The Great Little BOOK of AFFORMATIONS®

INCREDIILY SIMPLE QUESTIONS - AMAZINGLY POWERFUL RESULTS!

NEW EXPANDED EDITION

NOAH ST. JOHN AND DENISE BÉRARD

FOREWORD BY DR. JOE VITALE,
BESTSELLING AUTHOR OF THE ATTRACTOR FACTOR
The Great Little Book of Afformations

NOAH’S DEDICATION

To Denise...
you hold the answers

DENISE’S DEDICATION

To Noah...
you are my Because
NOAH ST. JOHN & DENISE BÉRARD

ACKNOWLEDGEMENTS

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Our thousands of dedicated clients and students around the world.
PREFACE TO NEW EDITION

The Afformations book you are holding is part of an ongoing series of *Great Little Afformations Books*. For information on the other books in the series, as well as other tools to help you live the life of your dreams, visit **SuccessClinic.com**.

This new, expanded edition contains stories, examples and questions not found in the original *Great Little Book of Afformations*, first published in 2001.

Since the original publication, countless people from around the world have told us their stories of how afformations have changed their lives.

The story of the discovery of afformations, along with the essential teaching, remains fundamentally the same throughout the series. Each book, however, is unique. No matter what your station in life, or what challenges you’re facing, if you want to learn an easy way to allow Infinite Intelligence to work miracles in your life, this book was written just for you.
FOREWORD BY
DR. JOE VITALE

Where 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. A fundamental rule of psychology is that you get more of whatever you focus on. For example, focus on lack and you get more lack. Focus on your bad back and it keeps hurting.

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
NOAH ST. JOHN & DENISE BÉRARD

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 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 and Denise are experts in this area. I’ve known them 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 Noah and Denise 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, and Denise’s surprising and uproarious sense of humor kept me engaged throughout the few hours we spent together. We became fast friends and remain so today.
Foreword by Dr. Joe Vitale

These authors come from their hearts and they sincerely want to awaken people to their own inner power. They do 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
Contents

Acknowledgements ............................................. iv
Preface to New Edition ....................................... vi
Foreword by Dr. Joe Vitale ................................ vii
How This Book Was Written – and Why .......... 13
Introduction: Top 10 Ways to Get the Most
From This Book ............................................. 21
1. Why Traditional “Affirmations”
   Don’t Always Work as Advertised ............... 25
2. Introducing AFFORMATIONS® –
   A New Way to Get Better Results with
   Less Effort than You’re Using Now .......... 34
3. How to Create AFFORMATIONS
   That Can Change Your Life ....................... 58
4. AFFORMATIONS on Health and
   Well-Being ............................................. 73
The Great Little Book of Afformations

5. AFFORMATIONS on Wealth & Money .......... 81
6. AFFORMATIONS on Self-Confidence .......... 90
7. AFFORMATIONS on Work & Career .......... 98
8. AFFORMATIONS on Love ............................... 108
9. AFFORMATIONS on Relationships .......... 117
10. AFFORMATIONS on Conquering Fear ...... 125
11. AFFORMATIONS on Overcoming
    Bad Habits and Addictions ............................... 135
12. AFFORMATIONS on Spirituality .............. 145
13. AFFORMATIONS on Life & Happiness ...... 152
14. Final Thoughts ..................................................... 164
Helpful Resources ...................................................... 166

Who Are Noah St. John and Denise Bérard? ...... 167

More Resources to Help You Live the Life
    of Your Dreams ..................................................... 169

11
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!
NOAH ST. JOHN & DENISE BÉRARD

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
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 other
words, you could say that *thought itself* is the process of asking and searching for the answers to questions.

If that’s true, I reasoned, then there was a simple question that followed – 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*, 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 the tens of thousands of people 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.

Ask away!

*To your Success,*
Noah St. John, Founder
SuccessClinic.com

~ ~ ~
Dear Friend,

Once I met Noah and heard the story of his discovery, I realized two things: one, that there were so many people, many I knew personally, who could have their lives turned around by Noah’s teaching; and two, that I wanted to become part of his work and his mission.

Over the past five years, I’ve worked with Noah from the ground up – from selling his book in the back of the room (I know, not very glamorous, but Vanna White’s job was already taken), suggesting ways to expand his seminars, working with him to create new and exciting products, teaching alongside him – and now, most joyfully, co-authoring this new book series.

It’s funny where life takes you. As a little girl, my Dad would take me along with him to any motivational seminar that came along. The first book I recall sharing with him was Napoleon Hill’s *Think and Grow Rich*. I know, most kids read *Mother Goose* with their dads, but I just couldn’t get enough of this
positive thinking. It was our special thing, and it continued until I got married and began raising a family of my own.

Life took me on many adventures. I raised a family of four, worked my way up from part-time bindery help to Vice President of Sales at one of New England’s most respected printing companies, and eventually left to set up my own consulting company. Things were going great!

I had been married 32 years (many of them quite happily), when I suddenly found myself divorced. Of all the places one can wake up, waking up “divorced” is probably the worst. I was sad, disappointed and definitely didn’t want to ever meet another man.

(Hang in there; this is the good part.) Destiny can play some funny tricks on you. While attending a networking event two hours from my home, for the sole purpose of helping out a friend, I met Noah. He was a writer of motivational books; I was a printer and lover of motivational thinking. Voila! A match made in heaven.

Who would have known that this little girl who
just loved to learn anything motivational would ultimately end up teaching it!

When Noah suggested I work with him on this revised version of *The Great Little Book of Afformations*, I was both thrilled and honored. Because the original *Book of Afformations* was the first project we had worked on together – he as a writer, I as a printer – this little book has particular significance to me.

This little book is expanded in more ways than one. You not only get more afformations, you now get them from both the male and female points of view – the logical and direct, as well as the warm and fuzzy. We’re delighted to present you with a collaboration of our individual and mutual efforts.

This new, expanded edition of the original ground-breaking book was written for you, if you are one of the millions of people who:

- 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
increased productivity by doing more with less
• 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!

We hope you enjoy this little book from beginning to end, and share it with your loved ones. Then Ask Away and be amazed as the miracle of your abundant life unfolds before you!

*Best wishes on your journey,*

Denise Berard, CEO
SuccessClinic.com
Introduction

**TOP 10 WAYS TO GET THE MOST FROM THIS BOOK**

*A book should be luminous, not voluminous.*
– Oliver Wendell Holmes

**1. Read it through all at once.**

This book is short on purpose. We know you’re busy. We’ve designed it to fit easily in your purse or briefcase. You won’t find any complex psychological theories here (well, just one – but we explain it pretty quickly and it’s easy to understand).

**2. Set the book down and let your mind wander.**

Once you’ve read it through the first time, put it away 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 emotions 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 for you!

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
6. **Allow the method to be as easy as it is.**

You may be surprised because what you’re going to be doing isn’t hard. You may even feel somewhat embarrassed, because sometimes it won’t even feel like you’re doing anything.

You may believe you have to work hard to get the results you want. Sure, 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.**

Tens of thousands of people with whom we’ve shared this method have told us 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. This method
will work just as well for you as it has for the thousands of people we've heard from, 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 we suggest will far outweigh the pain of having done them. Really.

9. **Write and share your experiences with us.**

We love to read your success stories! Write and share them with us. We're also here to help any time you have questions.

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 this 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!
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:
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...
“Yes, 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 we mean?
Did you see what just happened? We 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?”

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

2

AFFORMATIONS® - A NEW WAY TO ASK POSITIVE QUESTIONS FOR GREATER RESULTS
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 success, 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 yourself 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”), 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 Beaver Dam, Wisconsin who had attended one of our *Permission to Succeed®* 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 workshop and learning how to use affirmations, 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 As 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 affirmations at your Permission to Succeed workshop, I realized this could be the answer I’d been praying for! When I came back from your workshop, 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 *Permission to Succeed* and *Afformations* 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 affirmations improve her own business and enable her daughter to quit worrying, she also started sharing affirmations with everyone she met.

When her husband Scott told her that he wasn’t passionate about his work, Mary began affirming, “Why is the right calling coming to Scott?” Within weeks, he landed his dream position. And get this: he’s 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 we’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 we explain in Permission to Succeed®, 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.
We’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 you 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 Afformations® 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 Infinite Intelligence, change your life.
Brandon, an insurance salesman from Utah, called our office 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 tens of thousands of dollars on every self-help program under the sun—yet he was still only making about $1,500 to $2,000 a month.

I realized that he was asking himself the wrong questions. Brandon decided to invest in our Permission to Succeed® home-study program and use the books, CDs and other training materials we offer. Here’s his story in his own words:

After spending over a decade and over $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 the Permission to Succeed® 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 Permission to Succeed and
Affirmations, 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 may 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.

We call the process of using empowering questions the use of afformations, or The Afformation Method. So where did the word afformation come from?

Noah says: 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 statements, what would the perfect word 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.

That’s where the word *afFORMation* came from!

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. We are now learning about 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 affirmations! These questions are really the Negative Reflection forming itself inside your mind, thereby forming your very life.

We were doing a workshop for a group of Mary
Kay sales consultants in Virginia, when a young couple came up, literally jumping up and down with excitement. They said they’d heard me speak about afformations a few months earlier at the annual Seminar in Dallas, where over 50,000 Mary Kay professionals from around the world come to learn from the world’s best teachers and 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 affirmation tapes, said affirmations to one another, placed them on our refrigerator, even put them in the shower. Well, all we got was a bunch of wet words.

After hearing you speak about afformations at your seminar, 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 asked them over and over, 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 new questions we were asking. And in September, we qualified for our first Pink Cadillac! We got the precise result we wanted in less than three months using afformations, after more than four years of using traditional “affirmations.”

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?”

~ ~ ~

You’ll find the easiest way to create afformations that can change your life beginning on the next page...
3

HOW TO CREATE AFFORMATIONS THAT CAN CHANGE YOUR LIFE

Take the attitude of a student:
never be too big to ask questions,
ever know too much to learn something new.
– Og Mandino
Author of *The Greatest Salesman in the World*

Creating empowering afformations can be one of the most significant steps you'll ever take to gain more control over your business, raise your self-confidence, improve your personal relationships, or enjoy a deeper relationship with God. Use the following four steps to create powerful afformations that will help you use your
mind to create the life you really want:

**Step 1: Identify what you want and write it down.**

You’ve probably done this before. In this step, you may go back to goals you’ve previously written and determine what it is you really want, or start from scratch. You decide.

We’ve organized this book into the 10 major aspects of life – from Wealth & Money to Health to Self-Confidence to Life & Happiness. Go through each category and determine what you really want.

(Please note that traditional success literature stops right here. Traditional success teachers have told you to set your goals and then say “affirmations” that attempt to convince your brain that you “will have” or even that you “do have” what you want. While this can also work, The Afformations Method makes reaching your goals so much easier, because it uses your mind’s Automatic Search Function to discover positive answers to your new, empowering questions.)
So, for example, you might decide that your goal is to be happy, healthy and wealthy (hard to imagine anyone NOT wanting those things!). So in Step One, you would write: “I want to be happy, healthy and wealthy.”

Now we go on to the most important step...

**Step 2: Form your desire into a question that assumes that what you want is already true.**

In Step 2, you start asking a question that assumes that what you want is already so, has already happened, or is already true.

*This is the most important step to creating empowering affirmations that can change your life!*

In the example above, what you want is to be happy, healthy and wealthy, right? Well, in this step you ask yourself WHY this is already so!

Your Life is a reflection of the thought-seeds you plant and give energy to. More precisely, Your Life is
a reflection of the unconscious assumptions you make about life and your relationship to it.

For example, if you grew up in an environment where there wasn’t a lot of money, and your family made you aware that the lack of money was the cause of their unhappiness, you might conclude that there’s a lack of money in the world that leads to unhappiness, and that’s just the way life is.

If you could find a mechanism that could record your subconscious thought-seeds and play them back to you, they might sound something like this:

‘Why am I so unhappy? Why don’t I have enough? Why am I so lonely? Why aren’t I more successful?’, and so forth.

Well, a mechanism does exist that records and reflects your subconscious thought-seeds – that mechanism is called Your Life!
WHAT YOUR LIFE IS

So here you are, asking yourself these often negative questions. What do you think would be the answers to the negative questions in the example above?

The answers would be your life showing up as the negative results of the negative questions you’ve been asking. For example:

If you’ve been asking, “Why am I so unhappy?”, you’ll get the answer as your unhappy life.

If you’ve been asking, “Why don’t I have enough?”, the answer will appear as your lack in life.

If you’ve been asking, “Why am I so lonely?”, the person of your dreams will keep not showing up.

REVERSING THE CURSE

When you do this step of The Afformation Method™, you will take what has been subconscious (hidden) and make it conscious (visible), and take what
is negative (disempowering) and make it positive (empowering).

Let’s reverse all the negative questions from the last page. The reverse might look something like this:

“Why am I so happy? Why do I have enough? Why am I so loved? Why am I so successful?”

These questions may seem unfamiliar to you right now. But what if you allowed yourself to accept those questions as the truth about your life?

Wouldn’t you have a life that’s different than the average person’s – a life that’s different from the one you have now?

Your quality of life depends on just two things: the quality of your communication with the world inside yourself, and the quality of your communication with the world outside yourself.
Step 2 of The Afformations Method is to begin to change the quality of communication with the world inside yourself. You will begin to ask yourself new, better, empowering questions, and stop asking yourself negative, disempowering questions.

This is the fastest, most effective way we’ve ever seen that can immediately change the quality of your communication with both your inside and outside worlds.

So Step 2 in The Afformation Method is to ask yourself, “Why is [what I want] true in my life now?”

Using our example above, you would ask yourself, “Why am I so happy, healthy and wealthy?”

**Step 3: Let your mind search for the answers to your question.**

The point of afformations is NOT to answer the question you are presenting! The point of afformations is to begin to use your mind in a new way – to begin focusing on things you may never have focused on before.
Dear Noah and Denise,

I want to tell you a true story about my friends Sam and Shirley, two people I had taught the Afformations Method to about three years ago when I first read the Afformations book.

Shirley had been accepted into the ministerial program at Unity in Missouri, so they planned to sell their home and move to Kansas City. They put their home on the market in early April with no results. People would come and look but no one was buying.

On Saturday, May 5, Sam and Shirley told me about their lack of a buyer for their home. Because they needed to leave in early June, they were getting nervous and wanted my advice.

I suggested they go through every room in their home, bless it, and begin afforming, “Why is this house now easily sold to the right party for the right price?”

They began asking, “Why is this house now easily sold to the right party for the right price?”
That was Saturday. The next afternoon, Sunday, a couple came and looked at the house. On Tuesday, they made an offer which was too low. Sam & Shirley kept their afformation going and made a higher, counter offer which was accepted on Tuesday afternoon!

Everything went through quickly and the deal closed on May 31st. Sam & Shirley are on their way to Missouri and are true believers!

Your mind is like a computer. Once you put your afformation in motion (and keep asking your new, positive questions), your mind will begin to Search for the answer without your conscious volition.

**Step 4: Leave your mind alone.**

Don’t wait for an “answer” to your question. Take new actions that come to you as a result of your new assumptions about life!

You are, right now, making assumptions about
life and your relationship to it. These assumptions form the basis of how you go through life – with positivity or negativity, confidence or shyness, love or fear, acceptance or resentment.

If you assume that life is for you, the actions you take will be formed from a basis of confidence and the belief that “things will work out for the best.” If you assume that life is against you, then your actions will be formed from hesitancy, fear and the belief of “why bother?”

A confident person will have an easier time in life, whether building relationships or building a business. But where does confidence really come from? It comes from the underlying, subconscious assumptions about how life is going to treat you.

The Afformation Method makes conscious that which has, until now, been only subconscious.

You are continually forming assumptions about life and your relationship to it; but these assumptions
are nearly always subconscious — so hidden, you don’t even realize they’re there.

As a result, the great percentage of your actions are governed by assumptions you may have formed years — even decades — ago!

If you grew up with the assumption that “life is lack”, what would your actions be? How confident would you be about building your business or meeting new people?

Now what if you were Donald Trump and grew up in the lap of luxury? What would your subconscious assumptions about life be?

Probably something like, “I can have whatever I want” or “There’s plenty of money out there, and I have the ability to get it.” In other words, you’d probably believe the statement: “There’s more than enough wealth to go around.”

As you can see, someone who believes that “life is lack” is going to do things (take actions) that spring from that assumption. And you can also see that someone like Donald Trump, who grew up with great wealth, is going to literally live in a different universe than the individual who believes “life is lack.”
How to Create Afformations that Can Change Your Life

We are not espousing Donald Trump’s lifestyle; nor do we believe the purpose of life is to gain money or possessions. We are merely pointing out that your internal, subconscious assumptions are going to form the very essence of how you walk through life.

Remember, the point of The Afformation Method is not to find “the answer” to your questions. Since you are now going to be forming positive questions that assume that what you want is already true, your mind will work to find a way to make it so.

Can you see how this process must, by definition, change your life?

HOW YOU’LL KNOW WHEN IT’S WORKING

The question I get most often about afformations is: “How will I know when it’s working?” (This question, by the way, typically comes from people who haven’t tried it consciously yet.) Many people who start using afformations report an almost instant feeling of calm and peace of mind.
However, the Afformations Method is based on science, not magic. You cannot ask yourself, “Why am I so thin and healthy?” while continuing to eat unhealthy foods, and expect to lose weight. You cannot break the Laws of the Universe by sowing positive questions and continuing to do negative or self-defeating behaviors.

The point about using afformations is not to try and trick your mind, but to use it properly.

As we’ve noted, you’re already using this method anyway, but most people are using it unconsciously, in a negative or self-defeating way.

Use afformations, but don’t worry about doing them “right.” There’s more going on in the subconscious mind than science will ever be aware of. But using conscious afformations will enable your
mind’s Automatic Search Function to produce remarkable results in your favor, rather than negative ones you don’t want.

HOW TO USE THE REST OF THIS BOOK

The rest of this book includes powerful afformations for the 10 major areas of your life, career and relationships. Of course, no single book could cover every afformation, because the number of afformations is literally infinite.

That’s why we’ve left room between the afformations for you to write your own, personalized afformations that suit your individual situation. You can also refer to the other books in The Afformation Series (see Helpful Resources at the back of the book, or visit SuccessClinic.com)

Use them, go over them in your mind, read them again and again, and write them out as you would traditional “affirmations”– but notice that
affirmations may flow very easily for you!

That’s because rather than trying to force yourself to believe something that you may not really believe, you’ll be forming new assumptions about life and your relationship to it, based on what you really do want.

We know of no other method that can yield such dramatic results with so little effort.

~ ~ ~

And now, enjoy discovering your new incredibly simple questions – and reaping your amazingly powerful results in every area of your life!
It’s no longer a question of staying healthy. It’s a question of finding a sickness you like.
- Jackie Mason, comedian

It’s been said that if you don’t have your health, it doesn’t really matter what else you do have. Mark Twain once said, “I am an old man and have known a great many troubles, but most of them never happened.”

Many people have set up beliefs in their minds like, “If I have a good day/lose weight/achieve my health goals, it’s a miracle” or even “Why bother? I’ll never be healthy...
again.” Can you see that, when you’re sowing these disempowering thought-seeds, all your attempts to lose weight or achieve your health goals won’t amount to much?

We began the affirmations section of this book with the subject of Health for precisely that reason. It’s one of the most important things on everyone’s minds, yet one of the most elusive concepts.

One of the readers of the first edition of this book used to use an “affirmation” poster for her health goals, which included statements like, “I am healthy and skinny.”

Did she lose weight? Yes, and then gained it right back. Since switching to affirmations, she tells us that the weight has stayed off and affirmations have helped her reach her weight-loss and fitness goals. She long ago replaced her “affirmation” poster with
an afformation poster – with definite results.

What’s your definition of “health”? Is it just “the absence of sickness”? I don’t know about you, but there seems like a big difference to me between being healthy and being not-sick.

We invite you to use these afformations as jumping-off points to examine your internal beliefs about achieving your health or weight-loss goals - to strengthen your positive beliefs and remove your negative ones. Happy asking!

Why am I so healthy?

Why do I take responsibility for my health?

Why are healthy people so magnetically drawn to me?
Why do I radiate with perfect health and well-being?

Why does everything in my body operate so perfectly?

Why do I eat a healthy, balanced diet?

Why do I take such good care of myself?

Why do I give glory to God for my good health?

Why do I enjoy such perfect health of mind, body and spirit every day?

Why do I trust God with my health?

Why do I make sure to include exercise in my plan for health?
Why is my life free from disease and stress?

Why am I so emotionally healthy?

Why do I love my body?

Why am I so happy and comfortable in my own skin?

Why does my body treat me so well?

Why am I so lucky to have the body that I have?

Why am I so lucky to have the face that I have?

Why do I look at my body with eyes of love?

Why is my body such a gift?
NOAH ST. JOHN & DENISE BÉRARD

Why do I see only beauty when I look in the mirror?

Why did God create such beauty in and as me?

Why do I treat my body with such love, respect and admiration?

Why don’t I let others degrade my body or my looks?

Why do I attract only emotionally healthy people?

Why do I accept compliments so easily?

Why am I so strong?

Why is my stamina unstoppable?
Affirmations on Health & Well-Being

Why did I stop complaining about my health?

Why am I so grateful that I’m so healthy?

Why is my life so healthy?

Why do I have the perfect shape for me?

Why do I enjoy peace of mind and fulfillment every day?

Why do I celebrate my health today?

Why am I so grateful for being so healthy?

Why am I so grateful for my healthy life and lifestyle?
Why am I so trim, firm, healthy and cellulite-free?

Why do I give thanks for my abundant health?

Why am I so emotionally, physically, financially, and spiritually healthy today and every day of my wonder-full life?
For the rest of the story....

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