

## The Power of Self-Talk

You talk to yourself constantly. This inner dialog, or self-talk, is critical for your personal and professional success. The key is knowing how to harness it so that you effectively banish all negativity from your thoughts. Easier said than done? Here are a couple of tips to get you started.

“To create success,” explains Lisa A Grasta, a Regional Leader with PartyLite, “start with positive thoughts. Your thoughts, whether positive or negative, will determine your actions and those actions determine your outcomes.” Pay close attention to your thoughts as you translate them into words.

Are you selling widgets or are you building your widget empire? When you think of your clients, do you need more of them? Better than that, think of yourself as a client magnet attracting new business daily. Let self-talk become a tool you use to visualize positive outcomes.

Feed your brain with a diet of positive books on personal development. The public library and local book stores are well stocked. Don't forget to ask your friends for their recommendations.

If you're worried about where in your already jam-packed life you'll find the time to actually sit and read, fear not! Take thirty minutes before bedtime to read just one chapter.

The more you read for self-improvement, the better your mental edge becomes for deliberately replacing negative images and words with positive ones. Your goal is to move into a state of fluency so that your word choices are always naturally up-beat on every topic, all the time. In other words, work on this skill until it becomes habit.

If you honestly engage in self-improvement, you'll have private moments of epiphanies. One of my epiphanies came when I realized that I would need to refrain from participating in gossip...forever. “Your words,” Grasta reminds us, “can empower other people or they can cripple them.” Gossip is one of those insidious, mean spirited habits that rob your positive energy, language, and posture.

Once you've mastered your own self-talk, have fun with it! Start each day with an inner dialog pep talk. Before leaving your house, coach yourself. Like this. “Today is my time. People can't wait to meet with me because they know that what I offer is valuable. I am a client magnet attracting a tidal wave of new business.” And then, look out! That tidal wave is just around the corner.

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