

Practice Affirmations

In addition to affirming your goals, try composing some affirmations for yourself that counter some frequent fears or challenges you may encounter. For instance, if you never seem to have enough time, try using the affirmation: *There is enough time to do everything that is important.*

Sometimes it can be helpful just to create a one-word affirmation that is easily called to mind to meet frequent challenges. If you cannot walk past a store window without buying something new, and if you are always struggling to save money, think of a word that describes how you want to be, like disciplined, frugal, or secure. Choose a word that really resonates with you. Then, when you are tempted to do a little market research in yet another store, repeat the word and see if it helps you to resist the temptation.

You might want to try this strategy with each of the important components in your life: family, work, community, social life, spiritual life, and intellectual life – whatever is important to you. Your ultimate goal should be to be conscious. Conscious of your own personal challenges and conscious that it is going to take some real work to overcome feelings and habits you may have had for decades.

***Name that challenge:** Write down some fears or challenges you face that could prevent you from starting or expanding your business. Then write a positive affirmation to counter the fear.*

Challenge/Fear:

Affirmation:

Challenge/Fear:

Affirmation:

Challenge/Fear:

Affirmation: