

## **Affirmations and Incantations**

### **Affirmations**

Affirmations are written or spoken positive statements that, when consistently practiced, rewire our thoughts and beliefs (and therefore emotions).

If you have a negative belief (or common thought) that causes you to feel bad, you can replace it with an empowering thought. If you repeat it to yourself regularly, such as when the negative belief is triggered AND at pre-determined times of the day, you practice this new belief, helping it become ingrained into your implicit, automatic, memory. Over time this thought becomes habituated and you BELIEVE it.

Plus, when focusing on the affirmative statement you direct your FOCUS toward what you want. This triggers your Reticular Activation System (RAS), which is a small section of your brain that tunes in your awareness to stimulus in your environment that is a match for what you're focused on. We are exposed to a million bits of information at any moment and we are only consciously aware of 2,000 of them. If you're thinking negatively, you notice negative things. If you're thinking about red cars, you're going to see them everywhere. If you're thinking about how to get new contracts for your photography business, your ears will pick up the conversation in the adjacent aisle in the store where someone is talking about their upcoming wedding.

#### **4 Keys to Successful Affirmation Statements:**

- It must be believable and within your control
- It must be present tense (happening now), personal (I), positive (no "not" or "don't")
- You must FEEL IT
- You must repeat it REGULARLY (3-5 times per day for 21-30 days)

What is a belief you hold or a negative thought you say to yourself regularly that you would like to REPLACE with a more empowering, positive affirmative statement?

Write a NEW phrase to replace the old one, using the guidelines above. Repeat this affirmative statement at least 3 times a day (5 to 10 times each session). Consider posting it on your mirror, computer or nightstand where you can see it regularly. Do this with additional beliefs/thoughts.

### **Incantations**

Incantations take affirmations a step further and make them PHYSICAL. An incantation is a phrase or language pattern that is said out loud and with an engaged physiology. Putting affirmations into motion engages more of your brain and makes it more real.

Incantations are also spoken OUT LOUD. This also sends additional signals to your brain that you are SERIOUS. If you must do your incantation when other people are around and you don't want to draw undue attention to yourself, you can do it silently—but whenever you can, say it out loud.

Incantations can be a whole phrase like an affirmation, or they can be a short phrase such as “I am confident!”

What affirmation would you like to use as an incantation? Or, you can write a new one.

What movement could you make while reciting this incantation? (Examples: Raise your hands in the air like you're cheering, pull in your elbow as if you're saying “yes!”, jump up and down or dance.)

Next, pick a certain time that you will practice your incantation EVERY DAY. Be specific so that it's easy to habituate it. For instance, you can do it right after you brush your teeth.