

APPLIED PSYCHOLOGY

**THE POWER
OF MENTAL**

**Imagery and
Visualisation**

**THINK YOURSELF
INTO SUCCESS**

BY WARREN HILTON AND
DANIJELA JOKIC VAISLAY

Applied Psychology

THE POWER OF MENTAL IMAGERY
AND VISUALISATION

Think Yourself Into Success

BY

WARREN HILTON

Founder of the *Society of Applied Psychology*

AND

DANIJELA JOKIC VAISLAY

Life Coach

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Chapter 1

Imagination, Recognition, and Visualisation

Recognising the Past as Past

Both Recognition and Imagination have to do with mental images. Recognition relates exclusively to those mental images that are the replica of former experiences. *It is the faculty of the mind by which we recognise remembered experiences as a part of our own past.* If it were not for this sense of familiarity and of ownership and of the past tense of recalled mental images, there would be no way for us to distinguish the sense-perceptions of the past from those of the present. Recognition is therefore an element of vital necessity to every act of memory.

Imagination, Past, Present and Future

Imagination relates either to the past, the present or the future. On the one hand, it is the outright re-imagery in the mind's eye of past experiences. On the other hand, it is the creation of new and original mental images or visions by the recombination of old experiential elements.

Visualisation

Visualisation is defined as '*the representation of an object, situation, or set of information as a chart or other image*' and '*the formation of a mental image of something*'¹. Visualisation is the product of our creative imagination, an intentional 'creation of new and original mental images or visions by the recombination of old experiential elements'.

Our subconscious mind cannot differentiate between imagination and reality, and therefor visualisation and mental images play a big role in forming our beliefs and co-creating (manifesting) our reality.

¹ Source: Oxford Languages

The Power Of Visualisation

The study conducted by Dr. Blaslotto at the University of Chicago in 1996 on visualisation. Dr. Blaslotto's study was conducted by asking a group of students who had been randomly selected to take a series of free-throws. The students were then divided into three groups and asked to perform three separate tasks over a 30 day period.

- * The first group was told not to touch a basketball for 30 days, nor to practice or playing basketball at all.
- * The second group was told to practice shooting free throws for half an hour a day for 30 days.
- * The third group was told to come to the gym every day for 30 days and spend a half an hour with their eyes closed, only visualising hitting every free-throw.

After the 30 days all three groups were asked to come back and take the same number of free-throws they had in the beginning of the study.

- * The first group of students who did not practice at all showed no improvement
- * The second group had practiced every day and showed a 24% improvement
- * The third group which had only visualised successful free-throws, showed a 23% improvement

The measurable improvement in the group that purely visualised hitting every free throw was nearly the same as the group who had physically practiced during the study! We can only imagine the results the participants would achieve if they combined practicing free throws with visualising!

Incorporating the visualisation process with mental imagery into our daily routine can contribute to achieving higher level of success and performance, help in reprogramming our subconscious limiting beliefs, and manifesting our desired reality into form.

More realistically we can visualise the desired result, more benefits we can reap by practicing visualisation. In order for visualisation to be powerful, we need to

cultivate the same feeling during the visualisation like we would feel if the mental imagery that we visualise would be your current reality. More types of mental imagery that we incorporate into your visuality process, more realistic our visualisation experience will feel to us.

Creative imagination is one of our strongest mental faculties, and in this book you will learn how to use the power of mental imagery and energising emotions.

Chapter 2

Kinds Of Mental Images

Visual Imagery

When we speak of “images” in connection with Imagination and Recognition we do not refer merely to mental pictures of things seen. *Mental images are representations of past mental experiences of any and every kind.* They include past sensations of sound, taste, smell, feeling, pain, motion and the other senses, as well as sensations of sight.

One may have a mental image of the voice of a friend, of the perfume of a flower, just as he may have mental images of their appearance to the eye. Indeed, the term “image” is perhaps unfortunately used in this way, since it must be made to include not only mental pictures in a visual sense, but all forms of reproductive mental activity.

Our recollection of past experiences may be either full and distinct or hazy and inadequate. Some persons are entirely unable to reproduce certain kinds of sensory experiences. Somehow they are aware of having had these experiences, but they cannot reproduce them. Every one of us has his own peculiarities.

Auditory Imagery

This morning I called upon a friend in his office. I was there but a short time. Yet I can easily call to mind every detail of the surroundings. I can see the exterior of the building, its form, size, colour, window-boxes with flowers, red tile roof, formal gardens in the open court, and even many of the neighbouring buildings. I can plainly recall the colour of the carpet on his office floor, the general tone of the paper on the wall, the size, type and material of his desk, and many other elements going to make up an almost perfect mental duplicate of the scene itself. I can even see my friend sitting at his desk, and can distinctly remember the colour, cut and texture of his clothing and just how he looked when he smiled.

Imagery of Taste and Smell

Last evening we entertained a number of friends at dinner. One of the ladies was an accomplished musician, and later in the evening she delighted us with her exquisite playing upon the piano. The airs she played were familiar to me. I am fond of music and I enjoyed her playing. I can sit here today and in imagination I can see her seated before the piano and remember just how her hands looked as she fingered the keys. But I find it difficult to recall the air of the selection or the tones of the piano. My mental images of the notes as they came from the piano are faint and uncertain and not nearly so distinct and clear as my recollection of the scene.

Muscular and Tactual Imagery

I find it easy to recall the appearance of the food that was served me for breakfast this morning. I can also faintly imagine the odour and taste of the coffee and toast, but I find that these images of taste and smell are not nearly so realistic as my mental images of what I saw and heard during the course of the meal.

When I was in college I was very fond of handball and was a member of the handball team. It has been many years since I played the game, yet I can distinctly feel the peculiar tension of the right arm and shoulder muscles that accompanied the “service.”

Personal Differences in Mental Imagery

From these examples, it is apparent that we can form mental images of past sensations of sight, sound, taste, smell and feeling, and indeed of every kind, including the muscular or motor sense and the sense of heat and cold.

But there is the greatest possible difference in individuals in this respect. Some persons have distinct images of things they have seen, are good visualisers. Others are weak in this respect, but have clear auditory images. And so as to all the various kinds of sensory images.

This is a fact of comparatively recent discovery. The first proponent of the idea was Fechner, but no statistical work was done in this line until Galton entered the field, in 1880. In his "Inquiries into Human Faculties," he says:

"To my astonishment, I found that the great majority of the men of science to whom I first applied protested that mental imagery was unknown to them, and they looked on me as fanciful and fantastic in supposing that the words 'mental imagery' really expressed what I believed everybody supposed them to mean. They had no more notion of its true nature than a colour-blind man, who has not discerned his defect, has of the nature of colour. They had a mental deficiency of which they were unaware and naturally enough supposed that those who affirmed they possessed it were romancing."

Investigations of Professor James

The investigations of Dr. Galton were continued by Professor James, of Harvard University. He collected from hundreds of persons descriptions of their own mental images. The following are extracts from two cases of distinctly different types. The one who is a good visualiser says:

"This morning's breakfast-table is both dim and bright; it is dim if I try to think of it with my eyes closed. All the objects are clear at once, yet when I confine my attention to any one object it becomes far more distinct. I have more power to recall colour than any other one thing; if, for example, I were to recall a plate decorated with flowers I could reproduce in a drawing the exact tone, etc. The colour of anything that was on the table is perfectly vivid. There is very little limitation to the extent of my images; I can see all four sides of a room; I can see all four sides of two, three, four, even more rooms with such distinctness that if you should ask me what was in any particular place in any one, or ask me to count the chairs, etc., I could do it without the least hesitation. The more I learn by heart the more clearly do I see images of my pages. Even before I can recite the lines I see them so that I could give them very slowly word for word, but my mind is so occupied in looking at my printed image that I have no idea of what I am saying, of the sense of it, etc. When I first found myself doing this I used to think it was merely because I knew the lines imperfectly; but I have quite convinced myself that I really do see an image."

The strongest proof that such is really the fact is, I think, the following: I can look down the mentally seen page and see the words that commence all the lines, and from any one of these words I can continue the line. I find this much easier to do if the words begin as in a straight line than if there are breaks.

Example:

The poor visualiser says:

“My ability to form mental images seems, from what I have studied of other people’s images, to be defective, and somewhat peculiar. The process by which I seem to remember any particular event is not by a series of distinct images, but a sort of panorama, the faintest impressions of which are perceptible through a thick fog—I cannot shut my eyes and get a distinct image of anyone, although I used to be able to a few years ago, and the faculty seems to have gradually slipped away. In my most vivid dreams, where the events appear like the most real facts, I am often troubled with a dimness of sight which causes the images to appear indistinct. To come to the question of the breakfast-table, there is nothing definite about it. Everything is vague. I cannot say what I see. I could not possibly count the chairs, but I happen to know that there are ten. I see nothing in detail. The chief thing is a general impression that I cannot tell exactly what I do see. The colouring is about the same, as far as I can recall it, only very much washed out. Perhaps the only colour I can see at all distinctly is that of the tablecloth, and I could probably see the colour of the wall paper if I could remember what colour it was.”

This difference between individuals is just as marked in the matter of ability to form *auditory* images as in respect to *visual* images.

Investigations of Professor Scott

Thus, Professor Walter Dill Scott, of Northwestern University, cites the following:

“One student who has strong auditory imagery writes as follows: ‘When I think of the breakfast-table I do not seem to have a clear visual image of it. I can see the length of it, the three chairs—though I can’t tell the colour or shape of these—the white cloth and something on it, but I can’t see the pattern of the dishes or any of the food. I can very plainly hear the rattle of the dishes and of the silver

and above this hear the conversation, also the other noises, such as a train which passes every morning while we are at breakfast. Again, in a football game I distinctly hear the noise, but do not see clearly anything or anybody. I hear the stillness when everyone is intent and then the loud cheering. Here I notice the differences of pitch and tone.'

'I had read that some people were unable to imagine sounds which they had heard, but it had not impressed me, for I had supposed that such persons were great exceptions. I was truly surprised when I found so many of my students writing papers similar to those from which extracts are here given:

'My mental imagery is visual, as I seem to see things and not hear, feel or smell them. The element of sound seems practically never to enter in. When I think of a breakfast-table or a football game I have a distinct image. I see colours, but hear no sound.'

Another in describing his image of a railroad-train, writes: 'I am not able to state whether I hear the train or not. I am inclined to think that it is a noiseless one. It is hard for me to conceive of the sound of a bell, for instance. I can see the bell move to and fro, and for an instant seem to hear the ding, dong; but it is gone before I can identify it. When I try to conceive of shouts I am like one groping in the dark. I cannot possibly retain the conception of a sound for any length of time.'

Another, who seems to have no vivid images of any kind, writes: 'When I recall the breakfast-table I see it and the persons around it. The number of them is distinct, for there is only one of them on each side of the table. But they seem like mere objects in space. Only when I think of each separately do I clearly see them. As for the table, all I see is a general whiteness, interspersed with objects. I hear nothing at all, and indeed the whole thing is so indistinct it bewilders me when I think of it. My mental imagery is very vague and hazy, unless I have previously taken special notice of what I now have an image of. For instance, when I have an image of a certain person I cannot tell his particular characteristics unless my attention was formerly directed to them.'

Another writes: *'There is no sound in connection with any image. In remembering, I call up an incident and gradually fill out the details. I can very seldom recall how anything sounds.'*

One sound from the play "Robespierre," by Henry Irving, which I heard about two years ago and which I could recall some time afterward, I have been unable to recall this fall, though I have tried to do so. I can see the scene quite perfectly,

the position of the actors and stage setting, even the action of a player who brought out the sound.’

“Quite a large proportion of persons find it impossible to imagine motion at all. As they think of a football game, all the players are standing stock-still; they are as they are represented in a photograph. They are in the act of running, but no motion is represented. Likewise, the banners and streamers are all motionless. They find it impossible to think of such a thing as motion. Others find that the motions are the most vivid part of their images. What they remember of a scene is principally movement.”

One writes: ‘When the word “breakfast-table” was given out I saw our breakfast-table at home, especially the table and the white tablecloth. The cloth seemed to be the most distinct object. I can see each one in his place at the table. I can see no colour except that of the tablecloth. The dishes are there, but are very indistinct. I cannot hear the rattle of the dishes or the voices very distinctly; the voices seem much louder than the dishes, but neither are very clear. I can feel the motions which I make during the breakfast hour. I feel myself come in, sit down and begin to eat. I can see the motions of those about me quite plainly. I believe the feeling of motion was the most distinct feeling I had. When the word “railroad-train” was given I saw the train very plainly just stopping in front of the depot. I saw the people getting on the train; these people were very indistinct. It is their motions rather than the people themselves which I see. I can feel myself getting on the train, finding a seat, and sitting down. I cannot hear the noise of the train, but can hear rather indistinctly the conductor calling the stations. I believe my mental imagery is more motile (of movement) than anything else. Although I can see some things quite plainly, I seem to feel the movements most distinctly.’

“A very few in describing their images of the breakfast-table made special mention of the taste of the food and of its odour. I have discovered no one whose prevailing imagery is for either taste or smell. With very many the image of touch is very vivid. They can imagine just how velvet feels, how a fly feels on one’s nose, the discomfort of a tight shoe, and the pleasure of stroking a smooth marble surface.”

Chapter 3

How To Influence Others Through Mental Imagery

A Rule for Influencing Others

The practical importance of the fact of mental imagery and of the individual differences in power of mental imagery is very great. They should be particularly taken into account in any business or profession in which one seeks to implant knowledge or conviction in the mind of another.

Application to Pedagogy

The underlying principle in such cases is this: *To the mind you are seeking to convince or educate, present your facts in as many different ways and as realistically as possible, so that there may be a variety of images, each serving as a clue to prompt the memory.*

We cannot do more at this point than indicate a few minor phases of the practical application of the principles of mental imagery.

In the old days geography was taught simply with a book and maps. Today children also use their hands in moulding relief maps in sand or clay, and mountains and rivers have acquired a meaning they never had before.

In the days of the oral “spelling match” boys and girls were better spellers than products of a later school system, because they used not only the eye to see the printed word, the arm and hand to feel in writing it, but also the ear to hear it and the vocal muscles to utter it. And because of this fact oral spelling is being brought back to the schoolroom.


How to Sell Goods by Mental Imagery

If you have pianos to advertise, do not limit your advertisement to a beautiful picture of the mahogany case and general words telling the reader that it is “the best.” Pianos are musical instruments, and the descriptive words should first of all call up delightful *auditory images* in your reader’s mind.

If you have for sale an article of food, do not simply tell your customer how good it is. Let him see it, feel it, and particularly *taste it*, if you want him to call for it the next time he enters your store.

A Study of Advertisements

Turn, for example, to the of a certain brand of chocolate The daintily spread table, the pretty girl, the steaming cup, the evident satisfaction of the man, who looks accustomed to good living,—these elements combine in a skilful appeal to the senses.

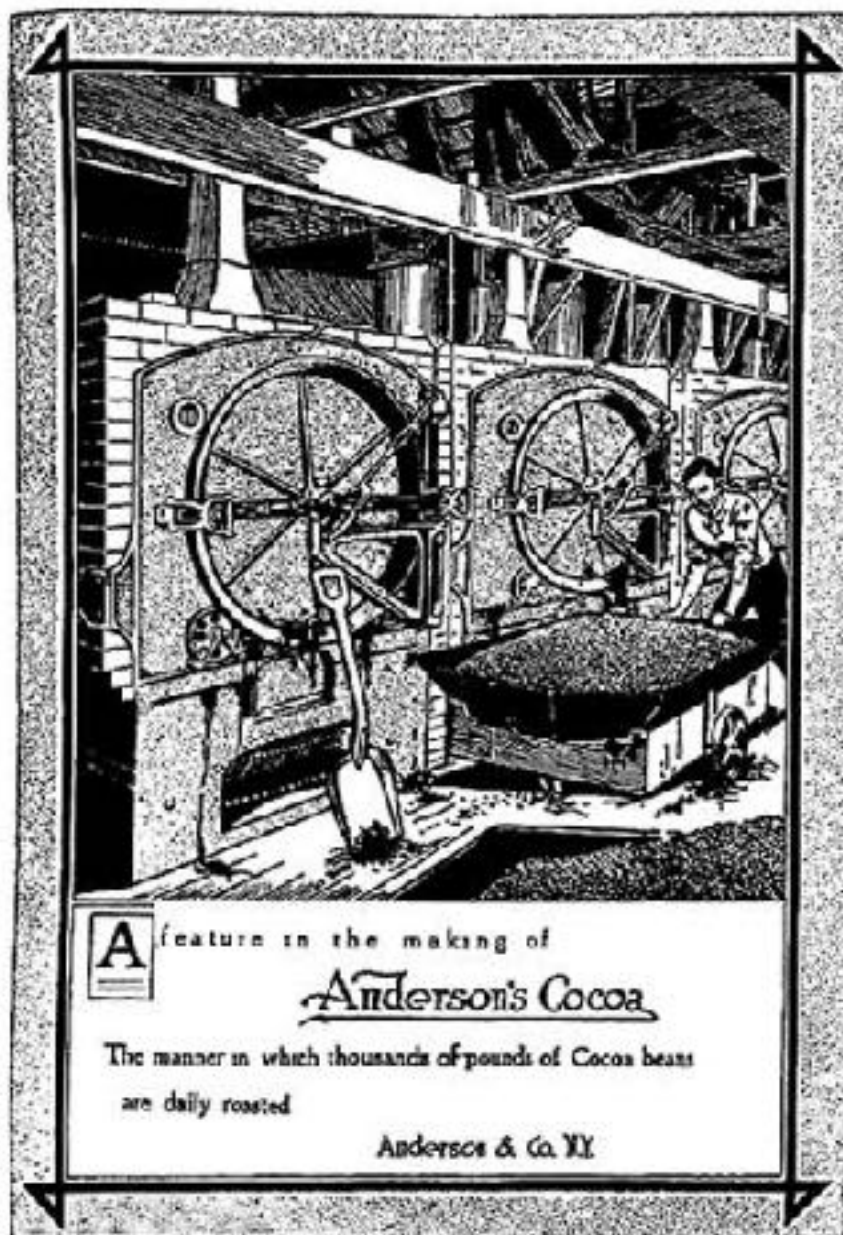


Girls—
You'll want to have it taste just right, especially if it's for "him," so be careful of the directions: Make a paste, using a tablespoonful of

Anderson's
Chocolate

—to a cup of boiling milk—stir for a moment—then serve this delightful beverage. Watch his eyes sparkle—note the satisfaction in every sip—hear him murmur "You're a dear."

Turn now to another advertisement of this same brand of chocolate, shown below. The purpose here is to inform you as to the large quantity of cocoa beans roasted in the company's furnaces. Whether this fact is of any consequence or not, the impression you get from the picture is of a wheelbarrow full of something that looks like coal being trundled by a dirty workman, while the shovel by the furnace door and the cocoa beans scattered about the floor remind one of a begrimed iron foundry.



The Words that Create Desire

The only words that will ever sell anything are graphic words, picturesque words, words that call up distinct and definite mental pictures of an attractive kind.

The more sensory images we have of any object the better we know it.

If you want to make a first impression lasting, make it vivid. It will then photograph itself upon the memory and arouse the curiosity.

A boy who is a poor visualiser will never make a good artist. A man who is a poor visualiser is out of place as a photographer or a picture salesman.

A Key for Selecting a Calling

No person with weak auditory images should follow music as a profession or attempt to sell phonographs or musical instruments or become a telephone or telegraph operator or stenographer.

No man who can but faintly imagine the taste of things should try to write advertisements for articles of food.

Remember the rule: *To the mind you are seeking to convince or educate present your facts in as many different ways and as realistically as possible, so that there may be a variety of images, each serving as a clue to prompt the memory.*

You can put this rule to practical use at once. Try it. You will be delighted with the result.

Chapter 4

How To Test Your Mental Imagery

Finding Out Your Weak Points

We suggest that you now test your own reproductive imagination with a view to determining your points of strength or weakness in this respect. And in doing so please bear in mind that the following questions are not asked with a view to determining what you know about the subject of the question, but simply how vividly—that is to say, with what life-like clearness—the mental image is presented to your mind, how close it comes to a present reality.

Tests for Visual Imagery

Go into a quiet room, close your eyes and try to bar from your mind every distraction. Now then, ask yourself these questions:

1. Can you remember just how your bedroom looked when you left it this morning—the appearance of each separate article of furniture and decoration, the design and colour of the carpet, the colour of the walls, the arrangement of toilet articles upon the dresser, and so on? Can you see the whole room just as clearly as if you were in it at this moment? Or is your mental picture blurred and doubtful?
2. How clearly can you see the space that intervenes between your house and some far-distant object? Have you a clear impression of the visual elements that determine this distance?
3. Can you see a bird flying through the air or an automobile rushing down the street?
4. Can you imagine a red surface? A green surface? Try each primary colour; which is most distinct to your mind's eye?
5. Can you see a smooth surface? A rough surface? A curved surface? A flat surface? A cube? Does the cube look solid?
6. When you memorise a poem do you remember just how each word looked on the printed page?

Tests for Auditory and Olfactory Imagery

1. Can you in imagination hear your door-bell ringing?
2. Can you form an auditory image of thunder? Of waves breaking on a rocky shore? Of a passing street-car?
3. Can you mentally hear the squeak of a mouse? The twitter of a bird? The breathing of a sleeping child?
4. Do these images come to you with the distinctness of reality?
5. Can you distinctly remember a voice you have not heard for a long time?
6. Can you recall the tones of an entire selection of music played on the piano?

Tests for Imagery of Taste and Touch

Smell

Can you distinctly recall the odour of strong cheese? Of violets? Of roses? Of coffee? Of your favourite cigar? Is it clear to your mind that it is the odour you are recalling and not the taste?

Taste

1. Can you remember just how butter tastes? An apple?
2. Try to imagine that you are sucking a lemon. Does it pucker your mouth? Does it seem like a real lemon?
3. Can you imagine the taste of sugar? Of salt? Of pepper?

Pain and Touch

1. Can you in imagination live over again any past physical suffering?
2. Can you recall the feeling of an underwear? Of bedclothes resting upon you?

3. Can you re-experience a feeling of exhaustion? of exhilaration?

Tests for Imagery of Heat and Cold

Can you imagine a feeling of warmth? Of cold? Does your recollection of the feeling of ice differ from your memory of a burn?

Go through the above list of questions, carefully noting down your answers. You will discover some personal peculiarities in yourself you never dreamed existed.

Try these questions on other members of your own family. You will be surprised at the varying results. You will perceive the reason for many innate differences of ability to do and to enjoy.

How to Cultivate Mental Imagery

Think what an immense part imagination plays in the world of business, and you will see how important it is to know your own type of sense-imagery.

To some extent the power of forming mental images can be cultivated so as to improve one's fitness for different kinds of employment. Such self-culture rests upon improvement in the vividness of your sense-perceptions. It suffices for your present purpose to know that to cultivate your power of sense-imagery in any respect you must:

- (1) *Keep the appropriate sense-organs in good condition, and*
- (2) *When sense-perceptions of the kind in question come to you, give your undivided attention to your consciousness of them.*

How To Increase The Power Of Your Visualisation Practice If You have Strong Visual Imagery Ability

Imagine what you desire to achieve, manifest, achieve, or experience vividly, in detail. **You have the ability to remember and imagine visual pictures in detail - your visualisation practice should look as real and as visually appealing to you as possible.**

Visualising your dream house:

What do you see when you open the door? How the rooms are decorated? What is the colour palette of the walls, linens, and curtains?

Visualising your dream vacation:

How that beach looks like? What is the colour of the sea and beach sand or stones? What is the colour, size, and shape of the coconut you're holding in the hand? What is the colour of the sky? How your hotel room looks like? What are you wearing?

Visualising your ideal working day:

What time do you wake up? What do you see first thing you wake up? How the cup of coffee or your morning tea looks like? When do you start your work day? How your work space looks like? What do you do? How many hours do you work (imagine yourself looking at the clock or watch at that particular time and then closing your laptop, or your office).

If you want to attract more money, imagine receiving payment notification - what number do you see? Imagine yourself having a lot of money in your wallet or in your hands. Imagine yourself driving that dream car, donating specific amount of money to your favourite charity, filling your credit card details for purchasing things you desire to buy. Imagine how do you spend the money. Imagine how rich version of yourself would look like and behave like (what would you wear, do, eat, and drink)?

If you want to manifest your ideal romantic partner, imagine holding hands with them and walking down the streets. Imagine planning the details of your wedding (flowers, decor, venue, wedding dress...).

How To Increase The Power Of Your Visualisation Practice If You have Strong Auditory and Olfactory Imagery Ability

If you do not have strong ability of visual imagery, you may find it very difficult to follow the most common advice of ‘visualising’ your ideal life, home, ideal job or a partner - in pictures. You may find it hard to imagine yourself entering into your dream house and ‘seeing’ how the rooms are decorated, and what is the colour palette of the walls, linens, curtains... If you have strong auditory imagery ability, you should incorporate imagining sounds during your visitation practice.

Visualising your dream home:

Imagine yourself listening to the sound of the children playing in your living room, having conversations with your fiends and family in front of your fire place, or over the dining table. Imagine listening your dog barking and birds chirping in your garden. Imagine the sound of the door opening, while entering into your dream home.

Visualising your dream vacation:

What do you hear? What is the sound of waves hitting the beach sand? What is the sound of eagles flying above you in the sky? What conversations you’re having with people around you (and in which language)?

Visualising your ideal working day:

Imagine yourself having conversation with your ideal clients or customers, or with your new boss in your dream company. Imagine yourself talking to your

friends and family about how do you spend your ideal working day and how happy and fulfilled you are with your work. Imagine calling your team members and giving them tasks to do. Imagine people applauding you after giving motivational speech or receiving the award for being the best in your industry. Imagine your client telling you ‘YES’ during the enrolment call, or telling you how you changed their life or business tremendously.

If you want to attract more money, imagine yourself driving that dream car (what is the sound of an engine running and music you are listening while driving the car). Imagine yourself in an expensive restaurant ordering food of you and people you love. Imagine yourself talking about your financial success to your best friend or your partner. Imagine yourself reading e-mails outlaid with payment notifications and screaming of excitement.

If you want to manifest your ideal romantic partner, imagine two of you on a date together having interesting conversation and listening nice music playing in the background. Imagine holding hands with them and walking down the streets, while listening the sounds of near by people, traffic, and activities. Imagine the details of your wedding (what music will be playing, you reading your vows, friends and family congratulating you...).

If you have strong olfactory ability:

Incorporate imagining scents during your meditation practice (scents of food in your kitchen or in the restaurant, ocean, forest, perfumes, scented candles in your dream home, essential oil, flowers in the garden of your dream home...).

How To Increase The Power Of Your Visualisation Practice If You have Strong Kinaesthetic Imagery Ability

If you have strong kinaesthetic imagery ability, incorporate the movement into your visualisation practice.

Visualising your dream vacation:

Imagine yourself dancing at the club, or playing volleyball on the beach. Imagine yourself walking into your hotel room or into the resort that you booked. Imagine yourself swimming in the pool, or surfing in the sea. Imagine yourself meditating and doing yoga on the spiritual retreat in a beautiful resort.

Whatever you're visualising, imagine yourself moving: walking, holding things in hands, signing the contract, showing your engagement ring, painting or playing the instrument, walking down the streets on a date with your ideal romantic partner, sitting in the CEO chair or in your own home office, typing on your laptop, counting the money that received, unlocking the door of your new apartment for the first time, walking or sitting in your dream home, driving your dream car...

How To Increase The Power Of Your Visualisation Practice If You have Strong Taste and Touch Imagery Ability

If you have strong taste imagery ability, imagine during your visualisation practice the taste of delicious food on the vacation, preparing and tasting food in the kitchen of your dream home, tasting food while having dinner in an expansive restaurant, the taste of coconut water on the beach while on your dream vacation, the taste of champagne while you're toasting after signing your business deal, or the taste of the wine on a date with your dream romantic partner...

If you have strong touch imagery ability, incorporate the mental imagery of touch in your visualisation practice. Imagine the feeling of the sand on the beach, the feeling of coconut in your hand, the feeling of walking on the carpet, sitting on the couch, or having the bath in the hot tub - in your dream home...

Chapter 5

The Creative Imagination

The Process of Creative Imagination

There is another type of imagination from the purely reproductive memory imagination of which we have been speaking in this book.

There is also *Creative Imagination*.

Creative Imagination is more than mere memory. It takes the elements of the past as reproduced by memory and rearranges them. It forms new combinations out of the material of the past. It forms new combinations of ideas, emotions and their accompanying impulses to muscular activity, the elements of mental “complexes”.

It recombines these elements into new and original mental pictures, the creations of the inventive mind.

Business and Financial Imagination

No particular profession or pursuit has a monopoly of creative imagination. It is not the exclusive property of the poet, the artist, the inventor, the philosopher. We tell you this because you have heard all your life of the poetic imagination, the artistic imagination, and so on, but it is rare indeed that you have heard mention of the *business imagination*.

The fact is no man can succeed in any pursuit unless he has a creative imagination. Without creative imagination the human race would still be living in caves. Without creative imagination there would be no ships, no engines, no automobiles, no corporations, no systems, no plans, no business. Nothing exists in all the world that had not a previous counterpart in the mind of him who designed it. And back of all is the creative mind of God.

How Wealth is Created

Mind is supreme. Mind shapes and controls matter. Every concrete thing in the world is the product of a thinking consciousness.

The richly tinted canvas is the physical expression of the artist's dream. The great factory, with its whirling mechanisms and glowing furnaces, is the material manifestation of the promoter's financial imagination. The jewelled ornament, the book, the steamship, the office building, all are but concrete realisations of human thought moulded out of formless matter.

Mind, finite and infinite, is eternally creative and creating in the organisation of formless matter and material forces into concrete realities.

The Klamath Philosophy

Says Max Müller in his "*Psychological Religion*": "The Klamaths, one of the Red Indian tribes, believe in a Supreme God whom they call 'The Most Ancient One,' 'Our Old Father,' or 'The Old One on High.' He is believed to have created the world—that is, to have made plants, animals and man. But when asked how the Old Father created the world, the Klamath philosopher replies: '*By thinking and willing.*'"

How Men Get Things

We get what we desire because the things we desire are the things we think about. Love begets love. The man who is looking for trouble generally finds it. Despair is the forerunner of disaster, and fear brings failure, because despair and fear are the emotional elements attendant upon thoughts of defeat.

Behind every thing and every act is, and always has been, thought—thought of sufficient intensity to shape and fashion the physical event.

Mind, and mind alone, possesses the inscrutable power to create.

Your career is ordered by the thoughts you entertain. Mental pictures tend to accomplish their own realisation. Therefore, be careful to hold only those thoughts that will build up rather than tear down the structure of your fortunes.

Prerequisites to Achievement

Creative imagination is an absolute prerequisite to material achievement. The business man must scheme and plan and devise and foresee. **He must create in imagination today the results that he is to achieve tomorrow.** He must combine the elements of his past experiential complexes into a mental picture of future events as he would have them. Riches are but the material realisation of a financial imagination. The wealth of the world is but the sum total of the contributions of the creative thoughts of the successful men of all ages.

How to Take Radical Steps in Business

With these principles before you, you can plainly see that the *creative* imagination must be called upon in the solution of every practical question in every hour of the business day.

Consider its part in two phases of your business life—first, when you are contemplating a radical change in your business situation; second, when you are seeking to improve some particular department of your business.

How to Take Radical Steps in Business

In the determination of how best you can better yourself, either in your present field of action or by the selection of a new one, take the following steps:

- (1) Pass in review before the mind's eye your present situation;
- (2) Your possible ways of betterment;
- (3) The various circumstances and individuals that will aid in this or that line of self-advancement;
- (4) The difficulties that may confront you. Having selected your field,
- (5) Consider various possible plans of action;
- (6) Have prevision of their working out;
- (7) Compare the ultimate results as you foresee them;

- (8) Decide upon the one most promising, and then with this plan as a foundation for further imaginings,
- (9) Once more call before you the elements that will contribute to success;
- (10) See the possible locations for your new place of business and choose among them;
- (11) Outline in detail the methods to be pursued in getting and handling business;
- (12) See the different kinds of employees and associates you will require, and select certain classes as best suited to your needs;
- (13) Foresee possible difficulties to be encountered and adjust your plans to meet them; and, most important of all,
- (14) Have a clear and persistent vision of yourself as a man of action, setting to work upon your plan at a fixed hour and carrying it to a successful issue within a given time.

The Expansion of Business Ideals

There is excellent practical psychology in the following from “*Thoughts on Business*”:

“Men often think of a position as being just about so big and no bigger, when, as a matter of fact, a position is often what one makes it. A man was making about \$1,500 a year out of a certain position and thought he was doing all that could be done to advance the business. The employer thought otherwise, and gave the place to another man who soon made the position worth \$8,000 a year—at exactly the same commission.

Rising to the Emergency

“The difference was in the men—in other words, in what the two men thought about the work. One had a little conception of what the work should be, and the other had a big conception of it. One thought little thoughts, and the other thought big thoughts.

“The standards of two men may differ, not especially because one is naturally more capable than the other, but because one is familiar with big things and the other is not. The time was when the former worked in a smaller scope himself, but when he saw a wider view of what his work might be he rose to the occasion and became a bigger man. It is just as easy to think of a mountain as to think of a hill—when you turn your mind to contemplate it. The mind is like a rubber band—you can stretch it to fit almost anything, but it draws into a small scope when you let go.

The Constructive Imagination

Make it your business to know what is the best that might be in your line of work, and stretch your mind to conceive it, and then devise some way to attain it.

Little Tasks and Big Tasks

Big things are only little things put together. I was greatly impressed with this fact one morning as I stood watching the workmen erecting the steel framework for a tall office building. A shrill whistle rang out as a signal, a man over at the engine pulled a lever, a chain from the derrick was lowered, and the whistle rang out again. A man stooped down and fastened the chain around the centre of a steel beam, stepped back and blew the whistle once more. Again the lever was moved at the engine, and the steel beam soared into the air up to the sixteenth story, where it was made fast by little bolts.

The entire structure, great as it was, towering far above all the neighbouring buildings, was made up of pieces of steel and stone and wood, put together according to a plan. The plan was first imagined, then penciled, then carefully drawn, and then followed by the workmen. It was all a combination of little things.

Working Up a Department

“It is encouraging to think of this when you are confronted by a big task. Remember that it is only a group of little tasks, any of which you can easily do. It is ignorance of this fact that makes some men afraid to try.”

Suppose, now, that instead of making a radical change in your business situation, you are simply seeking to improve some particular department of your business.

Imagination in Handling Employees

In commercial affairs men are the great means to money-making, and efficient personal service the great key to prosperity. In your dealings with employees do not be guided by the necessities of the moment. Expediency is the poorest of all excuses for action. Have regard not only for your own immediate needs, but also for the welfare and future conduct of your employees. It is part of the burden of the executive head that he must do the fore-thinking not only for himself but for those under him.

Perhaps the man you have under observation for advancement to some executive position has all the basic qualifications of judicial sense, discrimination and attentiveness to details, but you are uncertain whether he has enough imagination to devise new ways and means of doing things and developing business in new fields.

If you wish to try a simple but very effective test along this line, you can adopt the following standard psychological experiment, which has been used at Harvard, Cornell, and many other colleges and schools.

How to Test an Employee's Imagination

Let fall a drop of ink on each of several pieces of white paper, letterhead size. This will make irregular blotches of varying forms. Let the subject be seated at a desk and ask him to write briefly about what he sees in each blotched sheet, whether it be an animal form suggested by the outline of the blot, or anything

else that comes into his mind while looking at the black spot. It is the creative imagination that recombines old elements into new forms. The number of images suggested to one by certain standard forms of ink-blot when compared with established results is a measure of his imaginative ability.

Imagination in Business Generally

In the choice of a location for your factory or store, you must foresee its future traffic and transportation possibilities. In passing upon a proposed advertisement you must get inside the head of the man on the street and see it as he will see it. In the purchase of your stock of goods you must gauge the trend of popular taste and foresee the big demand.

In your dealings with creditors you must plan a course of action that will enable you to settle the account to *your* best interest at *their* request. You must find a way to collect from your debtors and at the same time hold their business.

And so in a hundred thousand different ways you are constantly required to use creative thought in laying every stone in the structure of your fortune.

Imagination and Action

Do not understand us as saying that imagination, as the term is popularly used, is all you need. There must be also action, incessant, persistent. But *creative imagination, in a psychological and scientific sense, begets action. Every thought carries with it the impellent energy to effect its realisation.*

Use your imagination in your business and the action will take care of itself. Given imagination and action, and you are sure to win.

Chapter 6

*Psychology and Achievement - Emotional
Energy In Work and Business*

Ideas That Stimulate

It is a recognised fact of observation that *every idea has a certain emotional quality associated with it, a sort of "feeling tone."*

If ideas of health and triumphant achievement are brought into consciousness, we at the same time experience a state of energy, a feeling of courage and capability and joy and a stimulation of all the bodily processes.

If, on the other hand, ideas of disease and death and failure are brought into consciousness, we at the same time experience feelings of sorrow and mental suffering and a state of lethargy, a feeling of inertia, impotence and fatigue.

The Law

Exalted ideas have associated with them a vitalising and energising emotional quality. Depressive memories or ideas have associated with them a depressing and disintegrating emotional quality.

Pivotal Law of Business Passion

The wise application of this law will lead you to vigorous health and material prosperity. Its disregard or misuse brings deterioration and failure.

The distinction between wise use and misuse lies in *whether disintegrating or creative thoughts, with their correspondingly energising or depressing emotions or feelings, are allowed to hold sway in consciousness.*

Energising Emotions

When we speak of *energising* emotions or feelings we mean love, courage, brightness, earnestness, cheer, enthusiasm. When we speak of *depressing* emotions or feelings we mean doubt, fear, worry, gloom.

No elements are more essential to a successful business or a successful life than the right kind of emotional elements. Yet they are rarely credited with the importance to which they are entitled.

To the unthinking the word "emotion" has the same relation to success that foam has to the water beneath. Yet nothing could be farther from the truth. Emotion, are the very life of effort. They are steam to the engine; they are what the lighted fuse is to the charge of dynamite. They are the elements that give flash to the eye, spring to the step, resoluteness to the languid and certainty to effort.

They are the elements that distinguish the living, acting forces of achievement from the spiritless forces of failure.

Cross-Roads of Success or Failure

No man ever rose very high who did not possess strong reserves of emotional energy. Napoleon said:

"I would rather have the ardor of my soldiers, and they half-trained, than have the best fighting machines in Europe without this element."

Emotional energy of the right kind makes one fearless and undaunted in the face of any discouragement. It is never at rest. It feeds on its own achievements. It is the love of an Heloise and the ambition of an Alexander.

The Life of Effort

It is this emotional energy that makes business passion, that makes men love their business, that brings their hearts into harmony with their undertakings, and that gives them splendid visions of commercial greatness.

The Motive Power of Progress

Through all the ages great souls have drowsed in spiritless acquiescence until some tide of emotional energy swept over them, "as the breeze wanders over the dead strings of some Aeolian harp, and sweeps the music which slumbers upon them now into divine murmurings, now into stormy sobs." And then, and then, these Joans of Arc, these Hermit Peters, these Abraham Lincolns, these Pierpont Morgans, these warriors, statesmen, financiers, business men, salesmen, these practical crusaders and business enthusiasts, have sent out their influence into measureless fields of achievement.

Emotional energy generated on proper lines, and based on the support of a fixed intent, is a force that nothing can withstand, and we tell you that every idea that comes into your mind has its emotional quality, and that by the intelligent direction of your conscious "*thinking*" you can call into your life or drive out of it these powerful emotional influences for good or evil.

The Value of an Idea

"Ideas are as essential to progress as a hub to a wheel, for they form the centre around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries. Ideas are the motive power which turns the tireless wheels of toil. Ideas raise the plowboy to president, and constitute the primal element of the success of men and nations. Ideas form the fire that lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and waken latent capacity to successive sunrises of better days."

Even without our telling you, you know that whenever a man makes up his mind that he is beaten in some fight his very thinking so helps on the fatal outcome.

The Hard Work Required to Fail

The truth is, *It takes just as much brain work to accomplish a failure as it does to win success—just as much effort to build up a depressive mental attitude as an energising one.*

Creative Power of Thought

Consciously or unconsciously, you have already trained your mind to discriminate among sense-impressions. It perceives some and ignores others. For each perception it selects such associates as you have trained it to select. Have you trained it wisely? Does it associate the new facts of observation with those memory-pictures that will make the new ideas useful and productive of fruitful bodily activities?

Conscious and Unconscious Training

If not, it is time for you to turn over a new leaf and habitually and persistently direct your attention to those associative elements in each new-learned fact that will make for health and happiness and success. Train your mind deliberately, and day by day, to such constant incorporation of feelings of courage and confidence and assurance into all your thoughts that the associated impulses to bodily activity will inevitably influence your whole life.

At the outset of every undertaking you are confronted with two ways of attacking it. One is with *doubt and uncertainty*; the other is with *courage and confidence*.

Two Ways of Solving Business Problems

The first of these mental attitudes is purely negative. It is inhibitory. It is made up of mental pictures of yourself in direful situations, and these mental pictures bring with them depressing emotions and *muscular inhibitions*.

The second attitude is positive. It is inspiring. It is made up of mental pictures of yourself bringing the affair to a triumphant issue, and these mental pictures bring with them stimulating emotions and the impulses to those bodily activities that will *realise your aims*.

You have only to start the thing off with the right mental attitude and hold to it. All the rest is automatic. Think this over.

Does the trackman whistle at his work? Is the salesman proud of his line and his house? Does he approach his "prospect" with the confident enthusiasm that brings orders? Does the shipping clerk take a delighted interest in getting out his deliveries?

They must have this mental attitude, or you will never win. Are you yourself "making good" in this respect?

Remember that, whether you know it or not, your inmost thoughts are reflected in your voice and manner, your every act. And all your subordinates, whether they know it or not, see these things and reflect your attitude.

Chapter 7

The Power Of Positive Thoughts and Empowering Self Talk

'Waiting' For Happiness

Happiness is defined as "*feeling of pleasure or contentment*". We often tend to WAIT for something to happen in our life, in order to be happy, but happiness is about in the now, and creating as many beautiful moments as we can.

True happiness is found within as it is continuous state of contentment or joy. Waiting for our life to be "perfect" in order to be happy is a recipe for an unhappy life.

Even if everything gets "perfect" we can still get caught in traffic or catch a cold. Happiness is about consciously deciding to experience more beauty, joy, gratitude, fun, love, and contentment every single day and to accept life as "unperfected" but still worth living and celebrating.

Happiness Is Here and Now

This tendency of 'waiting' for life to be perfect or something to happen to us in order to be happy is wisely summarised in an old story:

There was a small boy who was asked if he is happy. He answered that he will be happy when he starts going to school, as then he will be having friends and will become a BIG boy.

Once he started going to school he was asked again if he was happy, and he answered that *he will be happy when* he will be older, as now older kids are bullying him at school.

Once he got older he was asked if he was happy and he said that *he will be happy when* he starts attending to high-school, as then he will be able to drive, go out, have a girlfriend, and have cool friends.

Once he was in high-school, he said *he will be happy when* he enrolls to college, as he will not live anymore with parents and he will have all the freedom to go anywhere and with whomsoever he wants.

Once he enrolled in college, he was asked again if he was happy, and this time he said that he will be happy once he graduates and gets a job, as now even with all the freedom, he cannot afford all the things he wants.

Once he got a job he was asked again if he was happy and he said that he is just at the entry level on a job, a pay-check is small, and he will be happy when he gets a promotion and a raise.

Once he got promoted and got the raise, he was asked again if he was happy, and he said that although he is now making good money, and is satisfied with the job, he is feeling lonely, and he will be happy once he gets married.

Once he got married he was asked again if he was married, then he said he will be happy once they have kids and buy their own home. Then everything will be perfect.

Once he got kids and bought the home he was dreaming of, he said he will be happy once kids get older, as now when they are small, he and his wife do not have any time for each other, and they are sleep deprived.

Once his kids got older he said that he will be happy when they graduate from college and become grown-up. Then he and his wife will enjoy life, with their grandchildren, after he gets retired. Then, everything will be perfect.

Once his kids graduated from college and got their jobs, and got married, and had kids of their own... his wife died. He was retired, but he was devastated and lonely, without sense of purpose after the retirement. When he was asked again if he was happy, he said:

“Actually, I was the happiest when I was the small boy!”

The moral of the story is that the biggest illusion about happiness is that we have to wait for the life to be “perfect” and that we will be happy once we achieve something or something happens.

Inspiring Energising Emotions

We can choose our thoughts and as emotions are preceded by certain thoughts, we can change the way we feel by changing the way think and perceive things. No matter how hard life might be sometimes, we need to find something to be grateful about and see everything that is happening to us as an opportunity for personal growth rather than a painful experience.

Different emotions are preceded by different thoughts - and thoughts are the trigger of certain emotions.

- We can feel angry when something or someone is preventing us from achieving our goals.
- Sadness could be preceded by the thought that something or someone valuable is missing or lost.
- Anxiety may occur from thoughts of being uncertain about our life or thing that are out of our control.
- Pride may be attributed to a successful outcome to our own actions and skills.
- We can feel grateful when we attribute our success and happiness to someone else or to luck.

That means we can change the way we feel by changing our thoughts. Things are constantly happening that are beyond our control. We can't control the weather, traffic or other people's behaviour. But, there is something we can always control- our reaction to what is happening to us and around us.

- Instead of reacting to the situation or a "trigger", we can chose to ACT. Emotional Intelligence experts suggest that we count six seconds any

time we feel like "reacting", so that we can instead act with a "cool head".

- Instead of complaining about a situation, we can redirect our attention and focus onto what we can do to improve it. Like Albert Einstein wisely said: *“Insanity is doing the same thing over and over and expecting different results.”*
- Instead of feeling miserable for things we don't have, we can feel grateful for what we do have.
- Instead of looking at a rejection or a failure as "the worst thing that happened" to us, we can see it as an opportunity to start a new chapter and an opened door for new possibilities, or even as "the best thing that never happened", as obstacles can be a detour towards something better and greater for us in the long term.

Self Empowerment

Empowerment is defined as an *“authority or power given to someone to do something”* and *“the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.”*²

We can define self empowerment as the process of **“becoming stronger and more confident in self and taking control of our own life”**. Self empowering is the process of empowering ourselves - stepping into our own power. S

elf empowerment is taking control of our own life, (re)actions, and emotions. Self empowerment is the process of becoming more confident in ourselves and encouraging ourselves (encouragement is defined as: “the action of giving someone support, confidence, or hope”).

² Oxford Languages

Self empowerment is essential to becoming more confident in ourselves, as engaging in self criticism, self judgement, and negative self talk can very negatively affect our self worth and self belief.

Self Encouragement

In order to feel empowered, we need to empower, encourage, and talk ourselves up every single day. We need to start taking control over our life - take responsibility for our actions and our life, and commit to making positive changes in our life.

We cannot feel empowered if we keep on criticising ourselves and putting ourselves down. We cannot succeed unless we can build mental resilience, overcome our fears, step out of our comfort zone, dare to dream big, and take the risk of starting something new, getting rejected, or failing.

Self Talk

Observe your thoughts and your self talk. Do you (mostly) think positive thoughts about yourselves or negative? Do you talk good things about yourself or you constantly criticise yourself? Is your self talk empowering or disempowering?

In order to feel more confident and empowered, you must think positive things about yourselves and speak positively about yourself. You must practice self compassion and let go of self judgement.

It can be very helpful to write journal in which you will note down all the things you have accomplished, your success stories (or success stories of your clients), and positive affirmations.

It is much easier to replace negative self talk with positive self talk if we make ourselves habitual of listening motivational and empowering words on a daily basis (such as motivational talks, podcasts, audiobooks, and affirmations audios).

Meditation practice can help us to still our mind of negative chatter and connect with our infinite resources and potential within, while practicing mindfulness can help us become more aware of our negative thoughts and self talk.

Taking Control Over Our Life

Taking control over our life starts with realising that we can chose to react instead - acting - on circumstances that we find ourselves in, and taking responsibility to change our life, because we are the person that created it with the decisions, actions, and choices that we did or did not take in the past.

There are numerous ways you can change our life for the better, learn, evolve, and grow every day. You can decide to work with a life coach, seek our professional therapist or counsellor, change your diet, start exercising, meditate, join yoga classes, read good books, enrol in a coaching program or an online courses, attend seminars or webinars, learn a new hobby, martial art, skill, or a language, change your place of living, start working on your dreams, start writing that book you want to write, or work on that business idea you've had for a long time.

Self Growth

Although you may be facing obstacles and limitations right now, there are always creative solutions and resources available, if you are willing to open yourself up to new ideas and possibilities, work on your mindset, take that first step, and seek out for help, advice, mentor, or professional guidance. Nowadays,

when we so much free information available online, there are no excuses for not learning, growing, and changing our life for the better, even if you currently cannot afford hiring a coach or attending expensive retreats, workshops, and seminars.

Self Belief

Self empowerment is very important in achieving success, because it is how we deal with failures, challenges, setbacks, and whether we believe in ourselves or not, that will ultimately determine if we will achieve the success.

Negative Thoughts

In 2005, the National Science Foundation published an article with research results on human thoughts per day. It was discovered that the average person has about 12,000 to 60,000 thoughts per day. Of those thousands of thoughts, 80% were negative, and 95% were exactly the same repetitive thoughts as the day before.

How can we feel happy, encouraged, confident, and energised if 80% of our thoughts are negative? In order to feel happier, we have to carefully observe our thoughts and our self talk and replace negative thoughts with positive thoughts and negative self talk with empowering self talk.

“When you believe yourself to be master of your thoughts, you become so.”

(Emile Coue)

The Power Of Belief

How potent is the power of belief can demonstrate the example of breaking the 4 minute record. Prior to year 1945 a worldwide ‘collective’ belief was that no man can run a mile (1.609344 kilometres) under four minutes. Since no man could ever run mile under four minutes before, this belief was collectively accepted as true and as a generalised ‘fact’.

In 1945, 25 year old Roger Bannister, ran a mile in 3 minutes, 49 seconds, and 4 milliseconds, and broke the ‘4 minute record’. What happened next year was remarkable: 37 other runners ran a mile under four minutes!

Affirmations

Using affirmations as a tool for changing beliefs has been a popular since 19th century, when French pharmacist and psychologist Émile Coué introduced them in his therapy method called ‘*optimistic suggestion*’. His most known affirmation was:

“Every day, in every way, I’m getting better and better!”

Other popular affirmations by Coue are:

“My life is now dominated by joy, peace, calm, and appreciation.”

“I deeply feel the joy of being alive and I feel good about being me.”

“I release all negative emotions, thoughts, and beliefs. I focus on gratitude for my life as is.”

“Success, happiness, and wellbeing are for me and I embrace them fully.”

“I strengthen my positive feelings with a strong vision of my beautiful future.”

Although affirmations can be a powerful tool for changing our beliefs, we need to have in mind that just repeating a few affirmations for a few times a day, might not be very effective, because everything that we say about ourselves and every thought that we think about ourselves and our life (positive or negative) throughout the day - is an affirmation.

Chapter 8

*Making Your Own World - Essential Law
Of Practical Self-Mastery*

Option and Opportunity

External objects excite sensory impressions, but the perception of them is purely at the option of the mind.

This is of the greatest practical importance. Consider its consequences. It means that sense-impressions and your perception of them are two very different things. It means that sense-impressions may throng in upon you as they will.

They are the work of external stimuli impressing themselves upon the sensorium as upon a mechanical register. You are helpless to discriminate among them. You cannot accept some and exclude others. You are a perambulating dry plate upon which outside objects produce their images.

Pre-arranging Your Consciousness

But, and this is a vital distinction, perception is an act of the mind. It is initiated from within. It permits you to discriminate among sensations in the sense that you may dwell upon some and ignore others. It enables you to definitely select, if you will, the elements that shall make up the content of your consciousness.

Perception as an independent mental process thus enables you to predetermine what elements of passing sensory experience may be made the basis of your conscious judgments and of your feelings and emotions.

How to Definitely Selects its Elements

Bear this in mind when you think of your environment and its supposed influence upon your life. Remember that your environment is no hard-and-fast thing, an aggregate of physical realities. Your environment, so far as it affects your judgment and your conduct, is made up, not of physical realities, but of mental pictures.

Your environment is within you. Get this conclusion clearly in your mind.

Hold fast to the point of view that, *Environment, the environment that influences your conduct and your life, is not a chance massing of outward circumstances, but is the product of your own mind.*

An Infallible Recipe for Self-Possession

Think what this means to you. It means that by deliberately selecting for attention only those sense-impressions, those elements of consciousness, that can serve your purpose, you can free yourself from all distractions and make peaceful progress in the midst of turmoil.

How to Avoid Worry, Melancholy

How? Simply by shutting off the flow of disagreeable thoughts and substituting others that are pleasant and refreshing.

You are master. You can change the setting of your mental stage from portentous gloom to sun-lit assurance. You can concentrate your thought upon the useful, the helpful and the cheerful, ignore the useless and annoying, and make your life a life of hope and joy, of promise and fulfilment.

Putting Circumstances Under Foot

The chances are that in any previous reflections on this subject you have magnified the influence of outside agencies and wondered just how a man could make himself the master rather than the victim of circumstances.

You now realise that your environment is an environment of thought, that your material universe is a thing your own making, and that you can mould it as you will simply by the intelligent control of your own thinking.

Running Your Mental Factory

- 1. All human achievement comes about through bodily activity.*
- 2. All bodily activity is caused, controlled and directed by the mind.*
- 3. The mind is the instrument you must employ for the accomplishment of any purpose.*

Acting on this third postulate, you have begun the consideration of primary mental operations with a view to evolving methods and devices for the scientific and systematic employment of the mind in the attainment of success. You have concluded your study of the first of the two fundamental processes of the mind, the Sense-Perceptive Process, and have learned to distinguish between seeing or hearing or feeling on the one hand and perceiving on the other.

Acquiring Mental Balance

Realising this distinction and applying it to your daily life, you can at once set to work to acquire mental poise and practical self-mastery, the essence of personal efficiency.

There never has been a moment in all your life when sense-impressions were not pouring in upon you from every side, tending to disturb and annoy you and interfere with your concentration and progress. Heretofore you have struggled blindly with these distracting influences, not knowing the elements with which you had to deal nor how to deal with them.

Dissipating Mental Specters

But the mask has been torn from the spectre of distraction, and hereafter when irrelevant sights, sounds and other sensations threaten to interrupt your work, just stop a moment and consider. So far as you and your actual knowledge are concerned, nothing exists in substance and reality outside your mental picture of it. So far as you and your actual knowledge are concerned, all matter is simply thought, and you have never doubted your ability to dismiss a thought. It is for you, then, here and now, to decide whether you will harbour sensory pictures

that impede your progress and allow them to harass and dominate you and interfere with the achievement of your ambition, or whether you will ignore these intruders and thereby annihilate them.

Stop Wasting Your Energy

Perhaps you have used your powers in a more or less haphazard way, with a vast amount of waste and no efficient direction. From now on you are to exercise more intelligence in this respect and make all your energies contribute to your business progress and your personal success.

You are losing power in fruitless outward activities.

You are losing power in the thinking of useless thoughts. You cannot stop the ceaseless activity of the mind. But you can conserve its forces by directing them into channels that are worth while.

You are losing power in a turmoil of inward mental strains and inharmonious. Catch yourself at some moment when you are forging ahead in a crowded day's work. You will then see what an inner whirlwind of excitement is in progress, what stresses and strains are at work, what contrary impulses, what frictions and obstacles are being overcome.

How to Control Your Destiny

Success is a variable term. In the last analysis, it means simply getting the thing that *you* want to have.

Whether you succeed or fail depends altogether upon your own attitude toward the external facts of life.

You have within you a living Force against which all the world is powerless. You have only to know it and to learn how to use it.

Learn the lesson of your own powers, the secret of controlling the selective and creative energy within you, and you can bring any project to the goal of accomplishment.

Thank You For Reading!

For more resources, advice, and motivation visit www.danijelajokicvaislay.com

Read the book '*Self Worth - Women's Guide To Increasing Self Worth, Self Respect, and Self Confidence*'

Online Course: Life Coaching For Women - Change Your Life In 6 Weeks

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About The Authors

Warren Hilton was a renowned psychologist and the founder of the *Society of Applied Psychology*.

Danijela Jokic Vaislay is a life coach, author of "*Self Worth - Women's Guide To Increasing Self Worth, Self Respect, and Self Confidence*" book and over 300 articles on personal development, published in multiple languages. Her advice on happiness, success, confidence, and self worth was featured in various magazines, including COSMOPOLITAN, SENSEA, TIMES OF INDIA, THE HUFFINGTON POST, et al.

