

# How & why Affirmations work





## ✨ How to Use Affirmations

*and why it's not just some spiritual nonsense*

Affirmations aren't magic — they're mental training. When you repeat a positive phrase often, your brain starts to recognize it as familiar, safe and true. Over time, this can reprogram old belief patterns and help you think, feel and act from a more empowered place.

🧠 *Is this real? Or just some feel-good trend?*

It's real - and it's rooted in neuroscience. Studies have shown that affirmations activate your brain's reward system — especially areas like the ventromedial prefrontal cortex and posterior cingulate cortex.

In short: your brain listens. When you repeat empowering thoughts, your brain treats them as important and starts reinforcing them. This process is called neuroplasticity — the brain's ability to reorganize and rewire itself based on experience and repetition.

### 🔄 The Power of Repetition

Repetition is how you learned to speak, walk and write. It's also how you unknowingly learned most of the limiting, self-critical thoughts running in the background of your mind.





The good news? - We can rewire those, too.

Affirmations help replace those harmful patterns with stronger, healthier ones - through consistent repetition and emotional presence.

You just need the right words... and a little time.

### **How to Practice Affirmations**

- Repeat them daily — morning, evening, or whenever you need to feel grounded
- Say them out loud — hearing your voice makes the brain absorb it more deeply
- Feel what you say — slow down, connect, breathe
- Write them — even once a day can be powerful
- Stay consistent — it's not a quick fix, it's a slow transformation

And yes, it might feel awkward and silly at first - talking to yourself, but that is not important. You also don't have to believe every word at first. You just have to be open to the possibility that you're already becoming exactly who you were meant to be.

This is a practice. You're not faking confidence — you're building it.

We've all been conditioned before - now we're just doing it consciously and for our own best!

