

THE SELF-TALK EFFECT TOOLKIT



THE SELF-TALK EFFECT SIGNAL SHEETS

Language Tools That Change Behavior
 "I can't handle this."
 → "I can handle this moment."

BENJAMIN PROBERT

The Self-Talk Effect

New! Workbook for Training Use

Download and use this workbook to help you and your team understand the power of self-talk. The workbook includes a guide to self-talk, a list of self-talk phrases, and a series of exercises to help you practice using self-talk in your daily life.

PROOF OF PROGRESS
 YOUR CHANGE,
 DOCUMENTED

MOMENTUM OVER MOTIVATION

A 14-DAY GUIDE TO BUILDING A RITUAL YOU CAN TRUST

Emotional Resilience Routines

A 14-DAY GUIDE TO BUILDING A RITUAL YOU CAN TRUST

The Self-Talk Effect Toolkit

Download and use this toolkit to help you and your team understand the power of self-talk. The toolkit includes a guide to self-talk, a list of self-talk phrases, and a series of exercises to help you practice using self-talk in your daily life.

SELF-COACHING FOR YOUR FUTURE SELF

A Companion Guide to The Self-Talk Effect

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Preview

This is a preview copy of The Self-Talk Effect Toolkit.

The Full Toolkit Includes

- The Self-Talk Effect Workbook
- 30-Day Plan
- Self-Coaching
- Signal Sheets for daily practice
- Emotional Resilience Routines
- Momentum Your Way action planner
- 51 Permission Slips

Together these tools help you notice negative self-talk, refine the sentence, and move into clear action.

[You can get access to the complete toolkit here](#)

This preview shows a small sample of the tools included in The Self-Talk Effect Toolkit.

The Self-Talk Effect: Understanding Negative Self-Talk

A Simple Method to Take Control of Your Inner Voice

Thank you, for investing in this guide and in yourself. You are about to be given the tools to help you begin to work towards understanding your negative self-talk.

Did you know...

The words you use influence how you interpret a situation.

Your interpretation influences how you feel.

Your emotional tone influences what you do.

Over time, the sentences you repeat become familiar. What becomes familiar becomes automatic.

That is why negative self-talk matters.

This guide will help you recognize the patterns behind negative self-talk and show you how to interrupt them in a practical way. The goal is not to pretend everything is positive. The goal is to notice the sentence, refine it, and replace it with wording that leads to clearer decisions and better action.

When you change the sentence, you often change the direction of your behavior and repeated small changes in behaviour eventually produce different results.

Chapter One

The Thought → Feeling → Action Pattern

Most people assume that situations create emotions.

They believe stress comes from the workload, frustration comes from other people, and anxiety comes from uncertainty about the future. Because the emotional reaction feels immediate, it appears as though the situation caused the feeling automatically.

However, the reaction does not come directly from the situation.

It comes from the thought that forms about the situation.

When something happens, we quickly create a sentence explaining what just occurred. **That sentence becomes the thought that shapes the reaction.**

Once the thought appears, the sequence usually unfolds in a predictable pattern.

First, a thought appears about what just happened.

Second, that thought produces a feeling.

Third, the feeling influences behaviour.

Fourth, the behaviour produces a result.

The sequence looks like this: Thought → Feeling → Action → Result

Most people only notice the emotion in the middle of the sequence. They feel anxious, frustrated, embarrassed, or discouraged and assume the situation caused the reaction.

However, the thought appeared first.

That thought shaped the emotional response and influenced what happened next.

Example: Interpreting Feedback

Imagine someone receives feedback about their work.

A manager says, "This section needs revision."

The statement itself is neutral. It simply indicates that something needs to be adjusted. However, the thought that follows can vary dramatically.

One person might think: "They think my work is terrible."

That thought produces embarrassment or defensiveness. Because the feeling is uncomfortable, the person might rush through the revision carelessly or become resistant to the feedback.

Now consider a different thought about the same situation:

"They want this section to be clearer."

The emotional response becomes very different. Instead of embarrassment, the person feels focused on improving the work. They review the section carefully and submit a stronger version.

The event was identical.

The thought was different.

That thought created a different feeling, which influenced the action that followed.

Example: Interpreting Silence

Consider another everyday situation.

You send a message to someone and do not receive a reply for several hours.

The event itself is simple. A message has not been answered yet. However, a thought quickly forms to explain what might be happening.

One thought might be:

“They are ignoring me.”

This produces irritation or disappointment. The emotional reaction may lead the person to send another message immediately or withdraw from the conversation.

Now consider a different thought:

“They are probably busy and will reply later.”

The situation has not changed, yet the emotional response is calmer. The person continues their day without distraction and waits for the reply.

Again, the same pattern appears: Thought → Feeling → Action → Result.

Why This Means

Once this pattern becomes clear, an important shift occurs.

Many people believe they need to control their emotions before they can act differently. They try to calm themselves down, motivate themselves, or force themselves to feel confident.

This often becomes frustrating because emotions feel unpredictable.

The sequence described in this chapter explains why.

Emotions are not the starting point of behaviour.

They are a response to the thought that comes before them.

When the thought changes, the rest of the sequence begins to change as well.

The Self-Talk Effect: Stop Negative Self-Talk

A Workbook On How To Turn Negative Self-Talk Into Action

This guide teaches a simple system for changing how you respond to situations by refining the language you use with yourself. The system works through a short sequence:

Notice → **Refine** → **Instruction** → **Action** → **Result**

Here is how it works.

1. Notice

First, notice the sentence that appears automatically. Example:

"This is a disaster."

"I can't deal with this."

"This always happens."

You are not trying to stop the sentence. You are simply noticing it.

2. Refine

Next, adjust the wording so it becomes more accurate and less exaggerated.

Example:

"This is a disaster." becomes "This didn't go how I planned."

"I can't deal with this." becomes "This is uncomfortable."

Refining the sentence lowers emotional intensity.

3. Instruction

After refining the sentence, give yourself a simple instruction. Examples:

“Start with the first step.”

“Slow down.”

“Focus on what’s next.”

“Look at the facts.”

Instructions turn thinking into direction.

4. Action

Follow the instruction with a small action. Example:

Open the document.

Send the message calmly.

Take the first step of the task.

Small actions interrupt emotional loops.

5. Result

Over time, repeated practice changes your automatic reactions.

Your language becomes steadier.

Your emotional responses shorten.

Your decisions become more deliberate.

The goal is not perfection.

The goal is repetition.

The Daily Practice

To make this system part of your routine, use the daily rhythm introduced later in the guide.

Morning – choose your tone.

Midday – notice your wording.

Evening – review without criticism.

Small refinements repeated consistently produce lasting change.

Why the Guide Uses the Word “Sentence”

In this guide, the word **sentence** is used deliberately.

Many people talk about “thoughts” or “mindset,” but those ideas can feel vague. It is difficult to change something that feels abstract.

A sentence is different. A sentence is the short piece of language that appears in your mind in a moment of reaction.

Examples include:

“This always happens.”

“I can’t deal with this.”

“This is a disaster.”

“I’m behind again.”

These sentences often appear automatically. They are fast, familiar, and easy to repeat.

The goal of this guide is not to eliminate these sentences. Instead, the goal is to **notice them and refine them** so they guide better decisions.

When you change the wording of the sentence, you often change the emotional intensity that follows. When the emotional intensity changes, your next action changes as well.

This is why the guide focuses on sentences. They are the **smallest unit of self-talk that you can actually work with.**

Disclaimer:

This guide focuses on everyday self-talk and how language influences interpretation and behaviour. It is not a substitute for professional medical, psychological, or therapeutic care. If you are experiencing severe emotional distress or a mental health condition, please seek support from a qualified professional.

How to Use These Signal Sheets

You already talk to yourself all day.

When something goes wrong.

When you feel pressure.

When you hesitate.

When you mess up.

There is always a sentence running in the background.

Most of the time, you don't notice it. But that sentence shapes how you feel. How you feel shapes what you do. And what you repeat becomes who you are becoming.

These signal sheets are not about positive thinking. They are not about pretending everything is fine. They are about precision.

Each sheet shows you a common reaction phrase and a steadier replacement.

Small shifts reduce emotional intensity. Reduced intensity improves decisions. Better decisions compound over time.

You do not need to use every shift. Pick one that sounds familiar and practice it for seven days. Repeat it when the old sentence shows up.

That's it.

This system works through repetition, not intensity.

THE SELF-TALK EFFECT - SIGNAL SHEET ONE

→ From Reaction to Direction

When something happens, your first sentence decides your next move.

Reaction language escalates emotion. Direction language restores control.

Use these shifts when you feel pulled into automatic response.

DON'T SAY...	SAY ...	WHY? ...
"I have to..."	"I choose to..."	Choice restores control. Control reduces resistance.
"I'm stuck."	"I need to adjust."	"Stuck" freezes identity. "Adjust" creates movement.
"I don't know what I want."	"I'm clarifying what matters."	Confusion becomes process instead of failure.
"I can't control this."	"I can influence my next step."	Control is limited. Influence is usable.
"They made me feel this way."	"I'm choosing how to respond."	Responsibility strengthens stability.

"It's too late."	"I can begin differently."	Time pressure shuts action down. Direction reopens it.
"I'll just react."	"I'll decide deliberately."	Reaction is automatic. Decision is intentional.
"This just happened to me."	"I'm deciding what this means."	Interpretation shapes emotional tone.
"This ruined everything."	"This changed the plan."	Plans shift. Your identity doesn't collapse.
"I'm waiting for a sign."	"I'll create a signal through action."	Clarity often follows movement.

The Self-Talk Effect 30-Day Plan

A Companion Guide to The Self-Talk Effect

By taking yourself through The Self-Talk Effect, you are learning how you speak to yourself in a way that helps you learn how to manage reactive self-talk. The self-coaching companion supports you with making that happen and so does this 30 day plan.

This plan builds three skills:

Awareness. Replacement. Repetition.

Each week builds on the last. Five minutes a day is enough.

Do not attempt to change everything. Choose one phrase per day and repeat it consistently. Repetition will help you build your default responses so they become natural and automatic. To stay consistent, remember:

The way you interpret a situation shapes how you feel. How you feel shapes what you do. What you do and repeat shapes the action you take.

Small shifts, practiced daily, become automatic.

Optional Tracking For You

If you want to track your progress use a journal and include these

Today's escalating sentence:

My replacement sentence:

One action I took:

What changed in my mood or behavior:

It is optional but it will help you keep track of your progress and provide evidence when you look back 30 days from now and wonder what has changed.

Week One Days 1 - 7

→ Awareness and Interruption

Theme: Notice the sentence before it runs you.

Goal: Catch your default language in real time.

<p>Daily Structure</p> <p>Every day:</p> <p>Write down one sentence you said to yourself.</p> <p>Identify whether it escalated or stabilized you.</p> <p>Replace one word.</p>	<p>Day 1</p> <p>Notice your most repeated negative phrase.</p> <p>Write it exactly as you say it.</p> <p>Ask:</p> <p>What word increases intensity?</p>	<p>Day 2</p> <p>Catch one exaggeration word like:</p> <p>Always Never Everything Nothing</p> <p>Replace it with something precise.</p>
<p>Day 3</p> <p>Catch one identity label:</p> <p>"I'm lazy." "I'm bad at this." "I'm awkward."</p>	<p>Day 4</p> <p>Catch one pressure phrase:</p> <p>"I have to." "I should." "I can't."</p>	<p>Day 5</p> <p>Catch one catastrophic phrase:</p> <p>"This is a disaster." "This ruined everything."</p>

<p>Rewrite it as behavior, not identity.</p>	<p>Replace with: "I choose to." "I'm deciding to." "I'm learning to."</p>	<p>Lower the scale.</p>
<p>Day 6</p> <p>Interrupt using six words.</p> <p>Create one six-word stabilizing signal.</p> <p>Example: Pause. Interpret again. Choose deliberately.</p>	<p>Day 7 Weekly Reset</p> <p>Answer:</p> <p>What phrase showed up most?</p> <p>What word change helped most?</p> <p>When did I feel more steady?</p>	<p>Your Notes:</p>

Optional Tracking

Today's escalating sentence:

My replacement sentence:

One action I took:

What changed in my mood or behavior:

Momentum Over Motivation Mini-Guide

Introduction: The Motivation Trap

Motivation feels like the answer. It's the rush you get when you watch an inspiring video, read a success story, or imagine your future self. For a brief moment, everything feels possible.

But motivation is a fair-weather friend. Some days you wake up ready to conquer the world. Other days, the spark is gone before you have even gotten out of bed. You find yourself waiting, waiting to feel ready, waiting for the right moment, waiting for that surge of energy that may never come.

This is the motivation trap, and millions of people are stuck in it. They start strong, powered by enthusiasm, only to fizzle out when life gets messy, when progress feels slow, or when the initial excitement wears off.

Relying on motivation sets you up for a boom-and-bust cycle of progress. Here's the truth that changes everything: you don't need constant motivation to make consistent progress. What you need is **momentum**.

Momentum isn't about feeling inspired – **it's about building a system that works regardless of how you feel**. It's about creating evidence that you can keep going, one small step at a time, until moving forward becomes as natural as breathing.

The Science Behind Momentum

Your brain is wired to seek evidence of who you are. Every action you take either reinforces or contradicts your self-image. When you consistently take small actions

toward a goal, you are literally rewiring your brain to see yourself as someone who follows through.

This is where momentum becomes powerful. Each small step creates a micro-success that your brain interprets as evidence of capability. Over time, these micro-successes compound, building an identity of someone who gets things done.

The neuroscience is clear: **repeated behaviors create neural pathways that make future behaviors easier.** What starts as effortful becomes automatic. What requires willpower today, becomes habit tomorrow.

The Momentum Loop: Your Engine for Progress

Momentum grows through a predictable, repeatable cycle:

Small Step → Take one manageable, specific action

Evidence → Record it in a way you can see

Confidence → Acknowledge proof that you followed through

Identity Shift → Begin seeing yourself as someone who keeps commitments

Repeat → Stack the next small step with increased self-trust

This isn't just a productivity hack, it's a complete reframing of how progress works. You are no longer dependent on external inspiration or perfect conditions. You are building an internal engine that runs on evidence rather than emotion.

The beauty of this loop is its resilience. Unlike motivation, which disappears under stress, momentum actually strengthens during challenges because you have proof of your ability to persist.

MOMENTUM TRACKER - PREVIEW

How to Use This Tracker

This tracker is not about perfection. It is about persistence. Building proof, day by day, that you can keep going even when motivation fades. If you have ever started something strong, only to lose steam a week later, you are not alone. The problem is not you.

The problem is that motivation is unreliable. It comes and goes. What matters more than motivation is **momentum** and momentum is built through action, evidence, and identity. This 30-day tracker is designed to help you:

1. Capture Evidence of Progress

Every time you complete a step and record it here, you create visible proof that you follow through. That proof matters. It rewires how you see yourself: not as someone who “tries and gives up,” but as someone who takes action, again and again.

2. Reframe Lapses as Restarts

You will miss a day. Everyone does. The difference between people who keep going and people who stop isn't willpower - it is how fast they restart. This tracker will guide you to treat a pause as a **restart**, not a failure. Each restart is evidence of resilience.

3. Anchor New Habits to Routines

Motivation relies on feelings. Momentum relies on systems. Here you will use a simple NLP technique called **anchoring**: linking your new action to an existing habit (for example, “After I brush my teeth, I will write one line in my journal”). Anchoring makes change automatic instead of effortful.

4. Strengthen Your Self-Image

Change lasts when you begin to see yourself differently. Each page in this tracker includes short language patterns drawn from NLP to help you link your actions to identity: “*This is what a writer does.*” “*This is what a healthy person does.*” Over time, these words sink in, turning your small steps into part of who you are.

What to Expect Over 30 Days

- **Week 1:** Starting small. You will prove to yourself that you can begin, no matter how tiny the step.
- **Week 2:** Building consistency. You will start to see streaks and evidence stacking up.
- **Week 3:** Resilience in action. You will probably hit bumps and you will practice the restart protocol.
- **Week 4:** Identity shift. You will notice that your small steps feel more natural, and your language about yourself changes from “I hope I can” to “This is what I do.”

The Only Rule

The only way to “fail” with this tracker is to stop using it. Even one line filled in is progress. Even one restart proves resilience. At the end of 30 days, you will not just have a streak, you will have a body of evidence that you are consistent, capable, and moving forward.

How This Tracker Works in Real Life

Think of this tracker as your personal logbook. Each day, you will write down one small step you took, how you felt before and after, and what that action means about who you are becoming. Over time, these pages build into visible proof: not “I tried and gave up,” but “I kept going.” Even if you miss days, the restart protocol helps you turn pauses into comebacks. By the end of 30 days, you can flip back and see a record of persistence, not perfection.

Why This Matters

Most people give up because they believe change depends on motivation and when motivation disappears, they think they have failed. This tracker shifts the story. Instead of relying on fleeting inspiration, you will rely on evidence: proof that you act, proof that you restart, proof that you are capable. That matters because confidence and momentum come from seeing yourself follow through.

Why This Works

- **Neuroscience:** Repeated small actions build neural pathways, making future actions easier and more automatic.

- **Behavioral Psychology:** Tracking progress increases awareness and consistency, what gets measured gets repeated.
- **NLP Anchoring & Reframing:** Linking steps to existing routines makes them stick, and reframing lapses as restarts builds resilience instead of guilt.
- **Identity-Based Change:** Every logged step is a vote for the person you want to be. Over time, your actions shape your self-image, and identity becomes the engine for momentum.

What Emotional Resilience Really Is (and Isn't)

Why This Matters

The way we think about resilience shapes how we practice it. If we believe resilience means “*never struggling*,” we will feel like we are failing the moment life knocks us down. But if we understand emotional resilience as the ability to bend, adapt, and return to steadiness, we stop shaming ourselves for being human and start building skills that actually work.

Clearing Up the Myths

Let's start by untangling what resilience is **not**:

- **It's not about being unshakable.** Even the most resilient people cry, doubt themselves, or feel overwhelmed.
- **It's not endless positivity.** Pretending everything is fine when it isn't just buries the problem deeper.
- **It's not a personality trait.** You don't have to be naturally optimistic or tough to develop resilience.

Now, what resilience **is**:

- **Flexibility.** Like a tree in the wind, you can bend without breaking.
- **Recovery.** You may stumble, but you can find your balance again.
- **A practice.** The more you use it, the stronger it becomes.

When you redefine resilience this way, it becomes possible. It's no longer a lofty standard, it's a skill set you can work on, step by step.

Why This Works

Resilience is rooted in how the brain and body handle stress. When we face a challenge, our nervous system triggers the "fight, flight, or freeze" response. That's useful in short bursts, but damaging when it stays switched on.

Here's where resilience comes in. With practice, you can train your nervous system to recover more quickly. Studies in neuroscience show that:

- People who regularly practice **mindful pausing** lower their stress hormone (cortisol) faster after a challenge.
- **Acceptance-based practices** reduce rumination (the cycle of going over problems repeatedly) and increase emotional stability.
- **Journaling and self-awareness exercises** activate the brain's prefrontal cortex - the part that helps you regulate emotions and make better decisions.
- **Small daily habits** (sleep, breathing exercises, boundaries) strengthen the parasympathetic nervous system, the "rest and recover" mode of your body.

In short: resilience isn't magic. It's the result of practices that calm the body, sharpen awareness, and help you reset.

A Story From Real Life

There was a period in my life when I thought I was doing resilience "right." I powered through long workdays, kept saying yes to extra commitments, and plastered on a

smile even when I was running on fumes. To others, I looked capable. Inside, I was fraying.

It all came crashing down one evening over something tiny — I forgot to buy milk. My reaction was out of proportion to the problem, but it wasn't really about the milk. It was about all the stress I had been carrying without pause. That breakdown was my body's way of saying, "Enough." Looking back, I see it clearly: I wasn't resilient. I was surviving. Real resilience would have meant pausing earlier, acknowledging my limits, and choosing habits that gave me strength, not drained it. That realization is what led me to create the PAUSE Method.

Everyday Examples of Resilience in Action

- **Workplace conflict:** Instead of snapping back at a colleague, you pause, breathe, and ask a clarifying question.
- **Parenting stress:** Your child throws a tantrum. Instead of losing your temper, you accept the situation and remind yourself this is normal, not a reflection of your worth.
- **Life transitions:** A job loss, a move, or a breakup knocks you sideways. Instead of seeing it as the end, you look for what you can understand and learn.
- **Health challenges:** A diagnosis changes your plans. Instead of resisting, you strengthen yourself with routines and small steps to care for your body and mind.

Each example shows the same pattern: you don't avoid difficulty, but you recover more quickly and with less damage to your confidence.

Reflection Exercise

Grab your journal and complete this short exercise:

1. Write down one recent challenge or stressor.
2. Note how you responded in the moment. Did you pause, accept, understand, strengthen, or evolve – even slightly?
3. Now ask yourself: *If I had been able to bring more resilience to that moment, what might I have done differently?*

This isn't about judging yourself. It's about noticing patterns – and realizing resilience is already there in small ways.

Your Takeaway

Resilience doesn't mean never breaking down. It means you don't stay down. You recover, reset, and keep moving. And every time you do, you strengthen your capacity to face the next challenge with more steadiness.

This is why the PAUSE Method works – it gives you a structure to practice resilience, not just wish for it.

The Full SELF-TALK Toolkit Includes

This is not just a single guide. It is a complete self-talk practice system. Each resource works together to help you notice, adjust, and repeat better internal language until it becomes natural.

Inside the toolkit you receive:

The Self-Talk Effect Guide Worth \$7

This guide explains how internal language shapes interpretation, emotional tone, and behaviour. You will learn:

- ✓ how exaggerated wording increases emotional intensity
- ✓ how small sentences influence reactions
- ✓ how language can escalate or stabilise situations

Once you understand this mechanism, you begin to notice your internal sentences more clearly.

The Self-Talk Effect Workbook Worth \$12

Understanding alone does not change behaviour. Practice does. The workbook introduces the core method used throughout the system:

Notice → Refine → Instruction → Action → Result

You will learn how to:

- ✓ notice the sentence behind your emotional reactions
- ✓ refine exaggerated language that escalates situations
- ✓ use short questions to interrupt automatic thinking
- ✓ turn clearer language into deliberate action

Daily exercises help you practise the method until the process becomes automatic.

Signal Sheets Worth \$12

Signal Sheets provide quick reference phrases you can use in real situations. When you feel overwhelmed, frustrated, or discouraged, the signal sheets provide practical language that keeps the situation manageable. They are designed to be used in the moment, not just read once.

The 30-Day Practice Plan Worth \$19.99

Repetition is what changes automatic reactions. The 30-Day Practice Plan provides a simple structure for building the habit of noticing and refining your self-talk.

[The Self-Talk Effect Self-Coaching Guide Worth \\$19.99](#)

Inside the guide you'll learn how to:

- ✓ interrupt emotional spirals before they escalate
- ✓ redirect your attention toward practical action
- ✓ guide yourself through uncertainty and pressure
- ✓ build confidence through consistent self-direction

This process turns self-talk from something that happens to you into something you use intentionally.

Emotional Resilience Routines - \$17 Value

Some situations trigger stronger emotional reactions. You will learn simple methods to:

- ✓ reduce emotional intensity
- ✓ reset your thinking during stressful moments
- ✓ recover faster after difficult situations

The Momentum Guide - \$19.99 Value

Progress is rarely driven by motivation. You will learn how to:

- ✓ reduce hesitation before starting tasks
- ✓ break large problems into manageable steps
- ✓ continue moving forward without waiting to feel ready

51 Permission Slips - \$9.99 Value

Many negative self-talk patterns revolve around guilt, pressure, and unrealistic expectations. Permission Slips help you:

- ✓ say no without guilt
- ✓ protect your time and energy
- ✓ reduce the pressure created by unrealistic internal expectations

The Real Outcome Of This Work

The goal is not perfect thinking. The goal is steadier reactions. When your internal language becomes calmer and more precise:

- ✓ problems feel more manageable
- ✓ decisions become clearer
- ✓ emotional reactions become shorter

And over time, those reactions shape better results.

This toolkit is designed for people who are ready to take control of their inner voice. You do not need hours each day.

A few minutes of awareness and repetition can begin changing the pattern.

[You can get access to the complete toolkit here](#)