Afformations®

The Secret Key to Manifest Your Desires Faster and Easier

NOAH ST. JOHN

Foreword by Joe Vitale

FREE BONUS Daily Afformations Software Details Inside!
Also by Noah St. John

The Secret Code of Success

Permission to Succeed®

The Great Little Book of Afformations® CD Set
DEDICATION

To those who keep asking the right questions to make our world a better place for all of God’s creatures
CONTENT

Acknowledgements ................................................. 7
Foreword by Dr. Joe Vitale ................................. 8
How This Book Was Written – and Why ............. 10
Top 10 Ways to Get the Most from This Book ...... 14

1. Why Traditional “Affirmations”
   Don’t Always Work as Advertised ...................... 18

2. Introducing AFFORMATIONS® –
   A New Way to Get Better Results with
   Less Effort than You’re Using Now .................. 25

3. How to Create AFFORMATIONS
   That Can Change Your Life .............................. 42

4. AFFORMATIONS on Health and Well-Being .... 53

5. AFFORMATIONS on Wealth & Money ............... 61

6. AFFORMATIONS on Self-Confidence ............... 70

7. AFFORMATIONS on Work & Career ................. 78

8. AFFORMATIONS on Love ............................... 88

9. AFFORMATIONS on Relationships ..................... 97

10. AFFORMATIONS on Conquering Fear ............. 105

11. AFFORMATIONS on Overcoming
    Bad Habits and Addictions .......................... 114

12. AFFORMATIONS on Spirituality ...................... 122

13. AFFORMATIONS on Life & Happiness ............. 129


Your Free Bonus Gift ......................................... 143

Spread The Word ............................................. 145

Who Is Noah St. John? ..................................... 147
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Scott Zimmerman of The Platinum Rule Group, for being a loving drill sergeant.

My parents, who sacrificed and gave all they had.

Finally, I am deeply grateful for The Faithful: My tens of thousands of dedicated Students around the world. Without you, there would be no life-changing seminars.
Here is your mind right now? I don’t mean where is it located within you (which is an interesting question in itself); but what is your mind focused on right now? Exactly where is it?

I learned a long time ago that my mind will go wherever I aim it. This shouldn’t be any surprise to you. As I explained in the movie *The Secret*, the Law of Attraction states that you will get more of whatever you focus on. For example, focus on lack and you get more lack. Focus on good and you’ll get more good.

Most of us let our minds go to whatever pops up and grabs our attention. We don’t exert our control. In that respect, we’re not much smarter than crows. Move a flashy object and we look.

And when we do make a choice on what to pay attention to, we don’t always do it in the most efficient manner. You may choose to diet, and you may focus your mind on achieving a healthy lifestyle, but as soon as you see a donut, you cave. So how do you escape this rut?

Good question.

And that’s what this little gem of a book is all about: Asking

That’s what this little gem of a book is all about: Asking the right questions.
the right questions. Ask the wrong question and you can stay stuck in the mud. Ask the right question and you can see choices you never noticed before. It’s all in how you operate your own mind.

Noah is an expert in this area. I’ve known him for years now. I first heard of Noah when a reader of some of my own books said I needed to check him out. I did, and liked what I saw.

Then he came to visit me at my estate one day. We had an exhilarating afternoon. Noah’s sincerity and boyish curiosity about life’s mysteries, as well as his humbleness about his discovery of the right question, kept me engaged throughout the few hours we spent together. We became fast friends and remain so today.

Noah comes from his heart and sincerely wants to awaken people to their own inner power.

And he does it through the magic of a question.

Not just any question, but a question designed to awaken something miraculous within you – easily, naturally, and playfully.

I wonder how many miracles you will experience while reading this book?

Enjoy!

Dr. Joe Vitale

www.MrFire.com
HOW THIS BOOK WAS WRITTEN – AND WHY

Did you ever notice how the best ideas come to you in the shower?

It happens all the time – you’re minding your own business, holding the shampoo bottle – when suddenly, it hits you.

The idea that’s going to change everything.

The solution to the problem you’re facing.

The answer to the question you’ve been asking.

And it was right in front of you all along...

This book tells the story of what can happen to you when something like that happens to you!

April, 1997. A crisp spring morning like any other in New England. I was living in a dorm room at the college where I was a religious studies major.

The dorm room itself was sizable enough, in that, simply by standing in the middle of the room, I could touch the walls on both sides.

At that point in my life – as a divorced 30-year-old religious studies major living in a tiny dorm room of a baroque New England college – I realized that something was wrong, amazingly wrong, with my life.
I had been studying self-help books since I was a little boy, having pulled Dale Carnegie’s *How to Win Friends and Influence People* off the shelf at age seven. (A well-meaning editor told me to leave that story out of one of my previous books, because she told me no one would believe it!) Yet something was missing. Something was gnawing at me, telling me that the answer I’d been seeking was somewhere out there – that I just had to keep looking for it.

Then, The Shower happened.

The night before, I’d been looking around my diminutive dorm room and realized that I had posted lots of sayings or “affirmations” around the room to make myself feel better; things like, “I am happy, healthy and wealthy” and “I am good enough.”

Funny, but for some reason, I never quite believed what I had spent so much time saying to myself.

So, on the morning of The Shower, I was asking myself some simple but profound questions. Questions like:

“If I keep saying these ‘affirmations’ and have been saying them over and over for so long, why don’t I believe them?”

“If I’ve been saying positive statements to myself for years, how come I still don’t feel good about myself?”

And: “There must be a better way to get myself to believe something good about me. But what is it?”

That’s when it hit me. (No, not the soap.)

I realized that the human brain is always asking and searching for answers to questions. In that moment, I realized that
thought itself is the process of asking and searching for the answers to questions.

If that’s true, I reasoned, then a simple question formed naturally in my mind – a simple question that changed everything.

The question was this:

“If human thought is really the process of asking and searching for answers to questions, then why are we going around making statements we don’t believe?”

I couldn’t think of a good answer to that question.

That’s when everything changed for me – and for my tens of thousands of Students (The Faithful) around the globe who’ve since learned how to apply what I discovered in The Shower. You’ll learn what happened next – and how you can benefit from my discovery – in the pages that follow.

~ ~ ~

This new, expanded 3rd Edition of the original ground-breaking book was written for you, if you:

- Want more control, more freedom and more abundance in every area of your life
- Are struggling to overcome procrastination, fear or any other bad habit
- Want to enjoy greater self-confidence and get more done with less effort
• Are seeking to **enhance the balance** between your faith, your family and your career

• Want to **find a better way** to use the greatest gift you’ve been given: your own mind

This little book holds the answers to questions you may have had for years – and provides answers to questions you didn’t even know you had!

Enjoy this little book from beginning to end, and share it with your friends, family and co-workers. Then be amazed as the miracle of your abundant life unfolds before you...

Ask away!

*Noah St. John, Founder and CEO*

[SuccessClinic.com](http://SuccessClinic.com)
A book should be luminous, not voluminous.
– Oliver Wendell Holmes

1. Read it through all at once.
This book is short on purpose. I know you’re busy. That’s why I designed it to fit easily in your purse or briefcase. You won’t find any complex psychological theories here (well, just one – but I explain it pretty quickly and it’s easy to understand).

2. Set the book down and wonder.
Once you’ve read it through the first time, put it down for a while. Take a walk. Let ideas come to you.

3. Highlight the passages that have special meaning to you.
Did a certain phrase or question bring up strong feelings in you? Underline or highlight those passages so you can refer to them later. Also, write the date next to the text you’ve highlighted, so that each time you revisit this book, you’ll see just how far you’ve come.
4. Use the questions in this book to guide you, but don’t feel limited by them.

In Chapter 3, you’ll learn how to create empowering questions of your own. Remember, you are creating your life right now by the questions you’re asking – why not make them work in your favor?

5. Teach this technique twice.

We all learn better when we teach. Research suggests that when you teach this method at least twice in the next 48 hours – once to your loved ones and once to your business colleagues – not only will you personally be better able to apply this teaching, you’ll also be socially committed to the teaching, which will make it that much harder for you to go back to the old, disempowering way of thinking.

6. Allow the method to be as simple as it is.

Many of our Students at my seminars feel a little embarrassed, because sometimes it doesn’t feel like you’re doing anything!

Yes, you often need to work hard and sacrifice to get what you want. But consider that many of the most important things in the world – love, peace, serenity – often appear, not because we work hard at them, but because we allow them.
7. Yet, don’t be fooled by how easy this method appears.

The Faithful – my tens of thousands of Students with whom I’ve shared The Afformations Method – have told me that this process has changed their lives in ways both immediate and long-lasting.

But just because it’s easy doesn’t mean you don’t have to do anything. You WILL have to change many of the things you’ve been thinking and saying to yourself, perhaps for most of your life.

The Afformations Method will work just as well for you as it has for The Faithful, if you trust yourself and trust the Method.

8. Do the exercises in the book.

You can’t do 20 push-ups merely by reading a book about how to do it. You have to roll up your sleeves and do it. You’ll find that the benefits of doing the simple exercises I prescribe will far outweigh the pain of having done them. Really.

9. Write and share your experiences with us.

I love to read your success stories! Write and share them with me. My staff and I are also here to help any time you have questions. Just visit SuccessClinic.com for more information.

10. Finally, remember your job on Earth is to serve others and be blessed in the process.
As you bless others, the blessings will return to you, too. There’s plenty to go around, and through The Afformations Method, you’ll learn how to let abundance manifest in your own life.

Share the gift of YOU with others, and watch your own life and the lives of those around you change for the better...for good!
Chapter 1.

WHY TRADITIONAL “AFFIRMATIONS” DON’T ALWAYS WORK AS ADVERTISED

Every sentence I utter must be understood not as an affirmation, but as a question.
– Niels Bohr, Nobel Prize winning physicist

Have you ever wanted to change your life? If you want more control over your business, more money to enjoy the fruits of your labor, or more freedom to do the things you really want to do, the answer is almost certainly “yes.”

Well, if you wanted to change your life, what have you tried to do differently? If you’re like many people, you may have tried:

• Beginning a new diet/exercise program
• Reading self-help books
• Listening to self-improvement CDs or tapes
• Working on your communication skills
• Writing your goals
• Trying to get support from your spouse
• Writing or saying “affirmations”

Hey, what’s that last one! A great many of us have tried using “affirmations” to change our lives – but the questions is: why?

Because that’s what a lot of very successful people have told you to do. For decades, many very successful people have built fortunes persuading you and me and millions of others about the importance of using “affirmations” to change your life.

The second question we should be asking when it comes to “affirmations” is: *do they really work?*

The answer is: sometimes.

Wouldn’t it be helpful to know what actually makes “affirmations” work – and what makes them sometimes NOT work?

**HOW THE HUMAN MIND WORKS**

Consider this: the human mind has created every work of art, poetry, science, religion, philosophy, mathematics, history, and romance that has ever existed. Here are just a few of the things you can do with your wonderful mind:

*Arrange, blueprint, chart, construct, create, design, devise, discover, dream up, engineer, evoke, fabricate, fashion, form, frame, generate, hatch, imagine, improvise, invent, lead, manipulate, make up, mastermind, originate, produce, provoke, plan, plot, prepare, rig, scheme, shape, spark, think, throw together, whip up, work out.*
Isn’t that amazing? And you can do all that before breakfast!

We often think of ourselves as being static, fixed, unchanging beings: “I am what I am and that’s that.” But think a new thought for a moment. Have you ALWAYS been that way? Were you the way you are now when you first learned to walk...first learned to ride a bicycle...went to your first day of school...opened your first bank account...went on your first date...had your first child?

All of these stages in life meant one thing: CHANGE. You had to accept a new reality when you went from crawling to walking...from being dependent on your parents to being independent...from working for someone else to starting your own business!

So your life really is the process of changing from one set of circumstances to another (hopefully better) set of circumstances.

Now, here’s where it gets interesting...

WHAT THE TRADITIONAL SUCCESS TEACHERS TOLD YOU

What is an “affirmation”? Simply put, an affirmation is a statement of something you’d like to be true in your life.

William James, often called the father of modern psychology, has been widely quoted as saying, “The greatest discovery of my generation is that anyone can alter their lives by altering
their attitudes of mind.” What’s rarely pointed out, however, is that since William James died in 1910, that means several generations have had the chance to “alter” their lives by changing their thoughts.

Your thoughts are very literal seeds that you plant every minute of every hour of every day, whether you’re aware of it or not. These thought-seeds are planted (whether or not you’re aware of them) in the fertile soil of Infinite Intelligence, which simply takes your thought-seeds and hands them back to you as Your Life.

You would think, then, with the millions of self-help books published that support this notion, that by now we’d all know how to change our lives simply by changing our attitudes of mind.

All you have to do is look around you to see that, unfortunately, that’s not exactly the case. Yet.

The question is...

Why not?

WHAT TRADITIONAL SUCCESS TEACHERS FORGOT TO TELL YOU

Let’s say you’re having trouble with money and you’d like to
change that. (Actually, the only “trouble” with money is that you have some, and everyone else has all the rest!) And let’s say that you’ve been raised on the traditional method just described, which says that in order to change your life, you must first change your thoughts.

Makes sense so far. You know and realize the truth of the statement, “As you sow, so shall you reap,” the fact that thoughts are the seeds you plant.

And let’s say that you went back to your childhood and realized that you grew up experiencing lack, and identified that the thought that’s holding you back is, “I don’t have enough.”

Now that you’ve identified the main thought that’s been holding you back, you realize that your next step is to change that thought. In other words, you want to stop planting negative thought-seeds (what you don’t want) and start planting positive thought-seeds (what you want).

So now you begin to do what the traditional success teachers have been telling you: start using “affirmations” or positive statements. Why? Because you’re trying to change your thoughts, and naturally the way to do that is to say, write or think different statements – changing the negative to positive.

So, to combat the negative thought-seed of “I don’t have enough,” you begin saying, writing and thinking the positive thought-seed of “I have enough” or even, “I am rich.”

And, because you’re such a good student, you do this over and over and over...which would change your attitude, which would change your results, which would mean your money problems are over!
Right?

~ ~ ~

All right, let’s try it.
Say to yourself right now, “I am rich.”
Say it again.
“I am rich.”
What just happened in your mind?
Did you hear something else in there?
A voice... a voice that said something like...
“Yeah, right.”
Let me ask you a question – friend to friend:
Do you honestly believe your own “affirmations” – or do you doubt them?

The plain and simple truth is that many of us doubt our own “affirmations.” Why? Because you’re trying to convince yourself of something you don’t believe is true.

Now, traditional success teachers realized that you may not believe that you are, in fact, rich and that you do, in fact, have enough. So they told you, with very good intentions, that all you had to do was repeat your “affirmations” a million kajillion times until, eventually, you believed them.

Have you ever realized you were holding onto a negative
thought (for example, “I’m poor, I’m lonely, I don’t have enough”)...decided you wanted something better...wrote and said positive “affirmations” (for example, “I am rich, I’m happy, I have enough”)......

And then had...

Absolutely nothing happen?

Me too. And about a gazillion other people.

Why? If it were as easy as they said, why did nothing happen? Were we simply incapable of thinking a positive thought? Were we not smart enough, not motivated enough, not educated enough...or did we just not try hard enough?

Dear friend, the answer is none of these.

The answer is: you were using conscious statements when your subconscious mind responds to questions.

You were trying to overcome negative beliefs using statements, when it’s so much easier to overcome them using questions.

You were telling when you should have been asking.

What on Earth do I mean?
Chapter 2.

AFFORMATIONS® –
A NEW WAY TO ASK
POSITIVE QUESTIONS
FOR GREATER RESULTS

I don’t pretend to have all the answers.
But the questions are sure worth thinking about.
– Arthur C. Clarke, author of
2001: A Space Odyssey

Did you see what just happened? I ended the last chapter with something that made you curious: a question. The dictionary defines “question” as: “an expression of inquiry that calls for a reply.” So when you ask yourself a question, what happens?

For example, right now, you may be asking yourself, “I don’t know – what happens?”

Your mind automatically began searching for an answer to your question.

WHAT EVERY PROBLEM YOU’LL EVER FACE REALLY IS

Do you know what every problem you’ll ever face is? We
typically fear, try to avoid, ignore, or get away from problems. But really, a problem is simply a question that hasn’t been answered yet.

Any problem, from the trivial to the tremendous, is really a question searching for an answer. Here are a few serious global problems and their associated questions:

Global warming: “How can we stop destroying the Earth and still live the lives we want?”

Poverty: “How can we equally distribute the wealth of the world so that people don’t have to go without the basic necessities of life?”

Unemployment: “How can we get everyone working in jobs that produce wealth for themselves and help society function better as well?”

(Notice I didn’t say these were easy questions. That’s why we haven’t found all the answers yet!)

What about the problems people face on the personal or professional level?

Wanting to be more successful: “How can I be more successful in my life and business?”

Lack of organization: “Why can’t I find what I’m looking for?”

Wanting companionship: “Why can’t I meet the person of my dreams?”

If you’d like to change any of these, you could use the traditional “affirmation” method by saying things like: “I am a suc-
cess, I am organized, I don’t procrastinate” and so on.

You may believe these statements, and you may not. Many people have responded to “affirmations” like these in a simple manner: by not believing them (the “Yeah, right” response).

Now, if “affirmations” work for you, that’s great! If, however, you’re not totally satisfied with the results, why not try something so simple, yet so powerful, that the traditional teachers skipped right over it on the way to breakfast:

Rather than making a statement you may not believe, why not ask yourself a question that can transform your life!

HOW YOU CREATE YOUR LIFE

The staggering realization I made in The Shower on that fateful morning in 1997 was that you are creating the reality of your life at this very moment in two ways: by the statements you say to yourself and others, and by the questions you ask yourselves and others.

Traditional success teachers have focused a great deal of energy telling you to change your statements. But until The Shower happened to me, no one had fully realized, or shown how to harness, the awesome power of
what happens when you change the questions.

Your mind has what you might call an Automatic Search Function, which means that when you ask yourself a question, your mind automatically begins to Search for an answer. (Psychologists have referred to this function of the human brain as the “embedded presupposition factor.”)

The greatest teachers throughout history have taught the truth of the statement, “As you sow, so shall you reap.” This is often called The Law of Sowing and Reaping (Emerson called it “First Law”) or The Law of Attraction, which means that what you focus on (the thought-seeds you continually plant) will grow and bear fruit.

As we’ve seen, traditional teachers told you to change your thinking if you want to change your life. And that’s quite correct.

What they said, however, was to change the statements you’re making, yet almost completely ignored the questions you’re asking.

Yet the Bible tells us, “You have not because you ask not,” and “Ask and you shall receive.”

If you only change the statements you say without changing the questions you ask, you’re missing out on one of the easiest, yet most powerful ways to change your life that’s ever been discovered!
HOW A 13-YEAR-OLD GIRL CURED HER COMPULSIVE WORRYING

I got a call one day from Mary, a professional salesperson from Wisconsin who had attended one of our *Inner Game of Success* workshops. The first words out of her mouth were, “Your work has been life-changing to me!” When I asked her what she meant, she told me the following story:

After attending your seminar and learning how to use Afformations, I realized that if it could work for me, it could also work for my 13-year-old daughter Stefanie. She’s a high achiever who gets all A’s in school, but she’s also a chronic and compulsive worrier.

Stefanie worried so much that she had severe sleeping problems. She’d lay awake many nights worrying, until finally she’d come into our bedroom and wake us from a sound sleep so we could comfort her.

We tried everything. We read to her. We prayed with her. We were even considering taking her to therapy. Still the worrying – and the sleepless nights – continued. She would cry and ask me, “Why do I worry so much?” It broke my heart because I couldn’t help my own daughter.

Finally, when I heard you teach Afformations at
your seminar, I realized this could be the answer I’d been praying for! When I came back from your seminar, I taught Stefanie how to use Afformations, and we talked for a long time about what questions would make the most difference in her life.

She was as excited as I was! The questions we came up with were:

“Why am I worry-free?”
“Why do I enjoy a full night’s sleep?
“Why do I put trust in God’s hands?”
“Why do all my friends love me?”
“Why do I love me?”

Now she’s a different kid!

From the very first day she started using Afformations – it was truly miraculous, like turning on a dime! – Stefanie’s worrying stopped. She also became much happier, more relaxed and seems to be at peace in her own skin. And you know how hard that can be for teenagers nowadays – especially teenage girls!

Your books were first self-help books I’ve ever read where I actually did the exercises. Thank you for making such a difference in our lives!

Mary then told me that not only did Afformations improve her own business and enable her daughter to quit worrying,
she also started sharing Afformations with everyone she met.

When her husband Scott told her that he wasn’t passionate about his work, Mary began afforming, “Why is the right calling coming to Scott?” Within weeks, he landed his dream position. And get this: it was a job working at Stefanie’s high school!

**EMPOWERING vs. DISEMPOWERING QUESTIONS**

Do you know what most people are doing with their lives? Most people are going through life asking negative questions – and wondering why they’re not getting the results they dream of!

Let’s examine these empowering vs. disempowering questions. We’ll start with disempowering questions, because while they’re the kind you may be used to, they’re also the ones you want to get rid of immediately.

These are questions like, “Why am I so afraid? Why doesn’t anyone love me? How come I never get the breaks other people get?” No one says these questions on purpose, but you may be asking them without knowing it.

Now I’d like you to try consciously asking these common disempowering questions, and see how you feel: “Why don’t I have enough money? How come I’m so lonely? Why am I such a loser? Why can’t I do anything right?”
As I explain in my weekend Inner Game of Success seminars, each of us has a **Negative Reflection** in our subconscious mind – that negative “voice” that tells us we can’t do anything right. The Negative Reflection always asks negative or disempowering questions.

The ultimate result of these negative questions is that you will manifest what you focus on. In other words, when you ask yourself negative questions, you get negative results.

Use the space on the next page to list the five most disempowering questions your Negative Reflection asks you on a regular basis.

Yes, I mean right now.

They may have come from someone in your past, or it could be something you made up on your own. It’s vital that you know exactly what your own disempowering questions are, so you can begin to turn them around. (Note: You might want to write the date next to your questions, so when you come back to this book later, you’ll see just how far you’ve come.)

Please do this right now.

I’ll be right here when you get back.

**THE 5 MOST DISEMPOWERING QUESTIONS I HEAR IN MY HEAD:**

1.
2.
3.

4.

5.

Whew. Pretty bad, aren’t they?

Are you ready to find a better way?

EMPOWERING QUESTIONS –
THE RIGHT QUESTIONS

Now that you’ve identified what your personal disempowering questions are, you may ask, “What are empowering questions – and how can I start asking them instead of the negative ones?”

Glad you asked!

Empowering questions cause your mind to focus on the positive. The only answers to empowering questions are answers or experiences that produce feelings of self-esteem and a positive self-image! Empowering questions lead to answers that tell the Truth about Who You Really Are.

Let’s change your disempowering questions on the previous page to empowering questions. How do we do this? Simply reverse the negative question to a positive! For example, if your disempowering question is, “Why am I such a loser?”, your empowering question would be, “Why am I such a success?”

All right, grab your pen and get ready to experience the difference. Here goes...
5 NEW EMPOWERING QUESTIONS
I’M GOING TO START ASKING:

1. 
2. 
3. 
4. 
5. 

Pretty cool, huh?
Did you notice something shift in your mind?
Guess what? You’ve just begun an amazing journey...

_The purpose of The Afformations® Method is to change your disempowering questions to empowering questions._

_This will give you conscious control of the thought-seeds you’re planting, which will, through The Law of Attraction, change your life._
HOW AN INSURANCE SALESMAN WENT FROM $1,500 A MONTH TO $120,000 A YEAR

Brandon, an insurance salesman from Utah, called our offices one day and I happened to pick up the phone. I liked him immediately. He was warm, open and told me that he had spent over $30,000 on every self-help program under the sun – yet he was still only making about $1,500 to $2,000 a month.

Brandon had heard about our *Inner Game of Success* programs and decided to invest in the home-study materials we offer.

Here’s what happened, in Brandon’s own words:

After spending over a decade and more than $30,000 on everything from books, tapes and seminars to actually becoming certified as an NLP practitioner, what has happened to me as a result of using Afformations is nothing short of amazing.

After going through Noah’s home-study materials just once, I realized that I was asking myself disempowering questions that were stopping my growth, like “Why can’t I get any new referrals?”

I immediately started asking myself positive Afformations. First, I began asking, “Why do I get referrals every day?” Within 4 days I had received 9 new referrals to new clients – that was completely unlike any numbers I had gotten in the past.
And the fun didn’t stop there!

I wrote a list of 150 different Afformations that I began carrying around in my pocket.

My favorite? “Why is it so easy and so okay for me to have, do and be anything I want?”

Before I met Noah, my sales averaged between $1,500 and $2,000 a month. In the first month of using Noah’s program, my sales tripled. (Remember, these numbers are crunched by an insurance company!)

By the end of the year, my personal income had increased by 560% and I was named Agent of the Year. This was in spite of going through a divorce and my grandmother passing away.

After that first year, I realized I was ready to get back into a relationship. So I began afforming: “Why am I so lucky to meet the perfect girl for me so quickly?”

In less than 40 days, I met a fantastic woman – but what’s truly miraculous is that if we’d met just one week earlier, I wouldn’t have been open to meeting her, because I wanted someone over 21 years old (I was 27 at the time) – and we met just 4 days after her 21st birthday!

My advice? Do this work.

It can save you years of your life and many thousands of dollars!
WHY ARE THEY CALLED AFFORMATIONS?

Let’s return to what we’ve learned already: the human mind operates by asking and answering questions. Therefore, when you ask yourself a question repeatedly, your mind must Search for an answer to your question.

I named this process of using empowering questions the use of Afformations, or The Afformation Method. So where did the word Afformation come from?

After my discovery in The Shower, I realized the process of asking empowering questions was something that could completely revolutionize the field of self-help and personal development.

I also realized that I had to come up with a word to describe the process of asking empowering questions, so people would be able to fully understand the amazing power of their own minds.

One of my favorite subjects in high school was Latin. (Yes, I was a geek long before they put the word “computer” in front of it.)

After The Shower, I discovered that the word “affirmation” comes from the Latin word firmare, which means “to make firm.” I began asking myself, “If ‘affirmations’ are positive new statements, what would the perfect word thought be to describe empowering questions?”

Then the answer came to me (of course!):
I realized that when we ask questions of ourselves or others – whether positive or negative – we are really FORMING new thought patterns, which can FORM a new life for us.

The word “form” comes from the Latin word formare, which means “to form or give shape to.”

That’s when it hit me: what if you’re making something FIRM, but in the wrong FORM?

It was at that moment that I realized the real reason “affirmations” aren’t very effective for changing our lives – because we’re trying to make something FIRM before we’ve FORMED what we really want.

I realized that instead of making something FIRM, we needed to FORM questions that would change the thought-seeds we were sowing, which would change our lives.

And that’s how the word – and the teaching of – AFFORMATIONS® was born.

(By the way, it’s perfectly legitimate to invent a new word to describe a new way of looking at the universe. For example, remember the first time you heard the words Internet, CD-ROM, or even software? Just a few short years ago, these words had no meaning because the technology they describe didn’t exist. There was no context for the words; no context, no meaning. Now you use those terms every day. In this book, I’m teaching you a new technology of the mind – hence, AFFORMATIONS: a new word to describe a new technology.)
THE BOTTOM LINE: YOU’RE ALREADY DOING THIS!

In case you’re still wondering if this works, or thinking this is the nuttiest thing you’ve ever heard, let us offer you one final fact:

You are already using AFFORMATIONS all the time anyway.

Thoughts like “Why am I so stupid?” or “Why can’t I do anything right?” are simply negative Afformations! These questions are really the Negative Reflection forming itself inside your mind, thereby forming your very life.

Once, during one of our Inner Game of Success seminars in Virginia, a young couple came up to me, literally jumping up and down with excitement! They said they’d heard me speak about afformations at the annual Mary Kay Seminar in Dallas, where over 50,000 business professionals from around the world come to learn from some of the world’s best speakers.

Here’s their story:

At your workshop, we heard you explain how to use afformations to change your life. We’d been doing “affirmations” for the past four years just as we were instructed: we made “affirma-
tion” tapes, said them to one another, placed them on our refrigerator, even hung “affirmation” signs in the shower. Well, all we got was a bunch of wet words.

After hearing you speak about Afformations at your workshop, we were very excited. We realized the power of asking ourselves empowering questions and letting our minds Search for the answers. We started to use Afformations in exactly the same way we’d been using traditional “affirmations”: we asked each other our new questions, placed them on our refrigerator, and talked about our new Afformations day after day.

The results were absolutely amazing! We heard you speak at Seminar in July. By August, we realized we were doing a lot of things differently because of the Afformations we were using. And in September, we qualified for our first Pink Cadillac! After more than four years of using traditional “affirmations” with little to show for it, we got the exact results we wanted in less than 3 months using Afformations.

This professional couple had been very committed to using the traditional method. They’d even said “affirmations” out loud to one another – now that’s commitment! Yet “affirmations” simply didn’t enable them to overcome their negative subconscious beliefs.
Using Afformations, their minds began to Search for new, creative ways to find solutions to their problems. And the results spoke for themselves.

The power to create your life using Afformations lies within you and your miraculous, marvelous mind. You’re already using them anyway...why not do it consciously to create the life you want, rather than unconsciously creating a life you don’t want?

By the way, if you still doubt the power of Afformations, there is a sentence eleven letters long that represents the genesis of every work of art, science, philosophy, and religion in human history.

If you are still not sure whether Afformations will work for you, here are the eleven letters that have, in a very real sense, created human history:

“Why am I alive?”

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You’ll find the easiest way to create Afformations that can change your life beginning on the next page...