The Complete Afformations® Guidebook

28 Days To A More Abundant Lifestyle

NOAH ST. JOHN

Foreword by Joe Vitale

FREE BONUS Daily Afformations Software Details Inside!
The Complete Afformations® Guidebook:

28 Days To A More Abundant Lifestyle

NOAH ST. JOHN

Foreword by Joe Vitale
Also available from Noah St. John

The Afformations® System:
28 Days To A More Abundant Lifestyle

iAfform Audios:
Change Your Brain While You’re Busy Doing Other Things

Afformware: Do-It-Yourself Afformations® Audios to Change Your Brain and Change Your Life

The Secret Code of Success:
7 Hidden Steps to More Wealth and Happiness

Permission to Succeed®:
Unlocking The Mystery of Success Anorexia
THIS BOOK IS DEDICATED TO:

Babette: My wife, best friend, and the best Loving Mirror a guy could ever have.

and

All of those who ask better questions to make this world a better place for all of God’s creatures.
CONTENT

Acknowledgements ............................................................................................................. 7
Foreword by Dr. Joe Vitale .................................................................................................. 8
How This Book Was Written – and Why ......................................................................... 10
Top 10 (+1) Ways to Get the Most from This Book ....................................................... 15
Chapter 1: What’s Missing In Your Life? ....................................................................... 19
Chapter 2: Introducing AFFORMATIONS® – The Missing Piece to Having Abundance .......................................................... 32
Chapter 3: The 4 Steps of The Afformations® Method ................................................. 51
Chapter 4: AFFORMATIONS® on Health and Well-Being ........................................ 70
Chapter 5: AFFORMATIONS® on Wealth & Money ..................................................... 74
Chapter 6: AFFORMATIONS® on Building Self-Confidence ...................................... 79
Chapter 7: AFFORMATIONS® on Work & Career ....................................................... 83
Chapter 8: AFFORMATIONS® on Love and Intimacy .................................................... 89
Chapter 9: AFFORMATIONS® on Relationships .......................................................... 94
Chapter 10: AFFORMATIONS® on Conquering Fear .................................................. 99
Chapter 11: AFFORMATIONS® on Overcoming Bad Habits ..................................... 104
Chapter 12: AFFORMATIONS® on Spirituality ............................................................ 111
Chapter 13: AFFORMATIONS® on Life & Happiness .................................................. 117
Chapter 14: How to Live a More Lifestyle in 28 Days or Less ..................................... 126
What Other People are Saying About This Program ..................................................... 131
Your Free Bonus Gift ....................................................................................................... 132
Join The Afformations Revolution ............................................................................... 134
Praise For Noah ................................................................................................................ 136
Who Is Noah St. John? ................................................................................................. 137
ACKNOWLEDGEMENTS

Special thanks to:

God, the answer to all of our questions.

My parents, who sacrificed and gave more than they had.

My dear friends and colleagues—Jack Canfield, Joe Vitale, John Gray, John Assaraf, Harvey Mackay, Neale Donald Walsch, Stephen Covey, Harv Eker, Lisa Sasevich, Frank Kern, and Jay Niblick—for graciously supporting my work throughout the years.

The Faithful: my tens of thousands of dedicated Students around the world. Without you, there would be no life-changing seminars.

Finally, to my beautiful bride Babette—thank you for being the best Loving Mirror a guy could ever have.
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. As I explained in the movie The Secret, the Law of Attraction states that you will get more of whatever you focus on. For example, focus on lack and you get more lack. Focus on good and you’ll get more good.

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 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 is an expert in this area. I’ve known him 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 he 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, kept me engaged throughout the few hours we spent together. We became fast friends and remain so today.

Noah comes from his heart and sincerely wants to awaken people to their own inner power.

And he does 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
HOW THIS BOOK WAS WRITTEN — AND WHY

Nothing, not all the armies of the world, can stop an idea whose time has come.

— Victor Hugo

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...

April 24, 1997. A crisp spring morning in New England. I was living in a dorm room at the college where I was majoring in comparative religion. 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, I was 30 years old, divorced, and living in a tiny college dorm room. I had less than $1,000 in my bank account and no idea what I wanted to do with the rest of my life.

On the morning of The Shower, I realized that something was drastically wrong with my life, but there was just one problem: I had no idea how to fix it.
You see, I had been reading self-help books for as long as I could remember. My family was poor (we moved nine times before my sixth birthday) and from a very young age, I had decided that I wanted to make something of my life. Yet something was missing.

For years, I had this gnawing feeling that the answer I was looking for was out there somewhere—that I just had to keep looking for it, and maybe someday, I’d find it.

Then, The Shower happened.

The night before The Shower, I’d looked around my pocket-sized dorm room and realized that I had posted “affirmations” around the room to make myself feel better—statements like, “I am happy, healthy, and wealthy” and “I am good enough.”

Why had I put these “affirmations” all over the place? Because every self-help book I had ever read had told me to!

That night, I finally admitted that even though I’d spent so much time trying to convince myself of the truth of statements like those, I never really believed them.

So, on the morning of The Shower, my head was ringing with questions: questions that were simple yet profound. Questions like:

“If I’ve been saying these ‘affirmations’ over and over for so many years, why don’t I believe them?

“And if I’ve been saying all these positive statements to myself for so long, how come I still don’t believe in myself?

“There’s got to be a better way to get myself to believe something good about myself. 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 that moment, I realized that thought itself is
the *process of asking and searching for answers to questions*. 

In that moment, a question formed itself in my mind. A simple question that changed everything...

> *“If human thought is the process of asking and searching for answers to QUESTIONS, why are we going around making statements we don’t believe?”* 

The moment after I asked myself that question, I instantly realized that millions of us had been told to follow a method that was doomed to failure—not because the method itself didn’t work, but because we didn’t believe the statements we were saying to ourselves.

And in that moment, I somehow knew that if we started *asking ourselves better questions* instead of saying statements we didn’t believe, it would change everything.

So I sat down at my computer and wrote what would eventually become the earliest edition of this book. In the weeks and months that followed, I began to teach people about this amazing, and amazingly simple, method that I discovered in The Shower.

I taught people through my books like *Permission to Succeed®* and *The Secret Code of Success*; through seminars, articles, and media interviews; through coaching clients and mastermind groups; and through social media and word of mouth.

And then people around the globe started telling me about the incredible results they were getting from using my simple method—results like:

- Getting promotions after being completely stuck in their careers
- Gaining more clients after their business had been stagnant
• Losing weight after they’d tried every diet and exercise program on the market
• Finding love after nearly giving up on relationships
• Starting their home-based business after just dreaming about it and not taking action
• Writing their book that had languished unfinished for years
• Healing family relationships that had been broken
• Quitting smoking after trying everything else
• Sleeping better after pills and medications hadn’t worked
• Schoolchildren improving their grades almost overnight
• Winning golf tournaments and other sporting events for the first time ever...

... and many more.

So those people began to tell their friends, and those friends told their friends... and so on and so on... and that’s how The Afformation Revolution began.

And it all started with a simple question I asked in The Shower.
This book was written for you, if you...

- Want more abundance or freedom from financial worry
- Are struggling to overcome procrastination, self-doubt, fear, or any other bad habit
- Want to have greater self-confidence
- Would like to experience better results in your career or business
- Are seeking to find the balance between your faith, family, and career
- Want to make more money while enjoying more time off
- Are looking for more purpose and passion in your work
- Want to find a better way to use your mind to design the lifestyle of your dreams

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.

Enjoy this book from beginning to end...

Share it with your friends, family, and co-workers...

And prepare to be amazed as the miracle of your abundant life unfolds before you.

And be sure to share your Afformation success stories and join the Afformation Revolution at our Facebook page:

AfformationNation.com

Let’s get afforming!

Noah St. John
Inventor of Afformations®
Founder of SuccessClinic.com
TOP 10 (+1) 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.

You see, I know you’re busy. That’s why I designed this book to fit easily in your purse, pocket or briefcase. Read this entire book all the way through the first time.

2. Set the book down and wonder.

Once you’ve read it through the first time, put it down for a while. Take a walk. Look at the sky. Let ideas come to you.

3. Highlight the passages that have special meaning to you.

When certain phrases or questions bring up strong feelings 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.

Throughout this book, I’ll give you hundreds of examples of empowering questions you can use to change your life. But there are an infinite number of questions you can ask that will also work wonders for you.
So don’t feel limited by the examples I’ve given you; instead, use them as starting points for your own individual Afformations.

In Chapter 3, I’ll show you how to create your own empowering Afformations that will change your life. Right now, you are creating your life by the questions you’re asking. I’ll show you how to harness that incredible power to work in your favor!

5. Teach this method at least twice in the next 48 hours.

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 also be socially committed to the teaching.

This will also make it that much harder for you to go back to the old, disempowering way of thinking. You’ll learn more about this in Chapter 2.

6. Allow this method to be as simple as it is.

Students at my live seminars and mastermind programs sometimes feel embarrassed, because when you use Afformations, sometimes it feels like you’re not working hard enough!

Yes, you often need to work hard to get what you want in life. But consider that many things—for example, love, peace, and serenity—often appear, not because we work hard at them, but because we allow them to occur. Let this process be that simple.

7. Yet, don’t be fooled by how easy this appears.

Thousands of my Students have told me that this process has changed their lives—both immediately and for the long term. They’ve also expressed how incredibly EASY it is!
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, saying, and doing—perhaps for most of your life.

The Afformations Method will work just as well for you as it has for everyone else, if you trust yourself and follow the Steps.

8. **Do the exercises in the book.**

If you want to get in shape, you can’t do 20 push-ups by reading a book about how to do it. It takes time, practice, and effort—but if you stick with it, the result is a healthier body and a wonderful sense of satisfaction.

You’ll find that The Afformations Method works the same way. The benefits you’ll experience by practicing the simple exercises in this book will far outweigh the time and effort you invest. Really!

9. **Share your experiences with us.**

I love to hear the success stories that my Students send to me! Share yours at [AfformationNation.com](http://AfformationNation.com).

There, you’ll see photos, videos, and success stories posted by people from around the world who have used this method. You’ll also have the chance to meet other Afformers* across the globe—and it’s completely free!

My staff and I are also here to help you, any time you have questions or want to share your story. Just visit our main web sites:

- **NoahStJohn.com** (Afformations Courses and more)
- **Afformations.com** (free video training on Afformations)

* Afformer = a person who uses Afformations; a member of The Afformation Revolution.
iAfform.com  (Afformations audios and more)

I hope to see YOUR success story in one of my upcoming Afformations books!

10. Every day, open the book and choose a random Afformation of the Day.

Many of my Students tell me they open this book in the morning and let their eyes fall on a “random” Afformation. They often tell me it’s the exact one they needed that day.

Follow this practice for the next 30 days. You’ll be amazed at how such a simple practice can make such a big difference.

You can also read my personal Afformation of The Day every day at AfformationNation.com.

11. Finally, remember your two main jobs on Earth:

1. To be a blessing to others.
2. To give yourself permission to succeed.

As you bless others, let yourself be blessed. As you give yourself permission to succeed, you will give others that same permission.

As you use Afformations, let abundance manifest in your life faster and easier than you ever thought possible.

Share the gift of YOU with others, and watch your life and the lives of those around you change for the better—forever!
Chapter 1

WHAT’S MISSING IN YOUR LIFE?

Every sentence I utter must be understood not as an affirmation, but as a question.

– Niels Bohr

Would you like to change your life? Would you like to have...

• More control over your life?
• More time off to spend with your family?
• A more fulfilling career?
• More money to enjoy the good things in life?
• More vibrant health?
• Deep blissful sleep?
• Lower stress?
• Happier relationships?
• Greater satisfaction at work?
• A better love life?
• A more abundant lifestyle?

Of course you would. That’s why you’re reading this book!

Now I’m sure this isn’t the first book of this type you’ve read. In fact, you’ve probably tried many things to achieve results like the ones I just listed. So let me ask you a question:
WHAT HAVE YOU TRIED TO DO TO CHANGE YOUR LIFE?

When you’ve attempted to change your life in the past, what methods have you tried? If you’re like the thousands of Students I’ve spoken to at seminars or coached in our exclusive mastermind groups, you’ve probably tried:

- Reading self-help books
- Buying personal growth programs (audios, videos, DVDs, etc.)
- Attending conferences and seminars
- Working on your communication or relationship skills
- Starting a new diet or exercise program
- Joining a gym
- Writing your goals
- Doing vision boards
- Using affirmations

Hey, wait a minute! What’s that last one?

If you have ever read a self-help book, or tried anything in the personal growth industry, it’s very likely you’ve tried using affirmations to change your life. Studies show that millions of people have been writing, speaking and listening to affirmations for years and years—perhaps even decades. So let’s begin at the beginning...

**Question:** Why have so many of us spent so much time saying, writing, and listening to affirmations?

**Answer:** Because that’s what we were told to do.
We’ve used affirmations for years because that’s what we were told to do.

Highly successful people over the years have told you, me, and millions of other people that if we wanted to change our lives, we should use affirmations. And who were the people telling us to follow this method? People I call “traditional success teachers”.

These highly successful people told us in books, seminars, lectures, movies... pretty much everywhere we looked, there was another highly successful person telling us that using affirmations would help us to change our lives. So of course we tried it.

Which brings us to the next question...

*Question (and this is really important):* Do affirmations actually work to change our lives?

*Answer:* Of course they do.

There’s no doubt that affirmations have helped millions of people achieve their personal and professional goals. But there’s just one teeny little problem...

*Question:* “How come I’ve tried using affirmations and didn’t get what I wanted?”

*Answer:* Because there was something missing.
WHAT YOUR MIND CAN DO

Before I tell you what the missing piece is, I’d like you to consider the following:

The human mind is a spectacularly miraculous thing. For example, the human mind created the computer that I’m typing these words on right now. It is a human mind—your mind—that is reading these words right now.

If you are reading these words in a building (for instance: your home, your office, the library), the human mind created that. The human mind conceived it, and lots of human minds (and bodies) working together built it.

Consider that the human mind also created the fields of science, religion, philosophy, mathematics, history, and every work of art that has ever existed.

Here are just a few things your miraculous mind can do:

Analyze, brainstorm, create, dream, engineer, form, generate, have a hunch, imagine, judge, know, look forward to, meditate, originate, plan, rationalize, speculate, think, understand, visualize, wonder...

Isn’t that amazing? And you can do all of that before breakfast!

We often forget what a miracle our own mind is. We often think of ourselves as static, fixed, unchanging beings: “I am what I am and that’s that.” But consider this for a moment: have you really always been what you are right now? Are you the same person today as when you...

Took your first step ...

First rode a bike ...

Attended your first day of school ...
Opened your first bank account ...

Learned how to drive ...

Went on your first date ...

Got married ...

Had your first child?

---

*Life, at its essence, is change.*

---

All of these stages of life have one thing in common—each one meant *change*. You underwent *change* when you went from crawling to walking ... from being dependent to being independent ... from single to married ... from working at a job to owning your own business.

Life, at its essence, is change. In fact, every day of your life means change, because every day, you are a different person from the day before.

Now, here’s where things get interesting...

**WHAT THE TRADITIONAL SUCCESS TEACHERS TAUGHT YOU**

What is an *affirmation*? Simply put, an affirmation is “a statement of something you want to be true in your life.”

Your thoughts are like seeds. You plant these *thought seeds* every minute of every hour of every day of your life, whether you’re aware
of it or not. As you think about anything—life, money, relationships, your family, your past, your present, your future—these thought seeds are planted in the fertile soil of what we could call Infinite Intelligence, or God.

\[
\text{Your life is a reflection of the thoughts you consistently think.}
\]

Your life then becomes a reflection of the thought seeds you’ve planted in the “soil” of Infinite Intelligence. Therefore, your life is a reflection of the thoughts you consistently think.

You would think that, with the sheer number of self-help books and personal growth programs available that support this notion, by now we’d all know how to change our lives simply by changing our thoughts.

But all you have to do is look around to see that, unfortunately, that is not the case (yet). So the question is...

Why not?

**THE MISSING PIECE**

Let’s say, for example, that one of the changes you wanted is to make more money. And because you wanted to make more money, you began to study how to make more money. You read books, attended seminars, and listened to traditional success teachers who told you that in order to change your life (e.g., make more money), you must first change your thoughts about making money.
Makes sense so far. You understand the truth of the statement, “As you sow, so shall you reap,” which is simply another way of saying that your life is a reflection of the thoughts you consistently think (the thought seeds you’re planting).

So you think back to childhood and realize that perhaps you grew up experiencing a lack of money. So you identified that the thought that’s been holding you back is, “I don’t have enough money.”

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 decide to stop planting negative thought seeds (that created a reality that you don’t want) and start planting positive thought seeds (that will, you hope, create the new reality that you do want).

So now you do what the traditional success teachers told you to do: start using positive statements or affirmations to change those old thoughts/beliefs into new thoughts/beliefs. Why? Because you’re trying to change your thoughts, so of course the way to do that is to change negative statements into positive statements.

For example, to combat the negative thought of “I don’t have enough money,” you started saying, writing, and thinking the positive statement of “I have enough money” or even, “I am rich.”

And, because you’re a good student, you did this over and over and over again. Dozens, hundreds, maybe thousands of times.

So what happened?

Let’s try it.

Right now, say to yourself, “I am rich.”

Say it again. This time with emotion.
“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!”

So here it is, the key question I must ask you now:

**Question:** Do you believe your own affirmations?

**Answer:** The plain and simple truth is that many of us simply don’t believe our own affirmations. We’ve been saying these positive statements to ourselves over and over again; but for some reason, we just don’t believe them.

And that lack of belief, which I call **The Belief Gap**, is the “something missing” in our old approach.

**THE BELIEF GAP**

When you are trying to change your life—for example, get better results like more money, a more fulfilling career, increased health, happier relationships, and so forth—what you’re really trying to do is create a new reality for yourself. So let’s illustrate that by saying you want to go from your current reality to a new reality.

The funny thing about reality, though, is that all reality is perceived reality. Another way of saying that is *perception is reality to the perceiver.*
Perception is reality to the perceiver.

For example, let’s say you are a die-hard Boston Red Sox fan, and you’re watching the Red Sox play the Yankees with your friend, who happens to be a die-hard New York Yankees fan. (I have no idea why you’re in the same room with that person, but still.) Are you and your friend going to see the same game?

The answer is, of course, yes and no.

Yes, you are watching the same set of circumstances that occur on the field—a guy on one team gets a hit, someone on the other team strikes out, etc.

But no, you are not watching the same game at all! Because one of you will celebrate whenever “your” team gets a hit, while the other one will moan in pain! One of you will high-five your friends (who also root for “your” team) when “your” team wins, while the other one will mope around for days because “their” team lost.

That’s why perception is reality to the perceiver.

So, going back to our example, here’s what happens when you are trying to change your life:

1. Right now, you are living in what I call your CPR—your Current Perceived Reality. In your CPR, you have what you have, you know what you know, you do what you do, and you are what you are. This is your Current Perceived Reality—and to you, that perception IS reality. There is nothing else. It is your own little universe.
2. What you want is to be “someplace else”. You want to change something about your life (get a new result). For example: you want to change your weight, your finances, your health, your relationships, your level of fame, your sphere of influence, the amount of money in your bank account, your lifestyle, or any number of other things.

That “someplace else” is what I call your **NDR**—your **New Desired Reality**. That is the reality you want to go and the “new reality” you want to experience.

3. Between your **CPR** and your **NDR** lies what I call **Your Belief Gap**: the space between where you perceive that you are right now (your CPR), and what it will be like when you arrive “someplace else” (your NDR).

Here’s a picture to illustrate what I’m talking about:
How big is your Belief Gap? That depends on a number of things: how long you’ve been in your CPR; how hard you think it will be to get to your NDR; how many of your friends will tell you “it’s impossible” when you tell them your dreams; and so on.

Also, you probably have different Belief Gaps for different results you want to be, do or have in your life. For example, you may think it’s really hard to lose 20 pounds, but it’s really easy to make an extra $10,000 a month. Or, you may think losing 20 pounds is a piece of cake (pun intended), but to make an extra $10,000 a month is well nigh impossible.

Bottom line? Until you cross your individual Belief Gap for each result, outcome or experience you want, it will be very, very difficult for you to make the leap into the new life and the new reality you desire.

HOW TO BRIDGE THE GAP

Have you ever realized you were planting negative thought seeds (for example, “I’m broke, I’m lonely, I can’t lose weight”) ...

Decided you wanted something better...

Tried saying positive statements over and over again just like they told us to...

And then had ...

Absolutely nothing happen?

Me too. And about a gazillion other people.

But the question is:

Why?

Were we...
Incapable of thinking a positive thought? Not smart enough? Not motivated enough? Not educated enough? Just not cut out for success?

**THE ANSWER IS: NONE OF THE ABOVE.**

The reason the traditional method did not give us the results we were hoping for, is because we were trying to overcome The Belief Gap using only statements, because that’s what we were told to do.

But your subconscious mind, the place where positive changes begin, responds automatically to something that’s both simpler and more powerful than statements.

---

*Your mind responds automatically to something that’s at once simpler, and yet more powerful, than statements.*

---

However, since no one told you that before, you kept using a method that sometimes worked, and sometimes didn’t. It’s like you have been working really hard trying to build a new house... but the only tool you were given was a chainsaw.

Now, a chainsaw is a very valuable tool when you want to chop down a tree. But if you want to build a house, you’re going to need a few more tools in your toolbox.

Well, I’ve got some exciting news for you...news that could very well change your life:
Rather than continuing to beat yourself up for not getting the results you wanted, let me introduce you to a method, a process, and a set of tools that’s both simpler AND easier than the method you’ve been using.

NOW IT’S YOUR TURN

You have been trying to change your life by using statements to overcome your Belief Gap.

However, starting on the next page of this book, you can start to change your life by asking a new kind of question.

What on Earth do I mean?
Chapter 2

INTRODUCING AFFORMATIONS®:
THE MISSING PIECE TO HAVING ABUNDANCE

I don’t pretend to have all the answers.
But the questions are sure worth thinking about.
– Arthur C. Clarke

Did you see what just happened?

I ended the last chapter with a question.

And what did that do to your brain?

Don’t you really want to know what I meant by “asking a new kind of question”?

Isn’t your mind feverishly searching for the answer?

Are you ready to find out why this happens—and why your life is about to change as a result?

WHAT IS A QUESTION?

A question is “an expression of inquiry that calls for a reply.” When you ask a question, what happens?

For example, right now, your mind is probably thinking, “I don’t know—what happens when I ask a question?”
See? When you ask a question, *your mind automatically begins to search for an answer.*

you’ve probably tried many things to achieve results like the ones I just listed. So let me ask you a question:

You can’t help it. It’s automatic. It happens without your own volition. Searching for an answer to a question is the most basic and fundamental function of the human mind.

On that fateful morning in The Shower, I realized that that simple truth of human consciousness may hold the answer to solving life’s biggest problems. Here’s what I mean...

**WHAT EVERY PROBLEM YOU’LL EVER FACE REALLY IS**

No one likes problems. Most of us try to avoid, ignore, or get away from our problems. Some would argue that problems are the bane of human existence. But really, every problem you’ll ever face is simply a question that hasn’t been answered yet.

*Every 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. For example, here are a few serious global problems and their associated questions:

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>QUESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Warming</td>
<td>“How can we stop destroying the Earth and still live the prosperous lives we want?”</td>
</tr>
<tr>
<td>Poverty</td>
<td>“How can we equally distribute the enormous wealth of the world so no one has to go without adequate food, clothing, and shelter?”</td>
</tr>
<tr>
<td>Unemployment</td>
<td>“How can we get everyone working in jobs that produce wealth for themselves and help society function better?”</td>
</tr>
</tbody>
</table>

Notice I didn’t say these were easy problems or easy questions. That’s why we haven’t found all the answers yet!

What about the regular, everyday problems that people face? Here are some common problems most of us face along with their related questions:

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>QUESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money Problems</td>
<td>“How can I make more money without sacrificing my family and my freedom?”</td>
</tr>
</tbody>
</table>
As you can see, every problem is, at its root, a question (or series of questions) that hasn’t been answered yet.

Let’s say you wanted to solve a common, everyday problem that millions of people face every day; like how to make more money, lose weight, or be happier. One approach would be to use the traditional affirmation method by saying things like: “I am rich, I am thin, I am happy,” and so on.

You may believe these statements, and you may not. However, your Belief Gap may be so wide that even though you want to believe these positive statements, you just don’t. That’s why many so people respond to these statements by not believing them (the “Yeah, right” response) and eventually giving up on their dreams.

If you’ve been tempted to give up, let me show you something so powerful and yet so simple, that the traditional success teachers skipped right over it on the way to breakfast this morning...

---

**PROBLEM** | **QUESTIONS**
---|---
Weight Problems | “How can I lose weight, be healthy, and still enjoy the foods I want?”
Business Problems | “How can I grow my business and attract more customers without struggling?”
Traditional success teachers have focused a great deal of time and energy telling you to change your statements. For millions of people, that method has worked. And for millions of people, it hasn’t.

But until The Shower, no one had fully realized, or shown how to harness, the awesome power of what happens when you change your internal and external questions.

Your mind has what we could call an Automatic Search Function—which means that when you ask 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”.)

This is also referred to as the “The Law of Sowing and Reaping”. Emerson called it “First Law” or “The Law of Attraction”—which means that what you focus on (the thought seeds you continually plant) will grow and bear fruit.

As we’ve seen, traditional success teachers have told you to change your thinking if you want to change your life. And that’s quite correct. Yet even as far back as Biblical times, we’ve been reminded, “You have not because you ask not,” and “Ask and you shall receive.”

If you change only the statements you say without changing the questions you ask, you’re missing out on the most simple, effective way to bridge your Belief Gap... and change your life.
HOW A 13-YEAR-OLD GIRL CURED HER COMPULSIVE WORRYING

I got a call one day from Mary, a professional salesperson from Wisconsin who had attended one of our seminars. The first words out of her mouth were, “Noah, your work has changed my life!” When I asked her what she meant, she told me the following story:

After attending your seminar and learning how to use Afformations, 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 A’s in school, but she was also a chronic and compulsive worrier.

Stefanie worried so much that she had developed 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.

When I heard you teach Afformations at your seminar, I realized this was the answer I’d been praying for! I came back from your seminar and immediately taught Stefanie how to use Afformations.

She was as excited as I was! The questions we came up with for her were:

“Why am I worry-free?”

“Why do I enjoy a full night’s sleep?”
“Why do I put my trust in God’s hands?”

“Why do all my friends love me?”

“Why do I love me?”

From the very first day that she started using Afformations, Stefanie’s worrying stopped! It was truly miraculous!

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.

Your books were the first self-help books I’ve ever read that inspired me to actually DO the exercises. Thank you, Noah, for making such a difference in our lives!

Mary then told me that after Afformations enabled Stefanie to quit worrying, and helped her improve her own business, Mary started sharing Afformations with everyone she met.

When her husband Scott told her that he wasn’t passionate about his work, Mary began afforming, “Why is the right calling coming to Scott?” Within weeks, he landed his dream job. And get this: it was a position working at Stefanie’s high school!

So this family used Afformations to get more peace of mind, more money, and more family time together. Now that’s what I call manifesting!
EMPOWERING VS. DISEMPOWERING QUESTIONS

Most people are going through life asking mostly negative, disempowering questions—then wondering why they’re not getting the results they dream of.

So let’s examine these disempowering questions and see how we can change them into empowering questions. We’ll start with disempowering questions, because, while they’re the ones you’re probably used to, they’re also the ones you want to get rid of immediately!

Disempowering questions do precisely that: they take away your power to act. They focus your mind on what you don’t have, what you can’t do, and who you are not.

Questions like, “Why am I so broke? Why doesn’t anyone love me? Why can’t I lose weight?” only serve to disempower you, because they cause you to believe that you can’t do the things you want to do.
Of course, no one is going around asking these questions on purpose. But you may be subconsciously asking disempowering questions like these without knowing it.

That’s why I’d like you to try something right now. I want you to consciously ask yourself these common disempowering questions, and see how you feel as a result. Ready?

Why don’t I have enough money?

Why am I so lonely?

Why am I such a loser?

Why am I so fat?

Why am I so broke?

Why do I never get the breaks other people get?

Why can’t I do anything right?

When you consciously ask disempowering questions or say them out loud, it doesn’t feel very good, does it?

As I explain in our live seminars and mastermind programs, each of us has a Negative Reflection in our subconscious mind—that negative inner “voice” that tells us we can’t do anything right. The Negative Reflection always asks negative or disempowering questions like the ones listed above.

The ultimate result of these negative questions is that you manifest what you focus on. In other words, when you ask yourself negative questions, you get negative results.

In the space below, I want you to write the five most disempowering questions that your Negative Reflection asks you on a regular basis.
Yes, I mean right now.

These questions may have come from someone in your past, or perhaps you made them 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. (Please write today’s date next to your questions, because when you come back to this book later, you’ll see just how far you’ve come once you’ve used The Afformations Method.)

Please do this right now. I’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 your own personal disempowering questions, you may be asking, “If those are disempowering questions, what are empowering questions—and how can I start asking those questions instead of the negative ones?”

I’m glad you asked!

Empowering questions have precisely the opposite effect of disempowering questions. While disempowering questions focus your mind on everything you don’t have and take away your power to act, empowering questions focus your mind what you have, what you can do, and Who You Really Are. In short, empowering questions unleash your ability to take ACTION.

Empowering questions unleash your ability to take ACTION.

The answers to empowering questions produce feelings of positive self-worth and ultimately lead to answers that tell the truth about Who You Really Are.

So, let’s do something right now. I want you to change the disempowering questions you just wrote to empowering questions. How do we do this? Simply reverse the negative question into a positive!
For example, let’s say one of the disempowering questions you wrote was, “How come I never get the breaks other people get?”

Your empowering question might be: “Why am I so lucky?”

Or if your disempowering question was: “Why can’t I lose weight?” your empowering question could be: “Why is it so easy for me to lose weight?”

Got it? To turn your disempowering questions into empowering ones, simply write the OPPOSITE of the disempowering questions you just wrote.

All right, grab your pen and get ready to experience The Afformations Difference. Here goes...

5 NEW EMPOWERING QUESTIONS I’M GOING TO START ASKING NOW:

1. 

2. 

3. 

4. 

5. 

Introducing Afformations®: The Missing Piece To Having Abundance
Pretty cool, huh? Did you notice something shift in your mind? What does it feel like? Write the difference from the first exercise to the second one right here:

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Congratulations! You’ve just begun an amazing journey to your new abundant life...
HOW AN INSURANCE SALESMAN INCREASED HIS INCOME BY 560% IN A YEAR

Brandon, an insurance salesman from Utah, had heard about our online programs from a friend, and decided to invest in the home-study materials we offer.

Here’s what happened next, in Brandon’s own words:

After spending over a decade and more than $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 Noah’s home-study materials just once, I realized that I was subconsciously asking myself a ton of disempowering questions that were stopping my growth—negative questions like “Why can’t I get any new referrals?” “Why can’t I make more money?”

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. I had never received that many referrals in such a short period of time!

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 per month. In the first month of using Noah’s program, my sales tripled—and 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. I managed to do all this despite going through a painful divorce and mourning the loss of my grandmother.

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 than we did, I wouldn’t have been open to dating 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 to everyone reading this? Follow Noah’s program—it will change your life!

**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, your mind automatically begins to search for an answer.

I named this process **The Afformations Method**. But where did the word **Afformation** come from?

After my discovery in The Shower, I realized that the process of asking empowering questions was something something that could completely revolutionize the fields of self-help and personal growth.

I also realized that I had to come up with a word to describe the process of asking empowering questions, so that people would be able to fully understand the amazing power of their own minds.
Well, 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.”

So I asked myself, “If affirmations are positive statements, what would be the perfect word to describe empowering questions?”

After I asked the question, the answer came to me (of course!):

I realized that when we ask questions of others or ourselves—whether positive or negative—we are really *forming* new thought patterns, which then begin to *form* a new life for us.

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 it’s in the wrong *form*? That would be called “a life you don’t want!”

---

**What if you’re making something firm, but it’s in the wrong form?**

---

It was at that moment that I realized why so many people couldn’t overcome their own Belief Gap—because, using statements, you’re trying to make something *firm*, but you haven’t yet *formed* your new belief structure. So it’s kind of like trying to build a house without first pouring the foundation.

I realized that, before we make something firm, we first need to form questions that will change the *thought seeds* we are sowing... which
will change our thinking...change our behavior...and ultimately, 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 technology or a new way of looking at the universe. For example, remember the first time you heard the words Internet, Google, or even computer? Just a short time ago in human history, these words didn’t exist, because the technology they describe didn’t exist. There was no context for the words—no context, no meaning. Now we use these words every day! In this book, I’m teaching you a new technology of the mind. Hence, **Afformations**—a new word to describe a new technology and a new way of looking at the universe.)

**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 me offer you one final fact:

**You’re already using Afformations.**

Thoughts like “*Why am I so stupid?*” or “*Why can’t I do anything right?*” are simply negative Afformations. Negative, disempowering questions like these are really your Negative Reflection *forming itself* inside your mind, thereby *forming* your thinking, *forming* your behavior, and ultimately forming your life.

For example, I was speaking in Virginia doing one of our live seminars, when a young couple came up to me—literally jumping up and down with excitement! They said they’d heard me teach Afformations at the national convention for one of the world’s largest direct sales companies. Here’s what they told me:
Our dream was to qualify for the car that our company offers as an incentive for sales performance. Since that was our goal, we’d been using affirmations for the past four years just as we’d been told: we made tapes, said them to one another over and over, and placed them on our refrigerator.

We even hung affirmation signs in the shower to try to reach our goal... but all we got was a bunch of wet words!

After hearing you speak about Afformations during your keynote speech at our national convention, we were very excited. We realized that Afformations really ARE the missing piece, because they allowed us to bridge the gap between the positive statements we were saying and our own inner beliefs.

We started asking each other our new empowering questions, placed them on our refrigerator, and talked about our new Afformations day after day.

The results were absolutely amazing! We heard you speak at our national convention in July. By August, we realized we were doing a lot of things differently because of the Afformations we were using. And in September, our production had increased so much that we finally qualified for our first company car!

In short, after four years of not reaching our goal, we got the exact results we wanted in less than 90 days using Afformations. Thank you, Noah!

This professional couple had been very committed to using the traditional method. They’d been saying their statements for over four years—now that’s commitment! Yet, because they hadn’t been able to connect the positive statements with their inner (real) beliefs, they weren’t able to overcome their Belief Gap, and their subconscious negative programming hadn’t allowed them to get the results they had
hoped for.

Using Afformations unleashed their power 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. In fact, since you’re already using Afformations anyway... why not use them consciously to create the life you do want, rather than using them unconsciously to create a life you don’t?

---

**Why not use your mind to create the life you DO want, rather than one you don’t?**

---

By the way, if you still doubt the power of Afformations, there is a sentence eleven letters long that represents the genesis of science, religion, philosophy, mathematics, history, and every work of art 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?”**

In the next section of this book, I’ll teach you the 4 simple steps to create empowering Afformations that will change your life, and show you the way to a new, abundant lifestyle.

**Are you ready?**
Chapter 3

THE 4 STEPS OF THE AFFORMATIONS® METHOD

*Take the attitude of a student: never be too big to ask questions, never know too much to learn something new.*

– Og Mandino

Afformations have helped people around the world to increase their income, raise their self-confidence, improve personal relationships, be happier and healthier, and enjoy a deeper connection with God.

I’ve taught these four steps to countless groups around the world: to business leaders in Australia, home-based business owners in Palm Springs, and multi-millionaire CEOs in Florida.

I’ve taught them to 10-year-old schoolchildren and muscle-bound athletes. Stay-at-home moms and titans of industry.

And in thousands upon thousands of cases, these four simple steps have changed people’s lives for the better.

It’s my hope that you will use these four simple steps to design your ideal lifestyle, then take action to make it a reality.

Here then are the four steps of The Afformations® Method—how to create and use empowering Afformations to manifest your dreams and design the lifestyle you really want...
Step 1: Identify what you want, and write it down.

In Step 1, you can go back to goals you’ve written before, or you can start from scratch. It’s completely up to you.

*Traditional success literature stops right here.*

Please note that most traditional success teachers told us to “set our goals” and then say “affirmations” in order to convince our brains that someday, we will have what we want. The Afformations Method goes one step further by using your mind’s Automatic Search Function to “auto-magically” discover positive answers to your new, empowering questions. (More on that in just a few sentences.)

Let’s look at an example of what Step 1 might look like. In Step 1, you might decide that your goal is to be happy, healthy, and wealthy (hard to imagine anyone NOT wanting those things!). So, for this example, you would write: “I want to be happy, healthy, and wealthy.”

Now we go to the essential step that can change your life—and where we leave most traditional success literature in the dust...

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

In Afformations Step 2, you create questions that assume that what you want is already so, has already happened, or is already true!
This Step is the key to creating Afformations 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 true!

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, you would probably conclude that there’s not enough money to go around, 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 broke?”
“Why don’t I have enough money?”
“How come I’m not more successful?”
“How come I can never get ahead?”
“Why do other people have more money than I do?”

...and so on.

Well, a mechanism does exist that records and reflects your subconscious thought seeds—that mechanism is called Your Life!
There is a mechanism that records and reflects your subconscious beliefs.

That mechanism is called Your Life.

THIS IS YOUR LIFE

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

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

If you’ve been unknowingly asking, “Why am I so unhappy?” ... The answer will show up as your unhappy life, no matter how many good things happen to you.

If you’ve been unconsciously asking, “Why don’t I have enough money?” ... The answer will show up as your lack of money, no matter how hard or how long you work.

And if you’ve been unwittingly asking, “Why can’t I lose weight?” ... The answer will show up as you not being able to lose weight, no matter how many diet and exercise programs you try.

REVERSING THE CURSE

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

So let’s reverse all the negative questions we’ve just looked at. The reverse of these negative questions would look something like this...
Why am I so happy?
Why do I have enough money?
Why is it so easy for me to lose weight?

These questions may seem unfamiliar (even downright bizarre!) to you right now. But what if, just for a moment, you let yourself accept those questions as being true for you?

Wouldn’t you have a life that’s different from the average person’s life—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 of you, and the quality of your communication with the world outside of you.

---

The quality of your life depends on the quality of your communication with the world inside of you, and with the world outside of you.

---

When you follow Step 2 of The Afformations Method, you will begin to change the quality of communication with the world inside of you. You will begin to ask yourself empowering questions, and stop asking yourself disempowering questions.

This is the fastest, most effective way I’ve ever seen to immediately change the quality of your communication with both your inside and outside worlds.
WHY ASK WHY?

One of the most common questions I’m asked about Afformations is, “Why do all Afformations start with the word WHY?”

Good question!

Two basic forces govern human behavior: The Why and The How. The Why is your motive or “Why-To” of doing something. The How is your method or “how-to” of doing it.

I often ask my coaching clients and seminar audiences: Which do you think is more powerful, the Why or the How?

To answer that question, let me ask you a question: Have you ever noticed that you can know HOW to do something, but never let yourself do it?

For example, there are hundreds of things you COULD do right now that you choose NOT to do—for example, run down the street naked, hug a cactus, or pick a fight with Chuck Norris (please don’t try any of these!).

The Why always trumps The How.

You have the HOW of doing these things, but of course you don’t have the WHY of doing them. This means MOTIVE always trumps METHOD, which means The Why always trumps The How—and that is why Afformations start with the word “Why”.

The other reason Afformations start with “Why” is because, let’s say you afform, “Why am I so rich?” Your mind starts to focus on all the things you HAVE.

But what if you were to ask yourself, “How did I get so rich?” Your mind is probably stumped. It would probably reply with something like, “What are you talking about? I’m not rich yet.”
There’s absolutely nothing wrong with “how” questions. When you’re trying to accomplish a goal—things like making more money, losing weight, lowering your stress, or improving your relationships—you definitely need to know how to do it.

The problem is, your mind can often get stuck on the “how” of doing something. For example, if you keep asking yourself, “How did I do this?” and “How did I do that?”, it does not activate the embedded presupposition factor like Afformations do.

In short: Afformations are a specific form of empowering questions that start with the word Why. When you ask questions that assume that what you want is already true, you will activate that part of your brain that will seek to make it so. And that is what will unleash your hidden power to TAKE ACTION.

**THE ESSENCE OF AFFORMATIONS®**

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

Using our example above, in Step 1 you decided that you want to be happy, healthy, and wealthy. So in Step 2 you would ask yourself, “Why am I so happy, healthy, and wealthy?”

Now we go to Step 3...

**Step 3: Give yourself to the question.**

This is counterintuitive, but the point of Afformations is NOT to answer the questions you ask. The point of Afformations is to use your mind in a new way—to focus on what you HAVE instead of what you LACK.
The purpose of Afformations is to focus on what you HAVE instead of what you LACK.

I received the following letter from John Adams of The Golden Key Ministry in Phoenix...

Dear Noah,

I want to tell you a true story about my friends Sam and Shirley, two people to whom I taught The Afformations Method when I first read your 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?”

That was Saturday. The next afternoon, a couple came and looked at the house. On Tuesday, they made an offer that 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 and Shirley are now happily living in Missouri as true Afformers!

**WHY YOUR BRAIN IS LIKE GOOGLE**

Google is the world’s most popular search engine. When you type a search into Google’s search box, what you’re really doing is asking a question: “Hey Google, can you find this for me?” Google then automatically performs a search for what you asked it to find.

Your mind works just like Google. When you ask yourself a question—whether empowering or disempowering—your mind automatically performs a search for what you asked it to find.

But here’s the difference between your brain and Google: Google can’t change the questions. Google can’t say, “Nah, I don’t feel like answering that!” Because Google is a software program designed by human beings, Google does not have a conscious choice to change the questions it’s asked.

But you do. You’re a human being. **You have the choice of what questions to ask.** YOU can decide to ask empowering questions or disempowering questions. Your brain will find an answer either way.

So if you go around asking negative questions like, “**Why can’t I do anything right?**” your mind will find reasons why you can’t do anything right. Even if you don’t consciously realize that you’re asking yourself negative questions like this (because you’re doing it on a subconscious or unconscious level), your mind will still find reasons as to why you “can’t do anything right”.

---

*You can decide to ask empowering or disempowering questions. It’s up to you.*
But—and this is one of the miraculous aspects of your brain—you can change your questions any time you want!

Even if you’ve been asking yourself disempowering questions for decades, right now—in this very moment—you can DECIDE to change the questions you ask.

**Once you start using Afformations, you never have to go back to asking disempowering questions again.**

**HOW TO GIVE YOURSELF TO THE QUESTION**

When I tell my coaching clients to “give yourselves to the question”, they often ask me what that means. Here are the four essential ways to give yourself to your new Afformations:

1. Read them.
2. Write them.
3. Say them.
4. Listen to them.

These are the four modes of human communication: reading, writing, speaking, and listening. Giving yourself to the question means using all four human communication modes to change your subconscious thought patterns.

My coaching clients often ask me, “Which mode of communication works the fastest?” (What they’re really asking is, which of the four modes should they spend the most time doing!)

While all four modes of communication are essential, my experience has
shown that the mode that produces the fastest results is **LISTENING**.

Why listening? Think about it this way. How many negative thoughts have you had about yourself in your lifetime? A trillion? A billion kajillion? Could we even count that high?

We could hardly count the number of negative thoughts you’ve probably had about yourself in your lifetime. When you think these negative thoughts, you are effectively “listening” to them in your head.

Therefore, when you **LISTEN** to empowering Afformations—using the auditory channel of communication—you will begin to drown out that negative voice, the one I refer to in my live seminars and mastermind programs as your Negative Reflection.

And that’s why I invented **iAfform Audios**.

**iAfform Audios** are spoken Afformations set to inspiring music. When you listen to iAfform Audios, you can change your subconscious thought patterns while you’re busy doing other things.

Many of my Students listen to their iAfforms while they’re working, resting, exercising... even while they’re sleeping. In fact, I’m listening to my iAfform Audios right now while I’m writing this to you!

Because of the demand from clients around the world, I’ve created iAfform Audios to help people get better results in all areas of life, including:
• Ultimate Self-Confidence
• Ultimate Wealth
• Easy Weight Loss
• Deep Blissful Sleep
• Live Your Life Purpose

... and more.

Karen from Virginia wrote:

Dear Noah:

I’m listening to my iAfform Audios right now. I usually multi-task with it—while I’m exercising, cleaning, even sleeping!

I’ve been saying my own Afformations for almost a year now, ever since I listened to your Book of Afformations on CD.

Because of this, I started my Ph.D. last November and am half finished—at the age of 60!

I’m determined to live my lifelong dream of making a real contribution to the world through an awesome career. Thank you, Noah, for helping me start a new life!

I encourage you to try iAfform Audios by downloading a free 60-Second iAfform Stress Buster at www.iAfform.com. (Yes, it’s true: you can bust your stress in 60 seconds or less. And remember, it’s free—my gift to you for reading this book.)

Which brings us to the fourth step of The Afformations Method—the one you absolutely must do if you want Afformations to work for you...
Step 4: Take new ACTIONS based on 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—positively or negatively, confidently or hesitantly, from love or from fear.

For example, if you assume that things will always work out for the best, you will take actions formed by the belief that “I know that things will work out for the best.” If, however, you assume that life is against you and things probably won’t work out, then your actions will be based on hesitancy, fear, and the belief of “Why even bother?”

**The Afformations Method makes your hidden assumptions visible. In fact, that’s what’s already happening in your life.**

You are continually forming assumptions about life and your relationship to it; but these assumptions are almost always subconscious. As a result, most of your actions are governed by assumptions you may have formed decades ago.

For example, if you grew up experiencing a lack of money or opportunity, you might have formed the unconscious assumption that “I’ll never get ahead in life”. If that is your assumption, how confident will you be about building your business, meeting new people, taking risks?

*Answer:* Not very.

But what if you grew up experiencing an *abundance* of money and opportunity? What if people had always supported your dreams and ideas? What then would your subconscious assumptions about life be?

Probably something like, “I can live the life I choose” or “There’s plenty
of opportunity out there, I just have to get it.”

In other words, you’d believe the statement: “There’s more than enough wealth and opportunity to go around.” And since you assume that belief to be true, your ACTIONS would naturally follow.

The problem is, most of us didn’t grow up experiencing an abundance of money or opportunity. That’s why so many people formed negative, disempowering assumptions—and why their actions naturally followed.

However, the wonderful news is: No matter what you experienced in the past, no one can force you to think certain thoughts. YOU—and you alone—control your thoughts, your beliefs, and your actions.

If you continue to assume, “Why do I never succeed?”, your actions (or lack thereof) will spring from that negative assumption. But if you DECIDE, right now, to change your assumptions by changing your Afformation to “Why can I succeed?”—and then change your ACTIONS—you have made a conscious decision to change your life.

Your life is a reflection of your assumptions.

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 AFFORMATIONS SAVED AMY’S LIFE

Since I began teaching Afformations in 1997, not a single day goes by that I don’t receive grateful emails, cards, and messages from people around the world who tell me incredible stories of how using Afformations has changed their lives.

Here’s one of the most powerful stories I’ve ever received...

Hi Noah,

I wanted to thank you for what you’re doing. I believe your work saved my life.

I had been working with “affirmations” non-stop for more than four years, and all it got me was unhappy, frustrated, angry, and finally broke (and I mean broke).

I’ve always been able to pay all of my bills on time, and I had excellent credit that I was proud of. But suddenly, I was unable to pay any of my bills and my credit was ruined.

I began to have constant chest pain and panic attacks, and a debilitating feeling of terror that I couldn’t shake off. No job, and I couldn’t see how I could even start looking for a job with such a state of mind.

I was suicidal. I had to write myself a note that said, “Just for today, I will not kill myself.” I knew I couldn’t really kill myself and leave my husband alone in this mess, but I wanted to be free of it all so badly that I couldn’t get the thought of suicide out of my head.

I had signed up for Joe Vitale’s daily e-mails and came across your link with the information about your book The Secret Code of Success. I’d read about 20 self-help books and courses over the last two years and thought, “I can’t
possibly read another book or do another course.”

But then I read your free chapters, because they were already on my computer. I so agreed with everything you said that I decided to buy the electronic edition of your book.

I read your Chapter 4 about changing “affirmations” to Afformations. Instantly, I felt a tremendous sense of peace wash over me.

I had been completely unable to sleep, rest, or escape my feelings of panic. I would lie awake all night, my heart racing with anxiety, while my husband slept.

Following your advice in Chapter 4, I immediately wrote an Afformation to myself that read, “Why is it so easy for me to sleep well at night?” and that very night I was able to sleep peacefully again and my anxiety disappeared.

I have many more Afformations that are working well for me, and I’m on my way back to feeling like I felt before I started heading down the whole path of torture I had gotten onto when I began using “affirmations” four years ago.

Your work saved me an enormous amount of suffering and loss—mentally, materially, spiritually, and physically.

There aren’t enough words to describe my feelings of gratefulness for what you’ve shared.

Thank you, Noah.

Sincerely,

Amy
HOW YOU’LL KNOW WHEN YOUR AFFORMATIONS ARE WORKING

People often ask me: “How will I know when it’s working?” (This question, by the way, typically comes from people who haven’t actually tried Afformations yet!)

I’ve had thousands of people tell me that as soon as they started using Afformations, they felt an immediate feeling of calm and peace, just like Amy felt.

They saw instant changes in their outlook on life, their emotions, and their health.

And over time, they found themselves manifesting things that had once seemed impossible.

However—and this is a very important point—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 not exercising, and expect to lose weight.

You can’t afform “Why is my business so successful?”, and then never do anything to grow your business, and expect it to actually grow—any more than you would expect a plant to grow if it were never watered or nourished.

Bottom line: You cannot break the Laws of the Universe by asking positive questions and continuing to DO negative or self-defeating behaviors, and expect to get or manifest what you want.
You can’t break Universal Law and expect to get what you want.

The point of Afformations is not to try to trick your mind, but to use it properly! As we’ve noted, you’re already using Afformations anyway; but most people are using them subconsciously, in a negative, disempowering, self-defeating way.

Use Afformations, but don’t worry about doing them “right.” There’s more going on in the subconscious mind than our best scientists will probably ever know. But using empowering Afformations will enable your mind’s Automatic Search Function to produce remarkable results that are in your favor, rather than negative ones that don’t benefit you or the ones you love.

HOW TO USE THE REST OF THIS BOOK

The rest of this book includes empowering Afformations for the major areas of life. Of course, no book could cover every Afformation, because the number of Afformations is truly infinite.

That’s why I’ve left room between the Afformations for you to write your own personalized Afformations that suit your individual situation.

You can also refer to our online programs (see the Now What? Section at the back of this book), come to one of our live seminars, join one of our exclusive mastermind programs, or visit NoahStJohn.com.

Use the 4 Steps of Afformations I’ve just given you. Go over them in your mind, read them again and again, write them as you would traditional “affirmations”, say them out loud, listen to your iAfform
Audios—and you’ll see that Afformations may flow much more easily for you than you expect!

That’s because, rather than trying to force yourself to believe something you don’t believe, you’ll be forming new assumptions about life and your relationship to it, based on what you really do want. I know of no other method that will yield such dramatic results so quickly and easily.

And now, enjoy using your new, incredibly simple questions... and reaping your amazing results!
Chapter 4

AFFORMATIONS® ON HEALTH AND WELL-BEING

Question: How do you get a couch potato to do sit-ups?
Answer: Tape the remote control to his ankles.

– Daniel L. Worona, Humorist

Since I began teaching Afformations in 1997, I’ve received thousands of success stories from people who’ve used Afformations to change their lives. Here’s one I got the other day:

Since I was 5 years old I was called obese. I have gained and lost weight but NEVER kept it off longer than a year. Even when I was going through chemo for lymphoma, I gained weight.

I work at a counseling center that deals with addictions. The head of the center said I was getting too obese to work there and I needed to address my addiction to food.

Then I found your Book of Afformations.

I read everything I could about your work and started practicing it. It works!

I took action: gave up sugar, flour, and wheat. Started practicing what I was telling clients about being positive.

I am now 163 lbs. lighter than I was before I started using Afformations. Afformations even led me to go for my Certification in Food Psychology Coaching. I want to help people see that if I can do it at my age, they can too.
I believe in your work and recommend it to everyone.

Thank you Noah!

Cecelia

It’s true: if you don’t have your health, it doesn’t really matter what else you have. That’s why we begin the Afformations section of this book with the subject of Health and Well-Being. It’s one of the most important topics on people’s minds, yet it remains one of the most elusive goals to achieve.

I invite you to use these Afformations as a starting point to examine your subconscious assumptions about achieving your health or weight-loss goals—and strengthen your positive beliefs and remove your negative ones.

Ask away!

Why am I so healthy?

Why do I take responsibility for my health?

Why are healthy people magnetically drawn to me?

Why do I radiate perfect health and well-being?

Why does everything in my body operate perfectly?

Why do I eat a healthy, balanced diet?

Why do I take such good care of myself?

Why is it so easy for me to lose weight?

Why do I love to exercise?

Why do I love eating right?
Why am I so emotionally healthy?

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 is my body a gift from God?

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

Why do I treat my body with love?

Why do I attract emotionally healthy people?

Why do I accept compliments so easily?

Why am I so strong?

Why do I have unstoppable stamina?

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

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

Why do I celebrate my health today?

Why am I so emotionally, physically, financially, and spiritually healthy today, and every day, of my wonderful life?

Why did I lose my taste for foods that aren’t good for me?

Why do I take my time whenever I eat?
Why do I eat a healthy balance of proteins, carbohydrates, and fats?

Why do I have fun eating right and exercising?

Why do healthy foods taste so good to me?

Why does my body respond so well when I put healthy foods into it?

Why does my body love eating well?

Why do I love to exercise?

Why do I look forward to exercising every day?

Why does my body respond so well to healthy exercise?

Why do I love living a healthy, active lifestyle?

Why do I let people support me in my new, healthy lifestyle?

Why do I treat my body like the temple it is?

Why do I love my beautiful, healthy body?
Chapter 5

AFFORMATIONS® ON WEALTH AND MONEY

The question isn’t at what age I want to retire. It’s at what income.
– George Foreman

If there’s one area where people are holding onto negative beliefs, it’s in the area of money.

Look at some of the common negative beliefs about wealth and money: “Money doesn’t grow on trees... It’s easier for a camel to pass through the eye of a needle than for a rich man to enter the gates of heaven... If you’re rich, you must be selfish...” and so on.

Your relationship with money is like your relationships with people. For example, if you treat someone poorly, that person probably won’t want to be around you. Well, money behaves in exactly the same way.

Think about all the things you do every day that relate to money. You perform work in exchange for money. You use money to pay your bills so you have things like electricity, water, food, clothing, and shelter to help you survive. Even worrying about money means you’re thinking about money!

Yet, how many of us ever admit—even to ourselves—how much time we spend thinking about, and trying to make more, money?

In fact, just those last few paragraphs may have made you feel uncomfortable. But why?

I believe much of our discomfort in talking about money relates to the
words we use in relation to money.

For example, have you ever noticed that there is not one positive word in the English language to describe a person who loves money? Even the phrase “a person who loves money” has a negative feel to it, doesn’t it?

We think of words like “miser, hoarder, selfish, greedy” when describing someone who loves money. Remember Scrooge from A Christmas Carol? No one would want to be like him, right?

Yet the fact remains that it’s not “wrong” to “love” money. The problem comes when we put money before people.

I’ve found that it’s best to think about money as a means of exchange through which I can do more good in the world. A minister friend of mine once said, “The best way to help the poor is to not be one of them.”

Don’t limit your own wealth by misguidedly believing that those who have money are somehow not as “good” or “spiritual” as you are. Take the guilt and shame out of your relationship with money and realize that if you’re wealthy, you can serve the planet a lot more than you can if you’re broke.

Use the following Afformations to improve your relationship with money, and watch it become one of the most fulfilling relationships you’ll ever have!

Why am I so rich?

Why am I so richly blessed?

Why do I always have enough money?

Why is money no object?
Consider this question carefully.
Money has no meaning in and of itself.
It is simply an expression of perceived value among human beings.

*Why do I have so much worth AND value?*

Worth = an intrinsic quality of your being.
Value = an amount regarded as a worthwhile trade for something else.
This means, you have **WORTH** because you **EXIST**. However, your actions and those of the human marketplace determine your Value.
Think about the difference between Worth and Value when you set your prices or ask for a raise in pay.

*Why does money come to me so easily?*

*Why am I worth having a positive net worth?*

*Why does my income always exceed my expenses?*

*Why do I let myself be rich and happy too?*

*Why is it OK for me to have lots of money?*

*Why do I use my life of abundance to enrich the lives of others?*

*Why am I so happy to be so rich?*

*Why does God bless me with such financial abundance?*

*Why do I invest, tithe, and spend in balance?*

*Why do I have permission to be happy and wealthy?*

*Why do I love being wealthy, rich, and spiritual?*

*Why am I a happy, sharing, and caring money magnet?*
Why can I enjoy my wonderful wealth and still be spiritually centered?

Why am I worthy of being wealthy?

Why is it so easy to talk about money with my spouse?

Why do I no longer say things like “I’m broke” or “I can’t afford it”?

Why has God given me the power to be wealthy?

Why is money such a wonderful gift to me?

Why do I teach my children the fine art of giving and receiving with grace?

Why do I thankfully ask and abundantly receive?

Why is abundance attracted to me?

Why does money love being with me?

Why is it so easy for me to express my spirituality by being financially abundant?

Why is God a God of increase, abundance and more than enough?

Why is my life a life of increase, abundance, and more than enough?

Why am I so grateful for all that I have?

Why does God bless me with unprecedented favor today?

Why do I have so much money?
Why do I love having so much money?

Why am I so wealthy?

Why do I love being truly wealthy?

Why do I love being so healthy, wealthy and wise?

Why do I spend less than I earn?

Why do I invest my money wisely?

Why do I find opportunity everywhere I look?

Why does abundance find me everywhere I go?

Why am I proud to be wealthy and happy?

Why do I allow myself to be as wealthy as I’ve always wanted?

Why don’t I let anyone make me feel bad about being rich and happy?

Why do I help those around me to be wealthier?

Why do I add so much Value to other people’s lives—and why do I let that add riches to MY life?

Why do I love being out of debt forever?

Why do I love being so rich and generous?

Why does being rich equal being spiritual for me?

Why do I believe and live the statement—In God We Trust?

Why do I thank God for the abundance of my life, every day of my wonderful life?
Chapter 6

AFFORMATIONS® ON BUILDING SELF-CONFIDENCE

I never really address myself to any image anybody has of me. That’s like fighting with ghosts.

– Sally Field

At our live seminars and mastermind programs, we often include a “fill-in-the-blank” questionnaire that gets people to look at their inner beliefs about themselves.

We ask our Students to complete this phrase: “If I’m good to myself...” Over half of the women in our workshops respond to that statement by saying, “I feel guilty!”

Do you sometimes feel guilty taking care of yourself? How do you feel accepting a sincere compliment? For example, when someone compliments you, do you accept it, say thank you, and move on? Or do you secretly wonder, “What do they want from me?”

Or do you shrug it off, deny their compliment, and think you’re being “humble”?

Listen, there’s nothing wrong with a little humility. What I’m talking about is the inability to accept a sincere compliment. That happens when your Negative Reflection—that part of you that doesn’t believe anything good about you—has told you lies that you believe, such as “You’re not that pretty” or “You’re not talented enough”.

And guess what? You believe these lies you’ve been telling yourself, even when someone else is trying to give you a genuine compliment.
One night, I was teaching Afformations on a teleseminar, and two weeks later heard from one of our attendees.

She wrote:

Noah, thank you for teaching us on the call. I find myself using Afformations EVERYWHERE! People are even asking me what I’m doing to lose weight!

But the funniest part is that I haven’t ‘lost’ a thing!!! My schedule hasn’t allowed me to get to the gym, and my eating hasn’t changed. So the scale reads the same and I keep asking myself, ‘Why am I so fit and healthy at 125 pounds?’

People are SEEING what I’m ASKING. Maybe my enthusiasm is burning off those extra cheesecake calories!

There’s more to building self-confidence than just being able to accept a compliment; that’s just one behavior that reveals your level of confidence. However, if you’ve been holding on to a negative self-concept or find it hard to accept a compliment, use these Afformations to build a positive self-image and let your light shine from within!

*Why am I so confident?*

*Why do I believe in myself?*

*Why do I let others believe in me?*

*Why do I gratefully accept every good thing that comes my way?*

*Why am I so magnetically attractive to the best, most loving, and wonderful people on Earth?*

*Why do I look in the mirror and see enoughness?*
Why do I accept compliments so graciously and easily?

Why are leaders so attracted and magnetized to me?

Why do I seek and find only the best in life?

Why am I so comfortable in my own skin?

Why did God create such beauty in and as me?

Why am I so comfortable being Who I Am?

Why am I more than enough?

Why do I attract more than enough?

Why do I so easily see my own Worth and Value?

Why do I let others see my Worth and Value?

Why am I so respected in my work and my life?

Why am I so calm?

Why am I enough, even though I’m not perfect?

Why am I so loving?

Why am I so capable?

Why do I have so much natural ability?

Why am I always in the right place at the right time doing the right thing with the right people?

Why am I exactly who I’m supposed to be?

Why is it okay to like myself?
Why is it okay to love myself?

Why is it okay to treat myself well?

Why do I attract loving, healthy people?

Why do I have Permission to Succeed?

Why do people enjoy being around me?

Why do I feel confident sharing my talents with the world?

Why do I love meeting new people?

Why do people value and appreciate me?

Why did God create perfection in Who I Am?

Why am I so respected by friends, family, and colleagues?

Why am I so confident putting my trust in God?

Why am I so loved?

Why am I so poised?

Why am I loved so easily and so much?

Why do people want to help me reach my goals?  
(Perhaps because I help them reach theirs!)

Why am I so great at seizing opportunities?

Why am I allowed to be, do, and have all that I really want in this life?
Chapter 7

AFFORMATIONS®
ON WORK AND CAREER

Einstein was a man who could ask immensely simple questions. And what his work showed is that when the answers are simple too, then you can hear God thinking.

– Jacob Bronowski

A Student sent me the following letter:

Dear Noah,

I wanted to share my story with you about my first experience with Afformations.

I was very dissatisfied with my job. Many were the days I would come to work and ask myself why I still came. I found no fulfillment in the work I did—and the pay, which never has been very stellar, was becoming less and less desirable.

Looking for change at work as well as for answers as to why I had failed at three different business ventures in the past two-and-a-half years, I bought your online Afformations Mastery course and started studying your material.

After hearing you teach Afformations and reading about them in your books, I decided to turn around the questions I was asking myself. Instead of asking myself why I wasn’t happy at work and why I didn’t find fulfillment there, I started asking myself, “Why do I enjoy my work so much?”

And, “Why is work so fulfilling for me?”
In all honesty, I wasn’t really diligent in asking myself these questions. But, whenever I found myself starting to think negatively about my job or caught myself asking why I didn’t like it, I would quickly turn to my Afformation questions and ask them several times instead.

In early December, the CEO of my company was looking for someone to take on several new projects that needed to be done. I looked at my role within the company, my job duties, skills, and abilities; I then compared that with the skills needed to do the projects. I suddenly realized that I was the one that should be doing those projects!

Taking this new thinking into consideration, I used my Afformations more frequently. I started asking myself those new questions without even knowing that there could, or would, be a new role for me.

About a week and a half later, I found the perfect opportunity to approach the CEO about those projects. I told him that I thought the company needed to hire someone to take on those projects, and that the person they should hire was me!

I even found the courage to tell him that I was dissatisfied with the way my pay had been negotiated the last time I had been given a new assignment at work, and I deserved something more if I took on this new role.

Well, within a week the deal was done. The CEO created a new position in the company and approached me about the new compensation he would be willing to pay. I now had a new job with more than twice the pay!

At first I didn’t even realize that what I had been doing with the Afformations was connected to what had just happened. But, as I’ve been looking over your home-study materials again, it finally hit me. I had significantly altered
the way I was interpreting the world because of what you taught me.

I had gone from seeing my world negatively and asking why it was so, to asking myself why I was so blessed and work was so wonderful. Just as you teach, because I had been asking negative questions, the world was responding with negative results.

Once I changed what I was asking for, the world produced something completely different!

I know that I went through your home-study materials much too fast the first time. But, thank heavens the whole thing about Afformations had the impact it did!

Sincerely,

Michael

P.S. I’m on my way through your Course a second time, and looking forward to getting even more out of it this time around!

These are challenging times. And challenging times call for new thoughts, beliefs, and **ACTIONS**. You are more powerful, more capable, and have far more ability than you know.

That’s why I want you to start asking yourself new questions about your own skills, abilities, and the world around you—and prepare to see a brand new you springing forth!

*Why am I so successful?*

*Why am I so confident in my work?*

*Why can I get what I want?*
Why do I get to do what I love, and be well-paid for doing it?

Why is my work supremely satisfying to me?

Why am I so lucky to be doing the work I do?

Why do I love expressing Who I Really Am—and being fabulously well-paid for doing it?

Why am I so valuable to people?

Why do I love what I do?

Why is work so fulfilling for me?

Why do I have the courage to do what I love, and ask for the money I’m worth?

Why does opportunity come to me so easily and so often?

Why do I take full advantage of every opportunity that comes my way?

Why do I have more than enough?

Why does having what I want help others get what they want?

Why do I visualize my plan so vividly?

Why do I follow through on my plans?

Why am I at peace with success?

Why am I fundamentally unstoppable?

Why is my foot off the brake now?
Why is my career growing beyond my wildest dreams?

Why do I love what I do and do what I love?

Why are my goals coming to me as fast as I’m coming to them?

Why am I so clear about my vision for success?

Why do I always act with integrity?

Why do I give myself Permission to Succeed?

Why am I secure in my work?

Why do I love to win?

Why do I feel comfortable asking for the sale?

Why am I so appreciated for the work I do?

Why are my talents recognized and well compensated at work?

Why do I allow myself to be more successful than I ever dreamed?

Why do I let myself live the life of my dreams?

Why do I have so much success in business?

Why am I so comfortable being so successful in life and business?

Why do I love being truly happy and successful?

Why do I love being so healthy, wealthy, and wise?

Why do I love making healthy profits?

Why does my business bring in more than it spends?
Why do successful people love being around me?

Why does success find me everywhere I go?

Why am I proud to be happy and successful?

Why do I thank God for my success?

Why do I let myself be as successful as I like?

Why do I help those around me to be more successful?

Why do I lead by example?

Why does success come to me so quickly and easily now?

Why do I add so much Value to other people’s lives—and why do I let that add success and happiness to MY life?

Why does being successful equal being spiritual for me?

Why do I thank God for the successful life I now live?

Why is my life the most successful life I’ve ever known?
Chapter 8

AFFORMATIONS® ON LOVE AND INTIMACY

*If love is the answer, could you please rephrase the question?*

– Lily Tomlin

Once, during one of our live seminars in Denver, something happened to a woman in our audience. She was a young, attractive doctor and was clearly intelligent and caring, and people were naturally drawn to her.

Yet when I asked her to answer questions about her opinion of herself and her worth in relationships, she burst into tears! After having gone through a devastating divorce and other unsuccessful relationships, her thoughts for future love were almost hopeless.

After she learned about Afformations, she realized that she was unknowingly asking disempowering questions like: “Why do I keep failing at love? Why does love hurt so much? Why am I unlovable? Why haven’t I found the man of my dreams? Why am I not worthy of the love I desire?”

What do you think her life looked like? Exactly: her life had become the literal answer to her disempowering Afformations!

Her subconscious questions had formed a life where she had no confidence in her ability to love and be loved. She began to think that maybe there was no such thing as true, lasting love. It was the very definition of a “self-fulfilling prophecy.”

Less than 90 days after the seminar, our office phone rang. It was the young doctor. She was so excited, she could hardly breathe! After she
caught her breath, she told me that the seminar had been the turning point in her life—because, for the first time, she saw that she was asking the wrong questions, and they were ruining her life.

The Afformation she began using was, “Why do I have the most incredibly loving relationship with the man of my dreams?”

She immediately stopped asking negative Afformations, and began using a single empowering Afformation that changed her life.

The Afformation she began using was, “Why do I have the most incredibly loving relationship with the man of my dreams?”

As she started asking her new Afformation, her mind’s Automatic Search Function began to form new patterns. She started to see things differently. She realized that she had been stopping herself from being loved because of the negative questions she’d been asking herself.

She decided to take a leap of faith. She took ACTION! Her new Afformation allowed her to open her mind and heart to the possibility of true love.

She took a risk and met a man who turned out to be the man of her dreams. Today they are happily married. All because she dared to ask herself a new set of questions!

If you’re looking for love in the wrong places, it’s because you’re asking the wrong questions. If you’re in a dead-end relationship, you are using disempowering Afformations that are causing you to focus on the negative rather than the positive.
As I’ve said throughout this book, and as the greatest teachers in history have taught us—**what you focus on grows**. Use these Afformations to re-focus your mind on the gifts of love you **have**, and the gift of Love that you **are**.

*Why am I so loved?*

*Why do I enjoy healthy, happy, giving, and peaceful relationships?*

*Why is my love life so fulfilling?*

*Why is it easy for me to ask for the love I really want?*

*Why do I easily accept the love I really need?*

*Why do I let myself love unconditionally?*

*Why am I willing to give love a second chance?*

*Why do I let myself be open to love?*

*Why am I safe to love and be loved?*

*Why do I love purely?*

*Why do I have such passion?*

*Why is my spouse/partner so wonderful?*

*Why am I so supportive of my significant other?*

*Why do I catch my spouse/partner doing something RIGHT every day?*

*Why do I easily and gratefully let go of the past?*

*Why does God want me to love again?*
Why are my relationships precious gifts from God?

Why am I so forgiving?

Why did I dare to love again?

Why do I respect my significant other?

Why do I appreciate all that my partner is and does?

Why is Love so easy for me?

Why are my relationships so much fun?

Why do I have a sense of humor in dealing with the people in my life?

Why do I not expect my partner to be perfect?

Why do I easily let love in?

Why is my life totally filled with Love?

Why am I so loved for being Who I Really Am?

Why is my soul mate right here, right now?

Why am I an expression of God’s Love here on Earth?

Why do I have so much love in my life?

Why do I love being so loved?

Why am I so comfortable giving and receiving love and intimacy?

Why am I truly loved and loving?

Why do I love being so truly loved and loving?
Why do I love being so happy, loved, and loving?

Why do I give love and allow myself to receive love?

Why do I love having healthy intimacy?

Why are my relationships so loving and healthy?

Why do I give love wisely?

Why do I receive love easily?

Why do loving, happy people love being around me?

Why do I find so many fun and simple ways to give and receive love today and every day?

Why am I proud to be the loved and loving person I am?

Why do I allow myself to be as loved as I’ve always wanted?

Why do I give and receive love in just the right ways?

Why do I help those around me to feel more loved too?

Why does love come to me so quickly and easily now?

Why do I love being so attractive to the people I truly enjoy?

Why do I love being so loving and generous?

Why does being loved equal being spiritual for me?

Why do I live a truly loving life today and every day?

Why do I thank God for all the love I have, today and every day?

Why are my actions those of a truly happy, loving person?

Why is Love Who I Really Am?
Chapter 9
AFFORMATIONS®
ON RELATIONSHIPS

Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life grows.

–Ben Stein

One of my first coaching clients was a home-based business owner from Alabama. She had Googled “fear of success” and found our SuccessClinic.com web site.

As I coached her through the 7 steps of my Permission to Succeed® program, she realized that she was unconsciously trying to protect her husband from her own success. She feared that, if she became too successful, her husband might be jealous and even feel threatened.

I suggested she write Afformations related to the outcome she wanted. She began afforming, “Why is my husband so supportive of me and my success?” She then wrote herself a long letter filled with dozens of positive Afformations, asking why her husband supported her and her dreams.

She called the very next week for our coaching call and said, “Noah, it’s like a miracle!”

She called the very next week: “Noah, it’s like a miracle!”

She told me that after she had written the letter, she felt so much better, but decided not to show it to her husband and just see what happened.

As she was getting ready for work and her husband was downstairs—
doing the same routine they’d been doing for 20 years—she was afforming to herself her new, positive questions. Suddenly, something happened that, she told me, had never happened in 20 years of marriage.

Her husband called up the stairs and said, “Have a great day, honey. I love you!” Then, later in the day, something else that had never happened before… He called her after one of her sales meetings and asked, “How did your meeting go?”

She told me it was the most remarkable experience of her life—and this happened even though she hadn’t shown the letter to him!

She went on to have the best year of her career. Afformations not only improved her marriage, they helped her increase her self-confidence and grow her business.

If you’d like to improve your relationships—whether on the job, in the home, or with your family—use the Afformations that follow… and I’ll bet you’ll see miracles come true for you, too!

*Why* am *I* so happy in my relationships?

*Why* do *I* have so many wonderful friends?

*Why* do *I* have so many great relationships?

*Why* are the happiest people on Earth so attracted to *me*?

*Why* can *I* count on my friends to be there when *I* need them?

*Why* are people so generous with *me*?

*Why* am *I* so generous with others?

*Why* are such great people so magnetically attracted to *me*?
Why do people see the wonderful person I really am?

Why do my friends tell me the truth about me?

Why do I have so many Loving Mirrors?
A Loving Mirror is someone who sees you for Who You Really Are and supports you in living your dreams. Visit AfformationNation.com to connect with other Afformers and Loving Mirrors around the world.

Why am I a Loving Mirror to my friends and family?

Why do I find something to like in everyone I meet?

Why am I so supportive of the people in my life?

Why do I support my friends unconditionally?

Why do my friends offer their support to me?

Why do I enjoy rich relationships with wonderful people?

Why do I have such a strong support network?

Why is my family so loving?

Why did I forgive the past?

Why does my family seek to understand me?

Why do I seek to understand my family?

Why do I take full responsibility for my life?

Why do I enrich the lives of everyone I meet?

Why do my friends love me just the way I am?

Why do I love my friends just the way they are?
Why do I support other people’s efforts to grow?

Why am I so lucky in relationships?

Why are my relationships a reflection of God’s Love?

Why am I good enough to have so many great and healthy relationships?

Why do the people in my life recognize my strengths, talents, and abilities?

Why do I let myself be happier than I ever dreamed?

Why do I let myself have and enjoy the relationships of my dreams?

Why do I have so much happiness in my relationships?

Why do I love being so happy in my relationships?

Why do I attract happy, loving people?

Why am I truly happy and whole?

Why do I love being so happy and whole?

Why do I like the people in my life?

Why do I love having such healthy relationships?

Why do I always see the good in others?

Why do I invest my energy in people wisely?

Why do happy, healthy people love being around me?
Why do I find so many creative and fun ways to add Value to so many people’s lives?

Why do happy people find me everywhere I go?

Why am I proud to be happy and healthy?

Why do I let myself be as happy as I’ve always wanted?

Why do I mirror the best in others?

Why do I help those around me to have better, richer lives?

Why do I lead by example and love?

Why do I love having lots of healthy relationships?

Why do I love being so happy and generous?

Why do I love having so many great friends?

Why do I thank God for all of my happiness and joy, every day of my wonderful life?
Chapter 10

AFFORMATIONS®
ON CONQUERING FEAR

Fear is a question. What are you afraid of, and why? Our fears are a treasure house of self-knowledge if we explore them.

– Marilyn Ferguson

Do you know what fear is? Guess what: fear is NOT “False Evidence Appearing Real.” Yes, I know you’ve heard that acronym a million times before—and you were expecting me to say it again, weren’t you?

The truth is, some clever speaker came up with that acronym years ago; and unfortunately, it’s become one of the most widely accepted clichés in traditional success literature. We’ve heard that cliché so many times that we’ve come to believe it as fact. The only problem is, that’s NOT what fear is.

Here’s what fear is: the anticipation of pain. Fear is a real human emotion that occurs when you anticipate or expect that something may hurt you. When you fear something, you’re essentially saying to yourself, “Hey! What if [doing this] hurts me?” Ironically, the emotion of fear is there to protect you; but it can also hold you back from being the person you were meant to be.

We experience the feeling of fear when we perceive that we’re not in control. Fear is the emotional effect of absence of personal control over your situation. Therefore, there’s an inverse relationship between control

The more control we have over our lives, the less fear we feel.
and fear. The more control we have over our lives, the less fear we feel.

So, how can you release any fear? If fear is the expectation of pain, the easiest way to release any fear is to simply accept the pain that you might feel as a result of your actions.

For example, I used to be terrified of rejection. I would be afraid to talk with or call people I didn’t know, because I was afraid they might reject me.

What I finally came to understand is that almost everyone else has the exact same fear of rejection that I did. This helped me to see that I really wasn’t any different from anyone else.

Then I did a mental exercise where I would imagine the person rejecting me and imagined how I would feel. You know what? Once I emotionally accepted that pain, I felt more in control of the situation—because I realized that it actually didn’t feel as bad as I thought it would.

Doing this gave me more confidence to be myself with the people I met. It even gave me the confidence to call a gorgeous blonde massage therapist I met one day and ask her to go dancing with me—and she eventually became my wife!

Sure, you will probably feel some pain when someone disapproves of you. Newsflash: you’re probably already in pain anyway! So use the following Afformations and do what you’re afraid of—because I’ll bet you’ll find that the words of Ralph Waldo Emerson are eminently true: “Inside of us, we know that on the other side of fear lies freedom.”

Why am I enough?

Why am I safe?

Why did everything work out better than I thought it would?
Why am I going to be OK?

Why is God right here with me?

Why am I free from worry?

Why do I love ______ (insert what you fear: speaking in public, rejection, etc.)?

Why am I so calm?

Why am I at peace?

Why am I so confident?

Why am I so relaxed?

Why am I more than capable enough to handle this?

Why do I feel Peace?

Why does God take such great care of me?

Why am I so peaceful?

Why does peace manifest as my life?

Why am I greater than my fears?

Why is there no fear with God?

Why do people see the wonderful person I really am?

Why am I loved so easily and so much?

Why are people so friendly and helpful to me?

Why do so many great people love and support me?
Why is loneliness an illusion?

Why is every day filled with pleasure and peace?

Why do I so easily and gratefully let go of past hurts?

Why do I let myself win?

Why do I let go of irrational beliefs and let myself be happy?

Why do I allow God to fill my life with calm?

Why am I strong enough in mind, body, and soul to do anything I choose?

Why am I fundamentally unstoppable?

Why do I have the Power of God within me?

Why do I forgive and let go so easily?

Why am I so confident?

Why do I know everything will turn out great?

Why am I safe to _________ (fill in with whatever you fear: speak in public, look for a job, enjoy healthy relationships, succeed, etc.)?

Why did everything work out perfectly?

Why do I feel good sharing my talents with the world?

Why do I love making phone calls to great people?

Why do I get to serve others through my products/service/ideas?

Why is “lack” not real?
Why am I completely protected by God?

Why do I lovingly accept my new, true self?

Why did I give myself permission to be Who I Really Am?

Why am I safe to do the things I really want to do?

Why am I safe to succeed in whatever I set my mind to?

Why do I love being and expressing Who I Really Am?

Why do I love my new, healthy living habits?

Why was it so easy for me to change my living habits to what I really want?

Why do I let myself be Who I Really Am?

Why do I love being good at what I do?

Why do I love my new, confident self?

Why does F.E.A.R. now stand for “Feel Everything ... And Relax”?
Chapter 11

AFFORMATIONS® ON OVERCOMING BAD HABITS

Life’s most urgent question is: what are you doing for others?
– Martin Luther King, Jr.

What are “habits” and what makes them “good” or “bad”? Simply put, a habit is something you do repeatedly, usually without thinking about it.

For example, many people have habits like waking up in the morning, bathing, eating breakfast, driving to work, working, coming home, eating dinner, and going to bed at night.

These seem like perfectly normal habits. However, it’s just as important to look at HOW you do these things as WHAT you are doing.

For example, let’s say you’re going to work in the morning. The question is: HOW are you performing that simple habit? Are you doing it grudgingly or gratefully, happily or heavily, agitated or at ease? Do you say things like, “Another day, another dollar…” “Back to the ol’ grind…” “$#*&@ing office…” or “Gosh, I really love my job!” (Hey, stop laughing!)

Now let’s say you’re at work. The question is: HOW are you performing your duties at work? Are you procrastinating on that big project that needs to be done? Are you pointing the finger at other people and saying, “That’s not my job!” Or, are you going through your checklist and getting things done when they need to get done? What WORDS are you using to describe your day, and how do those words cause you to feel and respond?
Now let’s say you’re coming home. Are you staying as long as possible at the office, so you can avoid what you think you’ll come home to? Do you call home and say something like, “Sorry honey, it’s gonna be another late night...” Or, do you leave the office at a reasonable hour and arrive home with a sense of peace, knowing you’re in a safe place?

There are three main kinds of habits:

1. Habits of THOUGHT.
2. Habits of WORD.
3. Habits of ACTION.

In life, your actions stem from your words, which come from your thoughts. The interesting thing about your thoughts (your beliefs), as we’ve seen in this book, is that you have two levels of thought—conscious and subconscious. So you might think you’re thinking one kind of thought, when in reality—and unbeknownst to you—you’re really thinking another.

Disempowering thoughts lead to habits we normally call “bad”. These are habits like: procrastination, overeating, overspending, and grinding your teeth; taken to an extreme, bad habits can lead to addictions like gambling, smoking, taking drugs, and so on.

When we look at habits in this way, bad habits are caused by disempowering thoughts—thoughts like, “Why do I have to do this?” or “Why can’t I do what I want to do?” Seen in this light, bad habits are actually a way to avoid feeling pain (the pain of rejection, the pain of failure, the pain of facing reality, etc.). Bad habits and addiction are really the soul’s way of hiding from itself.
A reader sent me the following story:

Noah, I saw your interview on TV and requested that the station have you on again!

I must also tell you that several weeks ago, I spoke about your book *The Secret Code of Success* and the wisdom it provides to about 25 people in my company division.

Today I saw some of those same people and they are using Afformations. One even told me I saved his life by telling him about your book.

He quit smoking five weeks ago, and credits your book for doing so. Now every time he gets the urge, he asks himself, “Why did I quit smoking?”

He always gets the answers to support his decision and thus fends off the temptation.

As for myself, my business has improved dramatically since I read your book and started using Afformations. Thank you so much!

In my coaching practice with clients, we don’t use the words “good” or “bad” to describe habits. We use the words “productive” and “unproductive”. Productive habits move us toward what we want, while unproductive habits move us away from what we want.

For example, most people say they want to be happy, healthy, and wealthy. However, habits like procrastination and overspending do not move you toward those goals; they move you away from them.

Therefore, when thinking about your own habits, see if they are moving you toward what you say you want,
or away from it... and adjust accordingly.

Remember, The Afformations Method is based on science, not magic. You cannot simply say these new questions, then continue to do the same things you’ve always done, and expect your life to change. If you don’t change your ACTIONS, you won’t change your results.

However, if your disempowering questions are keeping you stuck in habits that are taking you away from what you want, using Afformations can be a great first step to change your thoughts ... then change your words ... then change your actions ... which can ultimately change your life.

Use the following Afformations to help you overcome procrastination, overeating, overspending, or any other bad habit you’d like to get rid of. Then take new ACTIONS, and watch out for the miracles in your life!

*Why is it OK to like myself?*

*Why am I safe to be Who I Really Am?*

*Why is it OK to love myself?*

*Why am I so happy being free?*

*Why am I in control of my life?*

*Why do I easily let go of things that I don’t really need?*

*Why do I love having a clutter-free home?*

*Why did I quit ____________*

(fill in the self-destructive behavior you want to get rid of: procrastinating, overeating, smoking, drinking, doing drugs, overspending, physically or emotionally abusing myself or others, misusing sex, compulsive hoarding, etc.)?
Why was it so easy for me to stop __________?

Why did I let people support me in stopping __________?

Why am I free at last?

Why am I clean and sober?

Why do I let myself be loved?

Why do I live my life in harmony?

Why did I stop trying to be perfect?

Why do I feed my body properly?

Why do I treat my body as the temple it is?

Why do I have control of my emotions?

Why do I love being healthy and happy?

Why do I go to my friends and God for Love, instead of turning to something that hurts me?

Why am I the master of my feelings?

Why do I love eating right and exercising?

Why am I so fulfilled?

Why do I do what I need to do when it needs to get done?

Why do I turn to God for my strength?

Why am I enough?
Why do I always focus on what I HAVE?

Why do I always focus on the good in my life now?

Why did I let go of my need to control everything?

Why do I live in the present?

Why do I let myself enjoy being relaxed?

Why is it so easy for me to be at peace?

Why is God right where I am?

Why am I truly filled with peace?

Why do I invest my energy in only the right things?

Why do I let myself be as happy as I’ve always wanted?

Why do I thank God for all the peace and joy of my life, every day of my wonderful life?

Why is it OK for me to be happy and peaceful?

Why do I give myself permission to enjoy true peace of mind?

Why did I allow my peace of mind to manifest now, so quickly and so easily?

Why is it OK for me to be incredibly productive?

Why is it OK for me to have happy, healthy relationships?

Why can I help more people when I am peaceful and happy?
Why did I start being a truly relaxed, happy, and confident person?

Why did God bless me with unprecedented favor today?

Why do I choose to be happy today?

Why do I live a wonderful, abundant life?

Why do I thank God that I have so much abundance today and every day of my life?

Why do I love being free?

Why am I living a life filled with peace and joy?

Why are all of my decisions so healthy now?

Why are my actions the actions of a truly happy, healthy, and whole person?

Why do I get to live the life I want?

Why is my life the best life I have ever known?
Chapter 12

AFFORMATIONS® ON SPIRITUALITY

I had a million questions to ask God: but when I met Him, they all fled my mind; and it didn’t seem to matter.

– Christopher Morley

Would you like to get closer to God?

(Psst... It’s a trick question.)

I’ve had many coaching clients and people at my seminars tell me they want to feel closer to God. I’ll often ask them, “Why don’t you feel close to God right now?”

They typically answer that they’re going through tough times, or that they’ve just lost someone or something very important to them—for example, a spouse, a parent, a job, or a relationship they weren’t ready to let go of.

Then I’ll ask them, “Why do you feel that because you lost something, that God isn’t close to you?”

They reply, “Because God wouldn’t take something from someone He loves.”

At that point, I usually just look at them, and they hear what they just said.

Do you know anyone—anyone—who hasn’t lost someone or something
that was, or still is, very important to him or her?

*Loss* and *gain* are human ideas, not God’s. You may like the “gain” part better ... But to God, it’s all just *Life*.

There can be no loss in Spirit. All things are One, but we humans experience them as separate.

I got this email from a reader in South Korea:

Hi Noah, I was introduced your book when I was in U.S. and had to visit the bookstore to read it because I didn’t have enough money to purchase your book. I was getting to know your Afformations and started to use it as a habit as I moved to South Korea, where I’m living now.

I started to see and experience little miracles since I use Afformations. My mind is now programmed with what really I want, and I can tell this with smiling because I know... now I’m in.

Each event is showing up when I didn’t expect and I’m getting more and more of the field I create. I realize more and more that I’m the master of my life, not the results.

I feel that everything is connected and I can see the world differently. There are a lot of positive messages all around, which I didn’t see before.

I realized that the world I wished already existed for me, but I just didn’t see it because I was programmed the opposite of what I want. I now could program for what I want easily since I’ve been introduced to your book and the Afformations.

Guess what? I now have enough money in my wallet and account (which I know that I’m attracting more of money even now for better future). I’ve got a new girlfriend who is absolutely one of rare, and I knew my wish was coming
for sure (I didn’t have any girlfriend for 6 years).

The thing is, she and the opportunity for my job and everything came to me EFFORTLESSLY and UNEXPECTEDLY.

Guess what? I’m sending and receiving real messages from my new real girlfriend even right before I’m writing this email.

She has a very pure good heart, she’s a positive person and she loves to listen my stories. I’m sending along a picture so you can see me and her too.

Thank you for your Afformation. It transformed my life.

Take care and good luck Noah. God bless you!!

God is all around us. The more I use Afformations, the more I realize that when we feel separate from God, we are the ones who have left. God never leaves us, because God is All That Is.

Use these Afformations (and create your own) to gain a deeper understanding of the fact that to get close to God, you simply need to realize the truth of this couplet:

There is no spot Where God is not.

Why is God right where I am?

Why am I One with God?
Why is God as close as my next breath?

Why is it OK for me to have, do, and be anything I want?

Why am I so grateful to be Who I Am?

Why does Love manifest as my life now?

Why is happiness Who I Really Am?

Why is God so happy with me?

Why is life so fulfilling for me?

Why am I so enchanting?

(A 7-year-old Student in Alabama taught me that Afformation!)

Why do I live by the Golden Rule?

Why do I choose to be a good steward?

Why do I bask in God’s Love today?

Why is my life filled with Light and Love?

Why am I connected to God?

Why does God take perfect care of me?

Why am I always in the right place at the right time, being the right person and doing the right things?

Why do I confidently ask for miracles?

Why do I let miracles happen for me?

Why do I give and receive in joyful abundance?
Why do I have such a strong spiritual center?

Why do I enjoy God’s Abundance today?

Why am I always taken care of?

Why does God provide everything I need?

Why am I abundantly provided for?

Why am I right where I should be in life?

Why do I find comfort knowing God is right here?

Why do I ask the right questions to manifest what I really want?

Why is my life such a gift?

Why do I have so many gifts to share with the world?

Why do I get to enjoy all of God’s gifts today?

Why do miracles happen for me today?

Why have miracles always happened in my life?

Why do I have so much to give?

Why is my life a miracle?

Why do I thank God for my life?

Why does my trust in God grow every day?

Why am I a successful person living a successful life?

Why do I enjoy the Value I bring to others by expressing Who I Really Am?
Why can I enjoy what I want and help others at the same time?

Why do I let myself succeed naturally?

Why do I happily accept my Oneness with God?

Why is it so easy for me to succeed naturally?

Why do I so easily step into my natural success?

Why has God given me everything I need to succeed naturally?

Why do I enjoy the perfect level of success?

Why do I show others the way to natural success?

Why do I trust myself?

Why am I worthy of trust?

Why do I have unstoppable faith?

Why do I have unshakable belief?

Why is it so easy for me to be and express Who I Really Am?

Why do I express Who I Really Am by naturally succeeding?

Why do I get to be and express my Authentic Self?

Why do I let my true light shine through in everything I say and do?

Why do I thank God for the gift of my life, today and every day?
Chapter 13

AFFORMATIONS®
ON LIFE AND HAPPINESS

The most important questions in life can never be answered by anyone except oneself.
– John Fowles

This email arrived one day:

Dear Noah:

My last Sunday felt like the children’s book, Alexander and the Terrible, Horrible, No Good, Very Bad Day! I had spent all day on Saturday helping cut TONS of dead wood out of two trees at my dad’s house, so needless to say, on Sunday I was not only tired but SORE!

Late Sunday evening I began looking for my misplaced cell phone. I combed the house, rang the phone, called Dad to see if I’d left it at his house, went through both houses and all laundry ... but still no phone.

On the way home from looking all over Dad’s yard, I decided to drive by my stepfather’s house (which I own) to see if any of his neighbors were having new roofs installed due to damage from our recent hail storm.

The ONLY evidence of a new roof anywhere on the street was a roofing contractor’s sign in my stepfather’s yard! I panicked, thinking he had negotiated for a new roof without consulting me first.

Ready for an ulcer, I got home, and STILL no sign of my phone. My phone service said it was probably lost or
destroyed because it was ringing straight to voicemail, so I prepared to file a claim on my cell phone insurance. They had closed 13 minutes prior, so I couldn’t call it in.

As I continued searching for the phone, I then realized I had lost two separate checks, for nearly $10,000 each, that had arrived several days earlier and that I had not yet had time to take care of. Searched the desk, piles of papers, bank bags … no checks!!

By now, I am nearly crazy!

Ready to drown myself in my hot tub, I called my friend for “mental garbage removal.” Her usual techniques, which normally work, failed this time. Since we’d both read your books, she and I decided to try using Afformations.

We created one for her, and then I decided mine would be, “Why am I so happy?” I half-jokingly decided that taking a sleeping pill and sleeping until Tuesday, when all the offices would re-open, might be my best option!

Off to bed I went, sarcastically muttering, “Why am I sooooo happy?!” Just as I turned the corner to my bedroom, what do I see looking right at me from a bookcase? My cell phone!!

The battery was dead (hence the no ringing). I had come home from tree trimming, in a VERY big rush to shower before my dinner guests arrived, and in my rush had tossed my phone in an unusual place.

Thankfully, because the insurance office was closed when I tried to reach them, I had NOT been able to file a claim for a new phone.

Early Monday morning (July 4th, no less), I decided to call the roofing company on the very long shot that their office would be open at 7:10 a.m.
Much to my surprise, someone answered the phone! After a short search, they were able to tell me that the roof in question was not being replaced (or even in need of replacement, YEA!). The sign had been placed in the yard as advertisement for the roofing man. Whew!

Next, I looked in the tote bag where I keep my bank bags and lo and behold, there in plain sight was the envelope with the two $10,000 checks!

I couldn’t believe how quickly all three BIGGIES were resolved, and on a holiday to boot! Afformations really did the trick!

*Thank you, Noah!*

As I teach my coaching clients and seminar audiences, there are two sentences that describe all human emotion. I discovered these two sentences while meditating one morning.

Once I saw them in my mind, I realized that these two sentences not only describe our current emotions, they also reveal how to immediately turn around any negative emotion into a positive.

Ready? Here are the sentences:

*When your opinion of your past, present, and future tends to be positive, you will be happy.*

*When your opinion of your past, present, or future tends to be negative, you will be unhappy.*
Those two sentences describe all human emotion. What is the key word in both of those sentences? *Opinion*. Why? Because it’s not what happens to us, it’s our opinion of what happens to us, that determines our thoughts, feelings, actions and responses—and all of those together create our very lives.

Are you carrying around a negative opinion of something that happened to you 10, 20, 40 years in the past ... and allowing it to determine your life today?

Are you not appreciating the abundance you have in the present, right under your nose?

And are you afraid of what’s going to happen in your future?

If you are holding onto any of those negative opinions—about your past, present, or future—you will tend to be unhappy about that portion of your life. (Some people have a negative opinion about all three!)

Conversely, do you know someone who has a positive opinion about their past, present, and future—even after going through pain, loss, struggle, and hardship?

Pain. Loss. Struggle. Hardship. Do you know anyone who hasn’t gone through them?

But what about the people who’ve gone through these things, and choose to be happy anyway? They have decided to have a positive opinion about what happened to them, what’s happening to them, and what’s going to happen to them. They are—whether they realize it or not—asking better questions.

There’s one more thing I’d like to point out about your opinion of your past, your present, and your future. *Your opinion of your past, present, and future IS your life.*
Where does your past exist? It exists only in your head.
Where is your present existence? It exists only in your head.
And where does the future lie? It only exists in your head.

There is nowhere else in the cosmos where your past, your present, and your future exist than in your head—that miraculous, marvelous brain you’ve been given.

Therefore, if you get only one thing from this book, I really hope you get this—because this simple thought may be the greatest gift of this entire teaching:

**If you want to live the life of your dreams, change your opinion of your past, your present, and your future.**

Right now, I want you to write down the opinions you’ve been holding about your past, your present, and your future. You may have been asking questions that support a life you DON’T want—because they’ve kept you focused on what you LOST (in the past), what you DON’T have (in the present), and what you think you’ll NEVER have (in the future).

Well, those are lousy opinions.

Guess what? Who is the only person holding them?

**YOU.**

And who is the only person who can change them?

**YOU.**

And who is the only person who **NEEDS** to change them, in order for your life to change?

That would be, ah, **YOU.**
Now that you’re near the end of this book, know that YOU have the power to change your life by changing the questions you ask, then taking new ACTIONS that support your new opinions/assumptions/beliefs.

Use these Afformations to change your opinions, challenge your assumptions, improve your beliefs, and change what you focus on ... and then let yourself live the life you’ve always imagined!

**Why am I so happy?**

**Why am I more than good enough?**

**Why do I know why I’m here on Earth?**

**Why do I know my life purpose?**

**Why do I love knowing my life purpose?**

**Why am I living my life purpose?**

**Why do I know Who I Really Am?**

**Why do I gratefully accept my life purpose?**

**Why am I so magnetically attractive to everything that manifests my best life?**

**Why do I accept Who I Really Am?**

**Why do others accept Who I Really Am?**

**Why did I stop trying to hide Who I Really Am?**

**Why do I only see the best in myself and others?**

**Why am I so comfortable in my own skin?**
Why did God create the perfect me?

Why am I so confident being Who I Really Am?

Why do I attract only good things when I live my life purpose?

Why do I attract all good things as I express Who and What I Really Am?

Why do I see and accept my own Worth and Value?

Why do I accept myself?

Why am I perfectly capable of living the life I really want?

Why am I perfectly capable of living my life purpose?

Why has God given me the ability to live my life purpose?

Why am I exactly who I’m supposed to be?

Why is it OK to like and love myself?

Why am I safe to be Who I Really Am?

Why do the right people come to me so quickly and naturally now?

Why do opportunities come to me so quickly and so easily now?

Why do highly successful people value and appreciate me?

Why did God create perfection in Who I Really Am?

Why am I truly appreciated by my friends, family, and colleagues?

Why am I so confident in being Who I Really Am?
Why am I so confident in living my life purpose?

Why do I love living my life purpose?

Why am I allowed to BE Who I Really Am in this life?

Why am I allowed to DO what I really want in this life?

Why am I allowed to HAVE all that I really want in this life?

Why has God blessed me so much today, and every day of my wonderful life?

Why am I so lucky?

Why am I so grateful to be me?

Why do I forgive myself?

Why am I so blessed?

Why do I have more than enough time, money, and energy to do all that I want?

Why do I enjoy such balance and harmony in my life?

Why do I so easily let go of the past?

Why do I accept the people in my life just as they are?

Why is it more important for me to be happy than to be right?

Why are such wonderful people so attracted to me?

Why do I attract so many Loving Mirrors?

Why did I stop trying to change people?
Why am I so grateful for my life?

Why am I so grateful for all that I am, and all that I have, today?

Why am I strong enough to say, “I was wrong”?

Why do I thank God, every day, for the gifts of my life?

Why do I allow myself to succeed, be wealthy, and be blissfully happy—today and every day of my wonderful life?
Chapter 14

HOW TO LIVE A MORE ABUNDANT LIFESTYLE IN 28 DAYS OR LESS

A good question is never answered. It is not a bolt to be tightened into place, but a seed to be planted and to bear more seed toward the hope of greening the landscape of idea.

– John Fowles

This book was written to help you become wildly successful in your life, career and relationships; to help you increase your income and expand your influence; and to create and live the abundant lifestyle of your dreams.

But what do you do now that the book is over?

If you really want the results and benefits you desire for your life—things like more money, better relationships, increased self-confidence, more purpose and passion—you must do what I shared with you in Part Two: Take ACTION!

In Part One, I introduced you to The Afformations Method: the simplest and most effective way I’ve ever seen to manifest your desires faster and easier. I showed you how to take what you’re already doing—asking questions—and, simply by making a few small changes, create the life you’ve always wanted.

In Part Two, you learned the 4 Steps to create empowering Afformations that can change your life. I urge you to commit to doing these 4 Steps daily, because soon you will not only find yourself looking at life very differently, you will develop new, healthier habits. Then you will begin
to make new choices, take new actions, experience new results, and create a new life.

In Part Three, I gave you hundreds of empowering Afformations to help you reach your New Desired Reality in the 10 major Areas of Life. Of course, if you want to really make changes in your life, and if you want these changes to be permanent, you must rewire your brain. You must practice your new Afformations daily. Not just read about it, not just think about it, not just talk about it; but actually DO it!

Beware of that little voice in your head that will say things like, “I can’t do it ... it’s too hard ... I don’t have time.”

As I explain in my live seminars and mastermind programs, that’s your Negative Reflection talking—that voice in your head telling you that you can’t make changes. Remember, its job is to keep you right where you are because it’s afraid of change. Don’t listen to it. Follow the formula and watch your new life take off!

After my discovery in The Shower, I realized it was my duty and responsibility to bring this teaching to the millions of people around the world who desire to live better lives and are willing to change. My mission is to teach millions of people about Afformations and assist those who want to live a better life to find their way to true abundance, peace, and joy.

I am truly blessed to lead seminars and exclusive mastermind groups that transform people’s lives quickly and permanently. Now that you know how to change your life using empowering Afformations, I encourage you to make even greater changes by learning my proven formula to dump your head trash—permanently—to get better results.

How To Live A More Abundant Lifestyle In Six Weeks Or Less
in every area of your life, career, and relationships. And you can do that with my new and improved Afformations® System: 28 Days To A More Abundant Lifestyle.

The simple fact that you’ve read this far means you’re smart, talented, and highly motivated to succeed. But here’s something else I know about you: even though you’ve spent lots of time, money, and effort on “how-to succeed” programs, you’re not where you want to be in life. Otherwise, you would not still be reading!

The Afformations System shows you why you’re holding yourself back from the success you’re perfectly capable of—and gives you the simple, practical tools to design and live a more abundant lifestyle in six weeks or less.

**HERE’S WHAT THIS IS**

The Afformations System: 28 Days To A More Abundant Lifestyle is a self-paced home-study course that gives you the skills, tools and strategies you need to create and design a more abundant lifestyle in 28 Days or less, all from the comfort of your home or office.

**WHO THIS IS FOR**

This program is for you if...

- You’re an entrepreneur who wants to rapidly grow your business without struggling.
- You want to dump your head trash around making a lot more money.
- You want to work less and make more.
- You want to attract more high-paying clients while staying true to your values and spiritual guidance.
- You want to take more time off and enjoy more free time
with family and friends.

- You want to be a lot more organized and get more done in less time.
- You want to stop being distracted by “shiny objects”.
- You want to learn the same techniques and strategies I’ve taught my $10,000 coaching clients.

**WHAT YOU’LL GET**

This life-changing program includes:

- Step-by-step video training and audio guides
- My complete Afformations Guidebook in downloadable PDF
- Private Online Mastermind where you can meet and network with other Afformers around the world
- Exclusive interviews with top thought leaders in personal growth and business development
- My proprietary “Attract More Money” iAfform Audio to change your subconscious thought patterns while you’re busy doing other things
- Downloadable recordings of my Elite Coaching Sessions and private Q&A calls with clients from around the world
- Over $500 in special bonus materials... and much more

**HOW YOU’LL BENEFIT**

You’ll discover how to...

- Make more money without the guilt or stress
• Be happier and healthier than you’ve felt in years
• Leverage your time and income so you get to do more of what you love
• Help more people and get paid for it
• Rapidly grow your business without the struggle

As a result, you’ll also...

• Have the confidence and freedom you’ve always wanted
• Create the perfect Afformations to manifest your dreams faster and easier
• Replace ineffective habits with empowering results
• Manifest your desires without stress or anxiety
• Learn the secrets to maximize every opportunity
• Discover how to live a more abundant lifestyle in 28 Days or less
WHAT OTHER PEOPLE ARE SAYING ABOUT THIS PROGRAM

“Since using Noah’s program, I tripled my income, renewed my personal relationships, and took my life to the next level of overall wealth...all in less than 12 months!”

- Cari Murphy, Radio Host

“Noah, I CAN NOT THANK YOU ENOUGH for all you have done for me! In less than a month, I have become the person I only dreamed about becoming. I fixed my relationships, my money problems, and my career problems thanks to you.”

- Mladen Milic, Student, Zurich Switzerland

“Thank you Noah for contributing to my business success. In less than 4 months I skyrocketed my business to over $100,000 thanks to your transformational strategies.”

- Georgina Sweeney, Entrepreneur

“I went from penniless to a six-figure income in six months thanks to this program!”

- Susan Sherayko, Entrepreneur

HERE’S WHAT I WANT YOU TO DO NOW

Go to this Web site and claim your copy of my all-new Afformations System: 28 Days To A More Abundant Lifestyle...

www.HavingAbundance.com
As a thank-you for purchasing this book, I would like to give you a FREE 60-Second Stress Buster iAfform Audio.

**iAfform Audios** are empowering Afformations set to inspiring music. iAfform Audios help you change your subconscious thought patterns while you’re busy doing other things.

You can listen to your iAfform Audios any time, anywhere—while you’re eating or exercising, working or playing, or doing practically anything. Many of my Students even listen to their iAfforms while they sleep!

I’ve created iAfform Audios to help you enjoy better results in the major areas of life, including...

- Ultimate Wealth
- Ultimate Business Success
- Ultimate Self-Confidence
- Ultimate Love
- Deep Blissful Sleep
- No More Stress
- Live Your Life Purpose

... and many more.

“Noah: Just wanted to drop you a note to tell you that I just signed my first million dollar deal from a single client. It would not have been possible without applying what you taught me about creating a wealthy mindset.”

- Robert Smith, Chicago IL
To claim your FREE 60-Second iAfform Audio Stress Buster, please visit this web site:

www.iAfform.com
JOIN THE AFFORMATIONS REVOLUTION

The 3 steps to Success:

1. Find something that works.
2. Tell everyone about it.
3. Repeat.

– Noah St. John

Now you know the steps to create Afformations that will change your life. The only question now is: are you going to share what you’ve learned, or keep it to yourself?

As I’ve shared with my Students for years now, all you have to do to succeed in life are Learn, Do, and Teach.

First, Learn what it takes to succeed. That’s what this book and my other courses and seminars are all about.

Second, Do the Steps. It’s one thing to know, and quite another to put what you know into ACTION. But taking action is the only way to manifest the wealth and happiness you desire.

And finally, Teach what you’ve learned. The best way you can make this teaching part of your life is to share with others what you’ve now learned.

I encourage you to share with others what you’ve experienced from reading and practicing what you’ve learned in this book.

Get the message of this book out to as many people as possible. Commit to telling all of your friends, family, and work associates about it. Encourage them to purchase copies so they can begin their own life-changing journey. And consider getting it for your friends as a life-changing gift.
Not only will you be introducing them to a new way of thinking that will change their lives, they will also learn a new way of Being that will uplift everyone who gets this message.

What better way to make a difference than to show those you care about how to use the greatest gift they’ve been given—their own mind—to make their own lives better... and ultimately, change the world?

Be sure to join the Afformations Revolution and share your Afformation success story at the Official Afformations® Fan Page:

www.AfformationNation.com

What are you waiting for?
PRAISE FOR NOAH ST. JOHN

“Noah’s work represents one of the most significant breakthroughs in the study of success in decades. If you want to eliminate the fear of success and live the life you’ve imagined, you owe it to yourself to attend his programs.”

- Jack Canfield, Chicken Soup for the Soul

“Using humor and down-to-earth language, Noah gives you a step-by-step method to live the life you want and deserve.”

- John Gray, Ph.D., Men Are From Mars, Women Are From Venus

“If you want to crack your own secret code of success, crack open Noah’s book.”

- Harvey Mackay, Swim with the Sharks

“Noah St. John’s work is about discovering within ourselves what we should have known all along—we are truly powerful beings with unlimited potential.”

- Stephen Covey, The 7 Habits of Highly Effective People

“You’ll never get your foot off the brake and find the success you dream of until you take Noah’s advice to heart!”

- T. Harv Eker, Secrets of The Millionaire Mind

“Noah is a brilliant guy who brings tremendous insight into this problem of embracing success he quite accurately observes in people.”

- Neale Donald Walsch, Conversations with God
WHO IS NOAH ST. JOHN?

Known as “The Abundant Lifestyle Authority”, Noah St. John is famous for inventing Afformations® and creating high-impact, customized strategies for fast-growing companies, celebrities, and leading organizations around the world.

His sought-after advice has been proven to skyrocket sales, boost profits and improve goodwill, while allowing business professionals to enjoy more free time with their families.

Noah’s books have been translated into ten languages worldwide, and he’s been featured in over 2,000 media outlets including CNN, ABC, NBC, CBS, Fox, National Public Radio, PARADE, Woman’s Day, Los Angeles Business Journal, Washington Post, Chicago Sun-Times, Selling Power, Bottom Line/Personal, and The Huffington Post.

“Noah St. John’s work is about discovering within ourselves what we should have known all along – we are truly powerful beings with unlimited potential.”

— Stephen Covey, The 7 Habits of Highly Effective People

“Before Noah, my company’s revenues had been stagnant for four years. After working with Noah, my company grew SIX TIMES IN SIZE in less than a year. Give Noah’s programs a shot—because I guarantee you’ll be 100% happy with the results.”

— Adam Schran, CEO

Get Noah’s FREE video series: Discover The Missing Piece to Abundant Health, Wealth and Happiness (All You Need Is 5 Minutes A Day) at

www.NoahStJohn.com

Keep me posted and keep afforming!