

JACKCANFIELD

Daily Affirmations for  
**Success**

A Step-By-Step Guide



## Every day, we're bombarded with all types of negative messages. It doesn't matter who you are or where you live.

These negative messages come through the media, through social interactions, and through our surroundings in general. This is harmful to our minds in the long run, because these negative messages inhibit us from true fulfillment and from being our true self. These negative messages often turn into limiting beliefs which hold us back from our goals, hopes, dreams, and from experiencing true emotional freedom and fulfilling relationships. They can even cause unnecessary stress, anxiety, or mood swings. In short - limiting beliefs impose more and more unwanted limitations on our daily lives.

What we need to do is bypass this negative mindset and shift towards positivity and optimism. Because what you attract into your life is highly dependent on what you think and talk about most of the time, as well as what kind of beliefs you hold inside your own mind. So positivity attracts more positive outcomes and experiences, while negativity attracts more of the contrary.

Look, every thought you think and every word you say is an affirmation. Your thoughts and words are declarations of who you think you are and how you perceive the world to be. So, every time you think a negative thought or make a self deprecating comment you are actually affirming that as your personal truth. That's because your subconscious mind can't tell the difference between what you think or tell it, or what's actually occurred. It accepts our commands as reality.

For example, if you say to yourself: "I cooked a horrible dinner and everyone hated it." Your subconscious mind accepts this as truth, even if you didn't get any negative feedback that would validate this self-deprecating statement!

### **Fortunately though, the same holds true for positive thoughts and statements.**

"Make a positive declaration and set your goals in motion." That, in essence, is what this guide is all about. An affirmation is a declaration, which when repeated over and over again, acts directly on our emotions and our feelings. Then, it penetrates to the very depths of our subconscious minds.



It's one of the most powerful ways to create a vibrational match for what you want to attract in your life. That's because affirmations help us to literally change the neural pathways in our brains.

Strong positive affirmations are powerful means of self-transformation, and they are a key element in the creation of the life you desire. They work by purposely replacing limiting ideas, negative beliefs, and self-talk you have taken on and internalized over the years with positive statements that assert who you want to be, and how to experience life.

They also serve as a way to stretch your comfort zone, by bombarding your subconscious mind with new thoughts and images - a big bank account, a trim and healthy body, exciting work, interesting friends, memorable vacations - of all your goals as already complete.

The subtle force of repeated suggestions overcomes our reason and helps us change our beliefs.

As for me, I first learned about the power of affirmations in my twenties when W. Clement Stone challenged me to set a goal that was so far beyond my current circumstances it would literally astound me if I achieved it. Though I thought Stone's challenge had merit, I didn't really apply it to my life in a serious way until several years later when I decided to make the jump from earning \$25,000 a year to making \$100,000 or more.

The first thing I did was to craft an affirmation after one I'd seen by Florence Scovell Shinn. Here was my affirmation:

God is my infinite supply and large sums of money come to me quickly and easily under the grace of God for the highest good of all concerned. I am happily and easily earning, saving, and investing \$100,000 a year.

Long story short, my income that year skyrocketed from \$25,000 to over \$92,000!

I missed my \$100,000 goal by \$8,000, but I can assure you I wasn't depressed about it. On the contrary, I was ecstatic. Then, my wife asked me, "If affirmations worked for \$100,000, do you think they would also work for \$1 million?" And from there... well, the rest is history.

## The Power of Positive Affirmations



## Guidelines For Creating Effective Affirmations

To be truly effective with your affirmations, please construct them using the following guidelines:

### 1 Start with the words I am.

The words I am are the two most powerful words in the language. The subconscious takes any sentence that starts with the words I am and interprets it as a command - a directive to make it happen.

### 2 Use the present tense.

Describe what you want as though you already have it, as though it's already accomplished.

**Wrong:** I am going to get a new red Porsche 911.

**Right:** I am enjoying driving my new red Porsche 911.

### 3 State it in the positive. Affirm what you want, not what you don't want.

State your affirmations in the positive. The unconscious does not hear the words no, or not. This means that the statement "Don't slam the door" is heard as "Slam the door." The unconscious thinks in pictures, and the words "Don't slam the door" evoke a picture of slamming the door.

**Wrong:** I am no longer afraid of flying.

**Right:** I am enjoying the thrill of flying.

### 4 Keep it brief.

Think of your affirmation as an advertising jingle. Act as if each word costs \$1,000. It needs to be short enough and memorable enough to be easily remembered.

### 5 Make it specific.

Vague affirmations produce vague results.

**Wrong:** I am driving my new red sports car.

**Right:** I am driving my new red Porsche 911.



## 6 Include an action word ending with -ing.

The active verb adds power to the effect by evoking an image of doing it right now.

**Wrong:** I express myself openly and honestly.

**Right:** I am confidently expressing myself openly and honestly.

## 7 Include at least one dynamic emotion or feeling word.

Include the emotional state you would be feeling if you had already achieved the goal. Some commonly used words are enjoying, joyfully, happily, celebrating, proudly, calmly, peacefully, delighted, enthusiastic, lovingly, secure, serenely, and triumphant.

**Wrong:** I am maintaining my perfect body weight of 178 pounds.

**Right:** I am feeling agile and great at 178!

## 8 Make affirmations for yourself, not others.

When you are constructing your affirmations, make them describe your behavior, not the behavior of others.

**Wrong:** I am watching Johnny clean up his room.

**Right:** I am effectively communicating my needs and desires to Johnny.

## 9 Add or something better.

When you are affirming getting a specific situation (job, opportunity, vacation), material object (house, car, boat), or relationship (husband, wife, child), always add the words "or something (someone) better." Sometimes our criteria for what we want comes from our ego or from our limited experience. Sometimes there is someone or something better that is available for us, so let your affirmations include this phrase when it is appropriate.

**Review your affirmations one to three times a day. The best times are first thing in the morning, in the middle of the day, and around bed time. If appropriate, read each affirmation out loud.**

**Repeat your affirmations every morning and night for a month and they will become an automatic part of your thinking... woven into the very fabric of your being.**



## Sample Affirmations

- I am changing my thoughts, images, and behaviors to produce better outcomes.
- I am acting in alignment with my true life purpose, and all my actions are automatically serving others.
- In my life's marvelous journey I know where I am and where I want to be.
- I am expecting the best, and I always get what I expect.
- I confidently believe in myself even if no one else does. I am always a winner!
- I am accepting fear as natural and boldly taking the necessary steps forward to achieve my dreams.
- I am confidently and courageously confronting my fears and moving forward on my life's journey.
- I am comfortably asking for guidance and advice from those who know what I need to know.
- I am constantly aware that my world today is full of abundance and opportunity.
- I am calmly expanding my comfort zone to include everything I want to be, do and have.
- I am activating the creative powers of my subconscious mind by visualizing every day.
- I am joyfully living the lifestyle I want and deserve.
- All things are becoming clearer and easier for me as I take action.
- I am clear and specific when I am asking and I often end up getting exactly what I want.
- I am now doing whatever it takes to eventually achieve success on my own terms.
- I am confidently and comfortably asking for whatever I want.
- I now have realized that rejection is a myth and does not really exist except in my mind.

### The Power of Positive Affirmations



- I have now begun to take daily action and I am now receiving valuable feedback about the projects I am pursuing.
- I am increasing my income by generating extra money from revenue that is being overlooked in my existing resources.
- I am highly enthusiastic as I keep score of all my exciting progress, positive behavior, financial gain and anything that I want more of.
- I practice persistence, as I believe 'never giving up' is the single most common quality of high achievers.
- Every day I look at my breakthrough goal and then I do five specific things that move me towards the completion of my goal.
- I am always looking for opportunities where I can put in a little extra effort and provide just a little more service as this makes me feel very satisfied and truly successful.
- I listen to new ideas shared by positive thinking people and implement them with full confidence and optimism.
- I proudly reward myself whenever I succeed and thus attract more and more success in my life.
- I am now in the habit of visualizing the events of my ideal day the night before.
- I am continually clearing out the old to make the necessary space for the new things I want in my life.
- I feel totally light, relaxed, and happy as I complete the past and fully embrace the present.
- When things go wrong, I commit myself to find out the reasons why, and then I promptly take steps to fix them.
- Since change is inevitable, I choose to cooperate with it, adapt to it, and benefit from it.
- I think of new ideas to do things differently so as to create huge savings for others, and they happily pay me handsomely for my contribution.
- I deserve at all times to be treated well with respect and dignity.

## The Power of Positive Affirmations



- I am constantly developing more productive habits that lead me to greater success.  
I am 100% committed to my daily disciplines of success without exception.
- As I keep increasing my knowledge, I am substantially increasing my potential to succeed.
- Listening to motivational and educational CDs gives me the edge I need to excel in virtually any area of my life.
- I follow my heart and feel joyful because I am doing what I was born to do.
- I stay focused on my core genius and delegate everything else to other people on my team.

## The Power of Positive Affirmations





## Fill-In-The-Blank Affirmations

Simply fill in the blanks on these templates to create your own custom affirmations.

I am enjoying living in \_\_\_\_\_ at \_\_\_\_\_, or somewhere better.

I am celebrating feeling \_\_\_\_\_ at my perfect body weight of \_\_\_\_\_.

I am attracting more \_\_\_\_\_ into my life.

I am effectively communicating my needs and desires to \_\_\_\_\_.

I am lovingly supporting \_\_\_\_\_ and helping him/her/them to \_\_\_\_\_.

I am looking around me at \_\_\_\_\_ and I am thrilled to know that I have made a difference in their life.

I am now earning \$\_\_\_\_\_ from \_\_\_\_\_.

I am confidently checking the balance of my bank account as I make a deposit of \$\_\_\_\_\_.

I am facing my fear of \_\_\_\_\_ and enjoying \_\_\_\_\_.

I am enjoying driving my new \_\_\_\_\_, or something better.

## About Jack Canfield

Jack Canfield is an award-winning speaker and an internationally recognized leader in personal development and peak performance strategies. For over 50 years, he has been teaching entrepreneurs, educators, corporate leaders, and people from all walks of life how to create the life they desire. As the beloved co-author of the Chicken Soup for the Soul® series, he's taught millions of individuals his modernized formulas for success, and now certifies trainers to teach his content and methodology all over the world. Jack is the author and co-author of more than 150 books (66 are best sellers) with more than 100 million copies in print in 47 languages around the world. His best-selling book, *The Success Principles: How to Get From Where You Are to Where You Want to Be* has been hailed as the new self-improvement classic, now containing 67 of the most powerful secrets to success known to mankind. In 2014, *SUCCESS* magazine named him "One of the Most Influential Leaders in Personal Growth and Achievement."

For more information on Jack, please visit: [jackcanfield.com/affirmationsguide](http://jackcanfield.com/affirmationsguide)



### The Power of Positive Affirmations

Copyright © 2016 Self Esteem Seminars, L.P. All rights reserved.  
Jack Canfield is a registered trademark of Self Esteem Seminars, L.P. The Success Principles is the common law trademark of Self Esteem Seminars, L.P. Privacy Policy