

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 maximize their impact, strengthen your resilience and belief system, write them down. The more you rewrite and repeat them, the deeper the impact on 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 our mindset, regulate our emotions, and strengthen our identity under pressure. When used consistently, particularly when aligned to our actions they become a powerful way to enhance our self-perception.

1. They Rewire Our 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 this pattern and replace it with constructive language:

- “I can handle this.”
- “I can adapt and grow.”
- “I love making progress on my daily goals.”

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

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2. They Strengthen Identity

Resilient people see themselves as someone who can continually learn, recover and keep going.

Affirmations reinforce identity statements such as:

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

When our identity shifts, our behaviour will often follow suit.

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 as part of existing routines.

Used daily, affirmations become part of an established routine to help you maintain your performance state.

For example:

- Use affirmations as part of your morning routine to help set up your day for success.
- Write out a few affirmations as part of your daily journalling. I love to do this alongside what I am happy and grateful for and my ‘be amazing’ list. A list of achievements I am proud of, big or small.
- Repeat affirmations to yourself as you exercise.
- After a high value activity debrief, use affirmations to help you set up for whatever you are doing next.

5. They Help You Bounce Back Faster

After failure or criticism, affirmations help reframe the event:

- “Setbacks provide feedback and the opportunity to learn.”
- “Setbacks are temporary.”
- “Setbacks are part of my 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.***