

Myron Golden's observation about how we often declare things that don't matter but qualify the things that do sheds light on a common issue: our lack of boldness often stems from a lack of belief.

We end up putting more energy into the things we fear or don't want, rather than focusing on what we truly desire. Shifting this dynamic involves consciously directing our beliefs and attention. Here's how to do it:

### 1. Recognize and Challenge Limiting Beliefs

The first step to controlling your beliefs is to become aware of the limiting beliefs that hold you back. These are the subconscious thoughts that make you doubt your abilities or fear failure. And if you think you don't have limiting beliefs, that's a huge blind spot. You do—we all do.

- How to Do It: Start by identifying areas in your life where you feel stuck or hesitant. Ask yourself what beliefs are underpinning these feelings. Once you've identified them, challenge these beliefs by questioning their validity. For example, if you believe, "I'm not good enough to succeed," ask yourself, "What evidence do I have that proves this belief wrong?" Replace the limiting belief with a more empowering one, such as, "I am capable of achieving my goals."

## 2. Shift Your Language

The language we use reflects our beliefs. When we say things like “I’ll try” or “I hope,” we are subconsciously expressing doubt. To shift your beliefs, you need to change your language.

- How to Do It: Start making bold, affirmative statements about your goals and desires. Instead of saying, “I’ll try to succeed,” say, “I am succeeding.” This simple change in language can start to reprogram your subconscious mind to believe in your success. Speak as if the outcome you desire is already happening. This aligns your thoughts and actions with your intentions.

## 3. Focus on What You Want, Not What You Fear

We often give more attention to our fears than our desires, which strengthens those fears and makes them more likely to manifest. To change this, you must consciously redirect your focus.

- How to Do It: Whenever you catch yourself worrying about something you don’t want, pause and refocus your mind on what you do want. Visualization is a powerful tool here. Spend time each day visualizing your desired outcome in detail, as if it’s already achieved. The more vividly you can see it, the more your mind will start to believe it’s possible.

## 4. Cultivate a Growth Mindset

A growth mindset is the belief that your abilities and intelligence can be developed with effort and perseverance. This mindset is crucial for overcoming limiting beliefs and focusing on your intentions.

- How to Do It: Embrace challenges as opportunities to grow, rather than as threats. View failures as learning experiences rather than evidence of your limitations. Remind yourself regularly that your current situation does not define your potential. The more you adopt a growth mindset, the more you'll believe in your ability to achieve your goals.

## 5. Surround Yourself with Positivity

The people you surround yourself with and the environment you create play a significant role in shaping your beliefs. Positive influences can help reinforce your intentions and keep you focused on what you want.

- How to Do It: Seek out people who inspire you and share your goals or values. Engage in environments and activities that uplift you and align with your intentions. This could mean joining a community of like-minded individuals, attending workshops, or simply curating your social media feed to reflect positivity and growth.

## 6. Practice Gratitude

Gratitude helps shift your focus from what's lacking to what's abundant in your life. This shift in focus can reinforce positive beliefs and keep you aligned with your intentions.

- How to Do It: Develop a daily gratitude practice where you write down or reflect on things you are grateful for. This could include past successes, supportive relationships, or opportunities in your life. Add gratitude into things you're already doing like journaling, meditation, and walking...it's not hard to direct your focus to gratitude and appreciation, and that in and of itself, changes your body's chemistry!

Plus focusing on what you're grateful for can help reduce fear and anxiety, making it easier to believe in positive outcomes.

## 7. Consistent Action Toward Your Goals

Belief is reinforced by action. The more you act towards your goals, the more you'll believe in your ability to achieve them. Consistent action builds confidence and diminishes doubt.

- How to Do It: Break your goals down into small, manageable steps and take action every day, no matter how small. Each step forward strengthens your belief in your ability to succeed. Celebrate each small win as evidence that you are on the right path, and use it to fuel your belief in the larger outcome. High five yourself! Brag a little in the Hot Melt Sprint group and let it be known that you're in it to win it! You don't quit on yourself.

## 8. Affirmations and Repetition

Beliefs are formed through repetition. The more you repeat a thought or action, the more it becomes ingrained in your subconscious mind.

- How to Do It: Create affirmations that align with your desired beliefs and repeat them daily. Saying them out loud and writing them out is very effective. Better yet, say them to a mirror and look yourself in the eye. It's powerful.

This is an activation of your subconscious using your reticular activating system and your RAS LOVES it. Your RAS takes the auditory input and prioritizes this information to help your subconscious filter the onslaught of data it's constantly receiving. So if we're declaring things that don't matter, that's what your RAS is all about; it's not zoning in on the things that DO matter. Our words count, our thoughts count.

Positive, present tense, and backed with emotion make the best affirmations. The emotion part activates the limbic system in your brain. That means you're activating emotional intelligence, learning and memory, and creating or reinforcing positive habits.

Being consistent with all of this makes your dreams come true!

Follow all of this—shampoo, rinse, repeat.

It's all about controlling your beliefs and directing your attention to your intentions. You must be intentional about your thoughts, language, and actions. THAT is your alignment assignment.

By recognizing and challenging limiting beliefs, shifting your focus to what you want, and consistently reinforcing positive beliefs through action and repetition, you can cultivate the boldness and confidence needed to achieve your goals. Remember, where your attention goes, energy flows—so choose to focus on what you desire, not what you fear.