

Why Self-Talk works so well

If you've tried to lose weight before, you know that there is a constant battle between your will and what you "feel like" doing. You want to exercise, but you feel like staying in bed. You planned to eat an apple, but you felt like eating the Snickers bar. You wanted to eat just a small dinner, but you ended up eating a second helping because it tasted so good. What's going on? Do you need a new exercise program? A better trainer? A better eating program to follow?

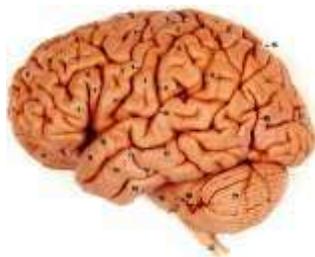


The solution lies in understanding what it is that compels you to keep doing something despite what you think consciously. This is your subconscious programming.

Think of your brain as being two separate brains. There is the conscious brain which is your conscious thinking and there is the subconscious brain that does things for you automatically, like digest your food and drive while you're talking on the phone. Think of your subconscious brain as a computer hard drive. If you have programmed your "hard drive" to enjoy a Snickers bar from the vending machine at work for the past year, it will expect the same enjoyment at the same time each day regardless of *your* new desire to eat an apple. Just like when your cat comes running when it hears the can opener or your dog knows when it's time to be fed, the same powerful programming occurs in your life!

To help you understand further, your subconscious brain becomes programmed by what it is told and what it experiences. If you're told by someone you respect that you are a "slow learner", it will become programmed into your "computer" unless you refute it. Most of our programming occurred as children before we had any experience to refute what adults told us. When you experience something like getting poor grades in school, you might reason that was because you are a slow learner and that belief would be programmed into your subconscious from experience.

To put a meaning on any experience, you use words. The experience was poor grades. The meaning you put on the experience were the words, "*I must be a slow learner*". "I must be a slow learner" are the words that get imprinted into your subconscious as "the truth" or "reality" even though it is just an opinion based on the experience of poor grades. However, the truth is that there are a number of reasons for poor grades, including an unskilled teacher or incorrect teaching style.



WORDS are what you use to program your subconscious computer. To reprogram what you want, you use words!

Your subconscious will "believe" what it is told just like a computer will accept whatever you type into it. If you were to tell yourself each day on the way home: "*When I get home from work, I can enjoy an apple because it makes me feel great!*" Consciously, you'll feel weird

doing this because you know it's not true. You usually eat some chips, leftovers or just starve yourself and then often eat too much later. You could eat an apple, but you don't. As long as you "could", that's enough truth for your subconscious to accept it and start programming it as a new belief!

If you kept this Self-Talk up for a week, you would notice a new "feeling" to eat an apple. Keep this Self-Talk up for another week and you'll find yourself eating apples after work more often than not. Keep it up for another week and you'll be eating apples nearly every day after work and looking forward to them. Keep it up for another week and **you'll be totally addicted to apples after work!** If you don't believe me, try it!

How long does it take for Self-Talk to completely change a habit? It depends on how deeply programmed the old habit was and how good you are at focusing on enjoyment while doing the new behavior. Thinking to yourself or saying out loud: *"this is really good"* or *"this is helping me burn fat"* while eating the apple, rather than the self-defeating Self-Talk most people use like *"I'd rather be eating chips"* or *"geez, this sucks"*, locks in the new behavior as a new habit.

Out loud Self-Talk washes out your Mind Chatter

I was riding the exercise bike in the gym while reading the paper one day after my workout and two gals were rowing and talking to each other. One gal had a really loud voice and I felt my attention being pulled off what I was reading and listening to her loud voice. Soon I heard my



Mind Chatter say: *"Geez, would you shut up, I can't hear myself think!"* "Hmmm....I can't hear myself think," I thought to myself. I can't hear myself think with this loud voice drawing my attention. Wow, what a lesson! When I don't want to hear myself think, like when I hear my Mind Chatter say *"that won't work"*, I can use a loud voice to draw my attention away.

You've been using Self-Talk all along!

Most people are unaware that they have been using self-talk all along to program what they DON'T want. For example, when in the past you have given in to your urge to eat junk food while watching TV, you heard your Self-Talk justifying eating junk food. You heard Self-Talk like *"I deserve this...I work hard"* or *"I can do more cardio later to work this off"* or *"I won't eat tomorrow"...etc.* All these statements are programming into your subconscious that it is OK to eat junk food while watching TV. Your subconscious isn't able to see these statements as

excuses. Your subconscious can't reason or judge. **It will see these excuses as true reasons** why it's OK to eat junk food while watching TV, compelling you toward the pleasure of eating high carb, high calorie, and high fat junk food.

Or if you have a belief about yourself like "I always screw up", you will confirm and reinforce this belief with Self-Talk when something goes wrong. You'll use Self Talk statements like "*I knew I would mess this up*" or "*Nothing ever works out for me*". These Self-Talk statements occur automatically and continue to reinforce all the self-defeating beliefs you have like:

- I just like to eat
- I deserve to be happy (by eating pleasure foods)
- I don't like exercise
- I can't afford healthy foods
- I'm not an exerciser
- I just love food too much
- I just hate fruits
- I hate water
- Nothing works out for me
- Nobody appreciates me
- Everyone thinks I'm lazy

The list of self-defeating beliefs you are using your own Self-Talk to confirm and reinforce daily could fill three more pages!

Now that you know about Self-Talk, you can start **using it to help you toward your goals** rather than letting it work automatically against you!

ASSIGNMENT:

To *prove to yourself* the power of Self-Talk in programming your subconscious, do the following for the next week:

On your way to work say out loud (enthusiastically): "**Today is going to be a GREAT day!**" and then talk about blessings in your life...go through them out loud.

Example: "**Today is going to be a GREAT Day!** (I like to repeat this twice)... I am blessed to have a job I love and kids that are healthy. I am blessed to have people in my life who care about me and the resources to live in a nice home and drive a reliable car. I am blessed to have grandkids

to watch grow. I appreciate the people in my life who help me and who inspire me. (Find things that are important to you.)

**After doing this for seven days what differences did you experience and notice in your life?
How did you notice your day differed positively?**

1.

2.

3.

4.

5.

