



Beliefs

A belief is a feeling of confidence, trust, or faith in something. I like what Tony Robbins says, that "A belief is a feeling of certainty."

You are what you believe yourself to be.

~ Paulo Coelho

But beliefs are not just thoughts. Your beliefs are embedded in your posture, your breath, your movements, gestures, sense of energy, field of awareness, focus, tone of voice, pacing, and more.

Beliefs can come in different forms:

- Beliefs can be **universal** (people are, life is....)
- Beliefs can be **relational** (*If* I work hard, **then** I will be rewarded) or (It doesn't matter what I do (save, eat, train...), I can't / can never / _____) or (I'm not good enough), or I can do anything I put my mind to
- Beliefs can be about **yourself** and about **others**
- Beliefs can also be **empowering** and **disempowering or limiting**

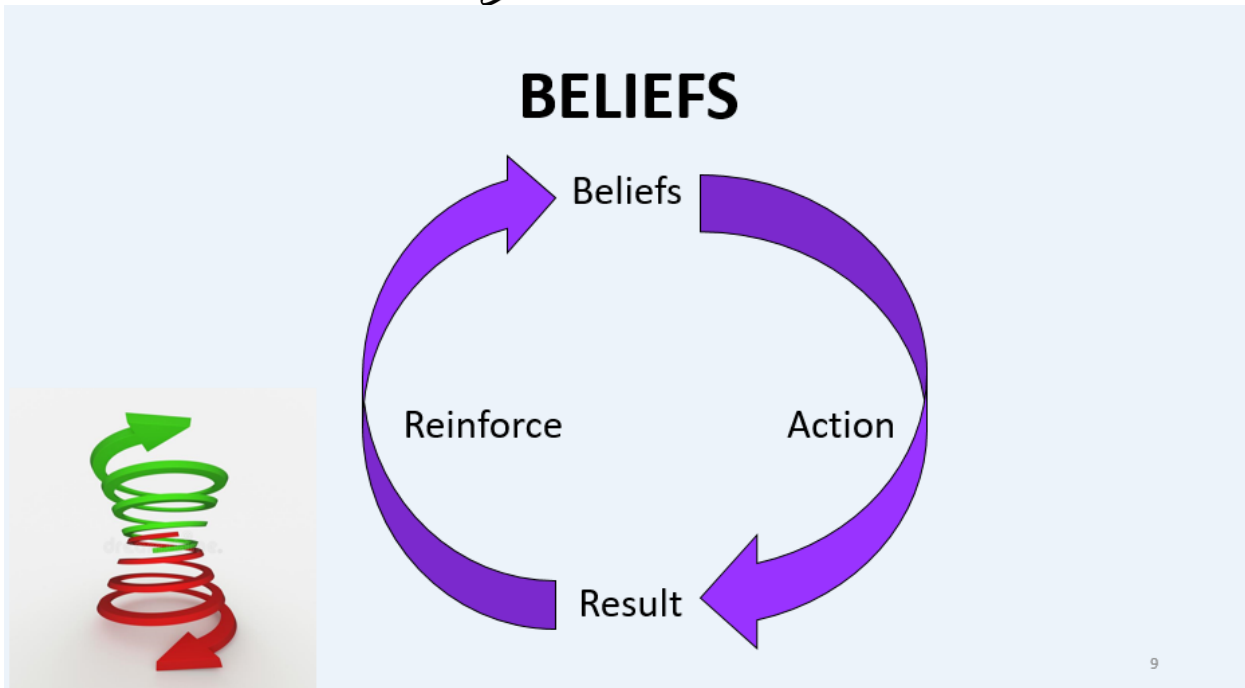
Beliefs determine what you will or won't do, what you will and won't attempt.

Whether you think you can, or think you can't, you're right.

~ Henry Ford

You have a certain amount of belief. Based on that belief, you take action. Based on that action, you get a certain level of results, and based on those results, they reinforce your beliefs. This can help you spiral up, or spiral down. Your beliefs reinforce your actions (full on or halfhearted), and those actions lead to results (See, I knew I could do it! What else can I do? ...or....See, I knew I couldn't do it. Who was I to think I could ever do this?).

Whenever you take an action, stop and ask yourself, "What beliefs are driving my actions?"



Beliefs are based on:

- **Personal** references
- **Secondary** references
- **Imagined** references

You can think of references like legs of a table.

Your **personal references** are things that actually happened to you. The thing is, we tend to focus on certain things, not all things. For example, if you focus on the one person who didn't like what you had to offer, or the time(s) you failed, your beliefs will be weak, you will take no or little action, get no or poor results, and you will reinforce a limiting belief.

On the other hand, if you focus on the people who like what you do, the time where you have succeeded, you will take more focused, energized, inspired action, get better results, and reinforce your empowering beliefs.

Secondary references include books you read, courses you take, Apps you listen to (like Mind Gym!), people you engage with, and things you do.

Imagined references are exactly that – things that didn't happen to you or maybe even anyone, but you can imagine that you have done that. The power of imagination and beliefs are



amazing. Allia Crum and her colleagues wrote a paper called *Mind Over Milkshakes: Not Just Nutrients Determine Ghrelin Response*, which reveals that peoples' mindsets determine how the hunger hormone ghrelin responds (Crum et al., 2011).

You'll see it when you believe it.

There is also something called scotoma, which has two meanings. One is the physical blind spot where the retinal nerve attaches to the back of your eye. The other is a psychological blind spot. If it is not important to you, or you don't believe it, your reticular activating system will filter it out and you will not "see it".

Think about things you want to do and take action on, and list out the beliefs you have which support that (your empowering beliefs). Then think about things you want to do but are not taking action, or consistent action on, and list out the beliefs you have which limit or disempower you.

Empowering Beliefs	Limiting / Disempowering Beliefs
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.