



# Little book of

# Affirmations

A self-help guide

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# Affirmations

## Hello

Thank you for downloading this self-help guide. In it, I'm going to show you how you can use affirmations to help you to free yourself from emotional eating.

If you're reading this, you're probably all too familiar with what emotional eating is, but officially it's defined as:

*Using food – either deliberately or unconsciously - to try to comfort unpleasant emotions like loneliness, boredom, anxiety or stress. It's also known as comfort-eating and it can also lead to binge-eating.*

You're probably suffering with emotional eating if you:

- Feel shame, remorse or guilt after eating
- Constantly struggle with feeling like a failure
- Have given up on ever having the healthy body you crave – you need comfort food too much
- Stick rigidly to a diet for a while, then go completely off the rails
- Promise yourself that, 'It will be different this time', every single time you start another new diet
- Feel you're always playing catch-up – skipping breakfast because you ate too much last night, skipping lunch because you ate cake with your morning coffee...
- Feel frustrated that you can't, 'Just say no' to temptation

Wouldn't it be lovely if you could:

- End the struggle to keep your eating under control
- Feel confidently in control of your healthy eating in every situation
- Eat with natural pleasure and enjoyment – and then stop

This guide shows you how you can use affirmations to change the thoughts you are feeding your mind with. And when you do that, you'll change the way you feel about yourself. Self-belief grows, self-criticism and self-doubt fall away, and you start to feel confident, relaxed and back in control.

# Affirmations

You'll be able to:

- Silence the negative thoughts that are keeping you stuck
- Focus on the positive choices and positive changes you are making
- Influence your unconscious thoughts with supportive, inspiring affirmations
- Feel back in control – physically, mentally and emotionally

## How does it work?

Your mind has two major parts: your conscious and your unconscious mind.

Your conscious mind is the logical, waking part – the part you do your conscious, logical thinking with. It's also the part where thoughts just seem to appear even when you're not consciously thinking. This can seem to us like a constant stream of random self-talk – positive, negative and also just neutral chatter – that you are almost overhearing, and which you seem to have little control over, quite unlike your conscious, deliberate thoughts.

This logical, waking part is just the tip of the iceberg that is your mind – about 5% of it. The rest – 95% - is made up of your unconscious mind which runs all the automatic patterns and programs that your mind and body use to keep you going. It also stores all your memories and experiences, all your skills and competencies, and it processes all the incoming information from your sight, sound, touch, taste, etc. And all this is turned into the random 'stream of consciousness' thoughts that pop up in your conscious mind.

Your unconscious mind has been programmed with everything you've experienced, seen, heard and felt throughout the whole of your life, and it's still being programmed right now. Your unconscious mind is constantly learning and adjusting and it's this ability to change and adapt throughout your life – known as 'neuroplasticity' – that gives us a clue to understanding what makes affirmations work.

## Affirmations

You've probably seen an area of grass where people have frequently taken a short-cut across it, leaving a well-worn path – charmingly known as a 'desire line'. Imagine how that path came into being – starting with a pristine, unmarked lawn, the first person to cross it left nothing more than a few blades of bent grass that quickly recovered. A few more people cross, and a faint mark begins to take shape. More people cross the grass, and they naturally tend to follow this faint path, which, little by little, becomes a clearly marked pathway.

If you fenced off the area, the grass would eventually recover and the desire-line would disappear. But, even more importantly, imagine what would happen if you fenced the area off and left a gap that encouraged people to take a different route.

The original path would gradually fade away and disappear while the new desire-line became a strong, clear path as people walked it over and over again.

This is what affirmations do.

By repeating positive affirmations over and over again, you discourage your thoughts from automatically following the old path, and encourage them to take a new route and establish a new 'desire-line'.

## How does talking to myself help?

You might be thinking now, 'Affirmations – isn't that like talking to myself? How will talking to myself help my emotional eating?' You might even be thinking, 'I'd feel silly talking to myself.'

The thing is, you are already talking to yourself nearly all the time. Those thoughts that pop into your head are influencing you whether you notice them or not, and they're creating your mental image of you.

# Affirmations

If you're an emotional eater, there are probably two voices that are very familiar to you that you'll recognise very easily:

- Your **Inner Child**, who tells you'll feel better if you eat cake, and...
- Your **Inner Critic**, who tells you that you're weak-willed and a failure when you do

## Your Inner Child

Also known as the cookie-monster, the chip-demon, the cake-beast and the biscuit-fiend, whatever you call it, it's the root cause of your emotional eating and you need to change the story it's telling you.

When we're little, most of us discover that sweets, cakes or whatever can have almost magical powers. They make us feel contented when we're lonely, happy when we're sad, or cheer us up when we're bored.

Unfortunately, even though we're grown up now, there's a part – your inner child – that still believes that comfort-eating is a brilliant solution to any and all your problems.

Feeling stressed and anxious? A packet of crunchy crisps will help.

Feeling bored? There's cheesecake in the fridge.

Feeling lonely? Chocolate is always there, sweet and comforting.

The voice of your Inner Child says things like:

*'I deserve something nice'*

*'I need comforting'*

*'I'll feel deprived if I don't have it'*

*'I must have it right now'*

## Affirmations

*'Chocolate will make everything better'*

*'Why can't I have things I enjoy?'*

Your Inner Child wants to make you happy – they're just going about it in the wrong way. They're not a monster who wants to sabotage you, they simply believe that what worked well when you were little, will work just as well now. But just like any child, your Inner Child will beg, plead, whine and sulk, and have a good old-fashioned tantrum if they don't get their own way. So you give in - and then your Inner Critic starts having a go at you...

### Your Inner Critic

Just like your Inner Child, your Inner Critic is trying to help you – but it's also going about it in the wrong way.

It knows that you want to change your eating habits, and believes that that telling you off is the best way to help you do that. Whenever you comfort-eat or binge-eat, your inner critic starts nagging and scolding you – bombarding you with negative barbs and insults and attempting to make you feel ashamed and worthless so that you won't do it again.

The voice of your Inner Critic says things like:

*'I'm greedy and weak-willed'*

*'I have no self-control'*

*'I always give in. I never stick to anything'*

*'I'm such a loser'*

*'I deserve to be fat and miserable'*

*'I'm a useless failure and always will be – I'm too stupid to change'*

## Affirmations

It doesn't work, of course, it just makes you feel bad. You don't need an inner voice that tells you you're greedy, weak-willed, a failure... you really, really aren't.

## What can you do instead?

You're talking to yourself all the time, so why not tell yourself things you want to hear? Things that create a positive, helpful mental image of who you are?

Rather than giving in to your Inner Child, you can remind yourself that you're a strong, resourceful adult.

Rather than being your own worst critic, you can be your own cheerleader. You can give yourself warm support and encouragement.

There are three ways to use affirmations to improve your life – and the way you are probably most familiar with is only one of them.

They are:

- Transforming your negative statements
- Asking magic questions
- Probably the best known one: the direct 'I am...' affirmation. Even this one has a profoundly powerful version that may be new to you!

## Transform your negative statements

A great place to start is to replace those negative, critical thoughts with positive ones.

Those thoughts tend to be a habit, so there will be familiar words and phrases that you constantly use that make you feel down. List as many of those nagging criticisms as you can, and then think what would be a more supportive, helpful thing to say to yourself instead.

## Affirmations

You could, for example, replace:

*'I'm greedy and weak-willed'*

With:

*'I value my health and wellbeing and love eating healthily'*

**Replace:**

*'I have no self-control'*

With:

*'I enjoy letting go of old, unhealthy habits that hold me back'*

**Replace:**

*'I always give in. I never stick to anything'*

With:

*'I love keeping my promises to myself and reaching my goals'*

**Replace:**

*'I'm such a loser'*

With:

*'I enjoy feeling healthy, energetic and positive'*

## Affirmations

**Replace:**

*'I deserve to be fat and miserable'*

**With:**

*'I choose feeling strong, vital and full of energy'*

**Replace:**

*'I'm a useless failure and always will be – I'm too stupid to change'*

**With:**

*'I love seeing and feeling the healthy changes in my body every day'*

You can do this with the things your Inner Child says, too.

For example, you could replace:

*'I deserve something nice'*

**With:**

*'I enjoy eating light, clean, healthy food'*

## Affirmations

**Replace:**

*'I need comforting'*

**With:**

*'I feel strong, joyful, energetic and positive'*

**Replace:**

*'I'll feel deprived if I don't have it'*

**With:**

*'I love looking after my body and treating myself to health and vitality'*

**Replace:**

*'I must have it right now'*

**With:**

*'I choose slim, fit and healthy right now'*

**Replace:**

*'Chocolate will make everything better'*

**With:**

## Affirmations

*'I choose fulfilment, happiness and contentment and let go of old ideas that weigh me down'*

**Replace:**

*'Why can't I have things I enjoy?'*

**With:**

*'I enjoy how healthy, strong and active my body feels'*

## Ask magic questions

You have a very useful part of your brain called the Reticular Activating System – the RAS. The wonderful thing about this part of you is that when you ask it a question, it immediately starts looking for an answer.

Now, the downside of this is that when you ask yourself negative questions such as, 'Why am I such a failure?' or 'Why do I always sabotage myself?' your RAS will keep looking until it finds an explanation – affirming your belief that you are indeed a failure and that sabotaging yourself is inevitable, which isn't true.

However, the upside is that when you replace those negative questions with positive ones, your RAS will search just as diligently for answers. These questions make brilliant affirmations:

*What do I enjoy most about eating clean, light, healthy food?*

*What do I like best about the healthy changes my body is achieving?*

*How do I most enjoy exercising and moving my body?*

*How is it that I can let go of those old beliefs so easily now?*

## Affirmations

*Why does a love of health and vitality come to me so easily?*

*How is it that I effortlessly make healthy choices now?*

*What do I like most about feeling strong, fit and healthy?*

The important thing is to ask the question – you don't have to come up with an immediate answer right away, you can leave that for your RAS to do. Asking 'how', 'what' or 'why' in this way prompts your brain to go on a search to *find* the answers - and in doing so, it reprogrammes your view of yourself and strongly affirms your new, positive beliefs about yourself.

### **'I am...' affirmations**

You may have noticed that, so far, none of the positive affirmations here have started with the words, 'I am...', even though this is probably the way you have seen most affirmations written:

*'I am a winner'*

*'I am beautiful'*

The trouble with replacing the negative belief - *'I'm such a loser'*, with the affirmation, *'I am a winner'*, or, *'My body looks horrible'*, with, *'I am beautiful'* - is that your unconscious mind is so used to thinking the old thought that it could find the new one a bit too hard to swallow and simply reject it.

It's a bit like suddenly trying to throw the car into reverse while you're driving along at 70mph. Even though you're going the wrong way, it's much better to slow the car to a stop first and *then* reverse.

Affirmations have to have an element of believability to them, and if your reaction to any affirmation is, *'No I'm not'*, then repeating that affirmation will only deepen your self-doubt. You'll need to modify the affirmation and there are three powerful ways you can do this. You can:

# Affirmations

- Tone it down
- Add a softener
- Make it just for today

## Tone it down

You can tone down the affirmation and reign it in so it says something that you *can* believe.

Instead of:

*'I am beautiful'*

Try:

*'I am attractive and I especially like my eyes (my hair, my shoulders...)'*

Instead of:

*'I am powerful and unstoppable'*

Try:

*'I am fit and full of energy'*

## Add a softener

You can add a softener – a connecting word or phrase that allows your unconscious mind to *consider* the statement without rejecting it outright. If affirming, *'I am beautiful'*, is too big a step for you to take in one go, try:

*'I am noticing more beautiful things about me every day'*

*'I am starting to recognise how beautiful I am'*

## Affirmations

*'I am discovering my own beauty'*

Useful softeners include:

*'I am noticing...'*

*'I am becoming...'*

*'I am learning...'*

*'I am discovering...'*

*'I am starting to - recognise/discover/enjoy/appreciate/notice...'*

*'I am beginning to - recognise/discover/enjoy/appreciate/notice...'*

There is a long list of affirmations at the end of this guide. Try them out for yourself and if your first thought is, 'No, I'm not', or, 'No I don't', to any of them, try adapting them with a softener to see if that makes a difference for you.

For example, you can change:

*'I am strong and confident'*

To:

*'I am becoming strong and confident'*

*'I am discovering my strength and confidence'*

*'I am learning how to be strong and confident'*

*'I am noticing my strength and confidence'*

*'I am starting to enjoy being strong and confident'*

## Affirmations

You can change:

*'I love exercising and moving my body'*

To:

*'I am learning to love exercising and moving my body'*

*'I am discovering how to exercise and move my body'*

*'I am starting to enjoy exercising and moving my body'*

*'I am noticing I feel good when I exercise and move my body'*

### **Make it just for today**

You can agree with the affirmation, but it still feels a bit daunting? Try adding, *'Just for today'*, to the beginning of it:

*'Just for today, I am choosing health and vitality'*

*'Just for today, I am eating healthily'*

*'Just for today, I am enjoying exercising and moving my body'*

*'Just for today, I am keeping my promises and reaching my goals'*

It takes the pressure off you, and you can always make the same affirmation tomorrow, and the day after, and the day after that...

# Using affirmations

There are five key things that make affirmations successful:

- Make them personal
- Make them positive
- Make them now
- Keep repeating them
- Enjoy the feeling

## Make them personal

Your affirmations are all about you and nobody else:

*'I am...' 'I can...' 'I enjoy...'*

*'My body...'*

*'What do I enjoy most about...?' 'What do I like best about...?'*

Make them about how you want to feel and what you want to do because those are the only things that you have any real control over.

Find affirmations that resonate with you personally, and which reflect your own situation, feelings, aspirations and values.

## Make them positive

Make your affirmations about what you want, not what you don't want.

It's easy to slip into the habit of thinking about what you want to stop doing – 'I want to stop comfort-eating', 'I want to avoid chocolate' – but your unconscious mind needs positive instructions to work with.

# Affirmations

Instead of:

*'I am avoiding chocolate', or, 'I no longer eat between meals'*

Use:

*'I am letting go of old, unhealthy eating habits', or, even better, 'I am creating healthy new eating habits'*

## Make them now

Your affirmations need to be in the present tense:

*'I am...' 'I can...' 'I love...' 'I enjoy...'*

For example, *'I will eat light, healthy food'*, is just an intention - something that you *will* do... some time... maybe...

It needs to be turned a statement of what you *are* doing – in the positive, present tense: *'I am eating light, healthy food'*. That's an instruction to your unconscious mind it can understand and act on.

## Keep repeating them

Repetition is important. Regular repetition of positive affirmations encourages your mind to believe them as fact. And when your mind truly believes you can do something, your actions will automatically follow.

Set up a routine so that you don't have to think too much about it and it just becomes a habit.

Take regular 'affirmation-breaks' every day to repeat your affirmations.

You can create your affirmation-breaks throughout the day, for example:

## Affirmations

- First thing in the morning, before you get up
- While you're brushing your teeth or taking a shower
- On your way to work
- Whenever you stop for a coffee
- On your way to the loo
- On your way home from work
- In the gym
- While you're walking the dog
- While you're preparing the evening meal
- Last thing at night when you're in bed

If you're not someone who has a regular routine, you can always set the timer on your phone to remind you.

How often should you do it? You definitely need to take an affirmation-break first thing in the morning, and one last thing at night before you go to sleep. Have another one around the middle of the day when you stop for a break, and schedule in at least two more at convenient points throughout the day.

That makes a minimum of five affirmation-breaks a day. They don't all have to be for the same length of time, or the same intensity, but I would definitely build in at least one every day that you give your full attention and commitment to.

### Enjoy the feeling

The more you can *feel* your affirmations, the more quickly and effectively they will reprogramme your negative thoughts.

Positive words plus positive feelings work faster and better than neutral ones, and it's much more fun to do!

Positive affirmations can make you feel good - when you affirm, '*I love being healthy*', feel that feeling of love, enjoyment and health. Breathe in a lovely glow of well-being and feel yourself smile.

When you affirm, '*I am letting go of old, unhealthy habits*', feel the sense of relief and freedom getting rid of all that junk gives you. Breathe out and release those old burdens and enjoy how much lighter and freer you feel.

# A daily practice

Now that you know what affirmations are, how they work, and why they are such a powerful aid to making a positive change in your life, let's look at how to build them into your daily life.

You can easily create a daily practice that will gently but thoroughly revise your unconscious programming and inspire and empower you.

You can create a compelling set of affirmations – an affirmation-set - that feels right for you, and you can use it every day, ten times a day, to bring positivity, health and healing into your life. Just keep the guide-lines above in mind:

- Make it personal
- Make it positive
- Make it now
- Keep repeating it
- Enjoy the feeling

## Creating an affirmation-set

You can use a single affirmation – '*I am fit and healthy*', for example - and repeat just that over and over again. Ten repetitions, ten times a day would be the usual way to do that, a bit like doing press-ups.

But it's even more effective to create an *affirmation-set* – a combination of affirmations that go deeper into the change you want to achieve. Find the affirmations that resonate with you, and build them into a single statement.

A simple and effective way to do this is to:

- Start with a transformed negative statement
- Expand that with an 'I am...' statement that you can believe, followed by an 'I am..' statement - with a softener - that's a bit more of a stretch
- Finish with a magic question

# Affirmations

## Example:

(Transformed negative statement) *'I value my health and wellbeing'*

(I am... statement) *'I am eating healthily'*

(I am... statement with softener) *'I am discovering how good I feel when I exercise and move my body'*

(Magic question) *'What am I enjoying most about creating healthy new habits?'*

## Full affirmation-set:

*'I value my health and wellbeing; I am eating healthily and I am discovering how good I feel when I exercise and move my body.*

*What am I enjoying **most** about creating healthy new habits?'*

Choose the affirmations that feel right for you and build your own affirmation-set. Play around with it until it expresses your values and aspirations – how you want to be and what you know you need to do to get you there – and you can say it confidently to yourself.

When you have your affirmation-set, build your daily practice around it. For each of your five or more daily 'affirmation-breaks':

- Repeat your affirmation-set a few times (depending on how long you've got), and say it with feeling
- Take a few moments to feel the positive feelings – for example, how good you feel when you exercise, the feeling of enjoyment creating new habits
- Visualise this new you - for example, looking wonderfully fit and healthy, eating healthy food, moving your body, enjoying healthy new habits with a radiant smile on your face

## Affirmations

That's really all you need to do – just keep doing it until you begin to see and feel the change in yourself and in your life. For most people, this takes around three to four weeks of regular practice – be patient, be consistent and expect good things to happen.

When good things *do* begin to happen, you can add a new affirmation at the beginning of your affirmation-set, one that affirms the positive changes you are making.

For example:

*'I am so happy I am... (creating healthy new habits, eating healthily, feeling strong and fit, etc...).'*

*'I am really enjoying being...'*

*'I am deeply welcoming (health, strength, vitality, joy, etc...) into myself and into my life...'*

When you celebrate even the tiniest of the rewarding, satisfying, positive changes that you are making, your unconscious mind will be encouraged to make even more of them - and life will get even better, even quicker and even more easily. Isn't that a nice thought?

## Even more things you can do with affirmations

The basics of using affirmations are fairly simple and easy to do – you can do them any time, anywhere; in private, in public; on a regular schedule or whenever you have a few minutes spare (though a regular schedule is best).

But when you get into them, there are lots more fun things you can do with them:

## Affirmations

- You can write them out in your best calligraphy handwriting, in a beautiful book kept just for the purpose. There is something about the physical act of handwriting that helps embed them in your consciousness
- On the other hand, you can turn them into a screen-saver that you'll see many times a day
- You can set aside a special time once a day, or at the weekend, to do a special set of repetitions with candles and incense – maybe combining it with writing them out – to make it a beautiful self-care ritual
- You can write your affirmations on cards and put them where you will see them every day
- You can illustrate each of your affirmations and put them up on the wall
- You can make a vision board that incorporates your affirmations
- You can find a special piece of jewellery and turn it into a talisman. Hold it and look at it while you repeat your affirmations to it and it will remind you of them when you wear it
- Record your affirmations and play them back to yourself while you sit back and relax
- Close your eyes and visualise your affirmations while you listen to them this way. See yourself radiant with health and vitality, glowing with wellness
- Repeat your affirmations to yourself out loud in the mirror – look deep into your eyes and make a commitment to yourself
- If you like journaling, add your affirmations to your journal and comment on the changes that you see taking place

I'm sure you can think of even more fun you can have with your affirmations – how about turning them into a song, just for you? How about creating a special affirmations dance? An affirmations haka? The creative opportunities are endless!

When I see people one-to-one for help with emotional eating, I speak directly to their unconscious mind using hypnosis to communicate with it. I talk to those two battling voices – your Inner Child and your Inner Critic - and persuade them to agree to work together in harmony and adopt a different, healthier, more balanced way to fulfil the positive intentions that they both have.

## Affirmations

Hypnotherapy is a quick and very effective way to communicate with the unconscious mind, but it's not the only way. You can influence your own unconscious mind and effectively re-program it by using affirmations – using your conscious thoughts to intentionally change your unconscious thoughts.

It takes longer, and needs some commitment to keep it up, but it does work and in this self-help guide I hope I've shown you everything you need to know to discover for yourself how to do it and create the life that you truly desire – happy, healthy and full of positive inspiration.

## Some affirmations to get you started

I love being healthy

I am strong and confident

I am healthy and slim

I love how I feel when I exercise

I love to move my body

My body feels strong and active

I feel wonderfully alive

I can choose energetic, fit and healthy now

I am choosing health and vitality

I am choosing joy, energy and purpose

I am choosing fulfilment, happiness and contentment

## Affirmations

I feel joyful, energetic and positive

I love eating light, clean, healthy foods

My body feel light and free

I love feeling slim

I love feeling strong

I love feeling healthy

I love feeling fit

I love how my fit, healthy body feels

I am keeping my promises and reaching my goals

I am releasing the excess weight from my body

I am releasing the excess weight with joy

I sense the energy and vitality in every healthy mouthful I eat

I am strong, fit and healthy

My body feels alive and full of vitality

I clearly see and feel all the wonderful changes in my body

I enjoy exercising and moving my body

I feel wonderful

I feel healthy

I feel fit

## Affirmations

I feel alive

I enjoy creating healthy new habits

I enjoy letting go of old, unhealthy eating habits

I let go of the old habits weighing me down

I let go now of anything that keeps me stuck in old, unhealthy habits

**You can add a softener to any of the affirmations above:**

'I am noticing...'

'I am becoming...'

'I am learning...'

'I am discovering...'

'I am starting to - recognise/discover/enjoy/appreciate/notice...'

'I am beginning to - recognise/discover/enjoy/appreciate/notice...'

'I am learning how to...'

**And you can also add:**

'Just for today...'

**And you can try some magic questions:**

What do I enjoy most about eating clean, light, healthy food?

## Affirmations

What do I like best about the healthy changes my body is achieving?

How do I most enjoy exercising and moving my body?

How is it that I can let go of those old beliefs so easily now?

Why does a love of health and vitality come to me so easily?

How is it that I effortlessly make healthy choices now?

What do I like best about feeling strong, fit and healthy?

What do I love most about my fit, healthy body?

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# Affirmations

Contact me today to find out more about how you can  
free yourself from emotional eating:

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