



MINDSET MAGIC

THE POWER OF REFRAMES

PART

1

INTRODUCTION TO REFRAMES

The technique I'm introducing to you here is what I call a "Brain Training Reframe" and it will help you with your mindset... almost like magic.

Use it when the Visibility Gremlins, those internal voices that tell you to stay small, are talking to you.

You'll be retraining your mind to think differently and work for you...not against you.

When you retrain your brain like this, you can show up and take action more easily.

In relation to visibility, this means stepping out into the world in a bigger way, making better connections, getting more clients or customers, and making more money.

I highly suggest writing out your answers when you work this for yourself. The act of writing focuses your attention, so your mind doesn't jump off to the next thought, distracting you from the process.

In addition, the [Clarity Worksheet](#) previously sent to you, is a helpful adjunct to this.

I'm going to demonstrate this reframing technique by using it to turn around 3 of the most common "Visibility Gremlins" that stop people from taking action. However, I highly suggest applying it whatever limiting thoughts come up for you.

Let's get started!

PART
2

REFRAME EXAMPLES

VISIBILITY GREMLIN EXAMPLE #1:









"I'M REALLY NOT GOOD ENOUGH. HOW CAN I CHARGE FOR THAT, SAY THAT, OR DO THAT?"

When this thought comes into your mind, the first step is to stand in your value and plug into your message. You want to remind yourself of all the value you provide and your powerful and unique message. *(Take a moment to write that out or re-read what you wrote in your Clarity Worksheet.)*

Then recognize and say to yourself:

"EVEN THOUGH I'm nervous about {insert action you're thinking of taking} and I'm doubting whether I'm good enough to do this, can say this, or charge that..." "

IT IS ALSO TRUE THAT...

-  The solution I provide (by solving the problem I solve) helps people tremendously and has a positive ripple affect in all aspects of their lives.
-  For the person who has this problem, it's absolutely worth it to them to solve this problem.
-  I know how to solve this problem.
-  I have an unique way to solve this problem that only I can provide, making it uniquely valuable.
-  It's my job and responsibility to make sure people know how I can help them solve this problem.
-  I'm helping and being of service by letting people know how I can help them solve their problem.
-  Insert your own reframe. What else is true for you?
-  And keep going... what else is true for you? *Can you get to 10 possible "also trues"?*

By finishing this sentence you have answered the power question: *"What else might be true?"* and forced your brain to look for an alternative way of thinking about the situation. Different thoughts, produce different feelings. Notice which feelings allow you to take the most empowered action. These are the thoughts you want to be telling yourself. This is a choice. Make it in favor of your dreams and goals.

CHOOSE IN FAVOR OF YOUR DREAMS

#dreams

#action

#visibility

VISIBILITY GREMLIN EXAMPLE #2: "I DON'T KNOW ENOUGH, I'LL BE EXPOSED AS A FRAUD."

When this thought comes into your mind, the first step is to stand in your value and plug into your message. You want to remind yourself of all the value you provide and your powerful and unique message. *(Take a moment to write that out or re-read what you wrote in your Clarity Worksheet.)*

Then recognize and say to yourself:

"EVEN THOUGH I'm nervous about {insert action you're thinking of taking} and I'm doubting whether I'm good enough to do this, can say this, or charge that... "

IT IS ALSO TRUE THAT...



I do know how to solve this problem. *(Define the problem you can solve.)*



I don't have to solve all their problems, just the problems I know how to solve.



I don't have to know *everything* to solve this problem.



What I do know is good enough to solve the problem I'm telling them I'll solve.



My message is clear. If I clearly say what I stand for and what I mean, and if I clearly say what problem I solve, I will be honestly presenting myself.



There's always more to learn and know AND I know enough to help people solve their problem.



I don't have to be perfect to help others.



Insert your own reframe. What else is true for you?



And keep going... what else is true for you? *Can you get to 10 possible "also trues"?*

VISIBILITY GREMLIN EXAMPLE #3:

"PEOPLE WILL THINK I'M INSINCERE, JUST AFTER THEY'RE MONEY, PUSHY, SALESY, OR PHONY."

When this thought comes into your mind, the first step is to stand in your value and plug into your message. You want to remind yourself of all the value you provide and your powerful and unique message. *(Take a moment to write that out or re-read what you wrote in your Clarity Worksheet.)*

Then recognize and say to yourself:

"EVEN THOUGH I'm nervous about {insert action you're thinking of taking} and I'm doubting whether I'm good enough to do this, can say this, or charge that... "

IT IS ALSO TRUE THAT...



I can sincerely show up with my message and that alone can help people.



I am in business to make money but that is not all that I'm after. I believe in connection, relationships, and helping others.



If I stay true to my message and what I mean, I will come across as passionate and sincere.



If I stay true to my message and what I mean, I will be authentic and real.



I can authentically let people know how I can help them by talking about my message.



I don't have to push people. I can just show up as me and let them know how I can help. The right people will come to me.



If I really show up with my message and the intent to help people, this energy will be communicated.



Letting people know what I offer, is being of service to them. They might desperately need what I offer and if I don't tell them about it, I'm actually doing them a disservice.



Insert your own reframe. What else is true for you?



And keep going... what else is true for you? *Can you get to 10 possible "also trues"?* Keep going until you feel more confident to move forward.

3 RECAP

As you can see, the basic technique is to acknowledge the Visibility Gremlin and then speak to it and say what is also true.

This expands the options you have in your thinking.

When you think different thoughts, you set yourself up to feel differently about the situation and this allows you to take different actions.

Thinking differently leads to...

Feeling differently, which leads to...

Taking different actions... in this case being visible with your business. *(And this leads to more customers and clients!)*

If you're ever struck by the Visibility Gremlins, use this technique: come up with your own reframes by:

- 1 Reminding yourself of all the value you provide and your powerful and unique message. *(Take a moment to write that out.)*
- 2 Acknowledging the thought that you're thinking, the "Visibility Gremlin." *(Even though...)*
- 3 Then stating what is also true. *(It is also true that...)*

"What else might be true?"

This one question is SERIOUSLY POWERFUL brain training.

Use it over and over again. It works wonders!

I can't wait to hear how this helps you with The Visibility Challenge. Let me know in our [Facebook group](#) and please ask questions or for any additional help there.

XOXO,

Amira

You can find out more about me and the business coaching I offer at:

www.amiraalvarez.com

And I'd love to connect with you:

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