

13 Essays About: How to Have a Positive Attitude That Propels You to Success

By Michael D. Murphy

Essay 1: It's the Attitude Stupid

What if only one simple thing was holding you back from your success? What if only one adjustment could make the difference between you earning the income that you're earning right now OR, doubling or even tripling your income? Find out how to take these easy steps to possessing an unstoppable attitude for amazing success and wealth.

Less than a year ago, I found myself in beautiful Tampa, Florida. I had received a call from a CEO there who expressed his need for my help. He told me that morale in his company was far below what it needed to be. He asked me to come in and train his upper management in positive thinking.

I had other business in Tampa and didn't see him until my third day there. I walked into his office suite (and was it ever 'sweet!'). This man had started this company 'with his own two hands' (as he put it). He was very proud to say that he had 'run this company single-handedly for 32 years'.

He started in telling me how his management and employees had a very bad attitude towards him, his company and his industry. His sales staff was turning over every six months. His VP of sales had been with him one year and he felt as if he was about to put in his resignation.

To my horror, he offered me the job as his sales manager. I told him 'no thanks' faster than a stroke of lightning in the middle of a Texas thunderstorm.

In fact, he hired me for a month at more than the salary he was paying his sales manager on an annual basis.

He let me know that he could 'probably double that for me'. This poor man was clueless (and I'm about 1000% sure that he won't see this article here :).

The first order of business was for him to pay my full fee upfront. I knew that what I had to tell him might affect how good my check would be if I waited until the end of my services with him.

He put me up at very lovely resort 3 blocks from his office.

My first day (after making sure my check had cleared) he sent someone to pick me up. We arrived at his office and I promptly went into his office suite.

He had a list of all of his 'troubled managers'. He didn't want to fire any of them but he did want me to 'fix' their attitudes. I told him that we would be spending our first week on 'his' outlook and philosophy of his company.

As you can imagine, this poor guy had no clue that the basic problem in his company, was him.

Much to my surprise, after getting over his shock that I would be so direct in confronting his attitude, he agreed that he knew that he had 'allowed his managers and employees' to drag his attitude down as well. (Clueless again.)

Friend, everything starts and stops with leadership. This man had a lot of pride. However, secretly I think that he knew that the problem in his turnover, financial loses; bitter disputes with customers and almost all out war with his competitors are stemmed from him.

I spent the first two weeks working with him and his upper management. I spent one-on-one time with each one of them (he had 12 in all). I ate lunch with them, watched football games with them and even drove a few of them on the golf course (I don't play golf; well I do but you wouldn't want to see it. It's not a pretty site.)

If everything rises and falls on leadership, then leadership rises and falls on attitude.

I determined whether his 12 managers were really sold out to the company or whether or not they were irredeemable. I listened to their complaints, gripes and general unhappiness. We identified why they were still with the company and discovered their future hopes for themselves and their employment there.

You have an amazing power within your control at this very moment. It is the power of choice. You can choose to have an awesome attitude or you can default into negativity. Let me be very direct.

Negativity leads to poverty. Positivity leads to prosperity. For you. For your company. For your employees.

The great motivator and author, Keith Harrell said it best. 'Attitude is Everything!'

We developed a training program that is still being utilized in that company. We called it 'attitude training'. Along with all technical aspects of a business enterprise 'attitude training' will determine profits.

Attitude is far beyond 'positive thinking'. It is the perpetual, consistent outlook that you choose to have. I believe that attitude can be taught. When attitude is taught, then it can be caught and have a phenomenal synergistic effect on everything.

It might seem trite now, but when Zig wrote many years ago about, 'stinking thinking'; he discovered a key that would make or break an individual or a company.

Do a check up from the neck up right now.

1. Rate your overall attitude regarding life in general. Give it a 10 for possessing an awesome, powerful attitude. Give it a 0 if your attitude stinks.

2. Make a decision now to do something about your attitude if you know that it needs improvement.
3. If you are a business owner or manager, take responsibility for the morale that exists around you. You can't change what you won't acknowledge.
4. If your personal or corporate profits are suffering find out why. Even though you may have changes in your industry and business you still need to assess you 'umbrella of attitude' that exists in your company and environment.
5. Be honest if you are having trouble with your own attitude. Also, if it is something that you don't know what to do about, get some outside help.

Take action to turn your personal attitude to one that seeks, explores and finds new opportunities.

If you haven't done so in a while, set some new goals in your life and/or in your company. If you feel that you or your company has lost its edge, then decide now that you are going to do something about it.

Go to the local bookstore and find a book on attitude. Hire a consultant to come in and assess where the problem is.

Start some 'attitude training' in your company. I guarantee that if you identify with this article, your profits can and will go up very quickly we you choose to turn attitudes around.

Do something to stir your passion up again for your life and/or business. Take positive action today.

Essay 2: Please Release Me, Let me Go...

Discover how you can develop and own an attitude that guarantees success. You will learn the steps to embedding the 'attractor factor' for success, wealth and happiness.

If you've ever been to the Royal Gorge and crossed the suspension bridge, you either got over any fear of heights that you have or you got off the bridge. Just outside of Canon City, Colorado, with a width of 50 feet at its base and a few hundred feet at its top, and a depth of 1200 feet in some places, the Arkansas River has created a true wonder.

The greatest temptation is to at least take a small rock and drop it over the side. The depth is so great; you actually never see it hit the river below.

Part of our adopted attitude in life must be one of 'letting go'.

I like to say that your personal attitude must be both adopted and adapted to your perpetual thinking. It must become an automatic response to the way that you filter life.

Our tour guide at the great crevasse there in the beautiful natural surroundings in Southern Colorado told us not to drop any object off of the bridge as we walked across.

One family had 3 very high 'spirited' kids. The temptation appeared to be far too great for these children. I observed them dropping small pebbles through the cracks of the wooden planks of the bridge.

One of the greatest temptations that we all face in life is hang on to past hurts, residual pain and grudges of things that have no longer any direct effect on our lives.

We hold on to memories where we feel as if we have been wronged with an almost sacred adoration. Sadly we allow such hurts to not happen just once, but by the constant mental review and rehearsal of damaging emotions. We live those single occurrences over and over until they become deeply embedded in our subconscious.

One of the most dynamic exercises in releasing past hurts is to visualize your deliverance from the event. I want to share with you a technique that many have used to release their thoughts and emotions from the lingering unresolved anguish from such emotions.

Let's travel back for just a moment to the Royal Gorge. Imagine a rather large rock 12-14 inches in diameter, weighing 25-30 lbs. Visualize yourself standing at the very center of the suspension bridge. You look down and the Arkansas River looks no wider than a few centimeters 1200 feet below.

See and feel yourself struggle to carry this rock to the middle of the bridge. You struggle as you exert all of your energy lifting that rock to the top of the guardrail.

Now, as you stand there resting the rock on top of the guardrail, take a good long look at the rock. Whatever picture (a person's face, a specific location, even the emotion itself) on the side of that rock. In fact, allow yourself to imagine whatever you associate with the pain that you've carried from the hurt, to be thoroughly embedded in that rock.

Once you allow yourself to feel the emotion of the hurt, embedded in that rock, lift it as high over your head as possible.

Now, with all the emotion that you can muster, throw that rock into the deep gorge.

Step to the rail and watch it, as it grows ever smaller as it is cast down until it is no longer visible.

Now, take a very deep breath recognizing that the pain of that event is now gone from your life. Breathe very deeply. Allow a smile to come across your face. Allow the emotion of freedom to well up inside of your heart.

Essay 3: The Choice Is Yours

When you adopt the attitude of choosing to let go of negative events, people and emotions from the past, you are actually making room for more positive and beneficial events, people and emotions to fill your life. Out with the old and in with the new. The hinge on which the door to your better future is the amazing power of choice.

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And the choices that you available to you are based solely on your perspective.

On the now world famous DVD, 'The Secret', the great Bob Proctor begins by stating that, 'you can have anything you want'. Many people will take issue with Bob and go on to attempt to prove that their choices are limited.

I recently was called upon as a character witness in a wrongful death, malpractice lawsuit against a trauma surgeon. When the plaintiff's attorney called, he asked when I would be available for depositions. We set up a time where he and the doctor's attorney would ask me questions.

As I sat there giving the depositions and later while testifying on the witness stand, I was very aware of how people acquire the mindsets and attitudes that they own. They take depositions.

They serve as prosecuting, accusing and even defense witnesses for their own experience of life.

Our attitude is based on how what think.

It is consists on what we choose to focus upon and what filters we look through.

Those filters and focus are established by what we expose our mind to through words.

Do you remember *The Little Engine Who Could?* It was a popular book when I was a child. Though we didn't have a lot of material possessions, we do own one of these books.

The little engine couldn't climb the hill until it started saying that it could. In the example of the depositions, the little engine was giving witness to build its case for what it was able to do. It was giving testimony to prove a case.

The late great Henry Ford said, 'If you think that you can do a certain thing or if you believe that you can't, either way, you are right.' Belief is established by what you hear. Give testimony that says that you can't do whatever you choose and you will prove your case. Give testimony that you can and you will also prove your case.

You can choose your attitude today. You have within you an amazing power to think whatever you want to think.

The stubborn and defiant little boy is standing up in the classroom while all the other students are seated.

The teacher says to him, 'You must sit down'. He refuses and tells her emphatically, 'No!'

Again, she tells him to take his seat. He again refuses. Finally, she tells him that if he doesn't sit down then she would take him to the principal's office and he would be in 'big trouble'.

Finally he relents and plops down in his seat.

Another little boy sitting nearby laughs at him. The defiant little boy says to all those around him, "I might be sitting down on the outside; but on the inside, I'm still standing up".

Your attitude is an 'inside job'. You choose what you focus on. You choose your internal language.

You choose the good or the bad. You choose the empowering or the disempowering. You choose to believe in your abilities and your outcomes in life. Or you choose to complacently allow your attitude to default to the negative.

Make your choice today to start choosing to focus on the outcomes in life you want. Like the little engine, you will find that life will be much more rewarding, satisfying and adventurous when you do.

Essay 4: You Better Believe It

How can you develop and own an attitude that will attract the success, wealth and happiness you've always imagined? Here are the steps to do it quickly and easily.

So how does a tall, skinny kid who was an emotional misfit turn his life around and begin to live his dreams?

Coach McCord asked me that question. He had a long history as a teacher who helped to fashion the character and feed the knowledge of seventh and eighth grade kids in the small Northeast Texas town where I grew up.

I ran into 'Coach' and his wife recently at a local restaurant in my hometown (she happened to be my first grade teacher and back then, I had this amazing crush on her; glad 'Coach' never knew my secret).

'Coach' was the first person to ever acknowledge my value as a human being.

During the eighth grade year, after one of the very grueling football practices of the very hot and sweltering days of early September,

'Coach' had us doing sprints for some of the bad behavior of 2-3 players on the team.

After nearly dying in the Texas heat and sultry humidity, I sat in the locker room attempting to catch my breath. Being the 14 year old 'genius' that I was, I boldly declared to my other teammates that, 'I don't think its fair that all of us are punished because of the stupidity of just a few.'

Little did I realize, 'Coach' was standing right behind me. He quickly said, 'Murphy, I need to see you in my office.' Ah carramba! I was in trouble.

'Coach' kept it short and to the point. He simply said,

'Murphy, if you don't like the way I run this team, then quit! Now, get out of my sight.'

Well, I wasn't about to quit. So I decided to adjust my attitude.

At the end of the season, when 'Coach' was handing out the awards for certain accomplishments,

'Coach' said, 'I have one award for one player who is without doubt the most improved player on this team this season. I'm giving this award to Michael Murphy.'

I had never been acknowledged for any accomplishment up until that moment in my life. I didn't know what incredible pride and deep emotion I would feel when given that kind of public recognition and encouragement.

When I saw 'Coach' eating lunch recently, he gave me the biggest hug and let know again how proud he was of me now as a 48 year old man. He had bought and read my books.

I could see in his eyes a question that he had but didn't want to ask. So, discerning what he was asking with his eyes, I rightfully finished what needed to be said that day. I told him that he played a large part in everything that I've accomplished in my life. Those words garnered another hug from 'Coach' and his wife.

My friend, never underestimate the power of encouragement.

I believe that the thinking when I was a child was predominantly, 'Don't brag on them too much; you'll give them a big head and ruin them'. Well, nothing could have been further from reality.

Encouragement fuels empowerment like rocket fuel to the space shuttle.

I recently read about the most expensive car on the market today. It is likely the Bugatti Veyron. At 1,001 horsepower it has a zero-to-60 time of less than three seconds. It sells for around \$1.2 million. (To give you some

perspective, you could buy 6 Lamborghini Gallardos for the same amount of money.)

They produce so few of them, there waiting list can be quite long and it could be 3-5 years for those who can afford one.

One of the biggest secrets in producing such a fast car is the turbo-charged nature of the engine. Simply put, there are four turbo chargers pushing enough air which in turn forces massive amounts of fuel into the engine.

Likewise, you can propel a tall, skinny, low self-esteem teenager into being, doing and having things 'he' would have never imagined for his life with encouraging and empowering words (breath or air). Think about it.

Your belief system is established by the words you've allowed to set up residence in your subconscious mind.

Your belief system will produce the actions you take in your life.

Your actions will always determine your results and what you get out of life.

So, how do you turn a tall, skinny, low self-esteemed teenager into an author of some renown and a soul that positively affects tens of thousands of people around the world?

You do it by feeding him the right words. You do it by him choosing to focus on the right thoughts. You do it by setting verbal milestones of empowerment and encouragement in his life.

Like the little engine that could. which I mentioned in my last essay, he repeats what he believes about himself until what he believes becomes his reality.

Friend, even if you've never had anyone to encourage you in your life, you can still get it.

First of all, you have a voice. You believe what you say to yourself more than you believe what anyone else says to you. I looked around at one time

in life and slipped into a state of depression because I couldn't find anyone to believe in me nor encourage me. A voice within said to me, "Michael, you have a voice. Encourage yourself!"

Well, that made sense so I started 'stirring myself up'. I began to remind myself of my dreams, my abilities, my accomplishments and my goals. I began to believe in me.

Easy 5: From the Ghetto to the Surgical Suite

Want to be inspired by others who have come from average or even disadvantaged backgrounds, yet achieved success? Read these amazing stories and allow yourself to believe that 'you too' can achieve your dreams.

Have you ever heard of Ben Carson? From a poor African-American boy growing up in the ghettos of Detroit, Michigan, to a world-renowned neurosurgeon, Ben Carson overcame incredible odds beyond what most people will ever face.

He was born in Detroit, where his childhood journey was filled with poverty. He struggled with poor grades and a violent temper. His mother, who only had a third-grade education, constantly challenged him to strive for excellence. Ben rose from the bottom to the top of his class. His achievements earned him academic scholarships to college and medical school.

Today, Dr. Ben Carson is director of pediatric neuro-surgery at The Johns Hopkins Medical Institutions in Baltimore, Maryland. He is world-renowned for leading a medical team that separated West German conjoined twins in 1987. He is also credited with leading a team of South African doctors in the first successful separation of vertically conjoined twins in 1997.

Dr. Carson holds numerous honors and awards, including more than 20 honorary doctorate degrees.

He is a member of the board of directors of the Kellogg Company, honored by the Horatio Alger Society, as well as a fellow of the Yale Corporation, the governing body of Yale University.

Dr. Carson's remarkable story is told in his first book, *Gifted Hands*. *THINK BIG*, his second book, encourages others to develop their intellectual potential. His latest book, *The Big Picture*, offers an up-close look at a professional surgeon's life, together with his unique perspective on priorities, race, society, success, and living out a life of faith in a complex world. He travels globally to share his knowledge and philosophy with the hope of inspiring people of all ages and educational backgrounds to be-and-do-their best.

Is Ben Carson the lucky exception to the rule? Let's find out.

Jason and Matthew versus Goliath

Early in 1994, twin brothers Jason and Matthew Olim began creating CDnow.com, an Internet music store. Working in their parent's basement, on a shoestring budget, they competed against Fortune 500 companies with millions of dollars to spend... and won.

In 1997 CDnow.com earned almost three times as much as its nearest rival, and owned one third of the online music business.

From first month revenues of \$387 in August of 1994, the company grew to sales of \$16.4 million in 1997, and currently enjoys over \$100 million in annual revenues.

Inspiring Billionaire

Born in 1950, Richard Branson grew up in a traditional family and received his education at Stowe School. While there, at the age of sixteen, he established a national magazine entitled, *Student*. By seventeen, he had started a Student Advisory Centre aimed at helping young, troubled teens.

At the age of twenty, he founded Virgin as a mail order record retailer. A short while later, he opened a record shop on Oxford Street, London. In 1972, a recording studio was built in Oxfordshire where the first Virgin artist, Mike Oldfield, recorded "Tubular Bells," later released in 1973.

That first album on Virgin Records went on to sell more than five million copies. At the age of 27, Richard signed The Sex Pistols to Virgin Records after the group was turned down by every major label in Great Britain.

Over the years, he signed many superstar names including Steve Winwood, Paula Abdul, Belinda Carlisle, Genesis, Phil Collins, Peter Gabriel, Simple Minds, The Human League, Bryan Ferry, Culture Club, Janet Jackson, and The Rolling Stones. As is evident, Branson managed to turn the Virgin Music Group into a giant success.

In 1992, the Virgin Music Group-record labels, music publishing and recording studios-was sold to Thorn EMI in a \$1 billion US deal.

The interests of Virgin Group have since expanded into international "Megastore" music retailing, books and software publishing, film and video editing facilities. In addition, Virgin now has clubs and hotels throughout 100 companies in 15 countries.

Virgin Atlantic Airways, started in 1984, is now the second largest British long haul international airline. It operates a fleet of Boeing 747 aircraft to New York, Miami, Los Angeles, Orlando, Boston, San Francisco, Washington, Dallas, and Tokyo.

The airline was founded on the concept of offering competitive and high quality first class and economy services. The airline holds many major airline awards and recently earned "Airline of the Year Award" for the third consecutive year.

In 1993, the combined sales of Virgin Group Companies exceeded \$1 billion US. In addition to his own business activities, Branson is a trustee of several charities. These include The Healthcare Foundation, a leading healthcare charity responsible for the launch of a health education campaign named Parents Against Tobacco. This organization is aimed at limiting tobacco advertisements and sponsorships in sports.

Since 1985, Branson, while actively engaged in his vocations, has also been involved in a number of record-breaking land and air speed and distance attempts. In 1986, his boat, "Virgin Atlantic Challenger II," rekindled the spirit of the Blue Riband by crossing the Atlantic Ocean in the fastest recorded time ever.

One year later, the hot air balloon called the "Virgin Atlantic Flyer," was the first hot air balloon ever to cross the Atlantic Ocean. It was the largest ever flown at 2.3 million cubic feet capacity, reaching speeds in excess of 130 mph.

In 1991, Branson crossed the Pacific Ocean from Japan to Arctic Canada, the furthest distance of 6,700 miles. Again he broke all existing records with speeds of up to 245 mph in a balloon measuring 2.6 million cubic feet.

Branson admits that his success is simply in

"Believing that I can do what others believe they cannot do."

Branson's key is a powerful attitude.

Essay 6: Living In The Gap

There is a place that you live, between where you are and where you want to be. It is a place called "the Gap."

There is a place that you live, between where you are and where you want to be. It is a place called "the Gap." It is a place that can be mysterious, frustrating, exciting, and interesting. It can create excitement, anticipation, interest, discovery, learning, failure, or success. It is a place that we all must live and as long as we have breath, we will live in the Gap.

In the distance, as we stand "in the Gap," there is the horizon. We call this horizon the "Ideal" or "the ideal life" which we desire to live. Just like the physical horizon, though, the Ideal cannot ever be reached.

It is a vision of the future, which is inherent in human beings for the sake of motivating us and letting us know that life can and should change for the better.

At some psychological level, we are forever hopeful even when we display and experience negativity, failures, and setbacks. Chronically negative people still believe that they can somehow elicit enough sympathy from others or from God or from the universe in order to get what they want.

Both the universal concept of the future and our own specific concept of the Ideal help us in hoping that life can and will get better. We feel like 'our' lives can get better. If you were to script and had the resources to make a movie of what you wanted your future to look like, I can assure you that once you arrived at the place that represented your Ideal; it would look little like the movie and follow the script only generally.

The Ideal is there to motivate you in the present and aid you in enduring the hardships of your present reality in order for you to keep going and seek progress in your life.

The horizon is not a place at which you will ever "arrive." It is a concept that does not exist except from a distant viewpoint.

Have you, or anyone you know, ever reached the horizon? No, you haven't and neither has anyone else. No one ever will. The closest anyone will likely ever come is visiting Horizon City, Texas, population 5,233. Even once you arrive there, you will still be able to look in every direction and see the horizon at which no one will ever arrive. The same goes for the Ideal.

We keep looking ahead allowing the horizon, the Ideal or ideal life, to motivate us to keep moving towards a destination. The Ideal is a mental construct that is necessary for living. It isn't the carrot on the stick in which the horse is never able to partake of. It is a necessary tool for keeping us moving and to "keep on keeping on" in order to experience a better life.

The Ideal is also like a map. On a map you see little blue lines that represent rivers. You see oddly shaped areas colored in with blue, which represent bodies of water. However, these only represent rivers, lakes, and oceans, and, if you touch them, you will not get your finger wet.

The other day, I took my daughter to a store where I saw globes for sale. I looked for Italy to again get a visual perspective of its proximity in Europe. To the north, I found Switzerland and noticed that the maker of the globe not only showed the Swiss Alps visually but also raised the material which the globe was made of, to give it a three dimensional effect. I could actually feel the rugged points of the raised area where the Swiss Alps stood.

Recently, in flying over the Alps, I can tell you that what I felt on the globe was a very nice "effect." However, I can assure you that the Swiss Alps aren't anything in reality compared to what I felt on the globe.

The Map is not the Territory

The horizon is not an actual place. The raised area on the globe was not the Swiss Alps. Your Ideal is not a place that you are ever going to 'arrive'. Goals are concrete milestones in the journey of life. The Ideal is not. It is a concept.

The problem that most people experience in their lives is that they compare their present reality to their Ideal. Having not ever "arrived" at their Ideal, they find it frustrating that their present reality is far from where they believe they want to be. They want to have a certain amount of money. They want to be with a certain person or want a certain kind of person in their lives. That is what their Ideal is and what they imagine will make them happy. They believe that if they could only afford to go on a European vacation or drive a new luxury car or live in a certain house in a certain neighborhood, that this would make them happy.

There is a concept that you have heard of which creates anxiety and a lot of pain in our lives.

It is the concept identified as "keeping up with the Joneses." It is a frustrating and very ineffective way to live your life.

The fact is, the ideal "Joneses" aren't real people. Oh, you may know someone, even of that namesake, who you want to be like or who possess the money, house, business, or material things in life, which you desire to have. The fact remains, the Ideal doesn't exist. I think you get the idea regarding the Ideal.

So what do we choose when we face the reality that the Ideal doesn't exist? I'm glad you asked. I have an answer.

Let's use two places in life (demarcations) that reflects everyone's experience. Point A represents where you have been at some point in your past. It may have been 20 years ago, 10 years ago, 5 years ago or one year ago. Between 5 and 10 years ago is a good place for most of us who are over 30 years of age. Where were you living at Point A? How much money did you have in the bank at Point A? How happy were you at Point A?

Now, if you have been making much effort at all, you are at least wiser today. We will call the place where you are today, Point B. You are likely in a better job, with better pay, at least a bit more knowledgeable about your life and where you are headed. When you compare your Point A with your present, Point B, then you will see some kind of progress that can motivate you to see your future from a more positive perspective.

I like the old saying that says, "To live and have not learned is the only true waste of one's life." Learning from life is truly the process of conscious living. The problem that most people experience is that they compare their Point B, where they are now, with their Ideal that really doesn't exist. They become frustrated, discouraged, depressed, and anxious when they live with the ever-present thought of comparing their Point B with their Ideal.

The Ideal is a map. It is not the territory.

When you look at a map and then actually take the journey through the territory, you find that it is a far different experience than you ever imagined.

The map cannot ever truly represent the territory.

My instruction to you is, "Stop comparing your Point B with your concept of your Ideal and start comparing it with your Point A." Go ahead and set

achievable goals and reach for them and attain those goals. However, there is no "I have now arrived" place in life. You will be positively motivated to know by the progress that you've made in your life, by comparing Point B with your Point A and not comparing your point B with your "Ideal."

This is an essential step in living your dreams and achieving your goals with a powerful, positive attitude.

Essay 7: How True Transformation Happens in Your Life

The keys to making true transformation happen in your life are simple. What does 'getting rich', 'becoming successful' or 'living your dreams', true take. Find out here, now.

True transformation happens in your life when you choose to change only two things.

1. How you think

2. How you act

These two things are so simple that they are often overlooked. There is nothing more, nothing less, than these two things that must change in order to transform your life. The previous discussion on the Ideal will shift your thinking in a way that will motivate your actions to be different.

How do successful people produce success? They do it by thinking and acting a certain way. Is there some kind of special luck or mysterious blessing that falls on successful people? Yes and no. There is nothing mysterious that happens to them that can't and won't happen to you if you think and act the way that successful people do.

So how do I change my thinking and my actions in order to achieve the success that I seek?

You do it by, first, making a decision that you are going to make changes. Don't stick with the same old way you've been doing things if that way isn't working. Let go of your pride if your way hasn't been accomplishing your goals.

I've met many people who are living their lives to please a parent or an authority figure that has been a part of their lives. They think, "Because my dad told me this, then it must be truth." Friend, if it isn't moving you farther towards getting what you want in life, then you likely need to change the way you are approaching your life.

I like what a friend of mine once said. He stated that his father continuously told him, "Son, you aren't doing things right in your life." Now this guy wasn't breaking the law, acting immorally or unethically, nor hurting himself or anyone else. This was simply his father's opinion. The son told the father, "Dad, you be right and I'll be rich." Today, his dad is "right" (at least in his own mind) and the son is rich.

There are hundreds of people who will find their way into your life and tell you how to do things right (or better yet, these people are always experts in telling you how you are doing things wrong). If you are going to be rich and successful, you are going to have to do what rich and successful people do. If you don't know what they do, you are going to have to find a way to learn what it is that they do.

If you are going to become a lawyer in your life, you have to go to law school and learn to think the way lawyers do. You are going to be taught the law. You are going to have to learn to act like a lawyer.

Learn this little rule and set your priorities straight: You are going to have to think before you act.

Didn't your mother always tell you to "think before you act?" Well, let me tell you. You 'must' think before you act. Mom was telling you to think about it thoroughly before you act. "Think it through," was likely what she was

attempting to convey. Thoughts, at some level, consciously or subconsciously, always precede actions.

Let me tell you a way that everyone can learn the process of success and to think and act like successful people do. If you can read, then you can learn to think and act like wealthy, successful, happy people do. There are hundreds of books with clues left by rich and successful people. In fact, rich and successful people almost always see that leaving clues and instructions on how to do what they did is part of their purpose for living and being successful.

Charlie T. Jones said,

"Where you will be five years from now will be determined by the people that you associate with and the books that you read."

Why is that so? Because through books and through modeling yourself after successful people, you learn how to think and act like successful people do.

Coaching and mentoring has become a very popular practice in the personal development of thousands. These practices have become popular because they are effective in modeling success, personal fulfillment, and personal happiness.

The positive people that you meet change your life, because they are able to model for you the mindset and habits that you need and are lacking in your life. They effectively do both because they challenge you to think differently and put into action what you have learned in order to make powerful changes in your life.

If you don't have a mentor or personal coach in your life, find one as soon as possible. Find someone who is already successful in what you feel that you need improvement or desire expertise. Then do whatever it takes to expose your mind, will, and life experience to them. Open yourself up to allow them to influence your thinking and consequent actions.

If you aren't a reader of books that show you how to live your life, invest your money, adopt mindsets, etc., then decide right now that you are going to become one.

If you don't like reading it is probably because you aren't a good reader. Do something about that right now! Go buy a book on faster reading and improving learning skills. If you aren't an avid reader, emphatically decide, at this very moment, that you are going to change that. If Charlie T. Jones is right (and I can guarantee that he is) then you have to make the choice to become a regular reader. You are also going to have to make the determination that you are going to find a mentor who can coach you in what need and want in your life.

If you can't find the mentor, then set up an account with the great Jim Rohn's organization or Nightingale-Conant, two incredible publishers and suppliers of personal modeling and positive personal development products. Start searching for local seminars and one-day workshops on personal success development and invest your money in yourself, your family, and your future by choosing to change your mindset (and your life). If you have an email address, go to positiveattitudes.com right now and start getting my free ezine. I guarantee it will change your life.

Your thoughts and actions must change if your experience of life is going to change.

Get moving and make the decision that you are going to do something about your life's experience-NOW!

Essay 8: Do you have a Complex?

Discover the blocks you may have in having the life of achievement and success that you deserve. Find out how you can identify and remove them faster than you've ever imagined.

"Associated images and frozen memories of traumatic moments... are buried deep in the subconscious"
— C.G.Jung

Have you ever felt like you have "some kind of complex?" Maybe your sensitivity level is higher regarding certain issues. You hear people bring up issues, which disturb your inner peace, and you are forced to confront them if only in your own mind. Possibly you have buttons that certain people know how to push and set you into a downward emotional, psychological, and/or spiritual spiral.

Don't Push My Buttons

Ralph, a friend of mine, told me once about a lady that he was good friends with and even dated at one time. They got along marvelously well except on particular occasions. She would say or do something that more or less "set him off" and made him angry. He often said to me, "She really knows how to push my buttons."

She would begin to talk about men who were a bit controlling over their spouses or significant other. Much of the time, she would mildly mention something that remotely resembled a criticism about men acting this way.

Ralph said, "It was like she would have to ruin my day by starting all that. I thought that she did it on purpose and sadistically enjoyed getting me ticked off."

Have you ever injured your body in a certain place only too bump into that very place over and over again, re-injuring yourself and making it even worse?

From our experiences and through the history of our lives, we have emotional places, which have never really healed completely. We sometimes describe them as "sore spots." We hear someone on television say something that reminds us of our "sore spot" and it changes our mood, maybe causing us to feel depressed or simply irritated.

The renowned psychiatrist and a founder of analytical psychology, Carl Jung, described these "sore spots" as "complexes." In fact, Jung's writings are where we get this word when describing someone who, for instance, has an "inferiority complex." These are weaknesses in our internal world that have likely been put there by trauma that we've experienced on some level.

Suzanne had been in several relationships and could never seem to stay in one longer than a few months. She was a successful attorney, always drove

a new European luxury sedan, lived in a million dollar plus home, ate in the finest restaurants, and took exotic vacations. She showed up one day for counseling and right away, let me know exactly "what she thought of men." Men, in Suzanne's opinion, were unreliable, untrustworthy, and womanizing users. The way she described it to me was, "Every man I've ever known or have been with, is the same."

Suzanne saw men through her own filter and enlarged that filter through her ongoing experiences with men. As I've said often, "When things are not right in your life and the same event is repeated over and over again, at some point, if you are going to get free of the recurrence of that undesirable experience, you must take responsibility."

You must recognize that the common denominator in these events is YOU."

Now, if I just hit a sore spot with you, my friend and beloved reader, please, stay with me. Prepare yourself to get free of having to continue repeating negative events, such as the one I've just described. I'm here to help, not to hurt. You can rid yourself of these sore spots permanently.

Come on. Say out loud, "Michael Murphy is my friend and wants to help me get better in my life." Now, don't you feel better? (Seriously, I really do want to help you; that is why I've written this article.)

You Are Not Alone

I heard a guy repeat a Biblical quotation once with a little bit of a twist. He said, "I know that the truth will set me free, but before freedom arrives, it always seems to first make me miserable." This is the case when facing things that push your buttons or what Jung described as complexes.

First, let's ask the question,

"Does everyone on the planet have these same (or similar) events happening in their lives?"

Do others have crap that happens to them which causes them the same pain that 'I' feel and which it seems they can never get free from?" The answer, of course, is "Yes, they do." Maybe not with the exact same

intensity or through the same kind of situations. But our hurts, mistakes, and wrong decisions, are common human experiences.

Yes, trauma is common among all of humankind; however, you may have something specific to you that seem to haunt you over and over again. So let's recognize that not everyone experiences the same obstacles that you may in exactly the same way as you. Nonetheless, the common ground we experience is much the same.

Second, let's face the reality that whatever it is that you deal with over and over again, is something that brings you enough pain that you want to get rid of it and move on with your life. Friend, let me say something here. Chronic pain is miserable to live with. Whether it is physical, mental or emotional, pain is not fun.

You need to take the attitude that you are going to do whatever it takes to get rid of it.

Take a moment, right now, and let yourself focus on your desire to get rid of your emotional pain. Let your inner will open up to at least getting better in whatever area you feel that certain "sore spot."

Imagine your life without it. How would it feel to be able to not experience the pain that you've felt in the past? Now, start to imagine how it would feel to be free from it, on a deeper level. Let it soak in and even marinate your emotions.

How would you view things differently if you were free from those negative emotions?

I'm not saying that you are going to be completely free the very first time you do what I've just led you in doing. I am saying that as you continue to give yourself some relief and quit torturing yourself with things that have happened in the past, you will move closer and closer to being free of the intense hurt that you've felt.

Beth had an extremely traumatic upbringing. Her father left when she was eight months old. He never came back or even acknowledged that he had a daughter until Beth reunited with him after becoming an adult.

Beth, her mother, two older sisters, and one older brother struggled for almost two decades. They lived on food stamps. Sometimes they were forced to sleep in their car and in homeless shelters. Her mother was determined to survive and she succeeded.

Beth eventually went to college and ultimately earned a Masters degree in sociology. Beth longed to have a happy relationship with a man, but could never get past what her father had done to her family.

When Beth decided to seek help and attempted to get past what had happened earlier in her life, she came to see me. Her epiphany came two years after her father had died. Her "Ah-ha!" moment came when she faced the reality that she had let a live human being dictate her early trauma in life. Now she was allowing someone who was dead to continue to adversely affect her own happiness.

On that wonderful day, Beth rose up out of her chair and said, "My God, I'm letting a DEAD MAN control my happiness. How weird is that?" For the next two weeks, Beth would call me and say, "Michael, do you realize that I have allowed a DEAD MAN to control my moods, how I feel about myself, how I feel about others, and almost completely control my happiness?"

She learned to let it go and make the change that was within her power to make, when she realized the true nature of what she was doing.

That day, Beth's life started turning around. She learned to allow her emotional scars to be completely healed and got started on a new life.

I know. You want to know the rest of the story of Beth. She did meet the man of her dreams and from the last contact I had with her, she is living a successful, highly productive, and very happy life with her husband and two children of her own.

Third, as I mentioned earlier, get brutally honest with yourself. Recognize that the problem is not someone else's problem. It is your problem and only you can take the steps necessary to fix it.

You can fix it. In fact, only you can fix it.

Keep reading the next in this series. You are going to get the tools, inspiration and motivation to getting clear so you can live the life you deserve.

Essay 9: Making the Complex Simple

Complexes are built and fed by the conscious mind taking the initiative to relive and replay certain events and dialogues. When something negative happens in your life, it doesn't happen just once. If you replay the event over and over again, your negative experience happens several times.

Complexes are built and fed by the conscious mind taking the initiative to relive and replay certain events and dialogues. When something negative happens in your life, it doesn't happen just once.

If you replay the event over and over again, your negative experience happens several times.

Your subconscious mind doesn't know the difference if the negative event is communicated to it through your eyes or through the memory of the pictures, dialogues, and emotional impressions that are attached to it. Even a certain "feeling" attached to a negative event can come over a person and cause them to feel depressed and yet be unable to understand why they are feeling that way.

If negative events happened once and then it was over with, we wouldn't build the complexes in our minds, which cause us so much pain. Research scientists have shown that a network is built up in our brains, which is comprised of individual elements of the details of negative events. They call these "neural nets" (networks).

As soon as a negative event is experienced, the brain makes room or finds a place to store that event. As the event is relived over and over again through memory recall, more room is needed and the neural net becomes bigger and stronger. It is fed by certain brain chemicals that strengthen and enlarge it. These networks are what Jung called "complexes."

The "Witness Syndrome"

The phenomenon which has become known as the "witness syndrome" also proves that these memories are often distorted by numerous replays of the event. When several different people witness an accident or traumatic event, invariably, they will remember the event differently. This happens as quickly as the memory itself is stored in the brain. The more the event is replayed by the brain, the more distortion it creates in the memory of the actual events, which happened.

Not only do we replay and thus relive these events over and over, we also distort the memory and the brain begins to see and believe and accept the distortions as reality.

So now we have neural nets (complexes), which are not true representations of reality but are comprised of distortions of reality.

Stop for a moment and let me give you a very strong piece of advice:

Not only is it extremely detrimental to your future state of mind to replay the events immediately after the event happened, but, more so, when these events are distorted and mixed with emotions, which are also stored in the neural nets, it becomes even more devastating and damaging to your state of mind.

So, not only is the repetitive replaying of events detrimental to your future state of mind, but also the interpretation of the events can have an equally devastating effect.

The most powerful way to interpret traumatic events that I've ever heard of or experienced is to see every event as something that will ultimately take you to your desired goal.

Think about a time in your life when something seemingly devastating occurred. Think of how you may have felt like you wouldn't get through the event at the time. How many such events have taken place in our lives that we can look back upon and see that it really wasn't that big of a deal?

I don't agree with the old adage, "Time heals all wounds." It isn't time that heals, but it is perspective that brings healing and better ability to deal with those wounds. The perspective that you choose can strongly affect the number of times you replay a negative event and the subsequent long-term effect it can have on you.

Your Goal to Get Better

Your goals are to:

1. Stop **Reliving** traumatic, limiting events, memories, and emotions that do not propel you towards a more fulfilling, satisfying, and successful life.
2. **Recognize** the distortion, which takes place in your memory of the event and how damaging that is to your life and...
3. **Realize** the truth in the perspective that "what doesn't kill you can and will make you stronger."

Imagine that there are literal structures constructed in your brain, which represent negative or traumatic experiences in your life. These psychological strongholds taunt you and cause you to be depressed or experience some level of pain.

They also encourage you to create ongoing repetitions of these same events. The old proverb that says, "As you think, so you become and so you are," is validated by the actions that we repeat due to the presence of these neural net strongholds that have been erected in our brains.

The Power of a Decision-Now

I want you to recognize a very powerful ability that you possess right now. One, which will allow you to begin to take the wrecking ball of your mind and tear down, these strongholds that are holding you back from success. Success that you deserve in every area of your life.

The power that you possess, at this very moment, is the awesome power of decision. As you make the decision to first acknowledge the presence of these strongholds in your brain and second, disassemble their structure, your subconscious mind immediately begins to stop feeding this complex and begins the process of tearing it down.

The key is your incredible power to acknowledge and decide that this thing is coming apart and it is up to you to begin the process. After you begin to consciously tear down this complex, your subconscious goes into action to fulfill what your conscious mind demands.

Essay 10: Striving and Thriving

You have a choice to make in your life. You can choose to make the most of what life hands you or you can choose to resist it and fight it. Life comes at you strong some times. When life gives you lemons, you can turn them into lemonade. Here's how.

"The mind is its own place, and in itself
can make a heaven of hell or a hell of heaven"
— John Milton

Have you ever stopped and listened to not only what a person is saying, but also how they are saying it? Do you know anyone with that perpetual "whine" in his or her voice? Have you ever known friends who not only always find themselves in a drama, but whose lives has become a drama? Always struggling. Never ever "getting there." In fact, never getting "anywhere."

I have counseled and coached hundreds of people who stumble from one adverse situation to another while never understanding why. Reality will eventually bring the message of personal accountability if their inner conditions are ready to accept the responsibility for the outcome of their lives.

Sometimes, you have to hurt enough to want to acknowledge your responsibility in your own happiness.

Another way is to "learn enough" to realize that the one common denominator of our lives has a line drawn mid-space with the letters "ME" just below it.

There is no magical person who is going to come along in your life and make you successful. The lotteries of life are won by a very few people. When you realize that you are the common denominator to all of the outcomes of your life, then and only then will you be ready to start on the road to maximum success. Accepting responsibility for your life puts you back in control. With control comes confidence and with confidence comes power.

The Life of Strife

You were not born to live a life of struggle and strife. You were not born to constantly fight against others, against the government, against life, against lack of money, against lack of opportunity, against fate or against lack of happiness and fulfillment.

Prophetic Voices of the Past

A lady came to me one day explaining to me how she was going to end up "on the street, with nothing except the clothes on her back." She gained this false prophetic insight from her mother who had been deceased for over two decades. She told me how the IRS was about to take everything that she had and she would eventually go to jail along with her husband. She owed them around \$3,000 in back taxes.

She told me how she was stealing from her employer and knew that some day soon they would close in on her and catch her. For over an hour, she laid out her entire future of how her life was going to end up in disaster.

After she finished talking, I began to build the case for her future success. I explained how all that she had just said was "not" going to happen to her. She could work a mutually agreeable deal with the IRS and her other debtors. As I began to give her the reality of her tax situation (the IRS was not going to put her in jail for not being able to pay her taxes) she grew angry. She was upset with me for not agreeing with the fatalistic predictive case she had built against her future.

I stopped in the middle of what I was saying and asked her, "Can you see what is happening here? I am giving you every reason why you are going to succeed and you are arguing with me about your own future!"

Most of the time, I find that people who possess such a perspective of their lives have built a "rock solid" case for their own demise and ultimate failure.

They can contend with incredibly convincing arguments that what they fear most will be their fate.

As later revealed in our session, the truth was that she had survived years of uninvited adversity and that she would likely survive this, too.

People like this insist that thinking and talking positively will not change their plight. Yet, they also insist on thinking and talking negatively about their situation. I've often wondered why, if thinking and talking positively has no effect, why do they insist on thinking and talking negatively. In most cases, they will be hostile with your suggestions of taking a positive attitude.

I have found that intuitively, they know that their thinking and spoken words are very powerful in determining the course of their lives.

Get Busy Living or Get Busy Dying

In the sixties and seventies, there was a program on television starring comedian Red Foxx as Fred Sanford and Demond Wilson as Fred's son, Lamont. Every time Lamont or the other cast of characters would do something that upset Fred's life, Fred would grab his heart and look towards the sky and cry out to his deceased wife that, "This is the big one; I'm coming to see you Elizabeth!" Isn't this the mode that a lot of people live in?

Fear controls their lives. Negative expectations pervade their consciousness.

I love the old Clint Eastwood westerns. I guess my favorite was, "The Outlaw Josey Wales." There is one scene when Josey (Clint Eastwood) is standing in a saloon when a bounty hunter, looking for Josey Wales, walks

in and asks for him. Eastwood is standing in the shadows and simply responds, "Now, that'll be me."

The bounty hunter decides not to go for his gun, as he knows that Josey Wales will likely outdraw him. He walks back out of the saloon, but his pride won't allow him to leave it alone. Back into the saloon he walks and Josey Wales asks him why he became a bounty hunter. The bounty hunter responds, "It's a living." Eastwood counters with, "Dying ain't much of a living boy." Then he cuts him down with three pulls of the trigger.

I want to say to you, "Just surviving ain't much of a life." I know that there are things, sometimes horrendous things, that you may experience in your life over which you have no control. I also know that you have innate power in you to reach down and find that place that screams out that you were meant for more than just surviving. You are meant to "thrive."

Get on with It

I'm going to announce along with the pop band, Bon Jovi as they sing in their hit song: 'It's my life, it's now or never, I ain't gonna live forever'. You may have faith that life goes on after death, but you know that no one has tricked death forever. You've got to get busy living until that day comes.

Essay 11: What I Know About You

You can choose to live now and die later, or die now never live. Choose wisely. It's your life.

There are two things that I know about your future that you can't change. First, you are going to die someday. Secondly, you are going to live until that day. The moment when you stop living in your physical body is not in your absolute control. How you live is. Fate plays no place in your life. I heard a lady say once, "Living and dying aren't part of the options we are offered, but the choice to survive or thrive is."

How you are going to live is totally up to you. Why just survive when you can thrive?

I travel to Russia often. It is a great attitude adjustment for me. There are towns and cities in Russia, which have existed for over 800 years. In all of Russia's history, they served under some variation of totalitarian government until 1990. For generations they have known nothing other than some kind of dictator controlling their daily lives.

As I write this, they are attempting to establish democracy and capitalism. My recent trips have revealed to me that the free market system isn't working like they imagined it would. I don't know what their future holds. I have watched the price of certain articles of clothing more than double in the past four years that I've visited there. Hundreds of years of servitude to a dictator have been etched upon their hearts and their minds.

I hear people in America who complain about lack of opportunity, no money, and no hope of a better life. We have been lulled to sleep by laziness and wrong thinking. The dirge of complacency, lack, and limitations has been sung for so long that millions of people here believe that their lives are beyond hope.

Get Up and Live

If you rise up from where you are right now and choose that you are going to thrive in your life, major personal advancements can be guaranteed. How?

Opportunity lies everywhere before you.

When my oldest daughter, Courtney, was a preschooler, she had a unique perspective on finding things that were lost. Each time we would go looking for a toy or anything that was missing, she would always say, "Dad, it's got to be somewhere." With my choice of a positive attitude, I would agree with her and keep looking until we found it. I couldn't bring myself to give up when she imagined the thing that she was looking for does exist somewhere.

The knowledge that you need, to get from where you are to where you want to be, also exists somewhere. The great thing is, "You can find it." If it is hiding from you, get up and get going. Set your heart and mind on a path that says, "I will seek until I find." Decide that you are going to find it "no

matter what." A determined man or woman who is bent on success will always find it.

The world's shortest success seminar is simple.

Get a target or a goal.

Take massive action towards it.

Learn. Learn what doesn't work. Learn what does work. You won't learn anything until you get going. Slap yourself right now. (I'm serious!) Break out of the rut you have been struggling to get free from.

Decide right now that you are going to thrive from now on.

Living and Dying are Choices

The ancient Hebrews had to make a choice one day. Their leader presented them with a dual option. "Choose life or choose death." No third option was offered.

You can choose to die now and be buried later (the choice of countless tens of thousands) or you can choose to live now and die later.

Most tombstones should read, "Born 1965, Died 1990, Buried 2024."

Dead bodies begin to decay from the moment of death. They also began to stink up everything. No wonder so many describe their life experience as one that "stinks." They are in a living death.

Will you have setbacks, obstacles, and detours? That is guaranteed. So what? Keep your feet moving forward. Your feet were created to walk forward. Do you walk faster and more assured when you are walking backward or when you are walking forward? Your eyes were put near the top of your head so you could see farther in front of you. Your knees bend forward, not backward. Your body atrophies if it isn't used.

I love Zig Ziglar's statement,

**"You were designed for accomplishment,
engineered for success, and endowed with
the seeds of greatness."**

So do the most powerful thing that you can do right now. MAKE A CHOICE. MAKE A DECISION. TAKE SOME ACTION. Don't argue over your own success. Get going on it now.

Essay 12: Oh, My Word!

Your words are powerful. They not only affect others. They deeply affect you. They affect your mindset, your attitude, your actions and your outcomes. Learn to choose words wisely. They come home to roost.

"The words 'I am...'
are potent words; be careful what you hitch them to. The thing you're claiming has a way of reaching back and claiming you.

— A.L. Kitzelman

The age-old proverb says that, "life and death are in the power of the tongue." Words are power. Power for healing. Power for inflicting great pain. Power for dividing. Power for uniting. Power for war. Power for love. Power for hate.

Words are not just spoken.

**They are thoughts of both the heart and the
subconscious mind revealed audibly for all
to hear.**

You constantly have a dialog going on inside of your head. You make expressions like, "You know, one part of me wants to do such and such and

another part of me wants to do something else." I've said on numerous occasions that people who do not visualize or dialog with themselves must be dead or at least brain dead. It is how we are designed and constructed. We constantly are in communication with ourselves. It is how thought and thinking occurs.

Spoken words have caused wars, divided countries, destroyed people, broken up families, separated friends, and split marriages. Words are rehearsed before they are spoken.

Your thoughts become your words. Your words determine the responses, reactions, and results that you get from life.

What You Say To Yourself

The primary focus of these essays is obviously, attitude. Attitude is determined by internal dialogs. Internal dialogs are the voices that we use when we have conversations with ourselves. We think, analyze, strategize and carry on these internal conversations in words all of the time.

It was an odd experience for me when I was with friends from Europe to realize that they think and carry on internal dialogs with the same ideas and thoughts that we have. The only difference is, they do it in Russian, Italian, French, Latvian, German, Polish, etc. Concepts and ideas are the same even when the internal language is different.

No matter what culture or what language, people conceptualize and think in the same patterns that we as westerners do with few exceptions. The most influential dialogs have to do with who we are, what we can achieve, how well we can think, and what we feel that we truly deserve in life.

I've met people and have had friends who were well known around the world and who have achieved success in various fields and endeavors. These same people, likewise, often possess internal dialogs regarding their "self concept" that are tragically and desperately distorted. Just as those who haven't achieved pinnacles of success, they too have felt and seen themselves as failures due to a few bad choices that they have made.

The laws of "thinking and becoming" are common among all people-rich or poor, intelligent or ignorant, healthy and unhealthy. These laws are also independent of where you live.

The way that a bad choice is perpetuated is through internal dialogs. Think about what you think about. Think about how you think. You think in words and word structures. The words and words structures (phrases and complete and incomplete sentences) evoke and shape emotions in you.

If the words and word structures evoke negative emotions, we feel sad, mad, abandoned, unworthy, guilty, shameful, hopeless, and depressed.

If the words and word structures evoke positive emotions then we feel loved, accepted, blessed, happy, worthy, joyful, and hopeful.

Creating Positive Emotions

As we choose our words and word structures, we use our internal discipline required to evoke positive emotions. The equation is simple. Positive words and word structures evoke positive emotions, which evoke positive actions, which create positive results. Is it really that simple? Is that all there is to it?

In most cases, the answers to these questions are "yes." There are exceptions. The exceptions involve people whose brain connectors do not transmit the right chemicals in the proportion needed to fully benefit from positive words and thoughts.

The good news is that there is help for people like this. Their diagnosis, made by a medical doctor, may determine that they need chemical assistance to strengthen and cause the brain connectors to work in the way that they should under normal healthy conditions.

Bi-polar, chronic and clinical depression, paranoia and the like can be successfully treated in most cases. Medically, through the use of "synthetic" drugs, the transmitters of the brain can be strengthened and the bridges between these connectors realigned so that people with such conditions can experience the assistance needed to function and think more normally.

My father struggled psychologically and mentally most of his life. Early on in his twenties, he had what was then called, a "nervous breakdown." Today, these kinds of episodes would be known as "panic attacks." Heart palpitations would ensue at unexpected times and he would feel as if he were having a heart attack. I've had this experience once when I was younger and going through a major life crisis.

My dad was later diagnosed as being bi-polar. The synapses of his brain (the brain connectors) were not delivering a consistent supply of chemicals, and communication between the various parts of his brain was faulty. This condition had a serious effect on his moods and emotions. Thus he would experience very low depression and at other times, very high euphoria. There was no consistency to his emotional states.

Medical science has now come to the place of being able to substantially help someone like my father. In the time period that he experienced this, medical science had yet to fully understand the problem and properly treat the condition.

Today, medications such as Prozac and Zoloft do such an incredible job of this balancing act of the brain that many who are on them get to such a level of balance that they quit taking them. They don't feel (literally "feel") that they need these drugs anymore.

Though I am not trained nor qualified to diagnose medical conditions or prescribe medications, I do know that treatment is available. There are also alternative natural remedies for such problems. Dr. Harold Bloomfield, best-selling author and world-renowned psychiatrist, has written much and advocated the use of what is commonly known as St. John's Wort or Hypericum. This natural herb will likewise deliver the needed assistance to the brain in order for it to function in a more consistent and productive way.

Our Words Create and Release Brain Chemistry

Our internal dialogs-words and word structures- affect the brain in much the same way. They release chemicals, which in turn set the environment for whatever thoughts or focus we experience. If we focus on negative outcomes, the chemicals feed and fuel more of these same types of thoughts and emotions. If we focus on positive outcomes and results, these chemicals create a positive state of consciousness resulting in a conscious mental environment of good, healthy, and wholesome feelings.

Let me state it again:

Words create thoughts. Thoughts create emotions. Emotions create actions. Actions determine results.

How do you change the results that you are getting in your life? You begin with your thoughts. Once you start choosing the right words for your internal dialogs, then you can and will change how you feel and ultimately you will experience better results.

Words are powerful. They create opportunity. They enable you to act upon opportunity. They create confidence. They create courage. They create tenacity. They create positive attitudes. They make your life experience negative or they make your life experience positive.

Choose to become aware of the words that you speak. Are they empowering or disempowering? Choose to speak words of life and empowerment.

Essay 13: The Process of Developing a Powerful Attitude

The starting point of getting your internal dialogs in the place and shape that you truly want them is to acknowledge and become aware of what you are thinking. Oftentimes, the words eventually become obscured and we only feel the emotions. These emotions, however, can be reversed with positive words.

The starting point of getting your internal dialogs in the place and shape that you truly want them is to acknowledge and become aware of what you are thinking. Oftentimes, the words eventually become obscured and we only feel the emotions. These emotions, however, can be reversed with positive words. The negative feelings got there in the first place with words. The way that you are going to turn them around is with your words.

Choose empowering words. It can be a maze that is difficult to break out of, when you look at the world in purely black and white terms. I love what one of my mentors from afar says. Motivational, inspirational speaker and writer, Jerry Clark says,

"It isn't about me attempting to judge something right or wrong; it is about whether it is empowering or not empowering."

It is somewhat astonishing when you train your mind to not see the world in terms of what is wrong and right about things.

I know of many people who advocate the "right" and "wrongness" of the world, events, companies, media, etc. If you believe the account of Genesis, this type of thinking came as a fruit of man's disobedience to God. A lot of people believe that "right and wrong and the ability to choose right and avoid wrong" is what their religious and spiritual lives are all about. The truth is, according to the Old Testament, this temptation to know all about "right and wrong" is what messed man up in the very beginning.

Begin to look at your thoughts and thought patterns and decide if they are propelling you towards a greater experience of emotion and of life or whether they are creating a life-depleting experience. Are you more empowered by focusing on certain things or less empowered?

Choose words of positive empowering attitudes. Choose words like "love," "gratitude," "peace," and "wholeness." I have people who approach me in their greeting and say, "How are you, Michael?" One of my favorite responses is "I'm better than I've ever been." I picked up that little phrase in a restaurant in Las Vegas from a bus boy (who will eventually be the boss by possessing that kind of attitude). When I asked him how he was doing, he turned and looked me straight in the eye and used this expression. I've been using it ever since.

You are better than you've ever been

That's the truth. First of all, you woke up this morning. Your body at least, is still alive. That is a huge start. The fact that you can receive and expel oxygen is a major feat. If you are in reasonably good health, then you are doing better than several million on this planet.

Consider 'that' with whatever you've been through and experienced in this life. Look at you. You are still at it. As the song says, "I'm still standing, better than I ever have." I possess a bit of belligerence in me that says, "I've made it through. They (whoever "they" are in your life) didn't win. I'm still at it."

Start talking to yourself about the fact that you have survived. You are still in the game. Talk to yourself and let yourself know that you have overcome incredible odds.

You are a survivor. You are a "thriver" in your life.

Friend, it isn't just those who are in mental hospitals or who are psychologically impaired who talk to themselves. We all talk to ourselves. We all are engaged in internal dialog all of the time (it is called "thinking"). You will choose what conversations you have. You don't have to live the rest of your life getting the same pitiful, negative results that you've experienced in your past.

The eminent psychiatrist John H. Reitmann once said:

"It takes an average person almost twice as long to understand a sentence that uses a negative approach than it does to understand a positive sentence."

Negative language is such a destructive virus, starting with the user and spreading to listeners. Regrettably we all too often use negative words and phrases without any consideration to their potential impact.

Focus instead on positive language. Here are the steps...

Actively listen to the words, tone, and intonation you use when you speak.

Capture anything negative, "delete" it, and replace it with a more positive word, tone, or intonation; keep practicing this process until it reaches the point where the negativity is filtered out before it is expressed.

Set a target to replace at least two negatives per day.

Ask for support to stay positive from your partner/colleagues.

Keep a record in a notebook or journal of all language changes made.

Positive language is like a tonic, starting with the user and spreading to listeners.

Let these words and observations enlighten and inspire you.

DID is a word of achievement
WON'T is a word of retreat
MIGHT is a word of bereavement
CAN'T is a word of defeat
OUGHT is a word of duty
TRY is a word each hour
WILL is a word of beauty
CAN is a word of power
— Anonymous

Become aware of what you are thinking. Think about what you think about. Become aware of what words you are using. Start choosing words that will eventually turn your negative experiences into positive experiences. Start choosing internal dialogs that create "powertudes" or "powerful attitudes" for a more positive, successful, and fulfilling life.

Michael Murphy is a writer, empowerment coach, transformational speaker and Internet marketer. He's the author of *Powerful Attitudes*. Dr. Harold H. Bloomfield, New York Times best selling author, says, "*Powerful Attitudes* is a treasure trove of true success strategies. Beyond a self help book, *Powerful Attitudes* brings about total transformation in it readers." Dr. Alicia Ghiragossian, world-renowned poet and Nobel Prize candidate said, "As you read Michael's book, you will sense a dynamic shift in your brain

chemistry. Michael Murphy, through this book, becomes your life coach and best friend."

Michael is also the creator/author of the only completely personalized, self-empowerment book for adults in the world *PowerFirmations*. This unique book features a series of powerful affirmations printed IN YOUR NAME.

Michael is an inspirational, spiritual, motivational, personal empowerment speaker. He has given over 2,000 presentations in 9 countries around the world.

Michael gained international attention when he launched his "E-Couragers" ezine in 2006. Likely, the fastest growing ezine on the Internet, it grew to an astounding 100,000 opt-in subscribers within the first six months. Michael's ezine grew so fast and so massively that it literally shut down the servers that he used to publish it.

For 20 years, Michael has sought a way to give positive, personal encouragement and provide tools to empower people to "believe in their dreams" and live out all that they had ever imagined.

To learn more about Michael Murphy and his unique products, and to create and review your own personalized copy of Powerfirmations online, visit his website: PositiveAttitudes.com