

Success Through Affirmation

by Maurice Brown

In a recent issue of Runners World magazine there is an article about Kara Goucher. Kara Goucher is an American track athlete who competed in the 5000 and 10000 meters in the 2008 Olympics. After the Olympics she successfully transitioned into marathon running, coming within 9 seconds of winning the 2009 Boston Marathon. The article focused on her history of lack of confidence and how she's working with a sports psychologist as well as her coach to overcome this issue.

I found it interesting that an athlete of her caliber has such a confidence issue. Lack of confidence is an obstacle which is very important to overcome. The mind plays a very strong role in how the body performs. If you don't think you can do something it makes it much harder to actually do it. Confidence and positive thinking are key components of success.

Yet she is not letting this issue stop her from becoming one of the top female marathoners in the world. She's persisting in her efforts to overcome her negative thinking and seeking guidance from others (her coach and sports psychologist).

One of the techniques used to help boost her confidence and help her perform at a higher level was to use a keyword or keywords on a regular basis during training to spark confidence. When she thought of this keyword during competition it would trigger body and mind to respond by staying strong and not quitting. For example, one of her chosen keywords was "fighter". She chose this word because she wanted to fight and not give up.

Many times elite athletes are viewed as being super human in a sense because they accomplish such amazing things. They make their performance look effortless. The hard work and obstacles they deal with on the path to success aren't seen by the public. Therefore, they are often viewed by the public as genetically gifted and that success comes easy to them.

I found this article about Kara Goucher to be very inspirational as it showed that, just like average people, athletes of all levels have their own "demons" to deal with. It also gave a strong example of the power of persistence and positive affirmations. Regularly thinking successful thoughts and speaking successful words leads to successful actions.

I'm mentioning this article because many people today tend to underestimate their abilities and have a multitude of negative thoughts. Whether it's in regards to weight loss, a physical challenge, or learning a new skill. It's unfortunately not uncommon for the individual to think or say; "I can't do that". As a result they never do. Or if they do make an attempt and the process becomes challenging they will often quit.

With negative thinking the individual is essentially doing affirmations but only in reverse. Instead of saying positive things and achieving their goals, they are saying negative things and not. You may not be an elite athlete but there's a good chance you have your own goals you are pursuing or would like to pursue. Your goal may be weight loss, becoming stronger after an injury or illness, running a marathon, or some other challenge. You also will have your own obstacles you encounter. How you deal with

these obstacles and your attitude towards them determines whether or not you are successful at overcoming them.

When an obstacle is encountered it is important to be persistent and positive. Putting positive thoughts in your mind, even if it's just a keyword, ultimately trains the brain to tell the body it will be successful.

In the book, **The 17 Principles of Personal Achievement** by Napoleon Hill (the author of one of the most influential books for successful people of all levels; Think and Grow Rich) he states;

Striving for Success makes you better able to attain it. Doing nothing and accepting failure only brings more failure your way. If you put your mind to work with a positive mental attitude and believe that success is your right, your belief will guide you unerringly toward whatever your definition of success might be. If you adopt a negative mental attitude and fill your mind with thoughts of fear and frustration, your mind will only draw those same things to you.

I've also heard it said that obstacles are the universe's way of testing you to see how badly you want to achieve your goal.

As is the case with Kara Goucher it is often necessary to get experienced support to guide you on the path to success. If you have tried unsuccessfully to achieve a health and fitness related goal, or if you are just beginning your quest, I would love to have the pleasure of providing you with the guidance and support you need to become successful.

It all begins with a free no obligation consultation. Call or e-mail me today to schedule yours.