

**BREAKING DAY HYPNOTHERAPY**

# The Affirmation Equation for Success

Empowering Affirmations for Positive Change

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*Discover the 'Affirmation Equation for Success' and how to use it to create positive changes to your beliefs and habits and attract peace, health and abundance into your life. You are not a bystander; you are a powerful creator of your life! Take back control and be the person in charge*

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## Introduction

This book came about through my own struggles with affirmations, manifestation, stress and anxiety.

In the beginning there was a guy named Art and he was pretty much afraid of his own shadow. He had little self esteem and thought his value in the world was pretty small. In an effort to become a better person, Art joined the military. This gave Art the beginnings of self esteem and some confidence. It also started a journey of self development that hasn't ended. One of the first books Art read was a book on affirmations. Either Art didn't understand the book or the book didn't describe how to use affirmations correctly. As Art explains later in the book, He gave up affirmation because they made him feel worse. Also, simply reciting affirmations without using the Equation for Success is only using the conscious mind and has little effect on making permanent changes to the subconscious mind. Art's journey of self discovery and growth has led him to reading many books on self improvement, a certification as a Reiki Master, spiritual counselor and a certified hypnotherapist. It is through his certification in hypnotherapy that has brought his biggest gains in law of attraction, manifestation and proper use of affirmation for personal growth and reducing anxiety. Art's personal struggle with stress and anxiety led him to many years of meditation and lots of tools and techniques to reduce stress and anxiety. See, Art had to learn to reduce stress or he would become blind. His anxiety manifested into his eyes in the form of a condition called Central Serous Retinopathy (CSR). He endured many laser surgeries and the only cure is to learn to reduce anxiety. And that is exactly what Art did.

Now Art lives happily ever after and YOU CAN TOO!

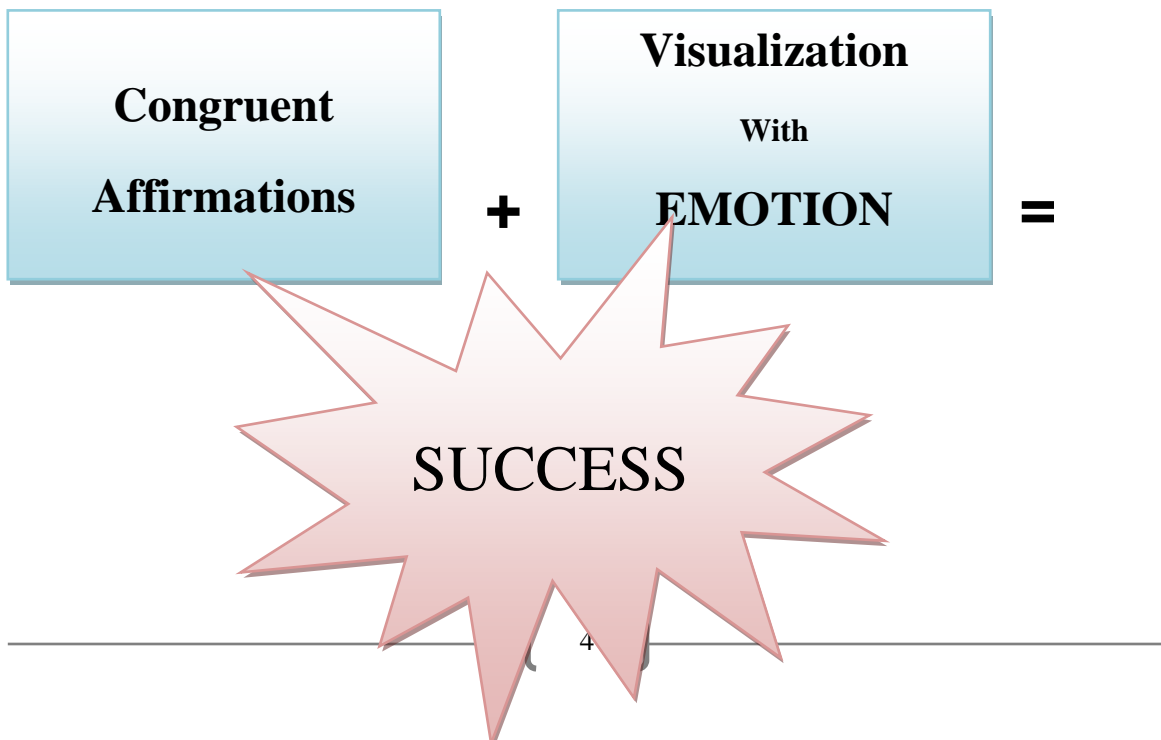
This book is an effort to help others out of the bondage of anxiety and live a life of being calm, confident and in control of your emotion and reactions.

Enjoy!

-Art

## The Success Equation

Before I get started with the Affirmation Equation for Success, perhaps, I should speak a bit about how your mind works and how to use it for change. So often we believe that we are a victim to our minds. We have tried to change certain behaviors or beliefs for so long and in so many different ways that we believe we are broken. That there is no hope of ever changing and many of us just give up. We begin to think, rather than living a life of frustration, isn't better to accept our life the way it is and make the best of it. Right? Ever felt that way? I have. Thankfully, I didn't completely give up, I only retreated to regroup. To read another book or to buy another program until *finally*, I had all the pieces to make it work. I remember using affirmations years ago. I recited them every day but they made me feel worse. The book said, I would feel great and empowered but I felt more like a failure. Then, I learned hypnosis and understood how the mind works, the "Theory of the Mind" they call it. This showed me why I have failed all these years. Then, I learned the power of visualization and emotion. What I call the *power language* of the subconscious mind. Finally, I discovered that the affirmation must be congruent or 'true' with your current beliefs to be accepted by the mind. So it isn't, as I believed from the first affirmation book I read, Affirmation = Success. You see, Congruency, visualization and emotion are the missing pieces of the affirmation success equation. **This is the equation for success:**



## Theory of the Mind

What is the theory of the mind? Our minds are divided into two sections, much like the Ice berg picture below, the conscious mind with 10% of your total brain power and the subconscious mind with the remaining 90%.



Each part has its own functions and purpose. The critical and logical thinking resides in the conscious mind. Did you notice, will power lives here too? Will get back to how important that is in a minute.

The Subconscious mind stores, in part, all your beliefs, creativity, habits, emotions and reactions.

Your beliefs and habits were formed in your mind between your birth and 12 years of age. Before you even knew how to protect yourself or who you really are, all the people around you and your life circumstances have created the programming you operate on in this world. Think about it, you live your life now, based on a child's view and perception of the world. That's crazy, isn't it?

Now as an adult you want to change these beliefs or programming so you try '*will power*'. I mean, that is what you were taught, right? All it takes is more will power. You got this! HAHA

Remember, where will power is located right? That's right, in the conscious mind with how much brain power? Right again-10%. If that isn't bad enough, the conscious mind doesn't speak the same language as the subconscious mind. Subconscious mind understands visualization and emotion and doesn't understand logical and analytical thinking. So '*will power*' has little effect. It can work for a while, but when we get tired or stressed, we resort back to the program that hasn't changed that is stored in our subconscious mind.

Isn't it a relief to know that you are not broken, that will power isn't the answer? Now you can get back into the fight to change those behaviors because you are going to learn new techniques that are based on how your mind really operates. You will learn the power of affirmations when they are applied correctly using the ***affirmation success equation***

## Affirmations: What are they?

Affirmations are a short phrase stated in the present tense about something you want now.

*“I am always in the right place at the right time”* is an example of one of my favorite affirmations. Notice the “I AM” phrase in the affirmation? What better way to state something in the here and now with power and conviction than these two simple words, I AM. This is a powerful statement!

Use them whenever you can.

Remember when I stated that at first my affirmation made me feel worse? It was because I used an ‘absolute’ word and or the phrase ‘I AM’ which made the affirmation too strong. Let’s look at these two affirmations for example: I am always calm confident and in control or even I am calm, confident and in control. IF you are not **always** or the phrase ‘I AM’ is too strong, your subconscious mind may call you on it with self talk like, ‘no you’re not!’ ‘Who are you fooling anyway, remember that time’..... and on and on. So I use softener words and phrases like *becoming, working towards, create, learning, allow*, etc. (Please find the complete list in appendix A).

The above affirmation, in a more congruent form, would be changed to ***‘I am learning to be calm, confident and in control’***. It is hard to argue with that affirmation now, as long as you’re working on learning. It also uses the powerful ‘I AM’ words in a softer tone.

The incongruity of the first affirmation with the absolute word of ‘always’ was the reason the affirmations didn’t work for me. I choose an affirmation that I wanted but my current belief fought it. It was incongruent for me. You can tell if the affirmation is congruent to you by simply choosing an affirmation that excites you, empowers you, and motivates you. If it doesn’t, then it simply isn’t the right one for you. Find another.

How do we start to find the right affirmation? Where to do begin?

## Choosing the Affirmation for the Change

To choose the correct affirmation, let's begin to determine the blockage or resistance to the change you want to make. What limiting belief, fear or negative thought is holding you back?

There are several ways to determine your blockages, those limiting thoughts, beliefs and fears. I have used all of these different methods I am about to explain. They all work well and differently. Sometimes it helps to start with one and then use another for a different perspective.

Determining your limiting beliefs can be like peeling an onion with each layer exposing a new level of awareness and healing. It may take peeling away several layers before the core is found.

Start by asking, What do you want? Whether, you want better health, more confidence, to be a better listener, to have or be more loving and respectful in relationships or more money to pay the bills. Whatever you want, write it down. What does it look like? I mean if you cannot tell yourself what it looks like, then how will you know, that you have received it. Write it out. Include all the senses of the body- look, feel, smell, taste and sound. Close your eyes and imagine, picture or pretend that you already have it and experience it. Then, write down what you experienced.

Doesn't that look and feel great?

As you are experiencing this, are there any negative thoughts or beliefs that popped up? Explore them. Write them down.

Now you know where you want to go and what negative thoughts and beliefs are in the way, you can create an affirmation or affirmations to create the change you want. You owe it to yourself to succeed. You are worth it!

Another way is through meditation and self-awareness.



## Meditation and Self-Awareness –finding your limiting beliefs

Meditation will help you know what relaxation feels like, because most likely you have forgotten. I know I had. Once you know what relaxation feels like you might actually like it. Then when you feel your anxiety rise, self-awareness will notify you that your anxiety is rising and that is your **queue** to determine what is creating the stress. What are you worrying about, fearing or creating *stress* in this moment? Where do you feel it? Is it in or out of your control? What belief(s) about your self can you recognize?

Mahatma Gandhi has one of my favorite quotes for how beliefs control our lives and is a perfect example of how to identify our beliefs.

“Carefully watch your thoughts, for they become your words. Manage and watch your words, for they will become your actions. Consider and judge your actions, for they have become your habits. Acknowledge and watch your habits, for they shall become your values. Understand and embrace your values, for they become your destiny” - Mahatma Gandhi

### Watch your Thoughts and Words

Here is another way to find your belief; just listen to your words you speak out loud and to yourself. What are you saying to yourself? This will tell you what your beliefs are and where to begin with your affirmations.

Another way to find your beliefs is through meditation. Meditation helps you look inward to find those hidden thoughts and therefore beliefs.

Once you have the belief(s) you want to change, find an affirmation or write one that speaks to how you want to be, that is positive and is congruent.

Be as specific as you can be while still allowing some flexibility. When it comes to flexibility I love how Dr. Joe Vitale states it. He places this phrase at the end of his affirmation- “or something better”. So this is what I want to be, act or become or something better. Allow the flexibility of growth that may be out of your view or awareness to happen.

Remember, affirmations need to be positive congruent statements in the present tense. They need to excite you and create a sense of motivation and enthusiasm.

Now that you have the correct affirmation, say it often, recite it first thing in the morning, throughout the day. Post it everywhere. Even write it at night before you go to sleep. Writing an affirmation is like reciting it 7 times. And right before you go to sleep is a powerful time in your subconscious minds’ daily cycle. It is a fact that your mind will work on those things that are most present in your mind as you go to sleep. So give your subconscious mind your future as you want it to appear. (more on this later)

## **The Power of Repetition**

Your brain records every thought and does a quick check to see if this thought belongs to other similar thoughts. If it is a new thought it will temporally save the thought. If this thought comes by again and again, it will begin to create a new neural path way. Every time it is repeated the neural path way is reinforced and it grows stronger and stronger. I like to refer to them as roads and highways. Soon they become like a super highway. \*\*

So is repetition important? It is only important if you really want to succeed at changing your beliefs and behaviors. You may ask, does will power have any part in this change? It doesn’t directly make changes in your subconscious mind beliefs and behaviors but it can play a part in the motivation of repetition. Our brains are continually growing and changing.

You can be the one directing the course of this growth and change or allow the environment around you to create the change.

**You be the creator of your growth and change!**

## **Subconscious Mind Lives in the Present Moment**

Another cool fact about your subconscious mind is that it has no sense of time. It lives in the present moment. This is both a good thing and a bad thing. The bad is that in our high stress world where we are continually worrying about everything, our subconscious mind believes we need saving **always**. What do I mean by that?

In the beginning when our ancestors were living in a jungle, we had little to worry about. Our subconscious minds were humming along in a peaceful harmonious state. When we were threatened, the subconscious mind would dump fight and flight hormones like cortisol, ephedrine and adrenaline into our bloodstream to help us fight or run for our lives. When the threat was over, our bodies returned to peace and harmony. The fight and flight hormones stopped and we were happy and peaceful.

Now, however, we are almost always in a fight or flight state worrying about work, traffic, social situations, and money and on and on. We are constantly in a **'what if'** this and **'what if'** that and every other anxiety scenario in our lives. Our subconscious mind has no way of knowing that this future possible scenario isn't happening right now. In the mind of the subconscious, everything is happening **now**. That is the way it is wired to protect us. So, we live our lives in this constant state of needing saved or in this anxiety/stress state. It is no wonder that stress is the number one killer in America and is related to so many chronic diseases.

How do we use this present moment feature of the subconscious mind for good? We do it by using the power language, visualization and emotion, of the subconscious mind. Emotion is the supercharger to the power language and Love, Gratitude and Enthusiasm are powerful emotions. While visualizing our affirmations, be grateful and be in love with it and

have lots of enthusiasm. Our subconscious mind, always in the present moment, will believe it is happening now. Isn't that tricky? With consistency and repetition, the subconscious mind begins the work of making it happen, **now**, by building new neural pathways and new beliefs and new habits.

How do we use this information to reduce stress in our lives? We do it by using meditation and self-awareness.

## Developing Self-Awareness

Self-awareness is something you will need to develop; the ability to know or feel when stress is rising in your body. That will come as you begin to know and love the feelings of peace and relaxation. It will become easier to feel when stress is rising and when it does- **BREATHE**.

I haven't mentioned breathing yet and when I say '*breathe*', I mean the type of breath that begins in the abdomen. Place your hand on your belly right now and breathe into the abdomen like you are filling a balloon then continue to breathe deeply in until your chest rises to the top. This is a big breath in that fills your lungs all the way to the bottom. This type of breath also tells the subconscious mind that you are not in stress and it can relax. It breaks the stress state. Repeat this type of breathing for 3 to 5 times or more. Now you can apply your affirmation and begin reprogramming the mind from a state of calmness.

## Anchor the Affirmation into your Mind and Body

Why should you anchor in your affirmation? What is an affirmation anchor? When you were writing out what you want or during meditation or listening to your self-talk, you may have noticed the negative emotion in your body. You may have felt something in your body or perhaps in your heart or core

of your body. This is where the negative emotion is hiding. You can add more power to your affirmation by anchoring in your new belief into the area where the negative emotion and belief resides. This simple exercise helps in replacing the old belief with the new belief.

### **Affirmation Anchor Exercise**

Follow these simple steps to anchor in your affirmation:

You can anchor in your new belief by:

1. Placing your hand on your body where you felt or feel the negative limiting belief while at the same time you are reciting your new affirmation and its associated visualizations and emotions.
2. Allow, imagine, picture or pretend that the new belief is flowing into the area of your body and transforming this area into your new belief.
3. Recite your affirmation and visualize (experience) what you want. Bath your senses in the experience. Breathe into the affirmation. See it and/or feel it with as much emotion as you can. Feel the new belief become stronger.
4. Allow the smile you are feeling on the inside to flow outside in an outward expression of a smile.
5. You are now moving this new belief from a concept to a real experience. You are creating your new reality!

Recite affirmation with visualization and emotion as often as you can.

### **Repetition, Repetition and Repetition**

We have talked about the power of repetition. Now this is how you practice it.

1<sup>st</sup> thing in the morning before you get up if you can. Recite your affirmation and visualize (experience) what you want. Bath your senses in

the experience. See it and/or feel it with as much emotion as you can. Fall in love with your new self. If you are not smiling and feeling awesome with this experience, then you do not have what you want defined enough and go back to writing stage of defining what you want. It is either you do not have it defined or there may be an unknown limiting belief not yet discovered.

Recite or as I like to say replay your affirmation mind video as often as you can. There are times in the day that are more effective than others due to the way our subconscious mind works. They are first thing in the morning while you are still in a hazy period of not quite awake but not asleep either. This is a perfect time to set up your subconscious mind with new beliefs.

Second is the early afternoon when the afternoon slump begins. Energize your mind and body with your affirmation mind video.

Third is before going to sleep at night.

Before going to bed or while in bed but before sleep, write out your affirmations. This is a great way for the subconscious mind to lock on to the affirmations and dwell upon them through the night. This is a good thing. As your subconscious mind works on your new beliefs it is creating new neural pathways and your new beliefs

As they form and grow they become larger and stronger. As you stop feeding the old beliefs and habits they will become weaker and the new beliefs and habits will soon replace the old ones.

## **How Affirmations Reduce Stress and Anxiety**

So how does one use affirmations to reduce stress and anxiety? Thought you would never ask.

I love to use affirmations to reduce stress and here is how. The first step is self awareness. You must be aware of the stress and anxiety and how it feels in order to stop it. Then determine why. What is the cause?

For example, I am running late, as I am driving to an appointment. I really do not like to be late. I want to be punctual. To me, it is a sign of respect. Sometimes it cannot be helped. So I am now late and so many feeling and negative thoughts appear in my mind and body when I am late. What will they think of me? Will they be mad? Will they think less of me and so on? I am now pushing the limits of the law and safety as I drive impatiently trying to make up time. (I know this never works) Then I realize the tension and the irritable emotion rising and I STOP IT! I take a deep breath; a deep core breath, which stops the stress state and begin to breathe regularly as I can as I think about the reality of being late. It's not a big deal really is it? It could be and if so then what are your options? What is in your control? Can you safely make a call? I begin to recite my affirmation I use for being late. "I am always in the right place at the right time" I say it over and over as I am imaging walking in and being told "Oh your timing couldn't be more perfect". I am now feeling more relaxed, keeping my vibration positive and me and others safe as I drive. These same steps can be used for many stressful situations. Just change out affirmation to fit the issue.

Sometimes, I stress over money for example and I stop myself (self awareness) following the same steps as above and begin to recite my money affirmation. 'All my needs are exceedingly met' as I imagine myself paying my bills in a calm and confident energy state as I visualize having more than enough money.

What stress or anxiety do you have and what affirmation would you apply?

Have you noticed that I apply imagination and emotion to every affirmation? This is the super power to affirmations.

## Self-Hypnosis

Want to learn how to make affirmations even more powerful? How you can manifest whatever you want? It is called self-hypnosis. Yes you can hypnotize yourself. How wild is that and people have been using it for hundreds if not thousands of years.

Despite what you have read or seen in stories or movies and sitcoms, hypnosis is a naturally occurring state of mind. We experience hypnosis several times a day. For example: when we are emotionally swept up in a book or movie character or driving down the road, lost in thought and drive right pass the our exit. These are just two of the most popular ones. hypnosis and meditation are very similar states. The difference between meditation and hypnosis is basically the outcome. In meditation we are trying to train our minds to limit thoughts by fixating the mind on something else like a mantra, flame or breathing. While self-hypnosis, the object is to visualize about the outcome you want. Let's use an affirmations as an example, you would begin by sitting in a quiet place, relax the mind and allow yourself to go into a state of relaxation or meditative state. I would use the affirmation as a mantra to achieve the meditative state and prime the subconscious mind for the change. That would be like a twofer benefit. Once you have achieved the meditative state, think about how your life would be if the said affirmation already existed. Thank God or the universe or your spiritual equivalent for the outcome. See yourself now as if the outcome already exists. Notice the feelings, emotions, experience. Sense the emotion in all of the senses. Be in the moment. Sit in the moment, watching your new life play out in front of you. At some point, even float into the picture and into the person you are watching in your mind. Now you are looking through their eyes and hearing through their ears and experiencing the scenario as if it were actually happening in you.

This exercise goes directly into the subconscious mind and it begins to create and build new neuron pathways, new beliefs and new habits. Being consistent with a self-hypnosis routine builds the pathways stronger and



stronger until they become the new beliefs and consequently the new habits.

## **Living Life in Calm, Confident and in Control**

This can be you! If that is what you want it to be. Why not YOU? Use the suggestions and exercises in this book and create the change you want. Have you ever read a book with the intention to change but didn't do the exercises or put in the work? I have. Nothing changes that way. You can live a life with your stress and anxiety in control or non-existent. You can live a life of peace and calmness. I know this because I am.

You now know how to use affirmations to create change. Affirmation can be used in this way for anything, not just stress and anxiety. Anything you want to create in your life and anything you want to change. Let your imagination flow and inspire you.

You are the creator of your life. You deserve a stress free life. You can have a life of prosperity, happiness, abundance and health.

Let me know if I can answer any questions regarding the material and would also love to hear about your experiences as you use the information from this book.

Thank you for your support. I appreciate you.

**Now YOU be YOU!**

## About the Author

Art is a certified hypnotherapist & Instructor and a Reiki Master/Teacher. He received his hypnotherapy certification from 'Hypnosis Motivational Institute, a Nationally Accredited Institute of Hypnotherapy in Tarzana CA. He holds additional certifications in PTSD, Smoking Cessation, Healing the Inner Child and Spiritual Hypnosis.

Art's passion is to empower others to find and unlock their own healer and personal power. Once unleashed, a life of intention and balance in mind / body/ spirit can unfold. He uses Reiki infused hypnosis during his session work to enable clients to connect intuitively and heal holistically.

- Among his many talents, he is a presenter, teacher, and group leader. He can conduct group sessions, workshops and seminars.
- Hypnosis sessions can be done by zoom, phone or in person.
- Contact him below for your specific needs.



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# Appendix A

## Softening Phases for your affirmations to keep them positive and believable

I enjoy  
I choose to  
I am working towards  
I now create  
I look forward to  
I am in the process of  
I like  
I love it when  
It feels good when  
I am committed to

I prefer  
I can  
I am willing to  
I am learning to  
I am practicing  
I am choosing to believe  
I am open to receiving  
I am open to receiving  
I allow myself to  
Every day and in every way, I feel myself  
attracting

# Appendix B

## Affirmations

### Success

- ❖ Success comes easily to me
- ❖ I begin this day with confidence
- ❖ The universe supports my every effort
- ❖ I deserve to be successful doing the work I love
- ❖ Money comes easily and frequently to me
- ❖ I am open to receiving good things in my life
- ❖ I focus only on the positive
- ❖ I invite new choices into my life
- ❖ I am filled with energy
- ❖ I recognize resources I didn't know I have

### Self Esteem

- ❖ I respect myself
- ❖ I have confidence in myself
- ❖ My heart is open and ready
- ❖ I deserve to be treated right
- ❖ I am achieving all of my goals
- ❖ I believe in my gifts and abilities
- ❖ My insecurity is replaced with wisdom
- ❖ I release myself from harmful judgments'
- ❖ I never give up
- ❖ I accept myself as I am

## Health and Well Being

- ❖ I have the power to control my health
- ❖ I am in control of my health and wellness
- ❖ I am always able to maintain my ideal weight
- ❖ I always treat my body with love and respect
- ❖ I have abundant energy, vitality and well-being
- ❖ I am filled with energy to do all the daily activities in my life
- ❖ I am welcoming peace
- ❖ I allow myself to be quiet
- ❖ I am at peace with myself
- ❖ I feel absolutely supercharged

## Daily Life

- ❖ I am creating the life I love
- ❖ I cherish every moment of the day
- ❖ My life has purpose
- ❖ I recreate myself daily
- ❖ It's okay to enjoy myself
- ❖ Today is my chance to be healthy
- ❖ The gift of laughter is a treasured gift
- ❖ I am allowed to stop and appreciate the quiet

## Stress Relief

- ❖ What I am experiencing is a human emotion
- ❖ I deserve happiness and joy
- ❖ I am calm and at ease.
- ❖ Tomorrow allows for new opportunities
- ❖ I am able to identify what is within my control in this situation.
- ❖ Challenges are opportunities to learn what is important to me.
- ❖ I have the resources I need to move through this stressful situation.
- ❖ I am calm, confident and in control of my thoughts, emotions and reactions
- ❖ My mind and body are at ease
- ❖ I am relaxed