

Holistic Marketing - Motivational Tools

Affirmations ©

Affirmations are wonderful tools for re-educating our cognitive process and can be applied to different areas of our lives. In this instance we will use them for the success of your business it should be mentioned however that often when affirmations are used in one area of our lives they also have a positive impact upon other areas of our lives. A sort of two, three or maybe even four for the price of one effect!

Affirmations must always be positive and must be based in the present tense. You can think of the things you highlighted that need to be worked on when you looked at your strengths and weaknesses and apply affirmations here. Affirmations allow negative attitudes etc to be transformed into positive beliefs and allowing you to embrace this positive energy.

Some generic affirmations that have been known to work well:

- I am successful / A successful person / A success
- My business is a success
- I am abundant / An abundant person
- My business is abundant
- I embrace growth
- I embrace business growth
- My business is growing every day

You can be creative and make up your own affirmations that feel appropriate to you and your business as long as you remember they have to be positive and based in the present tense.