

Mindset Mastery *Toolkit*

HOW TO OVERCOME LIMITING
BELIEFS AND SHIFT YOUR
INNER DIALOGUE

INTRO TO MINDSET

Why it matters

Your mindset is the **thoughts and beliefs that color how you see yourself, others, and the world**. As you go through life, you pick up beliefs from your environment and experiences. Some are positive, while others are negative.

What are Limiting Beliefs?

Limiting beliefs are **false or negative assumptions** that prevent you from going for your goals and living your dreams.

For example, if you believe you “I must be perfect to be loved,” it’ll prevent you from taking risks in life.

Everyone has limiting beliefs. But often they fly under the radar and we’re unaware of them.

Whether aware or not, these beliefs keep you stuck and hold you back from living your best life.

But here’s the good news: **You can change your beliefs.**

So if you’re ready to get your mind working *for* you, rather than *against* you, read on. This guide covers how to master your mindset, so you can create a life you love.

We’ll share tools to help you shift your inner dialogue and increase your happiness and well-being. But first, let’s start with some science.

Limiting beliefs affect:

- Resilience to stress
- Motivation
- Effort
- Relationships
- Self esteem
- Physical and mental health



NEUROPLASTICITY

What is it?

Did you know you have roughly 60,000 thoughts every day? It's true! And about 90% percent of them are repetitive. Meaning, they happen on a loop, much like a broken record.

But no matter how hard-wired thoughts may seem, they CAN change. This is all thanks to a little something called neuroplasticity.

What is Neuroplasticity?

Simply put, neuroplasticity is the **brain's ability to change and form new connections.**

There are roughly 86 billions neurons in the human brain. These neurons form connections (aka neural pathways), based on your thoughts, actions, and experiences.



Neural pathways can strengthen or weaken over time as you gain new experiences. Connections used frequently become stronger. Those used rarely wither away.

“Neurons that fire together, wire together.”

-Neuropsychologist Donald Hebb

Meaning, **you can quite literally rewire your brain.**

Neuroplasticity *isn't* limited to children or young adults. The brain's ability to adapt and change persists throughout your life.

BUILDING AWARENESS

Why it matters

To change limiting thoughts and beliefs, you first need to become aware of them. This can be tricky at first, as these thoughts are often on autopilot and hard to nail down.

Examples of common limiting beliefs include:

- "I'm not good enough."
- "I'm too old or young for..."
- "I don't have enough time."
- "I don't deserve..."
- "I can't change."
- "I am not worthy of..."
- "I'm not talented enough"
- "I'm not smart enough."
- "I don't have enough experience."
- "Not trying is better than failure."
- "I'm not pretty enough."
- "I'm too fat or too thin."
- "I'm bad with money."
- "I'll never be healthy."
- "I'm not ready yet."
- "I don't have enough energy."
- "I'll never be happy."
- "I'll never be successful."
- "Life is hard."
- "All the good ones are taken."

How to Identify Limiting Beliefs

- Keep a journal handy. Anytime you spot a negative, repetitive thought, jot it down.
- Think of a goal you'd like to pursue, but haven't started working on yet. Then ask yourself *why* you haven't taken action.
- Reflect on an area in life where you're struggling (health, finances, relationships, etc.). Notice the story you're telling yourself about this struggle and add the word because. Example: "I can't get that job because_____." Whatever fills in the blanks is a clue of a limiting belief.
- Watch your self-talk and look out for red flags like "This is just how I am," "This always happens to me" or "I've always been this way." This can uncover false assumptions you may be carrying.

CHALLENGING LIMITING BELIEFS

How to do it

How'd that go? Were you able to uncover some of your limiting beliefs? Use the space below to jot them down:

These beliefs are NOT facts. They're simply stories you've been carrying around. And you have the power to drop them! Here are some ways to do that:

How to Challenge Limiting Beliefs

Ask yourself questions like:

- ***"Is this really true?"*** Most likely, no! Look for evidence to prove to your brain it's bunk. For example, if your belief is "I'll never be successful" make a list of your accomplishments.
- ***"How does this belief make me feel?"*** Probably, pretty crummy. Allow yourself to feel how this belief impacts your well-being.
- ***"How does this belief serve me?"*** This may seem out there, but limiting beliefs usually fulfill a need. Often, it's to keep you safe and protect you from fear of failure. Reflect on what need this belief may fulfill and allow yourself to see what comes up.
- ***"Who would I be without this belief?"*** Imagine what life would be like if this belief went *poof* and was GONE. Feel into it to get a sense of how it's limited you... and what you want to create instead.

MINDSET TOOLS

Affirmations

The next few pages will give you tools to shift to a more positive mindset and improve your internal self-talk. First up: positive affirmations.

What are Positive Affirmations?

Positive affirmations are statements you repeat to yourself to instill a new belief. Think of them like a personal mantra. Repeated daily, they **help shift your inner dialogue in a more positive direction.**

Affirmations are excellent ways to reframe limiting beliefs. Simply flip a limiting belief to its opposite and *voila!* You've got your new affirmation.

Here are a few examples:

"This is too hard."



"I can do this."

"I'll never meet anyone."



"I'm worthy of love."

Now it's your turn! Use the space below to flip some of your limiting beliefs into new affirmations. Repeat them in your head or out loud a few times a day.

Limiting Belief

Affirmation

1.



2.



MINDSET TOOLS

Visualization



“Anything you can imagine, you can create.”

-Oprah



According to science, Oprah is right. Your brain can't tell the difference between reality and imagination. Visualization helps you harness this power.

Professional athletes have used visualization for decades to improve their performance. But it's also an excellent tool to reinforce new beliefs and a positive mindset.

How to Do Visualization

1. Pick a new belief you'd like to create.
2. Close your eyes and imagine a specific scenario where your future self is living that belief. For example, if your new belief is "I am healthy and fit," imagine yourself full of energy doing something physically challenging, like a long hike.
3. Picture the situation in detail using all your senses. See it, hear it, and most importantly, FEEL it. Spend several minutes creating as vivid an image as possible.
4. Imagine how satisfied you'll feel when this new belief has become your reality.
5. Repeat this process for 5 minutes a day, ideally when you wake up or before bed.

If your mind wanders or you prefer a more guided approach, check out this free ['Design Your Dream Life Visualization.'](#)

MINDSET TOOLS

Journaling

If you want a simple, powerful tool to improve your mindset, then you might want to dust off your journal.

Journaling has loads of benefits, including:

- Builds self-awareness
- Reduces stress & anxiety
- Cultivates optimism
- Increases emotional intelligence
- Enhances creativity
- Help you bust out of obsessive thought loops



Journaling to Upgrade Your Mindset

There's no right or wrong way to journal. But here are some techniques to consider trying:

Gratitude Journaling: This simple practice is proven to improve your happiness and well-being. Each day, write down 5 things you're grateful for. Be specific about how this person/thing/experience enhances your life.

Victory log: Celebrating your wins also helps retrain your brain toward positivity. At the end of each day, jot down anything you're proud of, no matter how small. Anytime you're feeling down or unmotivated, whip out your victory log to remind yourself of your accomplishments.

Stream of consciousness writing: This technique is essentially a "brain dump" and can help if your brain is swirling with negative thoughts. To do it, simply write out any thoughts and ideas that come to mind. Don't worry about order, structure, or neatness. Just get it all out on the page. When you're done, you can tear it up, burn it, or even flush it if you like! If you find this practice helpful, you may want to check out Julia Cameron's book *The Artist's Way*.

MINDSET TOOLS

Emotional freedom technique

Emotional freedom technique (EFT), also known as “tapping,” is another method to shift your mindset. It’s a mix of psychology and acupuncture, minus the needles.

EFT involves **tapping on acupressure points while focusing on a limiting belief or uncomfortable feeling**. The goal is to release stored energy associated with those thoughts and feelings.

EFT may sound weird if you’re new to it. But it’s linked with many benefits. In one study, EFT increased happiness by 31%! Tapping can also help:

- Ease stress, anxiety & depression
- Reduce PTSD symptoms
- Relieve headaches & chronic pain
- Improve sleep
- Reduce food cravings



How to do EFT for Limiting Beliefs

1. **Pick a limiting belief.** Tune into your body and notice how it makes you feel.
2. **Get a truth rating.** How true does this belief feel to you? Rate it on a scale of 1-10 (1 being not true at all, and 10 being really true).
3. **Do your setup statement.** Say to yourself “Even though I believe _____, I deeply and completely love and accept myself.”
4. **Begin your tapping sequence.** Tap on each of the nine tapping points 7-9 times, repeating variations of your setup statement each time.
5. **Rate the intensity again.** Test the original limiting belief and see if you notice a shift. What’s the new truth rating? If you still feel a big emotional charge, try another round.

Want a walk-through? [Check out this session](#) with tapping expert Nick Ortner.

MINDSET TOOLS

Foster positivity

Being mindful about what you consume is another way to improve your mindset. And by consume, I don't mean food--I mean content.

Every day you pick up messages from your environment. Some messages are uplifting and inspiring. Others are just the opposite. These messages come from friends, family, and co-workers, but also from social media, TV, podcasts, music, and books.

Whatever you surround yourself with--whether negative or positive--will influence your mindset. Like attracts like.

Being choosy about what you consume helps you curate an environment that supports positivity.



How to Cultivate a Positive Mindset

- **Clean up your social media.** Give your social media a tune-up by following accounts that inspire and uplift. Unfollow any accounts that stir up negativity, comparison, or jealousy.
- **Be mindful of media.** Choose podcasts, books, and shows that make you feel good and support your goals and dreams.
- **Choose your company wisely.** Surround yourself with positive people who share similar values. Spend less time with negative people who gossip, complain, or bring you down.
- **Listen to uplifting music.** Music has a powerful effect on your brain. It reduces stress, boosts mood, and improves motivation. Opt for uplifting tunes, like [this playlist](#).