes you feel more positive towards yourself and your life, builds your self-esteem and improves your level of mental fitness.

What this means, is that every time you do something with success (e.g. you’ve achieved one of your goals), it strengthens your self-esteem and your confidence. Therefore you could say:

Success builds on success

And this is one of the biggest secrets to success.

So, your self-esteem is absolutely necessary if you want to become successful. The way you see yourself determines how your thoughts flow. In other words, your self-esteem is connected to the beliefs you hold of yourself, and the world.

However, positive thinking will not work on an individual that has a negative self-image. It is absolutely essential that you change your self-image from a negative one to a positive one.

A negative self-image creates a lack of willingness to stop non-supporting habits like smoking, drinking, taking drugs or hanging out with the wrong kind of people.

You’ll keep on thinking ‘Why would I do it anyway? I’m not worth it’ or ‘People don’t like me if I do my own thing’ (among many other thoughts).

However, if you were in high school, you know now that at that time pretty much everybody was insecure about him/herself. And the result was that classes were divided up in two groups: the cool ones, and the geeky ones.

Now I have to say, in high school, I was in both (not at the same time), and the biggest difference was, that there wasn’t any difference! It doesn’t matter in which group you are, we all feel insecure about ourselves, no matter cool or geeky!

Self-image

It’s the lack of life’s experience (at least for most of us at that time), that causes us to feel insecure, pick on or make fun of others who are easier targets. But the bottom line is, that if you feel good about yourself, it doesn’t matter what other people will think about you. The first thing that matters is that you start to feel good about yourself!

Young people also have a tendency to get out of focus more easily. One of the reasons for this could be, because of the large variety of external stimuli, among which the digital and electronic devices, such as computers and Internet, game consoles and mobile phones.

This doesn’t mean these devices aren’t good, I’m simply stating that external stimuli are bigger than never before in the age we live in right now. A child has to digest more information compared to a child of the same age in the 1980s or 1990s. Staying on focus therefore is less easy than it was 20 or 30 years ago.
“Your whole idea about yourself is borrowed — borrowed from those who have no idea of who they are themselves.”

Osho
Indian mystic, guru, and philosopher

Self-doubt

Every one has feelings of self-doubt. Feelings of fear, rejection, inferiority or inadequacy and guilt all go back to our childhood, in which we formed our beliefs about ourselves.

Now it’s not that successful people don’t suffer from these emotions, it’s just that they’ve learned how to deal with them and master them in a constructive way. The majority of the population however doesn’t, and that’s why they’re not successful. So practice in your ability to overcome your self-doubt: talk to yourself, say positive and empowering words, and learn new things.

Resonance

Positive thinking leads to positive success, at least more than negative thinking ever could.

When you’re using positive thinking on a daily basis, it’s like tuning a piano to get the right C-note; you adjust the string bit by bit, but whenever you are in tune, everything around it that’s on the same level will resonate with it.

Did you know that if you put two pianos in the same room, and on one of them you’d hit a C-note, the C-string on the other piano will automatically resonate with it? The same goes for people who are like-minded, goal-oriented, success-focused and positive thinking.

Success

If you’re not aiming for success, than you’re either aiming for failure or not aiming at all.

Having a success-focus means that you need to have a positive mindset. Have you ever heard or seen someone successful saying continuously “I don’t think this will work for me” or “Why is this happening to me all the time?”

Successful people and not successful people differ in just a few minor things, since they both use a system to get to their successes or failures.

One of the minor differences successful people do, say and think, is that they remain goal oriented, focused, determined and positive. Now, this doesn’t mean that successful people never encounter failure or obstructions, but they choose not to be taken down by them and keep on going until they’ve reached their goal.
Foundation of success

It is a positive self-image and positive thinking that are the origin, the foundation of any successful person. Mahatma Ghandi once said the following:

“Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.”

Even though his words were placed in a different time and a different context, what he said was absolutely true. It’s what you think of yourself and how you think that in the end will manifest as the outcome of your life. If you want to have a positive, healthy and successful life, think positive, healthy and successful thoughts.

Stephen R. Covey, author of the Seven Habits of Highly Effective People wrote that there are 7 habitual actions successful people do in order to be successful, and those seven habits are:

- to be positive
- to begin with the end in mind
- to put first things first
- to think win-win
- to seek first to understand, then to be understood
- to synergize
- to practice what you know

In short the habits Stephen R. Covey mentions are to have a positive attitude, use visualization techniques, have a good time-management, think win-win, use beneficial communication skills, synergize and practice.

Stress-release

Positive thinking helps with stress management and can even improve your health. It’s the way you perceive most situations in your life as either positive or negative that have an impact on your personality, your health and your results.

In fact, some studies show that these personality traits – optimism and pessimism – can affect many areas of your health and well-being.

Positive thinking also is a key part of effective stress management. Positive thinking doesn’t mean that you keep your head in the sand and ignore life’s less pleasant situations. It just means that you approach the unpleasantness in a more positive and productive way.

If you feel good, you decrease stress, as well as building up more resistance against (sudden) stress. The opposite is also true: if you feel vulnerable and crappy, you’re far more open to get sucked up in stressful situations, overwhelming you and drowning the little energy you had left in you.

Positivity is like a medicine for you brain and your body. If you decide to mentally feel good, your body will follow, build up stress-resistance and enabling your energy.

The question “Is the glass half empty or half full?” is one of the best examples to find out whether or not you have a positive mindset.
But there’s more to positive thinking. Positive thinking is so powerful, that it sometimes overwrites the laws of physics. Have you ever heard of those stories of people who see their child in an accident, for example, where a car hits them, and they lift the car without any effort whatsoever? In a way you could call this positive thinking, since negative beliefs and a negative self-image are not present at the moment the parent lifts up the car.

It’s instant and focused necessity to save one’s child and not to have a negative thought – like “I can’t do this” – that empowers the person to do unexplainable things. When I started talking about my pilgrimage to Santiago de Compostella, Spain, most of my friends (and even family) thought it was impossible. However, I never had a single doubt in whether or not I’d make it. And 39 days after I left my country, I took my final steps of my journey, ending up at Santiago.

Now, looking back, it should have been impossible for me to do this. Physically, I wasn’t able to do long-term intense exercise, I never walked more than a couple of miles, let alone 15 or 20 a day for a consecutive period of 39 days!

The heat, climbing up to 40 degrees Centigrade, my backpack weighing over 23 kilos (over 48 lbs.), being visually challenged, being a diabetic, never walked long distances in my life – they all should have been reasons why I shouldn’t have made it.

But I did it.
Why? Because I believed I could.

Health

It is known that you can talk yourself into sickness, but logically, you can also think and talk your way to a better health.

Now this may sound strange, but I do believe that if you have a bad health (like I did), having a positive mindset, thinking positively and visualizing an healthy, strong body will actually help you in getting better, healing faster or decreasing the level of sickness in the body.

Positive thinking strengthens the body. It is scientifically measured that a positive self-image, positive thinking and positive (self-) talk enables the body to heal faster, build up more resistance against germs and bacteria trying to influence the body.

Relationships

Whether you’re aiming for a more intimate relationship with your partner, or better friendships with your colleagues, having the right attitude is the key to successful relationships.

Since it’s no fun at all to be in the presence of someone that keeps on complaining about all he or she can find, the opposite is also true. If you talk positive about yourself, about what you do and about what’s happening in your world, others will be attracted to your positivity.

It’s like you become a magnet for them, because all people are longing for positivity in essence.

If you think about the air you use up to say or do something, you could conclude that it takes the same amount of air and energy to say or do something nice and positive than to do something that’s not nice or even plain negative.

Relationships, no matter which kinds, are all built on several pillars.

One of them is positivity. How would you feel if your partner constantly would say negative things about you or the relationship you have with each other? It’s the couples that keep on saying nice, loving and positive things to each other over the period of their relationship that keeps them together.

Positivity is part of the glue that strengthens the relationships with your partner, friend, family, colleagues, and even your boss.
Business

What would you think is the best choice if you want your boss or your co-workers to have a good relationship with you: you keep complaining and continuously say negative things about your work or your co-workers to your boss, or you give positive, constructing and challenging remarks.

The most successful people in companies that climb the ladder to the top of the company are the ones that have a positive self-image, a positive attitude, and are willing to do what’s necessary.

They are the ones that set goals for themselves; to be the best, to grow in their personal as well as their professional lives.

Finance

How do you think about money? Do you manage to get around or do you live in total wealth? How do you talk about money?

When you speak the words, any words, it’s like you materialize that what you’re thinking. So if you say you don’t have any money, than you put your focus, your energy and your beliefs on the lack of having money.

Having a positive picture or feeling about money will change your attitude towards it. The more you talk positive and think beneficial about money, the more you consciously and sub-consciously let the world know that you are happy to receive it.

It’s like having to make the choice to give someone a financial present to one of two people. One person isn’t happy about it, complains that it’s not big or high enough, but will take it anyway, since the bills are stacking anyway.

The other person is so happy and thankful that you’re willing to give him or her a present, no matter how big or small. The question is, whom would you rather give the present to?

If you change the way you think about money, your career, your relationships, your health and your personal life, you change the five main topics in your life. To think differently, more positive, more enthusiastic, more opportunity looking instead of problem cooking, you start preparing your life for bigger and more successes.

Whatever it is that you want, think positively about it. You have the power to control your own thoughts. Nobody else will or can do that for you. Take that power that lies within yourself and encourage yourself to start focusing on more positive things.

Your mind filters more than three billion bits of information per second and it needs to distinguish what is important and what is not. However, the way we’ve been conditioned to focus and react on negativity and disaster, made our mind focus on those areas more than the positive ones.

Fortunately, you have the power to change the way you think, even if your non-supporting beliefs or habits are there your entire life. In Man’s Search for Meaning by Dr. Viktor E. Frankl, the author describes the remarkable big differences between prisoners with a strong mind and prisoners with a weaker mind.

Even though the weaker ones sometimes get better facilities, more food or drinks, warmer clothing against the cold, it’s the ones with the strong mental mindset that endure the horrors of the concentration camp in Auschwitz.

As a prisoner himself, Dr. Frankl, who was a scientist, noted that the prisoners who were taken away from everything, except the power of their mind, were the ones that would have the biggest chance to survival.

It’s what’s in your mind that makes the difference. Change your mind, change your world. Now fortunately we don’t live under the conditions in which Viktor Frankl wrote his book, but the same rules apply for the time we live in right now. Whatever your belief is towards anything, whether positive or negative, it will logically influence the outcome of your life.
How you think of yourself, your abilities, your friends, your present, your future, your world or your life, will determine the quality, the quantity and the size of your successes.

Positive thinking, a positive self-image and a positive view of the world results in more conscious successes, better relationships and love, a better health and fitness, a higher financial status, the top career or business opportunities and a greater and faster personal development.

It’s on these five areas of your life, that positive thinking will allow you to grow towards your full potential.
Chapter 3 – How to Start Thinking Positive

Most people say “think positive” when their friend, family-member, spouse or acquaintance is feeling a bit down or has to deal with a certain problem. But hardly anybody takes these powerful words truly serious, or actually implements the suggestion.

Thinking positively means changing your mental, emotional, psychological and therefore also your physical state, towards yourself, others and situations. In this chapter you’ll learn how you can change your mind to a more positive and optimistic map of the world.

We’ve talked about terminology in the previous chapter and how it can affect your lifestyle in both a positive or negative way. But what are the keywords to success? What affirmations help in getting your mind to be into a more positive focus?

Most people would agree, that words, such as ‘positive’, ‘optimistic’, ‘success’, ‘rich’, ‘luck’ and ‘happy’ would sound stronger and more positive than words such as ‘okay’, ‘reasonable’, ‘guess’, ‘negative’ or even ‘depressed’.

And this is so silly, because it’s absolutely true! Giving your mind more positive words will help you to get faster and more easily into a positive mindset.

Top twenty top words

Here’s a list of twenty top words you can use in phrases to empower yourself or others towards positive thinking and a more positive attitude. Try them out for 21 days and see what kind of incredible results they bring you.

At first it may seem silly or even ridiculous to say these words out loud to yourself, and probably even more to others when you’re having a conversation.

I realized this when I tried them out for the first time. I just heard some inspirational personal development tapes and I was totally hyped up on natural endorphins. I usually go to the gym to work out non-stop for about two hours or so, and focus completely on these audiotapes, but this time I took a break halfway though.

When I refilled my bottle of water, somebody (a nice looking woman) looked up to me and asked me ‘Hey, how’s it going?’, not even sure to expect an answer back.

Instinctively, I replied with ‘Amazingly fantastic!’, followed by a huge smile, and then followed by a blushing red face, and finally a chuckle.

We both laughed, as I was standing there with my bottle of water, feeling the silliest person in the world. But I can tell you; it felt great as well!

Soon, I tried more of these phrases and the thing is, that it not only works to get your mind in a more positive state, your energy rises instantly, and others will respond to you in the same way you interact with them.

So, here’s the list. Try it out and see for yourself how much these simple words can have a huge impact on your life.
1. Absolutely - It is “absolutely” the greatest word - signifies a can-do attitude.

2. Best - It truly can’t get any better.

3. Amazing - An awe-inspiring word.

4. Exceptional - Signifies something of the highest quality.

5. Glorious - This word beams with excitement.

6. Deluxe – This means, it's better than best

7. Dynamic – There's energy flowing

8. Abundance – which means there's more than enough for you and me.

9. Dependable – Who's the first and best person you can trust? YOU!

10. Appealing – sounds even great, doesn't it?

11. Distinctive – There's all the other things, and there’s this!

12. Immaculate – things are going as smooth as a baby's behind.

13. Incredible – Huge, big, strong, like never seen before! (even green?)

14. Finest – distinctive, smooth, yet top notch; crème de la crème.

15. Exciting – Whoo-hoo! This gives me energy! Let's do this now!

16. Wonderful – Use this word with a true connection from the heart.

17. Divine – OMG: this is not from this planet, is it?

18. Fantastic – Fan-tas-tic! I thought this could only happen in my imagination.

19. Adore – I love it, which means it makes me feel better than great.

20. Excellent – this is better than best, greater than great and has less stress attached to it than perfect!
Written words of success

Master-Practitioner in NLP, sales-expert and author of the report “7 Sales Killers and 10 Sales Winners”, Tom Hoobyar wrote about certain words that resonate success in the important areas of your life.

“Much of success in life comes form persuasion. Which comes from the words we use”

It’s especially when you want to use powerful words in written messages – which often emphasize more and have a deeper impact, because you put it in writing – that these words can become very successful.

Recently I’ve started to put small memos throughout my whole house on which I’ve written small positive and successful statements.

They empower me to feel more energetic, optimistic and focused to do the things I want to get done.

At first it seemed a bit weird and even silly to have my house covered in yellow papers, but after a while, I started to get used to them, and even made it a challenge to write one or two additional ones each day.

So far, my results are that the goals I’ve stated for myself were realized faster than I could imagine.

Later in this chapter we’ll talk about goal setting, and why you absolutely must start doing this (if you don’t do this already) to change your mindset and become more successful.

Here’s the list:

1. ME – the most important person in the world
2. MINE – the most important possessor in the world
3. HOW – monkey curiosity bump, scratched here
4. NEW – Oh? Really? Am I one of the first to know?
5. WHO – This one frequently begins with: ‘Who else want to…’ and continues with ‘become rich without working?’ or ‘have a million dollar smile for the fraction of the cost?’
6. MONEY – no one ever has enough, even millionaires.
7. NOW – Time is related to money and people’s minds. Better pay attention to whatever is being announced. “Now”
8. PEOPLE – That’s me! I’m people; maybe this is addressed to me
9. WANT – We all want more. And different. And new.
10. WHY – Monkey curiosity again. The answer to this question is always “because”

So, first of all, let me point out that you have an extra golden nugget here when it comes to marketing and sales. And when it comes to sales, everybody is in it. Whenever you open you mouth, you influence either yourself, somebody else or both.

You might try to take a stand in some specific opinion or issue and want to persuade someone or convince both of you to do your way.
Of course you can use these words to your advantage whenever you start marketing your audience in whatever you're offering.

The other purpose for these powerful words is, that you can use them to state your goals more specific and more powerful.

Like I said, goals are absolutely necessary to become more successful, more positivity oriented, more focused, and create more self-esteem and self-confidence.

Always use positive words while thinking and talking. Use words such as, 'I can', 'I am able', 'it is possible', 'it can be done', etc.

Questions

This brings me to the next topic. Questions. Have you noticed that in the top 10 written words, some of them (about 1/3rd) start with a question-word?

Questions are one of the most powerful tools to enhance your positive thinking. Whenever you encounter a problem, even after pumping yourself up with positive ideas and affirmations, you still need to come up with a solution.

Instead of concluding that 'it's not possible' or that you 'just can't do it', rephrase your statement to a question, such as 'How can I ...?' or 'What do I need to do in order to...?'.

When you ask your mind a question, it automatically will start searching for an answer. Your mind can’t not think; it’s built and solely designed for that. Here’s an example:
What color is the sky?
How does your front door look like?
When is your birthday?
Even if you don’t verbally respond the question, your mind will still answer it, or at least starts in trying to find an answer.

Now there’s one thing you need to keep in mind when you ask yourself questions, and that is that the type of question determines the way you feel. For instance, if you ask yourself ‘Why can’t I get a girlfriend?!’ – your mind will answer it with something ‘Because you’re stupid!’.. And of course, this isn’t the kind of answers you want from your mind, now do you?
Instead, see if you can change the kind of questions you ask yourself into something more positive, like this:
How can I find the love of my life?
What do I need to do to accomplish my dream?
How can I tackle this challenge best?
What can I do to improve myself on this area?

As you see, these questions are aiming for a solution. They’re formulated in a way that your mind will go look for an answer that helps you, instead of providing you with an answer that lowers your self-image, your self-esteem, your confidence and your positive attitude.

In your conversation, use words that evoke feelings and mental images of strength, happiness and success.
Heart

If you wish to change your thinking patterns from negative or mediocre to positive, than a great way to do so is to change the way you feel.

By changing the way you either act or react on situations in your life, you change your reality as you perceive it. And since there is no 'true' or 'false' in how you perceive things, you might as well focus on the best results possible.

By feeling good about yourself, feeling optimistic, challenged, enthusiastic, motivated, encouraged, passionate and compelled, you generate a motion of positive vibes throughout your body, that creates a neuro-chemical reaction, called endorphins. Endorphins are the body's own produced chemicals that you feel when you're feeling fantastic. Whether you are in a rollercoaster-ride, making love or standing in front of a huge audience, it's the feeling that you have at that particular moment that ensures your positive thinking.

Whatever the moment in your life was, think back of that moment, and visualize it as detailed as possible. Do you have that picture? Yeah? Okay!
Now connect to the feeling you had at that time. And make sure it was a POSITIVE feeling. When you feel it, try to locate where the feeling is in your body. Wherever you find it – for example, in your stomach – connect to the feeling, by putting your hands on it.

What you can do now, is make it bigger, stronger, more intense. As if it was a piece of Play-dough, stretch it out and enlarge the feeling. If it's from your stomach, make it do down and up, all the way to your legs and toes, and all the way up to your chest, face and the top of your head!

Do you feel that? Great! Now make this feeling twice as intense and twice as powerful! And if you're not already IN this feeling, step into it right now, and make sure you are bathing in this feeling of positivity! Hmmm! Now that feels wonderful, now doesn't it?

EXERCISE
One way to feel good about yourself is to think back of a moment or situation in your life, in which you felt really good about yourself. Maybe you accomplished something great, maybe you got a compliment that made you feel good, or maybe it was your birthday, and you felt fantastic!

Now of course, the question is: HOW DO I FEEL GOOD ABOUT MYSELF? – Well, that's easier than you think – DECIDE YOU WANT TO FEEL GOOD ABOUT YOURSELF! It's mostly a matter of choice to feel either good of bad about yourself.

Feelings or emotions

We’ve talked about how you can change your words to influence your mindset. However, UCLA study shows that words meanings are less than 10% of a message.

In the 1960s this study was done to learn how emotional impact was transmitted. In conclusion, they found out that 90% of the emotional information came from body language and tone of voice.

This means that the way you say it (e.g. to yourself or someone else) and the way you use your body language will have the biggest impact by far in achieving your goal and feeling good about yourself.

If you state something loud and fierce, you and your subconscious (and perhaps the other person) will most likely receive the information as aggressive and attacking. Either way, it’s not positive. Try it for yourself, by clicking this AUDIO-FILE

Now, try it out for yourself. You can click on this next AUDIO-FILE and repeat some sentences with me, so you can feel for yourself what happens to you. At the end of this e-book you’ll find the written version of the positive affirmations.

(Click here.)
Triggers and Anchors

The way you feel is based on how you think of yourself and your feelings are programmed from the moment you were born.

Whenever you associate yourself with a certain event, you connect a certain feeling with that event.

For example, when you were young, and you needed to go to the doctor for the first time, you probably didn’t have any clue what was going to happen.

You trusted him and when he said that ‘this isn’t going to hurt’ when he would give you your anti-flu shot, you believed him. If, in fact, it probably did hurt, you connected the feeling of pain with that event.

The second time you’d go see the doctor; you would a bit more careful. If the doctor would say ‘Don’t worry, this isn’t going to hurt’ again, an automatic trigger would arise and make you suspicious if he was telling the truth.

If this time it would hurt again, the event of going to the doctor would leave a significant impact on your conscious and subconscious mind that doctors equal pain. The more often you connect an emotion to an event, consciously or subconsciously, the stronger the trigger becomes and the longer it takes to change that trigger.

However, the positive side of this story is that it’s not impossible to change your triggers or anchors.

Whatever your experiences were in the past, they don’t have to be in front of you every time a similar event takes place in the present. For that, the past doesn’t equal the present or the future.

Connecting a new feeling to an event, and repeatedly practicing and strengthening that emotion or feeling, manifests in a new neurological network in your brain. You literally would change your thinking patterns. Think and feel happy, comforting, optimistic, encouraging, motivating, loving thoughts and connect to the feelings that come along.

If you have any difficulties with feeling good feelings, you can imagine yourself in a situation in which you were feeling fantastic. As if you were on top of the world. This is called visualizing. Visualizing works for everyone.

You can connect to a feeling by thinking of something, seeing a picture or pictures, hearing nice sounds or even smelling or tasting something positive.

Your senses are directly linked to your neurological network and they store memories you collected throughout your life. Remember, humans are feeling beings, which think. Not thinking being, which have feelings. Allow into your awareness only feelings of happiness, strength and success.

Voice

But if you think the thoughts you would like to think, feel the feelings you would like to feel, and use your voice in an active way, so that your words actually start to resonate with yourself, your body and your subconscious, then the impact will be much greater.

Remember, it’s all in how you say it that makes the difference. Try it out for a couple times, and you’ll experience the difference for yourself.

Change the pitch of your voice, from a low one to a higher one, even a really high-pitched tone of voice, like Mickey Mouse.

You’ll see that low tonalities in your voice resonate easier with mediocre and negativity. On the other side, a higher, firmer tone of voice, establishes a more self-confident, positive and optimistic reflection of your thoughts.
Visual

There are two things the mind understands when spoken to. The first one is emotions or feelings. The other one is images or pictures. The mind is a very visual oriented part of the human body and it doesn’t really understand the words that are spoken, rather than the mental pictures that are connected to them.

So if you want something to change within yourself or the way you perceive something (or yourself), change the picture you want to see.

Visualization is one of the most powerful tools that you can use on a daily basis.

Some people say that they can’t visualize, but here’s the key that you really can do it, and I’ll tell you how you do it.

For example, read this paragraph and then do the exercise. Take a couple of seconds to relax. Breathe in slowly and exhale at a calm pace. Do this a couple times. This ensures you to open up your mind and step out of the hectics of daily life.

AUDIO: Now, close your eyes and take a couple more breaths. Imagine or think back or your house you live in right now. Maybe you see it as a general picture, maybe in specifics. Now, zoom in a little on your front door. What color does it has? What’s is made of? Where is the handle? Are there any specific markings on the door, such as a nameplate, a sticker or even a mailbox slit?

Try to make it as detailed as possible by focusing on your front door.

What you just did, is called visualization. It’s a mental picture you made in your mind about something. Now visualization works not only for your eyes. You can use visualization also with you touch, your hearing, even your smell and your taste. We’ll come back to that in a short while.

Before starting with any plan or action, visualize clearly in your mind its successful outcome. If you visualize with concentration and faith, you will be amazed at the results.

Since the event itself doesn’t change, it’s the way you perceive information about the event, or, the way you respond on it that results in how you act upon it. If you want to change the outcome, change your response.

An example: someone comes to you yelling and shouting (Event). You can decide to either to start yelling back (Response) or to stay calm and see what in the other is causing him to yell and shout (Response) that will give you a certain result with this person (Outcome). In the first option of yelling and shouting back, the chances are that you end up in a verbal fight and the situation is all but hospitable.

In the second example, you might end up in an understanding why the other one was shouting, start a dialogue and ending up being friends again.

Now this may seem as a corny example, but imagine this person is a best friend, or a family member, or your partner.

Formula

There’s a simple formula that you can remember to help you think more positive on a conscious level. It’s the event plus your response that causes the outcome of a situation.

$E + R = O \quad \rightarrow \quad \text{Event} + \text{Response} = \text{Outcome}$
Perception

It's the way you guide your mind’s thoughts that influence your perception of the situation. What are you focusing on? What kind of result do you want? Is it some other result you have right now, change your perception.

Changing your perception doesn't always work, especially when you are not alone.

For example, you are working with a colleague from work or you come home from a long days work to your loved one, and you notice that all you need is some attention.

The colleague might help you out in a difficult task you need to accomplish or you just want from your partner to tell you what he or she loves you.

If the colleague or your partner however is very busy, and responds with a short, brief statement and a clear ‘no’, you might find yourself in losing your good feelings of optimism and either feel rejected or left out.

This is the result of the event, based upon your response, or in this case your action. It’s the way you perceived the situation and responded to it, that resulted in the firm ‘no’ from the other person.

Tony Robbins (in Awaken the Giant Within) says that you can change two things, to ensure your result will be more to your likings. Those two things are, either change your perception or your procedure.

What he means by this, is that you can change the way you perceive the event: the other person is not turning you down or it’s not the he or she doesn’t love you, but it might well be, that he or she is busy with other things and they need to have their fullest attention for it.

Taking a different point of view usually clarifies a lot.

By stepping out of your own point of view and into the other persons’ viewing point, you'll see that you'll understand much more why the other person is reacting the way he or she does.

Procedure

The other way to change your outcome is to change your procedure. With this, I mean that you can change your way of interacting with the other person. If you see that the other person is busy, maybe it's not a good time to ask for something.

Just wait for a short while, and when you see that things and situation have become more relaxed, go for what you wanted to ask or say.

By changing your procedure, you create a different outcome or result, because it's your action that is re-acted upon. You just changed your action (by smiling, waiting, saying something nice or maybe just a pat on the back) that the other person will react on.

If the situation is like a ‘code red’, meaning that everyone is on sharp, stress levels are rising (e.g. due to a deadline), than asking for something might not be the wisest thing to maintain a good relationship for that moment.

Taking a different approach – thus meaning you change your procedure – most likely results in you having a bigger influence in the outcome.

The end result is, that both you and the other person will be happier, more optimistic and keep a clear and workable relationship.

Self-talk

Most people won’t admit it, but almost everybody talks to themselves. Most of the time we don’t even notice it because it’s happening so unconsciously that we hardly pay attention to it.

But how many times have you looked at your watch and fold yourself you had ten or so minutes before you had to get going? Or those times that you were standing in front of the mirror, and you were boosting your self-esteem, by telling yourself that you were looking absolutely fabulous.

It's the self-talk that reflects how we feel and ensures us if we have
either a great day or a horrible day. But rather than letting circumstances or coincidence or time tell you how you should feel, you can also decide for yourself what to say to yourself and have a positive impact on how you perceive yourself, the situations and your day as you want.

If you want to have a better self-image, create more self-talk. Talk about and to yourself as if you were proud of who you are and what you do. Even when you might not feel it at first, it’s the repetition that ensures your subconscious to start believing that you truly like yourself.

You could start off by saying simple words or phrases as “I’m willing to see the opportunities of today” or “Today something wonderful is going to happen to me” or “I like myself more every day”.

Be certain to use your voice combined with your feelings. It’s not the words itself that will make the difference for your subconscious. Because if you would say a phrase like “I like myself more every day” in a flattened, low energy kind of tone, your mind, as well as your subconscious will tell you “Yeah, right! Who’re you trying to fool?”

We’ve talked about terminology in the previous chapter. The way you can use your words to influence the way you feel, the way you see yourself and thus, your results. We’ve also talked about how you can use visualization to feel the feelings you want to feel to change your map of the world.

Positive thinking relates to many more things than just to thinking happy thoughts at certain times of the day. In this chapter I’ve explained you how you can use positive thinking in your daily life, all the time, and strategically increase your positive thinking every day.

The first step you need to take in order to get into a positive mindset is start creating a positive self-image or, in other words: start believing in yourself. Now this is usually not something you change overnight, but it’s essential in changing your mindset and strengthening it towards the positive ones.

Often, we’re challenged in focusing on the negative, and with that, a non-supportive or negative self-image comes along. Whether it’s in our culture, the way we were raised by our parents (according to their best standards and values they had at the time they were raised) or the economic times, it’s been proven over and over that negativity stains more than positivity.

What I mean with this is that it takes longer to ‘overwrite’ a negative thought for a positive one, than vice versa. Research has proven that on average, it takes three to five times more positivity to ‘overwrite’ one negativity.

And with all the stimuli like television, newspapers, Internet, social media, and so on, it’s not easy to keep focus on the positive and to maintain a positive self-image.

One way by upgrading your self-image is to change three things in your behavior. As Tony Robbins stated, there is a triad that ensure you how you feel, act and think.

The first thing in order to change your self-image and your mindset, is to focus on your physiology. The way your body tells you and others how you feel, isn’t something that you consciously control, but it’s something that is connected with the state of mind you focus on. I’ll give an example:

When you experience something unhappy or unpleasant, like a fear or anxiety for something, your body immediately changes the posture to match that mind-state. You might have the tendency to lean more backwards, lower your shoulders, drop your head a little or cross your arms or legs. However, the same physiology works for you when you have a positive mindset, like feeling love, happiness, excitement, courage or bravery.

Your body starts to stretch itself, you stand tall, your head is upward and you probably smile or have a determined look on your face. The way your physiology is visible is a mirror from what is happening in your head.
If you consciously change your physiology from a head down, shoulders down, low energy posture to a face forward, head straight, shoulders back, smiling or focused posture, your self-image and the thoughts connected to that image will change for the positive. Second on how to upgrade your self-image is your focus.

In addition to your physiology, the events, situations, feelings or thoughts you’re focusing on will determine how you perceive yourself. If you focus on happy things or happy thoughts, as a logical consequence your behavior, your attention and your self-image will change towards the positive.

Now it may sound a bit superficial that just by changing your focus, your self-image will change as well. But Abraham Lincoln, someone who was considered all but superficial said ‘people were just about as happy, as they made up their minds to be’. With this, he meant, that what you focus on most – happy things or unhappy things – it will result in how you see yourself and how you feel for that specific time.

Simply said, it comes down to this:

You have the choice to be happy or unhappy; to be negative or positive oriented. And if you have only these two choices for every day, the only question is: What do I want to focus on today?

Language is the final part that completes the triad of your behavior and your self-image. Words are so powerful, that they can literally make you ill or strong in your body.

Depending on the kind of words you say to yourself, your self-image is built from that. If you’d say ‘I’m not good enough’ or ‘I’m not worth it’ or ‘I can’t do this’, your mind, spirit and body will automatically transfer this information into your subconscious.

It’s as if your language is the input of your body, your own supercomputer.

On the bright side, realizing this also creates the opportunity to easily start changing your self-image, by talking in a positive and constructing way to yourself, and to others.

You see, the reason we use communication is basically set on two reasons: 1) to convince or to influence other people, and 2) to influence or convince ourselves. Of course a combination of both is also possible (e.g. in a discussion or debate).

So, if you want to change your own perception (or the perception and/or energy of someone else), focus on the kind of language you use. Speak of positive and empowering words:

‘I can do this’, ‘I love myself more every time I look in the mirror’, ‘Smile, it’s going to be a great day for opportunities!’

Now this may sound a bit corny in the beginning. But the more often you use this type of language, the easier it will become and the faster, stronger and better it will work for you and the way you see yourself.

Of course, we don’t live in an ideal world where there are no problems. So if a problem or challenge, like I like to call it, occurs, then instead of talking about ‘I can’t’ or ‘I shouldn’t do …’, try saying ‘How can I do …’ or ‘I don’t know how to do … yet, but I’m willing and committed to find a solution or answer’.

The power of language, and especially questions is gigantic.
Conclusion

It’s these three parts together – Physiology, Focus and Language – that creates the experience of your world; whether that’s negative or positive – and therefore the perception or image you hold of yourself. By changing your self-image, you change or strengthen your positive mindset.

Start right now by acting the way you want yourself and others to perceive you: as a positive, optimistic and fun person. Change your physiology by standing straight, holding you head up and start smiling more often.

Think positive thought and speak positively about yourself and situations you’re in. Seek the opportunities in every situation, and you’ll find yourself changing to a more positive mindset.

Keep focused on that what is important to you. Don’t let yourself be overthrown by any obstacles, but keep your eye on your goal. Deal with a problem when it occurs and trust in yourself that you will find a solution for every challenge you encounter. Feed your mind with positive stuff and surround yourself by people that empower you.

Use positive affirmations on a daily basis and start changing your vocabulary by using words that have a powerful and positive impact on your conscious and subconscious mind.

Try out positive self-talk, learn NLP and start convincing yourself that you can do it – because you can.
Chapter 4 – additional tools to make positive thinking more powerful

Now positive thinking on its own is not sufficient to create long lasting results in life. To ensure you have a successful life, you need to do a little bit more than positive thinking.

It’s as if you have the engine of your vehicle, but you still need to have the wheels and the steering wheel to make it move (basically). However, positive thinking and believing that you can successful on the area or areas you want to grow in.

You become what you think about

Whatever you think most of the time will result in your life. Your streams of thoughts are as a result of your beliefs, one of the fundamentals that determine your personality, attitude, behavior and your results.

It’s what you tell yourself in words, pictures and thoughts that your mind will translate to your subconscious. Since your mind is built to serve you in the best way possible, it will conduct everything necessary to match the thoughts you have about yourself, your life and your results.

It’s therefore absolutely necessary to have a positive mindset and to tell yourself positive, empowering and supporting messages.
Ralph Waldo Emerson said,

“Sow a thought, and you reap an act. Sow an act, and you reap a habit. Sow a habit and you reap a character. So a character and you reap a destiny”.

All change for the good in our lives begin with the thoughts.

Try to disregard and ignore negative thoughts. Refuse to think such thoughts, and substitute them with constructive happy thoughts.

**Success is not an accident**

To be successful, you absolutely firstly need know that it’s not an accident, it’s a skill. And the sooner you learn this skill, the faster you will improve your life and design the life according to your wishes.

This makes success not something as a rare occasion, but as a guaranteed end result. There’s a system that will lead you to success, just as there is a system that will lead you to failure, if you choose to follow it.

**Mental fitness**

Next, you need to have a good mental fitness in order to make the steps towards success, and this includes a feeling of self confidence, happiness, enthusiasm and of course a positive mental attitude.

Because if you have feelings of unshakable self confidence, happiness, enthusiasm and a positive mental attitude, nothing in the world can stop you from being successful.

I hope that this ebook has provided a couple of ideas and tips on how to empower your mental fitness.

**Habits**

Successful people have successes because of what they believe of themselves, what they think and of how they act. Their habits are congruently with their thoughts.

To ensure your success you need to change your non-supporting habits into habits that empower you and get you closer to your success.

Exercise scientist, author and motivational speaker (to name but a few) Craig Harper wrote in addition to Stephen R. Covey’s 7 Habits of Highly Effective People a short article about 50 habits (or qualities) successful people have.
Here’s the list:

1. They look for and find opportunities where others see nothing.
2. They find a lesson while others only see a problem.
3. They are solution focused.
4. They consciously and methodically create their own success, while others hope success will find them.
5. They are fearful like everyone else, but they are not controlled or limited by fear.
6. They ask the right questions – the ones which put them in a productive, creative, positive mindset and emotional state.
7. They rarely complain (waste of energy). All complaining does is put the complainer in a negative and unproductive state.
8. They don’t blame (what’s the point?). They take complete responsibility for their actions and outcomes (or lack thereof).
9. While they are not necessarily more talented than the majority, they always find a way to maximise their potential. They get more out of themselves. They use what they have more effectively.
10. They are busy, productive and proactive. While most are lying on the couch, planning, thinking too much, sitting on their hands and generally going around in circles, they are out there getting the job done.
11. They align themselves with like-minded people. They understand the importance of being part of a team. They create win-win relationships.
12. They are ambitious; they want amazing – and why shouldn’t they? They consciously choose to live their best life rather than spending it on auto-pilot.
13. They have clarity and certainty about what they want (and don’t want) in life. They actually visualise and plan their best reality while others are merely spectators of life.
14. They innovate rather than imitate.
15. They don’t procrastinate and they don’t spend their life waiting for the ‘right time’.
16. They are life-long learners. They constantly work at educating themselves, either formally (academically), informally (watching, listening, asking, reading, being student for life) or experientially (doing, trying)… or all three.
17. They are ‘glass half full’ people – while still being practical and down-to-earth. They have an ability to find the good.
18. They consistently do what they need to do, irrespective of
how they are feeling on a given day. They don’t spend their life stopping and starting.

19. They take calculated risks – financial, emotional, professional, psychological.

20. They deal with problems and challenges quickly and effectively, they don’t bury their head in the sand. They face their challenges and use them to improve themselves.

21. They don’t believe in - or wait for, fate, destiny, chance or luck to determine or shape their future. They believe in - and are committed to - actively and consciously creating their own best life.

22. While many people are reactive, they are proactive. They take action before they have to.

23. They are more effective than most at managing their emotions. They feel like we all do but they are not slaves to their emotions.

24. They are good communicators and they consciously work at it.

25. They have a plan for their life and they work methodically at turning that plan into a reality. Their life is not a clumsy series of unplanned events and outcomes.

26. Their desire to be exceptional means that they typically do things that most won’t. They become exceptional by choice. We’re all faced with life-shaping decisions almost daily. Successful people make the decisions that most won’t and don’t.

27. While many people are pleasure junkies and avoid pain and discomfort at all costs, successful people understand the value and benefits of working through the tough stuff that most would avoid.

28. They have identified their core values (what is important to them) and they do their best to live a life which is reflective of those values.

29. They have balance. While they may be financially successful, they know that the terms money and success are not interchangeable. They understand that people who are successful on a financial level only, are not successful at all. Unfortunately, we live in a society which teaches that money equals success. Like many other things, money is a tool. It’s certainly not a bad thing but ultimately, it’s just another resource. Unfortunately, too many people worship it.

30. They understand the importance of discipline and self-control. They are strong. They are happy to take the road less travelled.

31. They are secure. They do not derive their sense of worth from what they own, who they know, where they live or what they look like.

32. They are generous and kind. They take pleasure in helping others achieve.
33. They are humble and they are happy to admit mistakes and to apologise. They are confident in their ability, but not arrogant. They are happy to learn from others. They are happy to make others look good rather than seek their own personal glory.

34. They are adaptable and embrace change, while the majority are creatures of comfort and habit. They are comfortable with - and embrace - the new and the unfamiliar.

35. They keep themselves in shape physically, not to be mistaken with training for the Olympics or being obsessed with their body. They understand the importance of being physically healthy. They are not all about looks, they are more concerned with function and health. Their body is not who they are, it’s where they live.

36. They have a big engine. They work hard and are not lazy.

37. They are resilient. When most would throw in the towel, they’re just warming up.

38. They are open to - and more likely to act upon - feedback.

39. They don’t hang out with toxic people.

40. They don’t invest time or emotional energy into things which they have no control over.

41. They are happy to swim against the tide, to do what most won’t. They are not people pleasers and they don’t need constant approval.

42. They are more comfortable with their own company than most.

43. They set higher standards for themselves (a choice we can all make), which in turn produces greater commitment, more momentum, a better work ethic and of course, better results.

44. They don’t rationalise failure. While many are talking about their age, their sore back, their lack of time, their poor genetics, their ‘bad luck’, their nasty boss and their lack of opportunities (all good reasons for failure), they are finding a way to succeed despite all their challenges.

45. They have an ‘off’ switch. They know how to relax, and to have fun, and enjoy what they have.

46. Their career is not their identity, it’s their job. It’s not who they are, it’s what they do.

47. They are more interested in ‘effective’ than they are in ‘easy’. While the majority looks for the quickest, easiest way (the shortcut), they look for the course of action which will produce the best results over the long term.

48. They finish what they start. While so many spend their lives starting things that they never finish, successful people get the job
done – even when the excitement and the novelty have worn off. Even when it ain’t fun.

49. They are multi-dimensional, amazing, wonderfully complex creatures (as we all are). They realise that not only are they physical and psychological beings, but emotional and spiritual creatures as well. They consciously work at being healthy and productive on all levels.

50. They practice what they preach. They don’t talk about the theory, they live the reality.

Now, I wouldn’t advise you to start implementing all these fifty new ideas into your life at once, but pick out a few. Perhaps even the easiest ones and start working on them.

When I first read through this list, I was blown away by the truths it contains. Though most of them weren’t new to me, there were a couple of habits and qualities that I realized I wasn’t doing, even though I knew them (#50 on the list).

So, if there would be any advice you’d ask from me concerning this list, it would be: read it, and pick out a couple that can help you improve you. Focus on them, learn more about it and consciously change your non-supportive habits into the new supportive habits you want to have.

Goals

If you want to be successful, you need to know where you are standing now in your life. You also need to have a clear goal on where you want to go or what you want to have.

It’s the goal that ensures you that you will get motivation and have perseverance to get what you really want. Brian Tracy said that only losers don’t know what they want, and therefore don’t get what they want; it’s winners who have a clear idea on what they want and who are willing to go for it.

So you need to have goals, and make plans on how you want to achieve them. If you want to know more about goal setting, please contact me for my new IN SIGHT seminar in which I explain the secrets of successful goal setting.

“The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark.”

— Michelangelo: Was an Italian artist and sculptor

If you want to be successful, you need to know where you are standing now in your life. You also need to have a clear goal on where you want to go or what you want to have.

It was David Allen who once said, “If you fail to plan, you’re planning to fail”.

Price

Be aware that you need to pay the price for success. Every success always has a price that you need to pay, and you need to pay it in advance. It's these two factors that you absolutely need to take a look at, in order to be successful.

H.L. Hunt, a bankrupt cotton farmer at the age of 32, was earning 3 million dollars a day at the age of 56, and at the age of 76, shortly before he died, was earning 5 million dollars a day.

A TV reporter once asked him if he was willing to share how people could be more successful. He said that there are basically two things you need to do in order to become successful.

The first thing is that you need to decide what you want. Many people don't get what they want because they don't know what they want. And this is why a lot of people don't succeed in life. Most people also want a lot of things in life, but not one thing in particular, and end up settling for far less than they're capable of.

Second, if you established what it is you want, you need to be willing to pay the price for it. Every success comes at a price and you need to make clear for yourself how much you're willing to pay and then resolve to pay it. Also, always pay in advance the price you need for success.

Beliefs

Beliefs that are the building blocks of the foundation of success, and failure. If you have a positive belief about yourself and your capability to do or master something, then it's certain you will follow that belief out into the world.

One of the beliefs that personally held me back when I was younger was that if I don't do well enough in school - meaning I get good grades - I wouldn't do any good in life.

But research has shown that good grades and success in life are not connected to each other in any way. Because they told us over and over again that you need to have good grades in school in order to be successful in life, we started to believe that.

So the thought or belief that you have to be very intelligent to be successful in life (and many of us have this belief) was put into our heads at an early age.

However, extended research also shows that many self-made millionaires have only average intelligence. The reason why this helps them is because they never get impressed with how smart they are, and they continue to improve themselves by learning more and be open.

Self-discipline

Napoleon Hill came to the conclusion that the ability to exert self-discipline on oneself was the master key to riches. You need to have self-discipline to do what is necessary to get what you want, whether you feel like it or not.

Successful people are simply those who make a habit of doing what unsuccessful people don't like to do.

Now the things that unsuccessful people don't like to do are the same things successful people don't like to do, but they do them anyway, because they know it's the price they need to pay for success.

If you practice self-discipline often enough, this 'muscle' will get stronger and your self-discipline will increase. Hard work, persistence and focus on clear specific goals will bring you success and these are the outer expressions of self-discipline.

Your key to success in life is to resolve to do what you know you should do what other successful self-disciplined people do, when you should do it, whether you feel like it or not.

3 Quote from Brian Tracy's 'The Psychology of Success'
True self-esteem, the foundation of your success, comes from valuing yourself, resisting the temptations to take the quickest and easiest way and sticking to what you know to be right until you win through. This is the mindset of success. Self-esteem requires self-discipline. And self-discipline builds self-esteem.

We are built for failure. With this I mean that by nature we have the tendency to seek the quickest and easiest way to get something. Brian Tracy calls this the E-factor, or the expediency factor.

This is something all human beings have and it’s also something the gross majority of the population live by. Consider the amount of time people watch television, play videogames or seek leisure in anything possible.

However, success is not built on expediency. To have success means you need to be willing to overwrite your expediency and truly go for what you want. It’s only when you want something really bad, that you are willing to do whatever it takes. Even if that means going further than you presumably thought you would.

**Final Thoughts**

Well, I hope you’ve had fun reading this eBook. But more importantly, I hope this book gave you useful tips on how you can obtain and maintain a positive mindset. As of today, you now hold the power to change your life drastically so you can start designing and building the life that you really want to live.

I would be an idiot to expect that you’d be willing to try out all of the tips I gave you in this book. But I would be very happy if you would be willing to try out some of them. Just decide which of the tools fit you and start using them on a daily basis. The following applies to most of them: consistently use them for a period of three weeks and you’ll notice a dramatic positive difference in your life.

Using a positive mindset every day helped me to overcome some of the most difficult moments in my life. And since I’m not different from you (we’re built from the same four components; carbon, oxygen, hydrogen and nitrogen), I’m positive that what works for me also will work for you.

You can do so much more than you think you can. Start expanding your world today by using your positive and powerful mind. Live the life you deserve.

*Until we meet again.*

Robert
Chapter 5
Extra information
Seminars

If you would like to follow our brand new Goal Setting course IN SIGHT, click here.

IN SIGHT is a one-day seminar held in Amsterdam, Netherlands where I’ll personally teach you my own proven success-system on how you can set your goals in the most effective way possible, AND REACH THEM!

Most of us know of the SMART system (Specific, Measurable, Accurate, Realistic and Timely), but just a few of us are actually using this system in order to get what we want. I learned this system during my study in university, and I was only applying this to my projects, sometimes even without the results I was looking for. However, I found out that there’s something missing. Something that I didn’t find in any other system on goal setting anywhere in the world. This is the key to not only setting your goal, but actually achieving your goal too!

It’s not difficult to set a goal: You figure out what you want, you write it down and you go for it. But the real problem is to stay on the road to your success, especially when things get tough.

In this seminar you will learn:

- How a dream becomes a concrete goal
- Why goal setting is an absolute must for you
- What goal setting has to do with being happy and fulfilled
- Which of your dreams you’re going to accomplish this year
- In what ways you can best formulate your goals
- What the best system is for actually reaching your goals
- Why and how you must persist when you’re dealing with setbacks
- That a goal is nothing more than a dream with a deadline
Books and Tapes

There are some great books out there on positive thinking, success and personal development. I’ve quoted and paraphrased some of them in this e-book. If you want to read more about these topics, I would recommend the following books:

- *Awaken the Giant Within*, by Tony Robbins
- *How to Be a Winner*, by Zig Ziglar
- *Psychology of Success*, by Brian Tracy
- *7 Habits of Highly Effective People*, by Stephen R. Covey
- *Man’s Search For Meaning*, by Viktor E. Frankl
- *Elements of Success*, by Nisandeh Neta
- *The Power of Positive Thinking*, by Norman Peale
- *As a Man Thinketh*, by James Allen
- *Positivity*, by Paul McKenna
- *The self confidence Trainer*, by Uncommon Knowledge

Training courses

Secret to Success training – a two-day intensive training course from morning to night, packed with all the latest information on NLP, success habits, motivation, communication and bodywork.

In this intensive training course you’ll learn to ‘speak’ at least 3 new languages, you’ll break through non-supporting beliefs and fears, you’ll get practical tools that are easy to understand and that you can immediately put to use to enhance your life, start creating a better, more successful and happier lifestyle for you, and the people around you.

The Secret to Success training program is held in Amsterdam, the Netherlands. For more information, please check the website.

Attachments

Affirmation list

1. Everything I do, I do with focus, attention and love
2. My potential is unlimited and recognized
3. I feel more energetic and vibrant every day
4. I choose the life I want to live, and I'm willing to give all that I have in me to succeed
5. My good comes from everywhere and everyone
6. I choose to feel good about myself today
7. I celebrate my accomplishments!
8. When I feel down or sad, I decide how long I want to feel like that
9. There is more to life!
10. I can do it! I can do it! I can do it!
11. Something wonderful is going to happen today
12. Every day I feel more confident
13. Life is great!
14. I get closer to my goals every day
15. I attract success more easily every day
16. I know I can do it, even if I have doubts
17. Every day I get more in sync with my thoughts, feelings and behavior
18. I love and appreciate myself as I am
19. My life is blossoming in total perfection
20. All things are now working together for good in my life
21. I am strong and healthy
22. I am worthwhile