

# AFFIRMATIONS

Affirmations are positive, present-tense statements that help you challenge and overcome negative and self-sabotaging beliefs. In essence, they affirm who you are, what you believe and the direction you want to go in life and business.

To help our confidence and strengthen our resilience and belief system, write them down. Ideally rewrite and repeat them to ensure you influence your subconscious mind.

You can have as many affirmations as you want or focus on a few chosen ones.

Here are a few of mine:

- I am loving being the CEO of my own life.
- I am loving making a huge difference to my clients.
- I am a great coach
- I love connecting people who can help one another.
- I love being fit, healthy and happy.

## WHY AFFIRMATIONS BUILD RESILIENCE – 5 REASONS

Affirmations build resilience because they shape mindset, regulate emotions, and strengthen identity under pressure. When used consistently and backed by action, they become powerful mental conditioning tools.

### 1. They Rewire Your Self-Talk

When challenges hit, many people default to negative self-talk and the inner critic takes over:

- “I can’t handle this.”
- “I always fail.”
- “This is too much.”

Affirmations interrupt that pattern and replace it with constructive language:

- “I have handled hard things before.”
- “I can adapt and grow.”
- “Pressure can produce progress.”

Over time, repeated positive self-talk builds a more resilient mental default and strengthens your inner champion.

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## 2. They Strengthen Identity

Resilient people see themselves as someone who can endure, learn, and recover.

Affirmations reinforce identity statements such as:

- “I am calm under pressure.”
- “I am becoming stronger through challenges.”
- “I keep showing up.”

When identity shifts, behaviour often follows.

## 3. They Reduce Stress in the Moment

During setbacks, affirmations can calm the nervous system by redirecting focus from fear to control. Simple examples:

- “One step at a time.”
- “Breathe. Reset. Respond.”
- “This moment will pass.”

These stop emotional spirals and create clearer thinking.

## 4. They Build Consistency

Used daily, affirmations become part of a resilience routine - like mental reps at the gym.

- Morning routine
- Journaling
- Exercise
- Reflection after setbacks

## 5. They Help You Bounce Back Faster

After failure or criticism, affirmations help reframe the event:

- “Setbacks are feedback.”
- “I learn, adjust, and move forward.”
- “This is part of growth.”

That speeds recovery and keeps momentum alive.

I have attached my first affirmations list which I wrote at speed and without overthinking. When I reread it, it fires me up, strengthens my belief system and prepares me for action.

## ANDY FELL'S FIRST AFFIRMATIONS LIST

- I love being a great coach.
- I love helping people see, believe and achieve their potential.
- I love helping people make and sustain change and personal transformation.
- I build confidence, belief and self-esteem, starting with my own.
- I am an AWESOME CEO of my own life.
- I am an AWESOME CEO of my own life. (repeated)
- I AM the CEO of my own life.
- I help people - what more can I do for you?
- I love spending time everyday bettering myself, my life, my family,  
• my health, my business.
- I understand gratitude.
- I am a relentless goal achiever.
- I am an internationally renowned public speaker.
- I inspire people to soar to new heights.
- I am a loving husband and amazing father.
- I run!
- I am fit and I am healthy.
- I close deals.
- I open doors.
- I make connections.
- I am a connector.
- I relax and stay true to my purpose.
- I AM the CEO of my own life.
- I create positive energy.
- I create positive momentum.
- I create movement.

***To quote George Bernard Shaw: 'Life is a brief candle or a splendid torch.'  
Burn as brightly as possible and pass it on the next generations.***