



Sales Growth Strategies

By Brian Tracy

Seven Steps to Mental Fitness

Introduction

“I have learned over the years that when one’s mind is made up, this diminishes fear; knowing what must be done does away with fear.” (Rosa Parks)

Success in any field of human endeavor is more mental than physical. By developing the “Psychology of Success” you can accomplish more, and do it faster and easier than ever before.

Good psychological health seems to go hand-in-hand with high performance, good personal relationships, personal happiness and high achievement.

When you develop healthy physical habits, you enjoy good physical health and energy. When you develop good mental habits of thought and feeling, you become mentally and emotionally healthy as well.

In this lesson you will learn:

- What must take place before your world improves
- What affect your relationships have on your health and happiness
- How your physical habits affect your attitude and your mental well being
- A series of proven practical ways to keep yourself upbeat, positive and more effective in everything you do

What Do You Already Know?

Test your knowledge by attempting to answer the questions below.

1 How do you measure your success as a human being?

2 What would be the ingredients of your own “mental fitness” program?

3 What is the key determinant of your emotions?

4 What must take place before your world improves?

5 You have heard it said, “You become what you think about.” What does this mean to you?

6 What affect do your relationships have on your health and happiness?

7 How do your physical habits affect your attitude and your mental well being?

Seven Steps to Mental Fitness

1 A positive mental attitude is closely *correlated* with success in every field.

- a) Your level of **happiness** is your measure of how well you are doing as a human being;
- b) Being **optimistic**, looking for the good in each situation, is a decision **you** make;
- c) Your level of **cheerfulness** determines the attitudes of other people toward you as much as any other factor.

2 "Mental fitness" is similar to physical fitness in many ways:

- a) Regular **physical** exercise will make you physically fit and healthy;
- b) Regular **mental** exercise can make you mentally healthy and positive, as well;
- c) Decide today to think positive thoughts for **21 days**, until it becomes a new habit.

3 Your goal as a person should be to become optimistic and *confident*, filled with personal power and a positive mental attitude.

- a) Create your own "**mental health**" regimen;
- b) Develop new, positive **habits** of thought and action;
- c) Invest your time and money in **improving** the most important things you do.

4

The first step in your mental fitness program is *positive self-talk*.

- a) About **95 percent** of your emotions are determined by how you talk to yourself and to others;
- b) You must rigorously control your **inner dialogue**, your way of explaining things to yourself;
- c) **Affirmations** are the key to a positive mental attitude;
 - 1. “I like myself!”
 - 2. “I’m the best!”
 - 3. “I feel healthy, I feel happy, I feel terrific!”
- d) Affirmations must be positive, present-tense and personal for maximum impact on your emotions.

5

Positive visualization is the second step in your mental fitness program.

- a) All improvements in your life begin with an improvement in your mental **pictures**;
- b) **See yourself** as you really want to be, rather than as you are at the moment;
- c) **Feed your mind** continually with positive pictures of yourself performing at your best.

6 ***Positive mental food is the third step in your “mental fitness” program.***

- a) You become what you **think about** most of the time;
- b) Feed your mind with **positive** books, newspapers, and magazine articles;
- c) Continually listen to and watch positive radio, television and **audio programs**.

7 ***The fourth step in your mental fitness regimen is to surround yourself with positive people.***

- a) What is your **reference group**? About 90 percent of your success is determined by the people you associate with on a regular basis;
- b) Get around **winners**, positive people with goals and plans of their own;
- c) Get away from **negative** people — they don't change.

8 ***Positive training and development is the fifth step in your mental fitness program.***

- a) **Competence** in your field leads to higher self-esteem;
- b) The **better** you get, the more you like, respect and enjoy yourself;
- c) Read and listen to educational audio programs, and take additional courses to improve your skills;
- d) Start and maintain a **“do-it-to-yourself”** project.

9 **Positive health habits** are the sixth step to positive thinking.

- a) Personal **energy and dynamism** are the root sources of a positive mental attitude;
- b) Your level of personal energy is determined by a healthy diet, regular exercise and drinking lots of fluids;
- c) Regular **rest and recreation** are essential to keeping yourself sharp.

10 **Positive action** is the seventh and final part of your mental fitness program.

- a) Develop a sense of **urgency**;
- b) Develop a **bias for action**; a fast tempo is essential for success;
- c) Repeat over and over to yourself, “**Do it now! Do it now! Do it now!**”

Remember, the faster you move, the better you get. The faster you move, the more energy you have. The faster you move, the more enthusiasm you develop.

When you engage in a full-time, ongoing mental fitness program, you will feel terrific about yourself and do better at everything you attempt to do.

Action Exercises

1

What are the **three** biggest **challenges** you are facing today?

1. _____

2. _____

3. _____

2

In what **three** ways would it benefit you if you were to think and talk **positively** for the next 21 days?

1. _____

2. _____

3. _____

3

Excellent performance is a key to a positive mental attitude; what three things could you do to become **better** at your key tasks or activities?

1. _____

2. _____

3. _____

4

Take **three problems or difficulties** in your life and explain them in a positive way; find something good in them, or identify a lesson you could learn from them:

1. _____

2. _____

3. _____

5

If you were performing your job excellently in every respect, how would you look or appear? How would your work appear?

1. _____

2. _____

3. _____

6

Give an example of three “**positive mental foods**” that you could feed yourself every day:

1. _____

2. _____

3. _____

7

Who are the **three people** that you spend the most time with, personally and professionally? (Do these relationships have a positive or negative effect on your life or work?)

1. _____

2. _____

3. _____

8

What are the three qualities that you **admire most** in other people that you would like to develop in yourself?

1. _____

2. _____

3. _____

9

What specific **self-improvement exercises** can you engage in on a daily basis to improve your attitude toward yourself?

1. _____

2. _____

3. _____

10 What changes could you make in your **physical diet** to improve your levels of health and energy?

1. _____

2. _____

3. _____

What **one action** are you going to take immediately as a result of what you have learned in this lesson?
