

“Attract the Success you deserve!”
The power of using visualization and affirmations

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Chapter 1

How about some brainwashing...

What beliefs do you have about yourself and life in general? Do you believe you will become successful? Do you believe that you have the skills needed to achieve huge success? Our beliefs hugely influence our actions and therefore our prosperity. In order to achieve the things we want, we need to review our current programming. And for most of us this means we need some brainwashing! Brainwashing is a term often perceived in a negative way by people. But you know what; I think our brains could actually do with a bit of washing sometimes!

You see, everyone comes into this world with a clear and open mind, and a belief that everything is possible. Remember when you were a child and you could do and become anything without any boundaries! When you ask an 8 year old “what would you like to become when you grow up?” The answer might be “An astronaut” or “the President of the United States” or “a famous pop star”. Kids are amazing dreamers and are not bothered by limiting beliefs as grownups are. Kids are such powerful beings!

However, as we grow up we pick up beliefs, fears and limitations from our surroundings and peers that gradually form the person we are today. Our teacher might say “stop dreaming John, get on with your work!” or “get real,



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you don't have the brains to become an astronaut". We might sing a song in front of an audience and THE moment when everyone is looking, we freeze, can't get a tone out of our mouth.... and feel completely stupid and humiliated. In that moment the belief that gets engrained in your subconscious is "I can't speak or sing in front of a group of people". Or you get all your courage together to ask that special girl out, and when you finally do she answers "No way, not with a dork like you..." So in that moment you decide "I am not going to show anyone that I am vulnerable, because then they will humiliate me" and that is what you start living your life by.

So as we grow up, we create a lot of beliefs about ourselves and our capabilities. Unfortunately a lot of these beliefs are negative and as we build our lives they limit us tremendously in our actions and growth. Very often they therefore contribute to unhappiness or feeling unfulfilled with our lives and business. It can be the smallest –seemingly harmless- remark from a mother like "just let me handle that, you are no good at that" that can convince you that you are not good at a certain task. A teacher who calls a pupil "the clumsy one" can do more harm with this remark than he realises when repeated often enough. With every remark the belief is harnessed even further in the child that it is indeed clumsy. Even though a remark is said with a smile and intended to be funny, it still leaves a legacy in the belief system.

This programming of course doesn't stop at adulthood. It keeps influencing people in all stages of life. We are being influenced by our parents, kids,



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partner, friends, colleagues, television, newspapers, magazines and so on. Sometimes in a positive, but very often in a negative way. We are constantly being programmed with beliefs on ourselves, ideas or others. Think for instance about the fact that in most TV series and movies, the rich people always seem to be the evil, nasty ones... this programs us that being wealthy is not good, or that people won't like you if you have a lot of money. No wonder we limit ourselves in so many ways when we think about making money and being successful! Or we feel we are not "the kind of person who would make a lot of money". We believe we are not good enough and say to ourselves "I won't get that new position", "that person won't go out with me" or "No way will I ever become successful". So we reaffirm our negative beliefs and create deep seeded negative concepts about ourselves and life in general. We think lack and even visualize and expect lack and failure in all areas of our lives. We feel we don't deserve to be wealthy or that we are not attractive enough to get a great partner or that we are not interesting enough to speak in front of an audience; you name it! And then we affirm our failure by talking about it often to ourselves and to others, which again strengthens our negative beliefs and feelings. But by doing this, we only create more of the same! We have been using the power of imagination in a destructive way, and have therefore attracted the lack and failure we expect. This again keeps us focussed on being unsuccessful and so on... it is a self fulfilling prophesy that keeps us small, unhappy and unsuccessful!



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***Why not reprogram ourselves and start attracting the prosperity,
happiness, health, beauty, love, relationships, balance and inner peace
we truly desire?***



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Chapter 2

How to reprogram yourself

The good news is: we can “reprogram” our mind and replace our negative, limiting beliefs for positive contributing ones. Positive brainwashing is what I like to call it!

A very powerful way to reprogram your mind is by making use of so called “affirmations”. An affirmation is a positive self talk statement, stated in the present tense that covers a goal you want to achieve and that ‘overrules’ negative beliefs towards that goal. An example is “I easily do 10 prospecting calls a day”. Or “I am an excellent negotiator”. By stating this affirmation regularly during your day, you will achieve the goal you have set for yourself. You give it positive energy and therefore attract the stated outcome. This positive self talk helps your mind to overcome beliefs that you have about yourself or certain ideas you have in general, that limit your success and actions.

You could compare our mind with a computer: when you change the input, the output will change accordingly. So if you have the limiting belief that you are no good in public speaking (probably because of negative experiences in the past) you can actually reprogram your mind by stating the following affirmation: “I am an excellent public speaker. I love to speak for huge audiences and people love to hear me talk”. By affirming this belief over and



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over again, you will actually start to believe it and your mind will find a way to make this statement a reality. At some stage, you might decide to do a course in public speaking, or someone might ask you to speak at some kind of seminar, which forces you to work on your speaking skills. When you focus on positive affirmations, and start believing that what you affirm will show up in your life, you create a positive energy which attracts positive things, people and events to your life and you will eventually cause that what you affirm to show up in your life. These affirmations therefore help you to reach the 'goal' you have set for yourself and open doors for you that would normally have stayed closed. And this works for virtually everything. Belief and it will happen.

Let me show you an example. Here you are, doing a cross country run. Imagine standing for a big river, with a heavy stream. You have to cross it, but you don't think you can actually do it. Your belief is keeping you from crossing, although you physically should be able to do it easily. It just looks too hard! Then someone else comes up from behind you, and without thinking starts crossing the river and gets to the other side safely. His belief was positive, and he knew he could do it. The interesting thing is that this will probably influence your belief: "if he can do it, I can do it too" and you will then cross the river without any problem at all. It is like the 4 minute mile. No one thought it to be possible, until it was done. Similar things happen when a group of people is introduced to the phenomenon of fire walking. At first a big group of people will say that there is no way they will walk on fire. Until...other



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people with higher beliefs go first, and then all of a sudden everyone else rushes over to do it as well.

So start to think about YOUR beliefs, and try to discover which beliefs are actually holding you back from reaching your full potential. Sit down and write down all the beliefs you have that keep you from becoming successful. Then, one by one, start eliminating these beliefs from your system. Formulate an affirmation that counters your negative belief, and re affirm it daily. Write them in your diary, on your bathroom mirror and of course: put your affirmations in your Vision Board on your computer. Read them daily with intent. You will be happily surprised by the results!



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Chapter 3

Add the power of visualization.

So we have started to eliminate negative beliefs from our system. This is step one towards being abundant. The second tool we can use to focus on what we DO want is the power of visualization or imagination.

When we focus our mind on positive things and events, it will start finding a way to attract it. So you might focus on a picture of a house you want to attract, and if you do that with enough intent and focus you will attract it! The universe will respond to your request and will make your dream or goal happen. Now, you might think “but I just don’t believe that I can actually have those things, so am I not fooling myself and will the mind not know that?”

The great thing is that our subconscious mind can not distinguish what is real and what is not. It doesn’t differentiate between what is real and what is imagined. It just assumes whatever you focus on is real, and you therefore will attract it. To illustrate this, think about a very sad movie you have seen lately. You might have been shedding a few tears while watching it? Even though you know it is a movie and therefore not real! But when you watch the movie, your feelings are real and your subconscious thinks that whatever you are watching is actually happening in reality!

So a powerful way to manifest your goals is by visualizing them and therefore by using your imagination in a positive way. In imagination you create a



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crystal clear picture of the things you wish to attract into your life and you then focus on it on a consistent basis. So you might think of your dream car all the time and you see yourself driving it, and you think about how that makes you feel. By focussing on this, you will find the resources to actually get it. Whatever we focus on, we manifest! This is called “The law of Attraction”. It is the key to creating the life you desire! I could write a whole separate book about this, but others have done that very well, so I would recommend finding out more about it. Recommended “watching” here is the movie “The Secret”. This is one of the most amazing and powerful movies I have ever seen on “The law of attraction”!

A very powerful way (which is actually explained in “The Secret”) to use visualization is by creating a so called “Vision Board”. This is a collage of pictures of the things you want to attract in your life. You could cut out pictures and glue them on a piece of carton, A much easier way is by using your “Vision Board” software. This powerful system allows you to display your dream pictures on your computer. By looking at your Vision Board on a consistent (daily) basis, you will manifest the life you truly desire and deserve!



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Chapter 4

Mind your language.

So you are now changing your beliefs, and you are visualising your Success.

The last thing to pay attention to is your language. You see, whatever you say you will create! Your words bring situations into reality. So the key is to always keep your language positive.

The challenge is to keep positive despite of possible challenges in our lives. Say you are selling a certain product, and nobody is buying it from you. So you might say to your partner “Man, this is not working, nobody is interested”. But the very fact of pronouncing these words, keeps that situation into existence! The universe will find a way to make it happen. Whatever you say, you create. So, instead you could say “I could have more interest in my products”. When saying that the universe will find a way to make THAT a reality. You will get more customers.

Change your language and always keep it positive. Say “I could have more energy” when you are tired. Or “I could attract more money into my live” instead if affirming being broke. By having a positive mind and positive language you also create positive energy around you, which in turn attracts positive people and events to you.



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In conclusion

Read your positive affirmations every day, therefore creating a positive belief system in our mind

Visualise whatever you wish to attract in your life, everyday. Find pictures that truly represent your dreams to make this process as powerful as possible.

The universe will deliver!

Think and talk positive. Everywhere and always. Surround yourself with positive people who have similar goals. This enhances your feeling of prosperity and determination.

Use your Vision Board on a daily basis to keep focussed on your affirmations and visualizations, and you will attract the prosperity that is your birthright!

To your success!



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