



POSITIVE  
PRIMING

*Where I  
Create a*

*Positive  
Mindset*

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# DAILY POSITIVE PRIMING

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A BEGINNER'S GUIDE FOR USERS



## Introductions:

Thank you becoming a Positive Prime member!

Positive Prime is an extraordinarily powerful tool, and we want you to get the most out of it!

Please take a few minutes to read this introductory guide so that you can get the most out of your Session - transforming elegantly, swiftly & easily.

Congratulations on committing to accelerating and automating your success with Positive Prime!!

To give you the greatest possible benefits, we have created a free mini-course PDF- a simple and fun introduction to Positive Prime "best practices" that will change your life.

Some will be "how to" tutorials, and some will give you fun exercises to make every day better than the last, and help you use Positive Prime to its greatest potential.

You will be surprised at how easy and fun this mini-course will be! Take 10 minutes a day for the next 21 days for yourself (including watching Positive Prime), and get ready to start seeing some wonderful results in less than a month!

To your great success,



A handwritten signature in black ink that reads "Kim Serafini". The signature is fluid and cursive, with the first and last letters of each word being capitalized and prominent.

*Founder and CEO of Positive Prime*

## FAQs to get you started:

### Q: What is Positive Prime?

**A:** Positive Prime is a powerful tool that facilitates and accelerates the changes you want in order to have the life experiences you desire. It is a fun, simple and convenient way to transform mindset and habits. Positive Prime will become your go-to tool anytime you need to be uplifted, motivated, inspired, encouraged and supported in any goal you have!

Check out this video I made explaining Positive Prime:

<https://youtu.be/ALDJjkkujWQ>

### Q: What is a session?

**A:** A session is a short audio/visual presentation - a 'moving vision board on steroids', carefully designed based on the latest in neuroscience and positive psychology. In as little as 3 minutes a day, Positive Prime helps you:

- Focus on what you want
- Reinforce what is working and increase positive thinking
- Change automatic negative self-talk to automatic empowered self-talk
- Support your goals/ align your beliefs ("what's possible") with your goals
- Uplift your mood, empower, energize, inspire, motivate and educate yourself
- Inspire creativity and innovation
- Accelerate learning and sharpen your mental faculties
- Mentally rehearse and prime for success

### Q: What do I have to do?

**A:** To get started, visit [www.positiveprime.com](http://www.positiveprime.com) and log in.

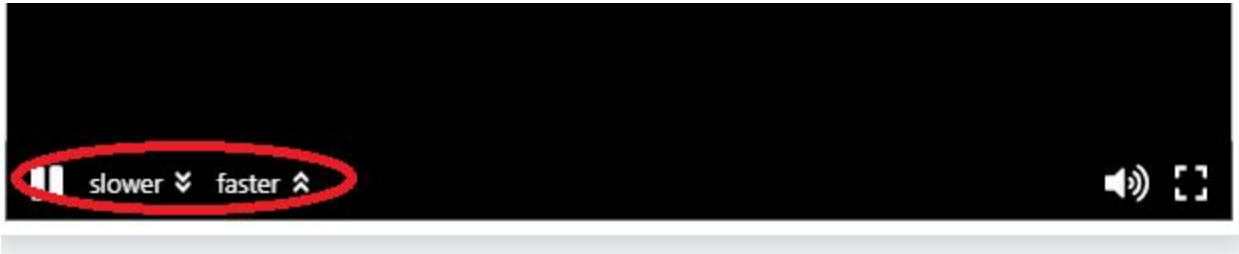
Make sure you "click" on Dashboard. Then, use the drop-down menu to select the session you want to watch from your library... then just press Watch Now, relax and enjoy! That's it!

When you want to ADD a Session to your library look up into the right hand corner & notice how many credits you have. Most standard Sessions available in the Shop "cost" 120 Credits each.

The screenshot shows the 'Watch a Session' interface. At the top, it says 'Watch one of your Sessions you created or purchased'. Below this is a 'Select a Session' dropdown menu. The dropdown is open, showing 'Being Happier' selected and highlighted in blue. A red circle with the number '1.' is around the dropdown arrow. A red circle with the number '2.' is around the selected 'Being Happier' option. Below the dropdown, the text 'what Now by Kristine Carlson' and the number '15' are visible. At the bottom left, a green 'Watch now' button is circled in red with the number '3.'. At the bottom right, there is a blue 'Edit Session' button.

## Q: What's with the variable speeds?

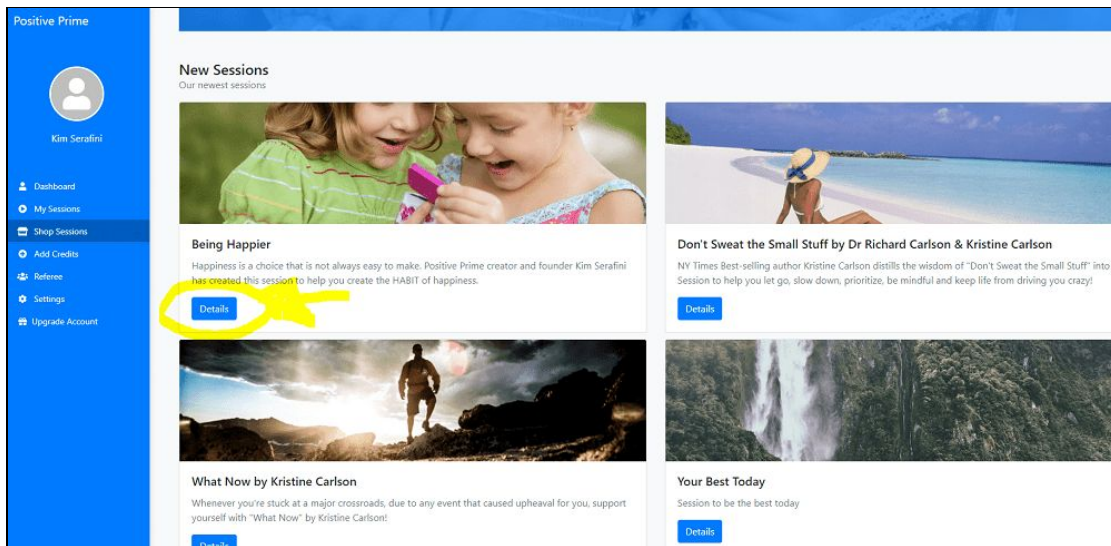
**A:** The variable speeds help you customize your experience. At slow speeds, you can immerse yourself in the beauty of the images and read the statements. At high speeds, the messages will bypass your mind's critical filters to be absorbed directly into your other-than-conscious mind without any "argument" - this is where Positive Prime can be most effective in helping you upgrade any self-limiting beliefs. Once the video starts playing, you can adjust the viewing speed by clicking on the **faster** button to speed it up, and the **slower** button to slow it down.



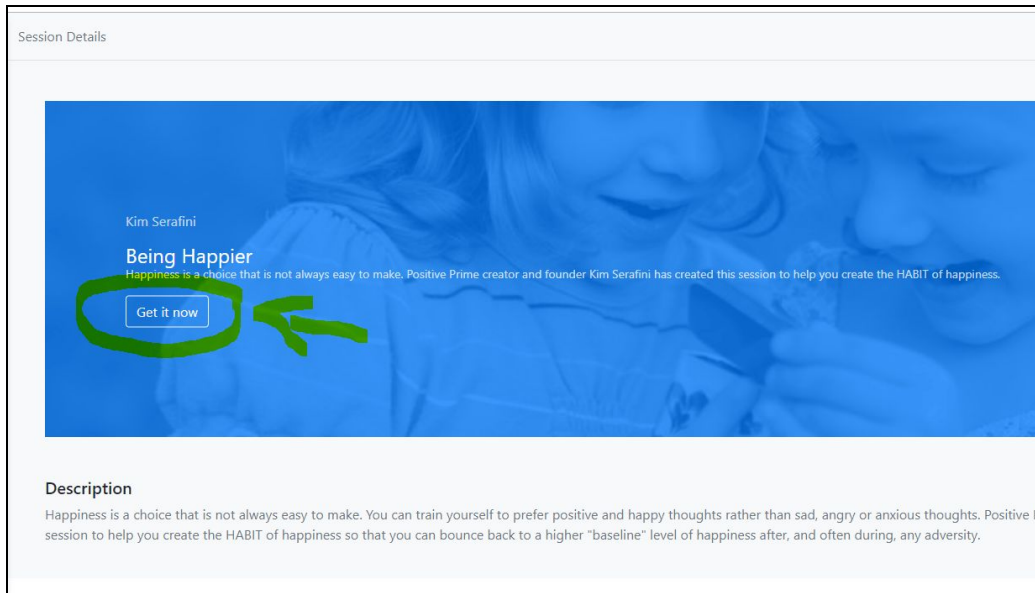
## Q: How do I use my credit?

**A:** Visit [www.PositivePrime.com](http://www.PositivePrime.com) and log in.

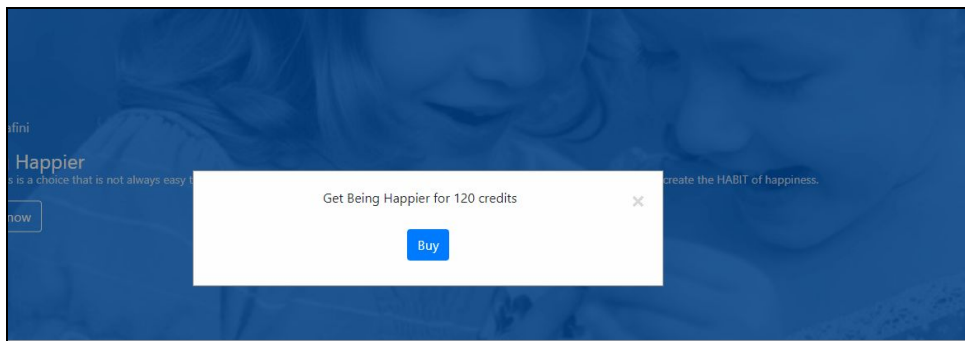
- 1) Go to "Shop Sessions" or simply go to this link: <https://app.positiveprime.com/shop>
- 2) Look for the session you are interested in, then click details



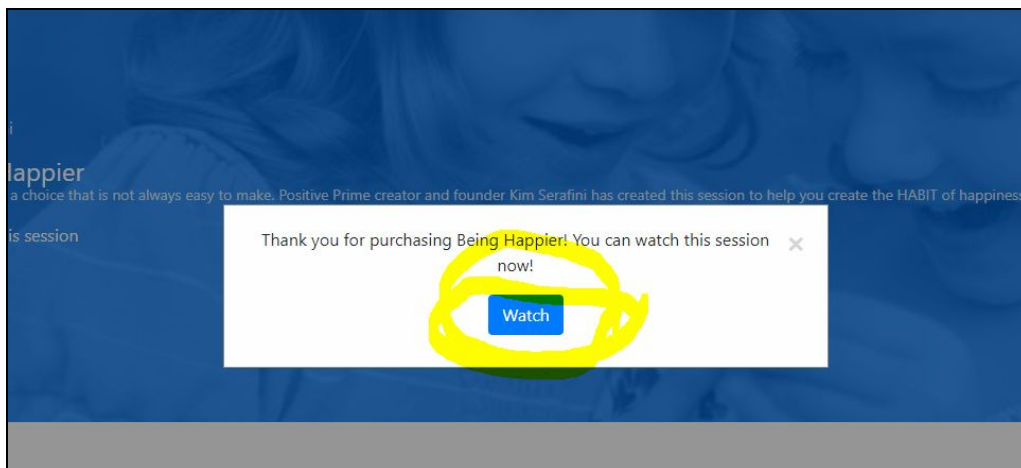
3) Click on "Get it now"



4) Confirm your Purchase



5) Click on "Watch Now" and enjoy your session!



## Lesson # 1 : How to personalize your session with images

I hope you're enjoying watching your session(s) and that you're starting to feel uplifted about creating a most awesome life!

Did you know that you can significantly amplify the effect of any session by personalizing it?

You can add self-images, your own statements that relate to your specific goals, and images of people, places and things that make you feel good and inspire you.

**Here are some FAQ's to get you started having fun personalizing your sessions with images:**

### **Q: Why should I personalize my sessions with my own photos?**

**A:** One of the key elements of maximizing the power of Positive Prime to increase your emotional engagement with the session. When you see images of smiling, happy, confident people doing things you envision yourself doing, your brain automatically 'connects' with them. Your mirror neurons start to fire, and you start to automatically think and feel the same way as the people you're observing! Now imagine how much more connected you would feel if you 'put yourself in the picture'! You would immediately feel a strong feeling that this could be real for you! It's like watching a movie, and suddenly you're given the leading role - it's a whole new level of engagement, interest and acceptance!

### **Q: What kinds of images should I add?**

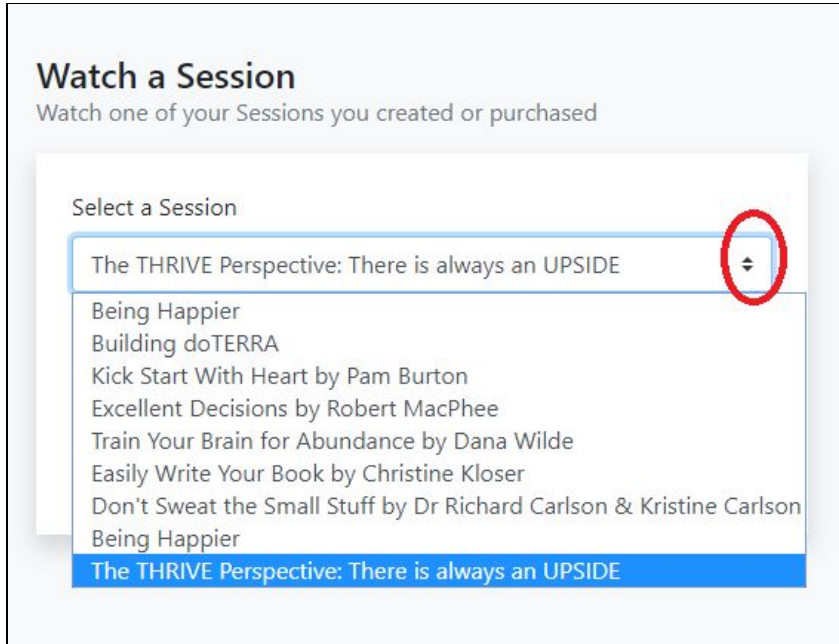
**A:** Whatever makes you feel good! For best results, here are some guidelines:

- Images of yourself where you're feeling good and happy (it shows, even if only subconsciously!); pictures of you smiling, are particularly important
- Images that make you feel empowered - for example receiving an award, doing something challenging, etc.
- Images of people you admire, who inspire, support and motivate you. It could be someone you know, or someone you'd love to meet - a hero(ine), your best friend, etc.
- Images of anything that makes you feel good. Puppies? Check. Inspiring landscapes? Check. Your dream home? Check. There is no limit to how many images you can add - if it makes you feel good, add it!

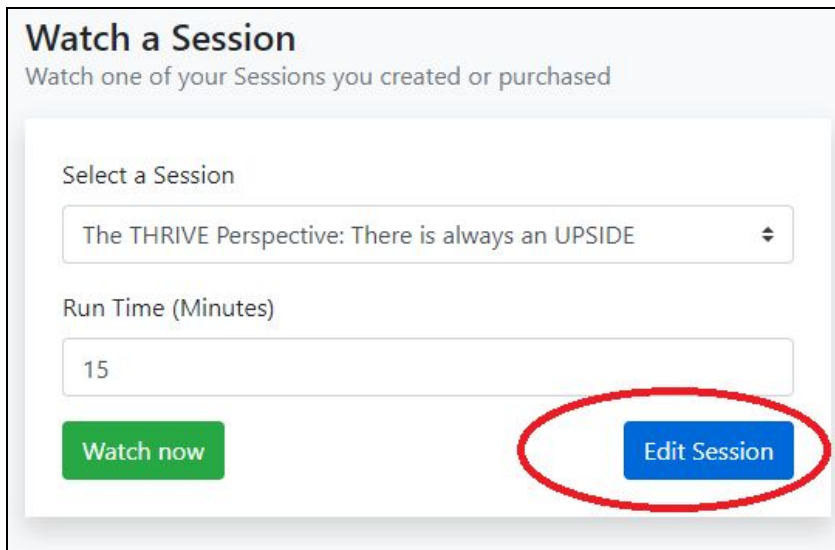
**Q: How do I add my own images?**

**A:** It's fun and easy to add images to your sessions!

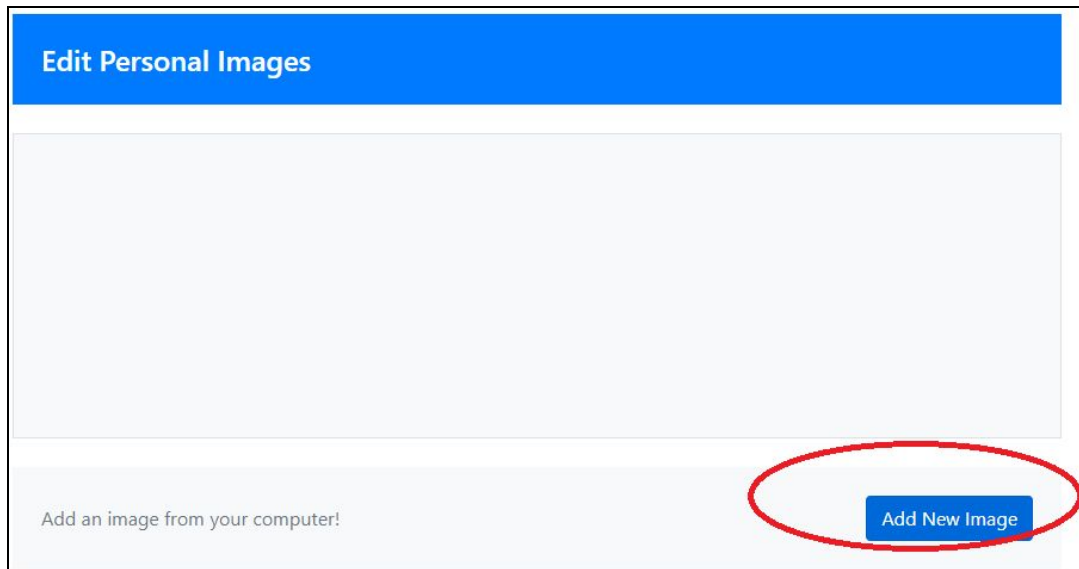
1. Go to <https://app.positiveprime.com/login> and log in
2. Select the session you want to edit by clicking on the drop down button. We recommend you start by editing the session you watch most frequently



3. Once you have selected a session click "Edit Session"

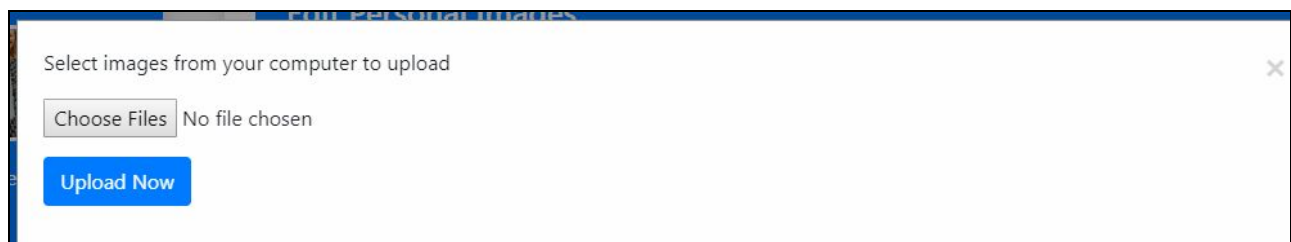


4. Click "Add New Image"



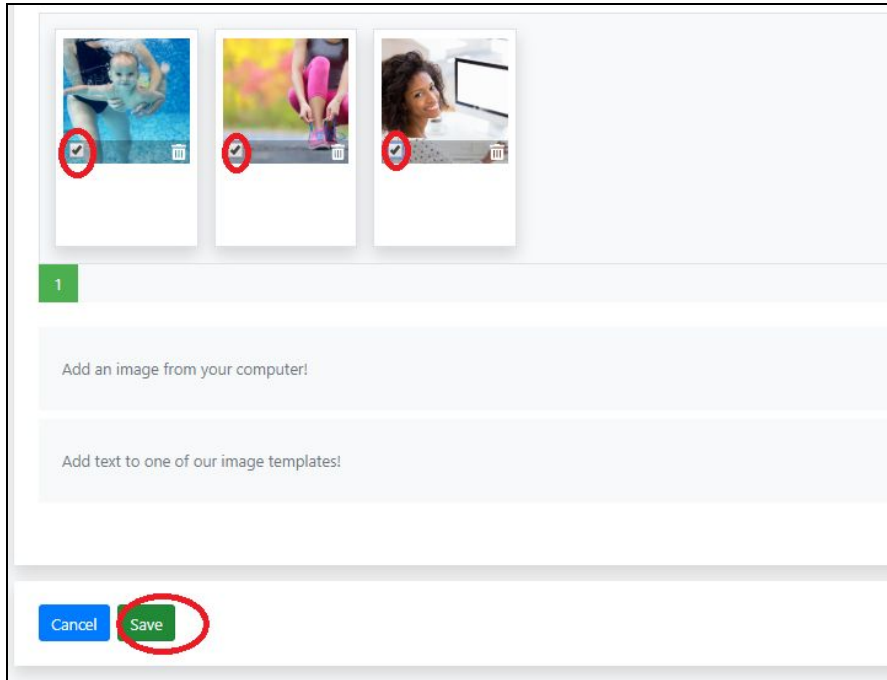
5. Click "Choose Files"

Select your desired photos from your computer. There's no limit to how many photos you can upload so upload as many as you want! Gather a whole host of fabulous, encouraging photos that make you feel fortunate, lucky & expansive

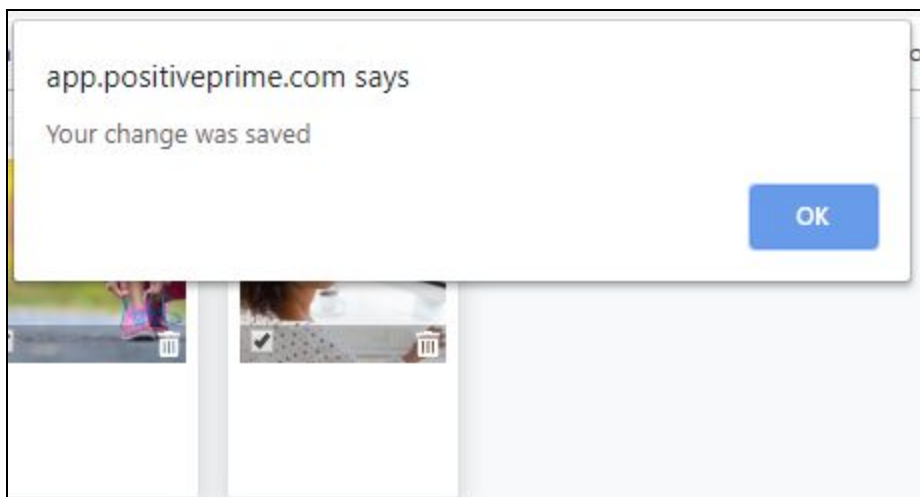




6. Once uploaded into your private collection, “tick”(✓) the photos to ADD them into a Session.



7. You will see a notification that your uploaded images had been saved!



8. **You can repeat this process at your convenience to personalize all of your sessions**

9. Click “Return to Positive Prime Player” to watch your newly enhanced session!

## Lesson # 2 : Join the Premium Members FB Group



We are passionate about building a supportive community where each member is supported to thrive!

Please encourage your prospects to join our private Premium Members only Facebook group, where members can go to be inspired, uplifted and encouraged by Positive Prime users, Positive Prime Professionals and the Positive Prime Team.

Here's the link: <https://www.facebook.com/groups/PositivePrimePremiumMembers/> (make sure you're logged in to Facebook).

## Lesson # 3 : Increasing your happiness, one day at a time

One of the most exciting things about Positive Prime is that you can use it to increase your baseline happiness... in just minutes, no matter what is going on around you!

Happiness is the hottest area of research right now, and with good reason.

Why? Because happiness is essential to success, and so much more!

Many people believe that they will become happier "when" something happens: when they get a better job, when they are in a better relationship, when their partner starts paying attention to them, when they finally get their dream car, when they move into a nicer house, when they feel healthier, etc... but the reality - as research is now proving - is that happiness is a necessary condition before the desired condition becomes reality.

**When you're happy, it shows.** Whether you're aware of it or not, your 'vibe' or your personal energy, is either attractive or off-putting and it directly or indirectly affects the way people interact with you.

**People are naturally drawn to those who are happy.** They are more likely to trust and want to help happy people. By contrast, if someone is always walking around under a dark cloud, people will distance themselves! Since nearly every goal requires other people, "happiness first" is a key element to attracting the people who can mentor, offer advice, point you to resources, hire you, guide you, or give you their time and energy.

**Happiness also influences your level of motivation and personal energy** - both of which are necessary for achieving your goals.

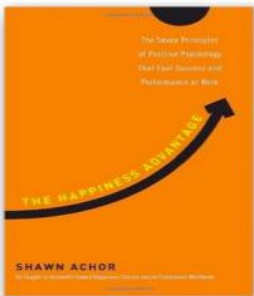
Check out [Shawn Achor's YouTube on Positive Prime](#) as well as his [TED talk on happiness](#) and you'll see why happiness has such an impact on your life.



Shawn Achor is a Harvard-trained positive psychology researcher, author of *The Happiness Advantage*, Fortune 100 corporate trainer, and he is one of the world's leading experts on the connection between happiness and success. Shawn has created his own *The Happiness Advantage* Positive Prime session (available in the Positive Prime store). And - Shawn is collaborating with Positive Prime in doing research on the efficacy of Positive Prime to increase happiness! Preliminary findings show that just 3 minutes of Positive Prime results in 6-8 hours of more positive moods! We will share with you the most recent findings as soon as they are published so stay tuned!

You can use any Positive Prime session to increase your happiness. Every session includes several elements that are based in neuroscience and positive psychology. These include:

- Images of smiling people: because we are hard-wired to feel happier when we see genuine Duchenne smiles, each session contains people facing the camera (you) and smiling.
- Beautiful images of Nature. Research has proven that spending time in Nature makes one feel happier. Since you can't always be out in Nature, Positive Prime brings Nature to you!
- Images of happy, confident people participating in positive activities. One of the ways we learn is through mirroring others: we tend to mirror the observed person's behaviors and moods, and this can be used to accelerate learning of positive behaviors and cultivation of supportive habits.
- The use of your name in the presentation creates emotional engagement with the happiness, confidence, encouragement and positivity presented in the session. You can further amplify this by creating positive statements that use your name, and a reference to happiness (for example, "Kim is happy helping people create better lives.")



**I highly recommend you read Shawn's book, *The Happiness Advantage*, for a better in-depth understanding of how "happiness first" will make a significant impact on your personal and professional life! One of the book's key elements is that happiness can be learned, and Positive Prime is the perfect tool. You don't have to "do" anything to become naturally happier - just watch Positive Prime, and in time your automatic thought habits will become skewed toward the positive. This will impact your speech, behavior, and the unconscious 'vibe' that will attract the right people to you!**

I encourage you to use Positive Prime whenever you are facing a personal crisis of any sort that generates strong negative emotions. This can be anxiety caused by financial problems... overwhelm... grief... anger... irritation with yourself... guilt... the point is not to deny these emotions, but to increase your ability to quickly bounce back to a happier state of being instead of spiraling down into feeling worse and worse.

On some days, you will benefit from watching a session at slow speeds, to luxuriate in the images and fully immerse yourself in the session's positivity. On other days, you may feel the desire to play the session at high speed so that it creates a quick burst of positivity within you. It's really up to you - there is no right or wrong way to watch, and you can loop the session and watch for as long as you like!

Remember - all it takes is a consistent daily practice. As little as 3 minutes a day will have you feeling better and over time, can increase your baseline happiness... for a better life!

#### Lesson # 4 : The Letting Go Exercise

Positive Prime can help you release habits and patterns that don't serve you, and assist you in creating habits and patterns that do.

Here's a fun exercise that will encourage you to let go of anything that's holding you back. The exercise takes about 5 minutes, and will be reinforced when you watch a Positive Prime session.



Pick up a small stone that you can easily fit in the palm of your hand. Close your fist and squeeze the stone as hard as you can. Imagine that the stone represents a self-limiting belief or bad habit, or something you know you need to release so you can move ahead with your life, like a bad relationship or a dead-end but comfortable job. Squeeze the stone even harder and imagine the limits you place on your life as a result of holding on to this habit or situation. Can you do anything with that hand, while you're clinging to the stone? Does it feel good to hold on knowing that you can't do much of anything while you're holding on? Are you benefiting from hanging on?

**Squeeze harder.** After a few seconds of squeezing the stone as hard as you can, you can't squeeze as hard anymore because your muscles fatigue, but you will notice that you have become used to holding the stone. In fact, it doesn't matter anymore if you're holding on with all your might, or just lightly out of habit - your fingers are closed, your hand is used to this closed position, and even if you were to hold the stone very lightly now, your hand is pretty much useless for anything else.

Now rotate your hand so that the palm is facing upward, open your fingers into a little cage, and roll the stone (the habit/situation that it represents) around in your palm. Notice that the stone is not attached to your hand, even though it may have felt that it's a part of you when you were holding on tight. In fact, the feeling "it's a part of me" comes from your choice to hang on.

Turn your palm face down and make the decision to drop the stone along with whatever the stone represents. Open your hand. Release the stone. Watch it drop. For a moment, your hand will retain the memory of the stone; but soon the sensation is gone. It is no longer attached to you in any way. Wiggle your fingers, shake out your hand... wow that feels good, doesn't it? Now your hand is free to do whatever you want it to do!

**Repeat the exercise for anything you want to release.** If you feel a strong sense of irritation or anger because you've been holding on too long, you're ready to let go. Think about the purpose of any undesirable patterns, habits or situations you feel stuck in. What is the purpose of hanging on? How do they enrich your life? How do they make things better? Can these habits or situations be substituted with habits or situations that serve you? Is the effort of holding on, worth it?

Focus on the strain and forced limitations of holding on to the stone. Think about the freedom and relief you feel when you release. Follow through with the release and bring your attention to how great it feels. Repeat this process as often as needed until you feel free, and ready to real-life release something that's preventing your bliss.



Reinforce this release in your Positive Prime practice and mentally rehearse actually letting go (which will make it much easier to do, in real life). Personalize any session with a few statements like, "I am free to release my attachment to..." and "I happily let go of..." and "Letting go of (x) is for my highest good." Then, add a few statements that focus your attention on what you want, with details specific to your goals.

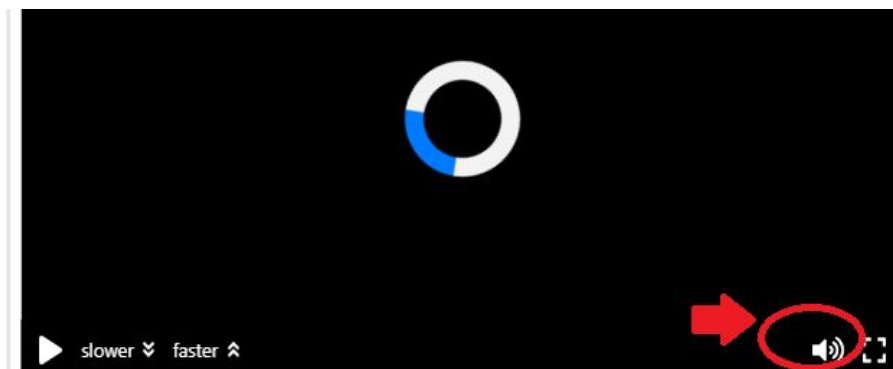
By the way, I'm not advocating easily letting go of relationships in favor of the greener grass! You might think of letting go of a tendency to criticize or see the worst in your partner; letting go of taking things personally; letting go of expectations; and letting go of wanting to have it your way. It might not be the situation that you need to release, but your perceptions and patterns about it.

Enjoy the release!

## **Lesson # 5 : Personalize your session(s) with your own music!**

Does music inspire you? I like to think we all have a "soundtrack to life" - certain songs that we remember as relating to specific periods in our lives or situations we've experienced. Music can be very important in eliciting positive feelings, so I encourage you to tap into this power as you use Positive Prime to create a success mindset.

If you are watching Positive Prime on your computer using the web browser, and wish to use music other than what the session comes with, just click on the volume button on the screen to mute the soundtrack, and choose and play any selection from your computer's music library or Youtube. I recommend using the "loop" function in your music library so that you don't have to interrupt your watching to restart a song that is shorter than your session's play time.



## Lesson # 6: 21 Days to a Better Habit



I'm sure you've seen the ancient wisdom of Aristotle who said, "**We are what we repeatedly do. Excellence, then, is not an act, but a habit.**"

When you think about it, the bulk of your everyday activities is a series of habits - from the small things you do in your morning routine, to the way you handle your daily workload, to the way you spend your free time... and most of the actions you take are remarkably similar to the way you did them yesterday and the day before.

This is a good thing, because it makes life a lot easier for you. Imagine having to remember how to do everyday things like getting dressed and making coffee!

Just as you have physical habits, you have mental habits. Your mental habits powerfully drive your choices, including what you wear, what and how much you eat, whether you exercise, the amount of effort you put in at work, your responses to stressful situations, the way you interact with your loved ones, how you spend your money, and so on.

And, habits can be notoriously difficult to change, just because they have become so easy and efficient - and the brain loves efficiency! Anytime you introduce a new behavior, you have to use mental resources to learn it until it becomes second nature, and because the new behavior can be uncomfortable at first, it's all too easy to slip back into old patterns.

Here's how Positive Prime can help you create a positive habit that will make it significantly easier to achieve your goals:

1. **Set the intention for what you want.** Set a goal, get clear on it, and make a commitment to it - "this is what I want."
2. **Choose a Positive Prime session that is close to the goal you wish to achieve.** You can use any Positive Prime session, however, using a targeted session means there will be more statements and images that relate to that specific goal - and greater immersion in the idea. Check out the Positive Prime store for inspiration!
3. **Personalize the session** with goal-specific affirmative statements that center around new habits that move you in the right direction. Remember to use present-tense, positive statements that focus on what you want (not what you want to get away from). Use "I am," "You are" and "It is" statements and add feelings for extra power! For example, "I love to go for a run every day"; "It feels great to eat very small portions at every meal"; "You feel so good when you avoid impulse purchases"; "I am happy giving my best effort at work" and "You like to work on your project every day for 15 minutes."



4. **Mentally rehearse the new habit** - including how good it's going to feel when you do it - this will make it easy when it's time for action! Watching Positive Prime is mental rehearsal that will create and reinforce new habits when you're consistent with your practice. Watch when you're in a good mood, and allow yourself the delight of imagining how good you will feel when you've achieved your goal. If you watch Positive Prime every day consistently for at least 21 days, it will then feel good, natural and easy to start following through with empowered physical habits!

5. **You can start on your new habit anytime, but do so in small doses**, so that it doesn't create a big upheaval in your daily routine. For example, go run - but only for 10 minutes. Or eat a small portion and don't beat yourself up if your next meal is a little bigger. Go gently on yourself, and gradually insert a new habit into your everyday life, while reinforcing it daily with Positive Prime.

You will know when a behavior has become a habit, when you just get up one day and do it without thinking about whether you feel like doing it... like brushing your teeth! This can happen as quickly as 21 days if you put a little work into it.

You will notice a significant improvement in your life as you adopt more supportive habits and release the ones that hold you back!

### **Lesson # 7 : Feel better in 2 minutes with this simple trick!**

Positive Prime helps smooth out the emotional ups and downs of life. Still, sometimes you will need a little extra boost. Whenever you need a quick emotional pick-me-up, more energy, or a confidence boost, try this:



#### **Quick Mood and Energy Booster:**

Go stand in front of a mirror and smile at yourself. No matter how you're feeling, put a smile on your face and hold it (even if the smile is fake at first). Keep holding the smile while looking into your eyes in the reflection. This is a physiological signal to your brain that "all is well" and even a fake smile will become a genuine smile of pure happiness with 2 minutes. Use this whenever you feel sad, discouraged, unloved or tired.

#### **Quick Confidence and Energy Builder:**

Use the "Power Pose." Stand tall, with your feet slightly wider than shoulder-width, stomach in, chest out, eyes forward. Raise your arms out to the sides and bring them up until they are at about a 45 degree angle - reaching up and out to the sky. Hold this pose for at least 2 minutes. Again, a wonderful physiological phenomenon will occur. Your testosterone levels will increase just enough to give you a boost in energy, strength and confidence! Use this anytime you feel weak, insecure, scared, unsure, tired, overwhelmed or unworthy.

**Pro tip:** the effects of Positive Prime can be amplified if you smile while you're watching, as your brain will signal the release of dopamine, serotonin, endorphins and oxytocin, and when you feel good, you will be even more engaged in the session for faster and deeper results.

## Lesson # 8 : Can you take a compliment?



Why is this important? Many of us will reject compliments in an attempt to be humble - but it can be self-destructive. Shrugging off a compliment with, "Oh, that's nothing" or even adding a self-deprecating comment like, "Thanks, but I'm kind of disappointed in how I did," means that your focus is on what's wrong with you. You aren't giving yourself the appreciation you deserve!

Rejecting compliments actually erodes your confidence and self-esteem. If you receive a genuine compliment from someone, it means they see the value in what you did... so let yourself see it too!

Self-affirming statements embedded into Positive Prime sessions will help you feel good about yourself, and will make it easier to smile and say, "Thank you" when you receive a compliment since it is an external validation of your awesomeness!

## Lesson # 9 : Reshuffling

Do you notice that every single time you watch a Positive Prime session, the images and statements are in a different order? This is the only technology in the world with this capability!

### And, here's why this is important.

One of the amazing things that Positive Prime helps your brain do, is to create associations between things that previously didn't go together in your mind. This is an essential part of learning! Each day, we learn and remember new information - the location of a store, names of people we meet, how to take a screenshot, etc. and the brain creates associations between various elements in the situation as part of the process of creating memories and learning skills.

Mixing up the affirmative statements and images with every viewing helps you form novel associations and accelerates the process of adopting new supportive beliefs.

What does that mean for you? If you were to create a Powerpoint slide show of images and affirmative statements, they would always run in the exact same order. You would see a specific statement, and it would always be followed by a certain image, and your brain would only create associations between the statement and that image. For example, the statement, "I feel very wealthy today" would always be followed by an image of a beach. However, that would prevent you from making random and potentially incredibly important associations between "I feel very wealthy today" and a basket of grapes one day, a laughing teacher the next, a craftsman at work, a student working at the computer...

When you mix up the statements and images, your brain opens up to **"possibility thinking"** and explores novel ways that you can achieve the feeling of wealth, including stimulating your creativity and prompting you to develop your talents and use your innate gifts as a vehicle to wealth. Just as importantly as creating novel associations, the random order keeps the presentation fresh and interesting every time. This encourages greater engagement and a desire to keep watching day after day.



## Lesson # 10 : 17 Benefits of Positive Prime

Positive Prime is much more than a personal change app. When used regularly, Positive Prime is a form of meditation - instead of saying a mantra or paying attention to your breath, you simply "soft-focus" and let yourself be immersed in the delightful no-thought of a Positive Prime session. You don't need any special skills to use Positive Prime as a form of meditation!



Because of Positive Prime's meditation-like qualities, Positive Prime sessions can create a state of being that promotes:

- Emotional prosperity (happiness, inner peace, self-esteem, resilience and confidence)
- Physical wellbeing (prevention and accelerated healing of stress-related symptoms, and peak performance)
- Mental acuity (accelerated learning, focus/concentration, memory recall, creativity and innovation)

Meditation has been proven to have far-reaching benefits - so don't be surprised if you start experiencing some or all of these benefits from your daily Positive Prime practice!



### 1. Increased Life Expectancy

Studies by developmental biologist Dr Bruce Lipton show that *thoughts* significantly contribute to longevity and vitality. As a form of active meditation, Positive Prime may stimulate the parasympathetic nervous system, and help develop automatic *positive* thought patterns that result in better choices. *Happy people live 7-10 years longer than angry people and the biological age of meditators is 12 years younger than their chronological counterparts.*



### 2. Managed Cortisol Levels

Cortisol is a necessary hormone, but when stress isn't managed, cortisol levels can remain elevated, leading to many health problems. Motivational Positive Prime Sessions may *temporarily* spike cortisol to encourage action, but quickly restore resting cortisol levels through a positive mindset. Calming Positive Prime Sessions promote relaxation and can cause a decrease in resting cortisol levels.



### **3. Improved Learning, Memory and Problem Solving**

Positive Prime sessions are designed to reduce stress and increase ability to focus, concentrate and thus improve learning, memory and mental performance. Positive Prime draws upon the brain's plasticity (ability to change) by stimulating creation of new neural connections. New associations between empowering images and statements encourage the brain to draw upon these associations when problem solving.



### **4. Reduced Health Care Costs**

Positive Prime can help reduce the costs of stress-related illnesses through stress relief and stimulation of the body's "rest, digest and repair" parasympathetic nervous system.



### **5. Calm Response/Resilience in the face of Challenges**

Positive Prime can help you develop the ability to respond rather than react in challenging situations; to interpret challenges as positive lessons; to bounce back from failures and setbacks. This can lead to boldness and willingness to take positive risks and to leverage the lessons learned in adversity.



### **6. Capacity to gracefully deal with increasing workloads and tighter deadlines**

Positive Prime may facilitate a "work smarter, not harder" mindset through a combination of positivity, relaxation, focus, inspiration and mindfulness.



### **7. Motivation, Productivity & Goals Achievement**

Positive emotions lead to proactive behavior toward goals. Positive Prime encourages a more positive interpretation of problems as well as promoting focus, motivation, creativity, productivity and the perseverance necessary to achieve goals.



### **8. Elevated Self-Esteem & Confidence**

Self-esteem is necessary for goals achievement and enjoyment of life. Positive Prime inspires confidence and elevates self-esteem by helping to change your automatic self-talk (for example, "I can't" to "I can").



### 9. Financial Prosperity/Success

Any goal, including financial prosperity, can be achieved with the right mindset and positively directed automatic habits. Positive Prime helps develop the winning mindset and automatic positive self-talk that encourages action – leading to self-fulfilling prophecies with desirable results.



### 10. Reduced SAD (Stress, Anxiety & Depression)

Positive Prime can promote a relaxed, calm and happy mindset and over time, can significantly change the user's brain chemistry and create a higher "baseline" level of happiness, inner peace and contentment.



### 11. Peak Mental and Physical Performance

Positive mental rehearsal of any action will improve performance. Positive Prime can assist you in "pre-learning" a behavior or skill, making it easier to take action and experience success.



### 12. Faster Healing & Recovery

Post-operative/post-injury recovery may be accelerated with a positive mindset. Neuroscientist Dr Candace Pert said, "The body and mind are not separate and we cannot treat one without treating the other." Positive Prime can influence one's persistent thought/emotional patterns, giving the user significant control over healing and recovery.



### 13. Pain Management

Positive Prime may activate the "Gate Control Theory" that states that if an individual's attention is removed from the pain and turned toward positive stimuli, *perception* of pain decreases.



### 14. Effortless Creation of Positive Habits

"40% of our daily actions are habits" (D.T. Neal et. al., *Personality and Social Psychology Bulletin*, 2011). When habits conflict with goals, Positive Prime helps to create beneficial new habits through mental rehearsal and reinforcement of positive statements and ideas.



### 15. Better Health Through Activation of Relaxation Response

Hypertension and other stress-related symptoms can be mitigated with a daily meditation practice. When the parasympathetic nervous system is activated while watching Positive Prime, you may experience healthier levels of stress hormones.



### 16. Greater Happiness

Positive Prime sessions may promote increased 'baseline' happiness due to an increased ability to see the good in every situation, to be more grateful, more forgiving, and more connected.



### 17. A Calm and Healthy Heart

Wayne Sotile, PhD, director of psychological services at the Wake Forest University Healthy Exercise and Lifestyle Programs, says that learning to prevent an *automatic anger response* "...by learning to recognize the signs that your fuse has been lit and stamping it out before you explode," lessens the risk of heart disease. Positive Prime can promote a positive interpretation of situations, an awareness of triggers, and a healthy way to cope with anger.

While Positive Prime is not a cure for any emotional, mental or physical condition, it may be a great complementary treatment and life-enhancing practice!

This is valuable information for health care professionals, in all disciplines and modalities!

I'm sure you've seen the ancient wisdom of Aristotle who said, "*We are what we repeatedly do. Excellence, then, is not an act, but a habit.*"

Another important talking point about Positive Prime is its ability to help people create healthy, positive habits. A trainer can help their client experience significantly faster results when they are supported in creating positive habits!

## Lesson # 11: Attitude Adjustment



Feeling stressed, sad or grumpy? For a quick attitude adjustment, turn to Positive Prime and in just minutes, you'll have a new attitude you can take with you for the whole day.

Even better, as you watch Positive Prime regularly you can train yourself to naturally have a better attitude (even about things that irritate you intensely right now). And that feels good!

What is attitude? "A settled way of thinking or feeling about someone or something."

The key is "settled" - or habitual. Most of us have very "settled" attitudes (positive or negative) about certain people, things or situations. This matters because attitudes affects our behaviors, and our behaviors determine our results.

Here are some ways you can become more aware of your attitude and easy actions that help elevate your attitude so you can live a happier, more peaceful life and enjoy significantly more success and satisfaction!

1. Watch your language. It's just words, right? It's just stating the facts, right? Your words are reflections of your attitude - and they also affect it, so if you notice any complaining, blaming, comparing, judging, criticizing, dis-empowering, defeating, etc. then you have a negative attitude about something.

- Avoid negative words like "can't," and "won't."
- Accentuate the positive. Say what you like about people, things and situations - not what you don't like.
- Avoid dis-empowering phrases like "It's not my job," "It's not my fault" or "He made me..."

2. Own your attitude. It's independent of anything outside of you. Take back your power. You alone control your thoughts, perceptions and attitudes. If the world is getting you down, you can effortlessly uplift your attitude, by watching Positive Prime.

3. Celebrate triumphs and failures as well as "good" and "bad" choices. They are all valuable, and if you choose to focus on the lessons learned in failures, mistakes and "bad" choices, how can they not become kind of awesome in the long run?



4. Take 10 minutes a day to study the thoughts of positive people. Dana Wilde's Train Your Brain For Abundance, is a must-absorb! Don't have time to read? Watch Positive Prime instead! Positive Prime sessions are focused on the positive, and the library is filled with the timeless wisdom of great thinkers and achievers (including Dana Wilde)!

5. Help others, just because, without expectation or keeping score. Help because it feels good. It's an expression of unconditional love - even toward a complete stranger - and there's nothing more wonderful! If you think someone "owes you one," you are keeping score. If you give it away freely, you will feel better instantly and you'll be rewarded ten times over.

6. Notice when you're in a bad mood and why you are choosing to stay in it. Choosing to stay in a bad mood means your attitude will suffer along with your success, results, relationships, health and joy... but you can help shift out of a bad mood by watching Positive Prime anytime!



7. Count your blessings every day. Gratitude is the most powerful attitude adjuster! Every Positive Prime session is filled with expressions of gratitude that will help you shift your attitude about anything!

Remember, Positive Prime is a tool and only effective when it's used. Changing your attitude is just one way Positive Prime can help you, every single day!

## **Lesson # 12 : Think big!**

You've been watching Positive Prime for over 2 weeks now and I trust you are beginning to feel happier, calmer and more confident on a day-to-day basis and you're starting to feel that your dreams really can come true.

Today, I invite you to refocus on your goals because now is the time to start using Positive Prime to create self-fulfilling prophecies around your goals.

Goals are important! Just the act of setting a goal gives focus and a sense of purpose - and it signals the release of dopamine, one of the feel-good neurotransmitters. Dopamine activates neural circuitry that makes it feel good to take action and explore new challenges.

The hardest thing about goals is the first step. The idea itself is delightful. Imagining yourself achieving the goal is tantalizing. Even the idea of overcoming obstacles on the way, is energizing. But, there's that first step. "WHAT do I do?" "HOW do I do it?" The brain rebels against anything new - it's a primal instinct to avoid the new thing because it could be dangerous! - but of course unless you do that thing, your goal will forever remain a dream.

Here's a brilliant exercise that will help you achieve anything you desire. Trust me on this.

Take a few minutes to do this exercise, and you'll see that achieving them will be a "no-brainer" as you enlist Positive Prime as a goal-setting tool.

1. We've all heard this before, yet most of us have ignored it: WRITE DOWN YOUR GOALS! But let's distill this into ONE GOAL. Just ONE - the big one, the juicy one, the one that makes you come alive. Make your goal SMART:



Specific (put numbers on it; add as many details as possible)

Measurable (what milestones can you look forward to?)

Attainable (with a little extra effort and commitment)

Relevant (be honest - does this goal make your heart sing, or is it a goal that you "think" you should go for?)

Timely (set a deadline!)

2. Break down each goal into 4 categories:

**Obstacles.** You need to mentally rehearse success, but it's important to mentally rehearse overcoming obstacles (this is a huge confidence boost!). Write down any obstacles you imagine as well as a few ways you could overcome them. Don't worry whether your solutions are realistic or not; the act of writing them down will spark creativity (besides, your obstacles might not even materialize!)

**Benefits.** How will this goal make you feel during the process and at the point of achievement? What benefits will you experience in your everyday life (for example fitting into your favorite jeans, living comfortably within your means, having less arguments with your spouse, etc.)?

**Skills and knowledge.** What do you need to learn? Are you honestly willing to learn those skills and acquire that knowledge? If not, then your goal might not be achievable. Break it down into a smaller goal that is more realistic and build from there.

**Resources.** What do you need to have? Money? A crew to assist you? Equipment? Time off from work? Babysitters? Write down some ways you could acquire these resources.

3. Now it's time for mental rehearsal! Looking at your goal breakdowns above, write down some relevant **SELF-FULFILLING PROPHECIES** - or affirmative statements that you want to insert into any Positive Prime Session. Here are some examples:

I love getting up early to train for my marathon

(helps you overcome the obstacle of "I don't have time")

I feel great about studying Photoshop techniques

(helps you become enthusiastic about learning new skills that might intimidate you)

I love knowing that I am attracting people who will help me

(helps you radiate the confident enthusiasm that will have people pushing in line to help you first - seriously! This works!)

I am calm, knowing that solutions will come to me easily

(helps you relax into the process, trust your inner wisdom and not rush or force things)

I enjoy having more energy as I gain fitness

(helps you look forward to a benefit of staying in action on the goal)

A couple of tips on writing powerful self-fulfilling prophecies:

Use both "I am" and "you are" statements

Use statements with your name (for example, "Kim is happy learning how to bake perfect puff pastries")

Use feeling words and phrases like love, enjoy, feel great and happy



What other statements and self-fulfilling prophecies can you think of that are relevant to your goal? Write them down!!  
As you embody these messages, it will be easy to say "yes" to that first step - and the next, and the next...

Also remember to use the power of imagery. You can add images that are specific to your goals to any session!  
You can give your clients and prospects a great resource so they can get a feel for how easy it is to create a powerful "best practice" around Positive Prime.



## Lesson # 12 : Power Of Gratitude

**“Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings.” - William Arthur Ward**

I wanted to touch on one of the key elements of every Positive Prime session - gratitude. You may have noticed lots of expressions of gratitude when you watch. There's science behind it! Gratitude has been shown as the KEY element of happiness and it has the power to brighten even the worst mood!

When you woke up today, did your thoughts turn to anxiety and problems? Did you know that if you start the day by giving thanks, you can set the tone for a better day? If you feel you're on edge, worried and anxious, a dose of gratitude can turn things around for you quickly.

Pausing to give thanks, even when you feel there's "nothing" to be grateful for, will completely change the way you see the world.

I have a wonderful exercise to share with you. I promise you, this exercise will uplift you and let you relax and enjoy the day, no matter what problems you're facing.

Take a moment to give thanks for 15 of your favorite things. Here are some examples of things I love:



- a great book
- a walk on the beach
- that first sip of coffee
- laughing with my beloved
- spending time with my family
- doing something kind, just because
- meditating
- the sun on my face
- when the birds start chirping in the morning
- petrichor: the smell of the earth after it rains
- a massage
- a child's laughter
- my friends
- Positive Prime!

It took me less than a minute to come up with this list and in that time, I went from stressed out (yes, I have my moments!) to calm and happy.

After having given thanks for your 15 things, how do you feel? Much better, right? How marvelous that you have, or experience, these things! Thinking about things and people you love, and consciously appreciating them, will immediately make you happier. Thinking about what you loves calms you, lowers your blood pressure, quiets your racing mind, and makes you see that in the grand scheme of things, any trouble you're going through isn't quite as monumental as it sometimes appears!

## Lesson # 13 : Resistance, or ease?

Today I invite you to consider how Positive Prime can enhance your results in all areas of life with a habit that takes you from resistance to ease very quickly.



**Resistance:** “I’ll start exercising tomorrow.” “Meditation is hard.” “This new material is intimidating.” “I don’t have time.” Resistance means procrastination, avoidance and unsatisfying results.

**Ease:** “I love the way I look and feel when I exercise.” “Meditation is interesting.” “I enjoy stimulating my brain by learning.” “I’d rather work on my project than watch TV.” Ease means flow, joy, inspired action and awesome results! Success is all about moving from resistance to flow.

**The key is daily practice.**

### What is a practice?

A practice is any activity you perform routinely in order to develop mastery and make progress on a goal. A practice means physical action, but also mental practice, or the creation of mental habits that support your physical actions.

Automating success is as easy as creating a habit until that action is as much of a daily “no-brainer” as brushing your teeth.

I simply will not leave the house in the morning without brushing my teeth. Or jumping on my rebounder. Or making sure I’ve replied to all important emails. These are three non-negotiable activities are habits, and they make it effortless to stay on track with my goals.

### What are the benefits of a daily Positive Prime practice?



- Reduces stress
- Helps you keep your goals “top of mind”
- Boosts creativity
- Gives you more energy
- Motivates you to action
- Improves sleep
- Primes you for a better day and better results

- Reduces depression
- Increases your ability to visualize and to solve challenges using new approaches
- Encourages mental rehearsal of success and overcoming obstacles
- Reinforces what works
- Increases happiness

But here's the caveat.

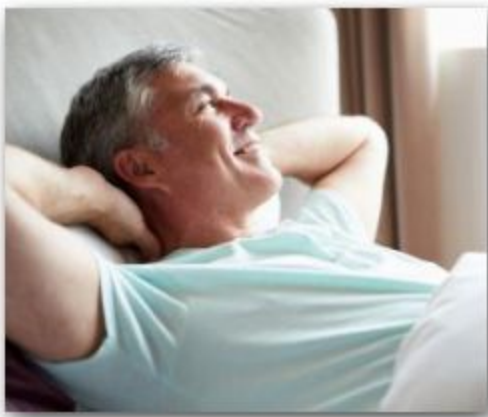


As much as Positive Prime can help you automate success, it won't help you if you don't use it.

In order for Positive Prime to do its job, you have to do your job. All it takes is 3 minutes a day! Remember that at speed 10, a Positive Prime session is only about 3 minutes long! For me personally, waking up to Positive Prime is the simplest way to ensure that no matter how busy or chaotic my day gets, I got the benefits of Positive Prime. Ending the day by watching Positive Prime is another easy way to make sure I get these benefits, no matter what.

A daily Positive Prime practice will move you from resistance to ease. Promise yourself, "just 3 minutes a day"... and before you know it, you'll be happily busy working on your goals, with no procrastination!

#### Lesson # 14 : What do you want today to feel like?



Let's say that you wake up in the morning and your mind starts racing ahead to all that you have to do that day. Maybe some of it stresses you out. Maybe some of it upsets you. Maybe, just maybe, you allow these negative thoughts to get the better of you and by the time you are on your way to work, your mood isn't very good. Maybe you hoped for a good day, but already it's headed in the wrong direction!

How will that affect your work day? More than you might imagine! Your mood has a ripple effect on your energy, motivation, interpersonal relationships, productivity and creativity.

If you let a bad mood grab a hold of you, you basically prime yourself to have a not-so-good day. You might be able to snap out of it... or you may not.

But... what if you primed yourself for the day using Positive Prime? What if you set your intention that no matter what chaos erupts around you, no matter what ridiculousness explodes, you will remain calm, poised and cheerful? You might find that you don't let annoyances build into problems and you might find that you have more tolerance and patience for the things people do.

Remember that the effects of a Positive Prime session last 6-8 hours after just one three-minute session... so imagine how much better you can feel on a daily basis if you watch Positive Prime three times a day (morning, lunch and evening)! Then - the priming effect would intensify and you will notice that you are generally happier and can respond to any situation rather than reacting to it.

Prime for success, happiness, relationship bliss, productivity, good interpersonal relations, creativity, energy, and much more!

So I hope that your answer to, "What do you want today to feel like?" will be, "Happy!" And with a little priming from Positive Prime, you can make it happen!