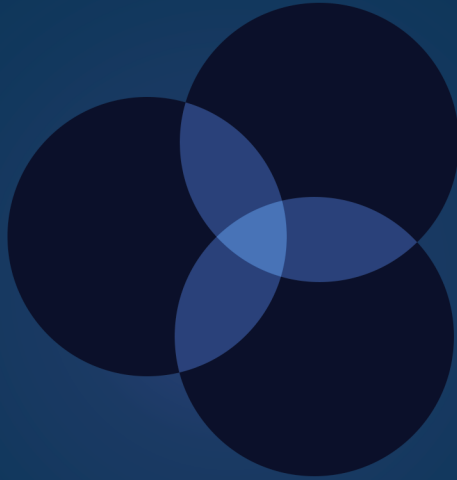


Discover the 3 Secrets for
Getting What You Want
Out of Life and Work



THE

Payoff Principle

DR. ALAN R. ZIMMERMAN

Affirmation Step #2: Write Your Goals as Affirmations

The research is clear. If you're not willing to put your goals on paper, you probably won't achieve them. The act of writing shows your commitment. You are doing more than wishful thinking. And writing gives your mind a sense of direction. You're telling your subconscious mind that of all the millions of possibilities out there, these are the few you would like.

This is one of the most important, self-motivating practices of all time. Put all of your personal and professional goals in writing. And if you're not currently doing this, let me assure you it will literally change your life.

For example, I had a goal for eighteen years to write a book, and that goal was buried deep in my subconscious. As a subconscious goal for eighteen years, I did not write a single word. Once I put my goal in writing, it only took me two years to complete that first book. And I've written several books since then, all as a result of writing down my goals as affirmations.

Of course some of you are whining. You'll tell me you're not the writing type. Or you don't have the time to write out your goals. Well maybe, just maybe, that's why you haven't achieved all you are capable of achieving. As Sir Francis Bacon (1561–1626) advised, “If we are to achieve results never before accomplished, we must employ methods never before attempted.”⁶

If you're not willing to put your goals on paper, you probably won't achieve them. But writing down your goals gives your mind a sense of direction and tells your subconscious mind to go to work on achieving them.