

Change your Brain

End your Negative Self Talk & Self Thoughts

Enclosed below is one of my favorite exercises for making a real difference in your life – it's how to change your brain so that you no longer have all of that destructive, negative self chatter in your head.

There are two steps:

1. You're going to change how you talk about yourself – eliminate the negative self-talk (10 days)
2. You're going to change how you think and talk to yourself in your head. **THIS IS THE BIG ONE.** (30 days)

PART 1: CHANGE THE NEGATIVE THINGS THAT YOU SAY ABOUT YOURSELF OUT LOUD

This is a 10-day challenge, where you are going to give \$1 to the nearest person whenever you say anything remotely negative about yourself out loud.

GOALS:

1. Become aware of how much you say about yourself that's negative.
2. Change your behavior.

HOW TO DO IT:

1. Go to the bank right now and get 100 one-dollar bills. You are going to use these to leverage your brain's psychology to help you succeed in your goals. (Because your brain really doesn't like to give away money for nothing... it treats the experience as a form of pain.)
2. From now on, anything that you say out loud about yourself that is negative – even if it's partially negative, sort of negative, kind of negative, etc. – it all costs you \$1.
Whenever you say something negative, you pay a dollar to the person who's nearest to you – your friends, your coworker, that person passing you in the supermarket... whomever.
This means "I'm a fool," costs you a buck.
"What am I such a screwup?" costs you another buck.
3. Be careful about the sneaky negatives... "What can't I figure this out?" is usually just a veiled jab at how dumb your thoughts are telling you that you are. Another one, "I hate being so angry," is just a veiled negative self-judgment. Pay up your dollar!
4. Tell your friends about the challenge, they will help you – because they'll love catching you and earning some \$\$\$
5. Finally, in addition to the sneaky negatives, be careful of the infamous "Should" – most times when you say "I should ..." you're actually being negative about yourself in a obscure way. It costs you \$1.

GO! (You'll start Part 2 in 10 days...)

PART 2: CHANGE THE NEGATIVE THINGS THAT YOU THINK ABOUT YOURSELF.

Take out 2 pieces of paper.

On the first sheet, take 5 minutes and write out all the negative things you say to yourself or about yourself in your head.

Won't it be great to get rid of this?

I'm going to show you how...

We're going to hack your brain & change your brain pathways. When your thought pathways get formed in your brain, they actually become 'super highways' of the same repeated thoughts. Here's how we break down and destroy those negative super highways (and create some beneficial new ones.)

For the next 30 days you are literally going to interrupt your negative self thoughts and you will be SELF-CORRECTING each and every one of these thoughts as they arise.

Now:

1. Grab your second piece of paper.
2. On this page, create a big list of positive affirmations about yourself. When you do this, you must:
 - a. Make sure that you create affirmations that are targeted directly at the negative things you say to yourself that you wrote down on Page 1
 - b. Create affirmations that your brain "knows" to be true and that your brain won't get into a debate about. It's best if they are factual, simple and clear. Avoid generalizations and work with specifics. If say it to yourself and your immediate thought is a sarcastic response like, "Yeah. As if." then it's not a good one. Find something else.
For example: If your inner voice tells you over and over that "You're so stupid," then using "I'm actually very smart" is not a good affirmation to counter this. It's neither factual nor clear and it will be easy for your brain to dispute. (Your inner voice will likely say, "No. You're not.")

Try something like this instead: “I graduated from XXX college with an ZZZ GPA.” Or maybe: “I received the BBB award in high school.” Find something factual and indisputable.

One hack for this, if you’re having trouble finding a good affirmation to counter one of your negatives is to use something that someone else says about you, “Janey Raskind says that I’m the smartest person she knows.” It’s an indisputable fact.

Now, if your brain still wants to try and dispute that – maybe saying that “Janey was just lying,” or “Janey’s an idiot, so that doesn’t count,” then ask 5 people to share their thoughts with you relating to the same issue. Your brain might dispute a single instance, but it will bow under the weight of more evidence. Try it out.

- c. Either way, the point here is to have clear positives to counteract your recurring negative thoughts in a way that your brain can’t find a way to dismiss it.
3. It’s good to have many affirmations to counter your worst negative self-thoughts.
4. You want at least 15-20 of these. It’s great if you can get a whole page.
5. Make a few copies of this list, in case you happen to lose your main copy.

Now... The Exercise. This is a 30-Day Challenge

Whenever you have a negative thought, you will interrupt it and SELF-CORRECT the thought with something that will benefit, support and enhance you – your ENTIRE LIST of affirmations. Not just one of the affirmations... THE ENTIRE LIST.

Remember, the interruption is KEY. You must interrupt your negative thoughts EVERY TIME. NO EXCEPTIONS. When you have a negative thought that comes up, you stop; pull out your list, read the whole thing. And then go back to what you were doing.

Yes, you MUST read your whole list of affirmations.

Remember: the interruption is key.

- This means you interrupt yourself and read your list whether you're:
 - in the shower (get out and read your list)
 - in a meeting (excuse yourself and, in the hallway, read your list)
 - on the phone (put the other party on hold and read your list)
 - watching a movie (step out of the theatre or put Netflix on pause and... read your list)
 - out on a date (share what you're doing with your date... they will likely have some fun with it!)
 - driving your car (make sure to pull over! And then read your list.)

It sounds silly, right. Do you really have to do these things? Yes!

What if you have a really important meeting? Try letting your colleagues or friends know in advance that you may need to step out.

You can't make excuses and go half-assed with this one. Remember, you are transforming your brain and changing your life. It isn't easy.

So... Each and every time a negative thought comes up, you must interrupt yourself and read your whole list.

Note that it will be frustrating and annoying sometimes. Be prepared for this. Don't stop. This will transform you radically.

One suggestion: Start this exercise on a light work day or a weekend, when you have less that you “have to” do. For the first few days, you’ll interrupt yourself about 100 times. This is normal.

When you actually do this... you’re not only going to be changing your brain pathways, you’re also going to engage the resources of your lower 2/3rd of your brain and your subconscious mind to help you out. Because one of the things that your brain really hates is getting interrupted in the middle of what it’s doing.

After about 10 days, your brain will literally work with you to change your brain patterns in a faster way because it will get so sick of getting interrupted.

Final note: You may find it helpful to recreate your list after the first week, because you’ll be able to create sharper affirmations that hit their targets even better.

Good luck!