



WHAT DO YOU BELIEVE?

# 16 LIMITING BELIEFS THAT ARE PREVENTING YOU FROM THRIVING

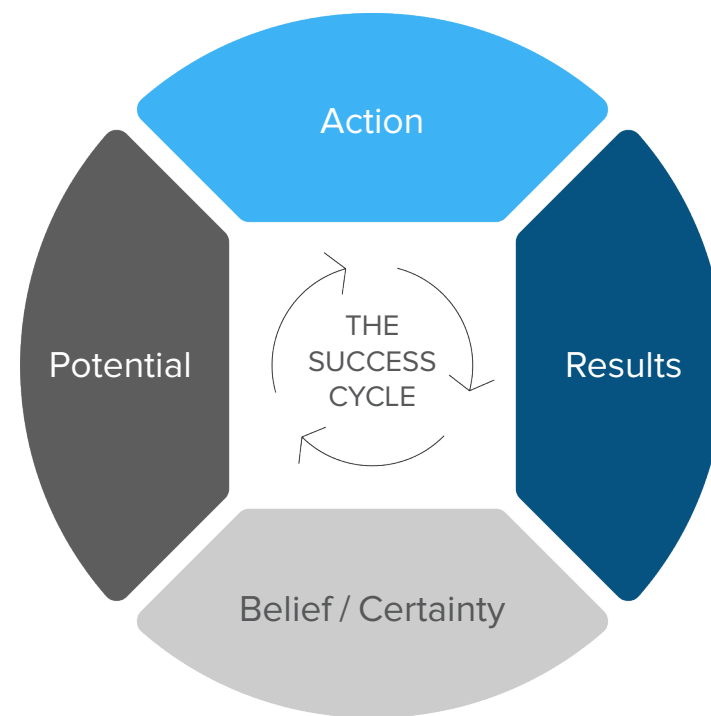
Overcome them to create the life you deserve

We all have unlimited potential — but often our results don't reflect that. Why? Because our unconscious beliefs cripple us before we can even start.

Our nature is to only invest energy into that which we believe will produce the outcome we seek. Therefore, when we believe something is not going to work out – even unconsciously – we sabotage our potential by taking halfhearted action. Little action equals lousy results. Lousy results equal uncertainty and disheartened beliefs. It is a vicious cycle that only ends when you decide to change what you're putting into it.

**Potential. Action. Results. Beliefs. Certainty. Alone, each one of these words is fairly self-explanatory, but when we put them together to make the success cycle, we dive deeper into understanding the psychology of success.**

The diagram to the right shows the keys to success. The more resolved beliefs we have about achieving something, the more potential we will tap. With greater potential comes greater action. Greater actions yield greater results, which then reinforces the belief that we can achieve, fueling our certainty.



However, if we're not careful, the success cycle will also work in reverse. Beliefs have the power to create and the power to destroy. But what is a belief, really? It's a feeling of certainty about what something means. The challenge is that most of our beliefs were unconsciously created based on our interpretations of painful and pleasurable experiences in our past. But the past does not dictate the present – unless you continue to live there. We can find experiences to back up almost any belief, but the key is to make sure that we are consciously aware of the beliefs we are creating. If your beliefs don't empower you, change them.

Will your beliefs be the reason you stop taking action towards the results you want from life? Or will you change them into the ultimate opportunity to create something extraordinary?

*The only thing that's keeping you from getting what you want is the story you keep telling yourself. –Tony Robbins*

By anticipating – or perhaps acknowledging that you already have them – and changing them, you will be able to create the opportunities for success and fulfillment that so many others will miss.

# HEALTH

In order to create fulfillment in all areas of our life, we must first master our body — our health, our energy, our vitality. While we know that health is important, so many of us succumb to limiting beliefs about health, preventing us from making a lifestyle change. Don't let these beliefs stop you from achieving peak health.

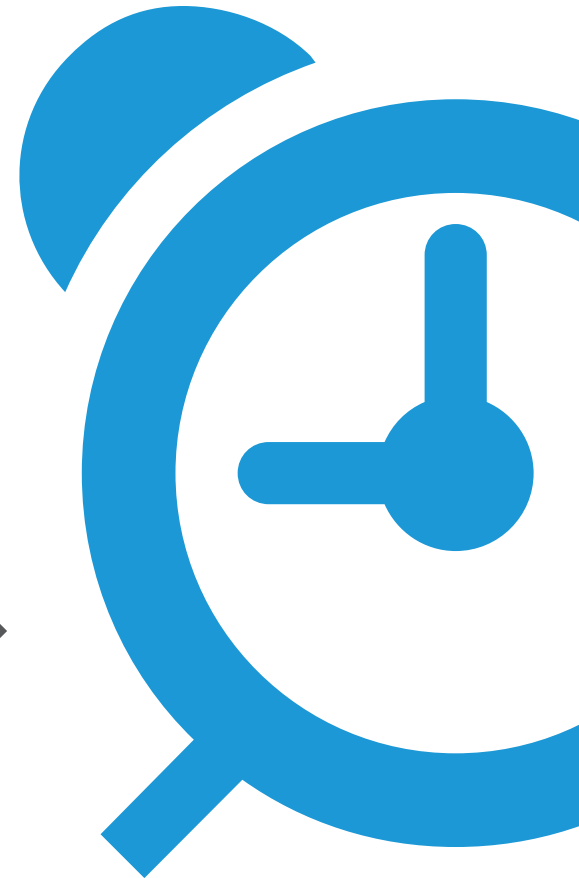
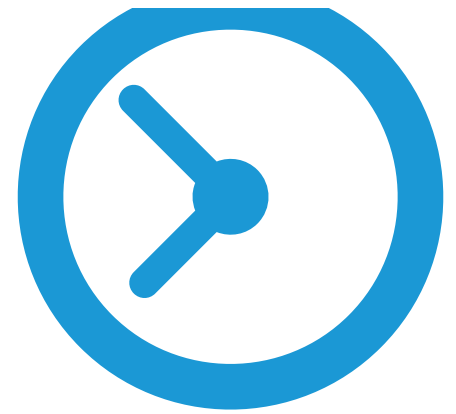
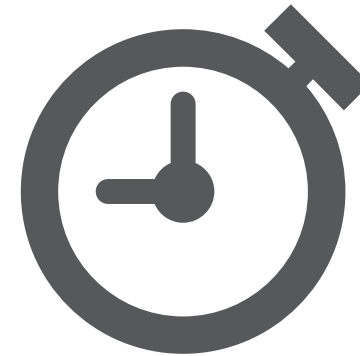


## DID YOU KNOW?

A staggering 4 out of every 5 Americans do not get the recommended amount of exercise each week.<sup>1</sup>

## “I DON’T HAVE TIME.”

**FACT:** Twenty-six percent of people think they do not have enough time to make a lifestyle change. You have the same number of hours in a day as everyone else in the world. Why are some people able to capture every moment while others consistently use lack of time as an excuse? It’s because for some people, working out is a **MUST**, and for others it’s a **SHOULD**. The key is for you to turn your shoulds into musts. You can start by tracking where you spend your time. This will help you to better prioritize and schedule your activities accordingly. Begin each day with a definite plan and put a stake in the ground for what it is that you want out of the day — this is something you *must* do, not something you should do.<sup>2</sup>



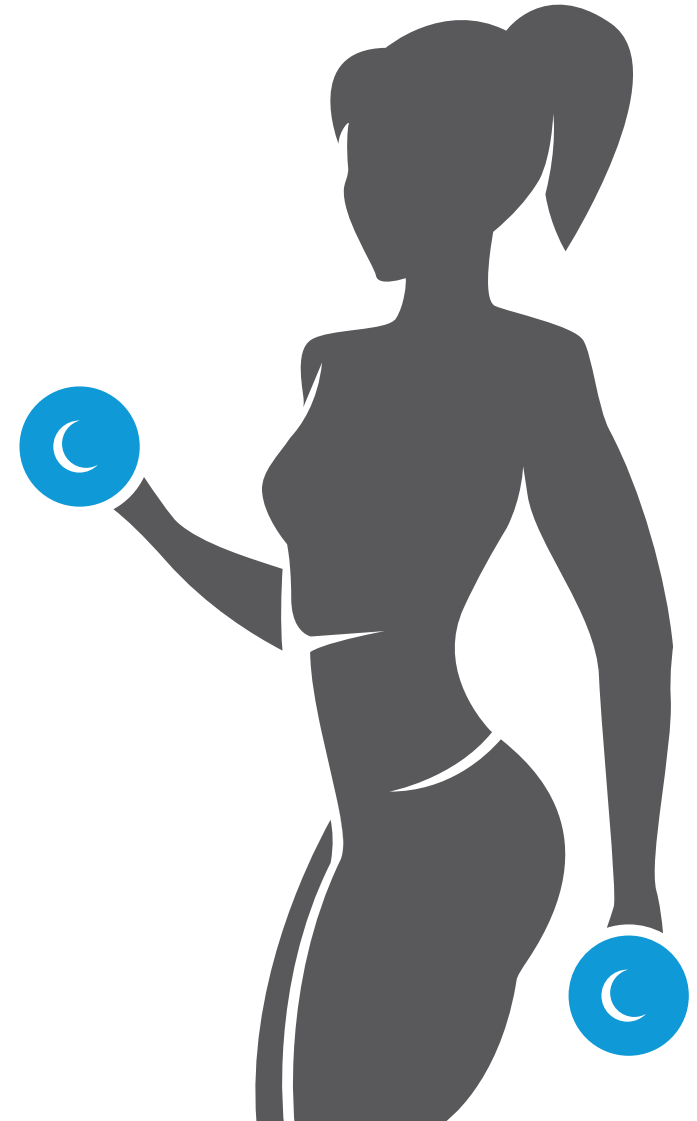


## “IT’S TOO EXPENSIVE.”

**FACT:** Seventeen percent of people think it is too expensive to make a change towards a healthier lifestyle. But when we really look at the facts, the cost of eating a healthy diet vs. an unhealthy diet is only \$1.50 more per day.<sup>3</sup> The spare change in your pocket can mean the difference in your quality of life. If you are committed to making a change, don’t base your beliefs on common misconceptions.

# “I DON’T HAVE THE WILLPOWER.”

**FACT:** Twenty-seven percent of people don’t think they have enough willpower to make a lifestyle change.<sup>4</sup> Willpower is not something we are born with; it’s a skill we can learn, a muscle we can exercise, a tool that leads to results. Overcome this limiting belief and start moving toward the empowering belief of “If I can’t, I must; if I must, I can.”



## 12 Master Principles for a Vital Life

### GIFTS

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Vital  
Breathing



Living Water  
& Live Foods



Essential  
Oils



Alkalinity



Aerobic  
Energy



Maximum  
Nourishment



Structural  
Alignment



Directed  
Mind

### POISONS

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Processed  
Fats



Animal  
Flesh



Dairy  
Products



Acid  
Addiction

# “I DON’T UNDERSTAND.”

**FACT:** According to a recent study, 52% of Americans believe that it is easier to do their taxes than to figure out how to eat healthfully!<sup>5</sup> With a belief like this, it’s no surprise that many people fail to even get started. Tony has simplified the practice into 12 Master Principles for a Vital Life — The 8 Gifts and The 4 Poisons. Learn to master these and your understanding and ability to live a healthy lifestyle will grow exponentially.



# RELATIONSHIPS

Relationships are our most intimate connections. They are a place where we dance between desire and vulnerability. In relationships we are at our most raw and our truest form — and thus exposed to some of the most damaging limiting beliefs. Whether you're in a relationship or looking for one, don't let your stories threaten your potential for your own great love story.



## DID YOU KNOW?

Over 50% of all single people in America have not had a date in more than two years.<sup>6</sup>

## “I DON’T DESERVE LOVE.”

**FACT:** Insecurity (in one or both partners) is one of the top ten reasons marriages end in divorce.<sup>7</sup> It could be insecurity in the relationship or within ourselves. Everyone deserves love, but in order to find and keep love, you must first overcome the false belief that you are unworthy of love. Also, be aware that insecurity can lead to jealousy and questioning your partner’s intent — this will doom your relationship. You must tap into the power of positive intent — knowing that whatever your partner says or does their intent is positive. Cultivate a healthy relationship by creating these new beliefs.



## “ALL THE GOOD ONES ARE ALREADY TAKEN.”

**FACT:** There are 124.6 million single Americans out there, and yet most people consider finding and attracting an ideal mate to be some sort of modern-day myth — something that just doesn't happen in real life, but only in the movies.<sup>8</sup> But finding someone is not an impractical dream, it requires getting real and raw with yourself about what you want, and ultimately becoming the person that **YOU** need to be in order to attract your ideal partner.

Decide on the qualities you are looking for — and not looking for. Write them down — be specific! And once you've done that, take massive action. Be accessible. Take a friend and go out and network. Don't turn down dates. Advertise yourself. When your energy is focused on meeting someone, your chances of creating that meeting will be much greater!





## “WHAT IF I AM SETTLING?”

**FACT:** Seventy-five percent of married people feel that they settled.<sup>9</sup> As relationships progress, couples often slip into patterns of certainty — which can make them feel as if they’ve settled. The key is to not get stale. In order to create fulfilling relationships, you must continue to innovate and market with your partner. In the beginning of the relationship, you marketed yourself. You put your best face forward. You innovated and spent time thinking of ways to make your partner happier than they have ever been. Are you still doing those things? If you do what you did in the beginning of the relationship, there won’t be an end.



## “I AM SCARED OF REJECTION.”

**FACT:** Science has proven that in the moment of rejection your heart rate will drop substantially. Your pupils dilate and the body generally activates the fight or flight mode.<sup>10</sup> The truth is, “rejection” is often just a **MEANING** you make up. Did they reject you? Or were they just not available? Maybe they had something going on you didn’t know about. The key is to find an **EMPOWERING** meaning each time you might feel “rejected” so that it propels you forward, as opposed to holding you back.

# CAREER

Today, most people spend more time at work than they do anywhere else. How can we thrive when we spend so much time at a place where we are actively disengaged? What's the secret to breaking through in this area? You need to find something your passionate about, something you are here for that is bigger than yourself. The success cycle shows us that in order to change our results, we first need to change our beliefs and actions. By anticipating and eliminating these limiting beliefs, we will take action and create opportunities for growth that will lead us to the career of our dreams.



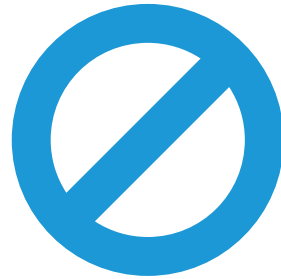
## DID YOU KNOW?

About 7 out of every 10 employees are not engaged in the workplace.<sup>11</sup>



## “I DON’T HAVE WHAT IT TAKES TO SUCCEED.”

**FACT:** In 1979 the Harvard MBA program conducted a study where graduate students were asked, “have you set clear, written goals for your future and made plans to accomplish them?” Only 3% had written goals and plans. 13% had goals but they weren’t in writing, and 84% had no goals at all. Ten years later, the same group was interviewed again. The 13% of the class who had goals but did not write them down was earning twice the amount of the 84% who had no goals. The 3% who had written goals were earning, on average, ten times as much as the other 97% of the class combined! In order to achieve success, you need to first commit to making a change — and setting goals is the first step in turning the invisible into the visible. Right now, take a moment to map out your goals. Make sure the results you are moving toward are specific, measurable, achievable, realistic and anchored within a time frame.<sup>12</sup>



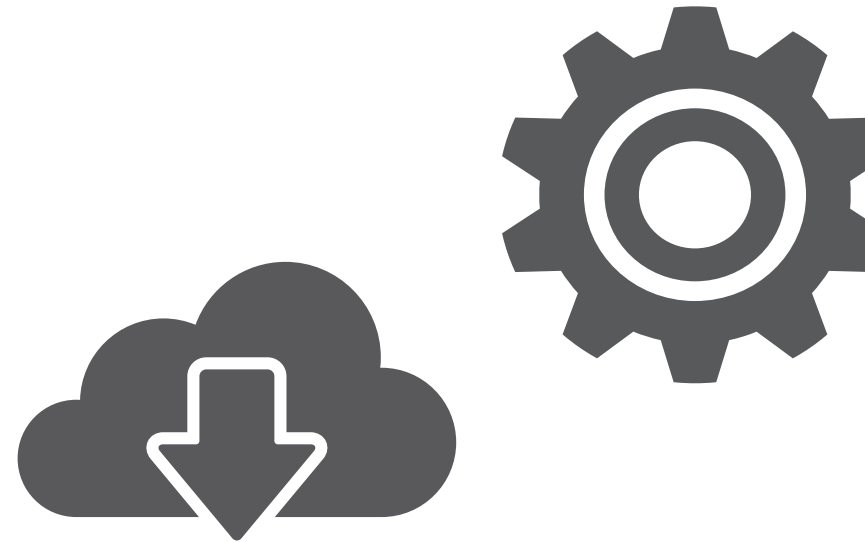
## “I COULD NEVER DO THAT.”

**FACT:** The fear of failure is the #1 most common fear holding us back from success.<sup>13</sup> The truth is, there is no such thing as failure; there are only results. Fear destroys our psychology and immobilizes us from taking action. Fear is hard wired into every human being — nothing we do in our lifetimes will take away fear. The secret is learning how to use fear instead of letting fear use you!



# “I DON’T HAVE THE SKILLS OR TALENT.”

**FACT:** More than 9 out of every 10 entry-level occupations require on-the-job training.<sup>14</sup> “If you do what you’ve always done, you’ll get what you’ve always gotten.” Life requires progress — so keep learning. To grow and find fulfillment, you must resolve that stagnation is not an option. Be the creator of your life and decide to live life on your own terms. Turn uncertainty into action. Focus on a vision. Decide and commit. Resolve to change. When you commit, there will always be a way.



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300

The number of times the founder of Pandora.com approached investors before receiving funding.

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1009

The number of times Colonel Sanders was turned down when trying to sell his fried chicken recipe.

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5126

The number of failed prototypes James Dyson created before successfully building a vacuum cleaner.

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10,000

The number of failed prototypes Thomas Edison created before building a successful electric bulb.

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## “SUCCESSFUL PEOPLE ARE JUST LUCKY.”

**FACT:** If there is one thing successful people have in common, it is not luck. Instead, they all share key personality traits: persistence, drive, dedication and passion.<sup>15</sup> When things are not working, know that victory is often just one small step away. All it takes is a small shift in your psychology or strategy to get momentum and the results you are after. **Remember: where focus goes, energy flows.**

# MONEY

Money. It is just a simple 5-letter word, but it has the power to elicit extreme human emotions. Guilt. Anger. Frustration. Joy. Happiness. Freedom. At its core, money is about power – the power to make choices, to live life on your own terms. The American dream is still attainable. To achieve it, we must learn to master money before it masters us.



## DID YOU KNOW?

As many as 59% of people think that the American dream has become impossible for most people to achieve.<sup>16</sup>

# “I AM JUST NOT GOOD WITH MONEY.”

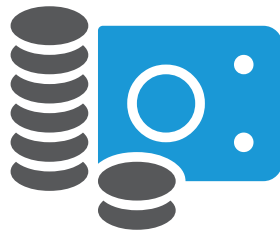
**FACT:** Over 60% of Americans report not having a spending or investment plan.<sup>17</sup> It’s hard to be good at something if you do not have a strategy to improve. In order to win, you have to know the rules of the game and learn the best strategies for success from those who have already mastered it. Success leaves clues. People who succeed at the highest level are not lucky; they’re doing something differently than everyone else. By following Tony’s 7 simple steps to financial freedom, you too can become a Money Master.



## “I’LL NEVER MAKE ENOUGH MONEY.”

**FACT:** How many times have you said, “I’ll never make enough money”? Or perhaps you just thought it. Nearly 75% of Americans surveyed claim money has been a source of stress in the last 30 days.<sup>18</sup>

The first step to creating financial freedom is to tap into the power of compounding. Make your money work for you, so you don’t have to. To take advantage of the power of compounding today, make the important decision and decide what portion of your paycheck you will set aside and pay yourself for the future. Even the smallest amount of money, combined with the miracle power of compounding, can give you financial independence without having to make a fortune in annual income.



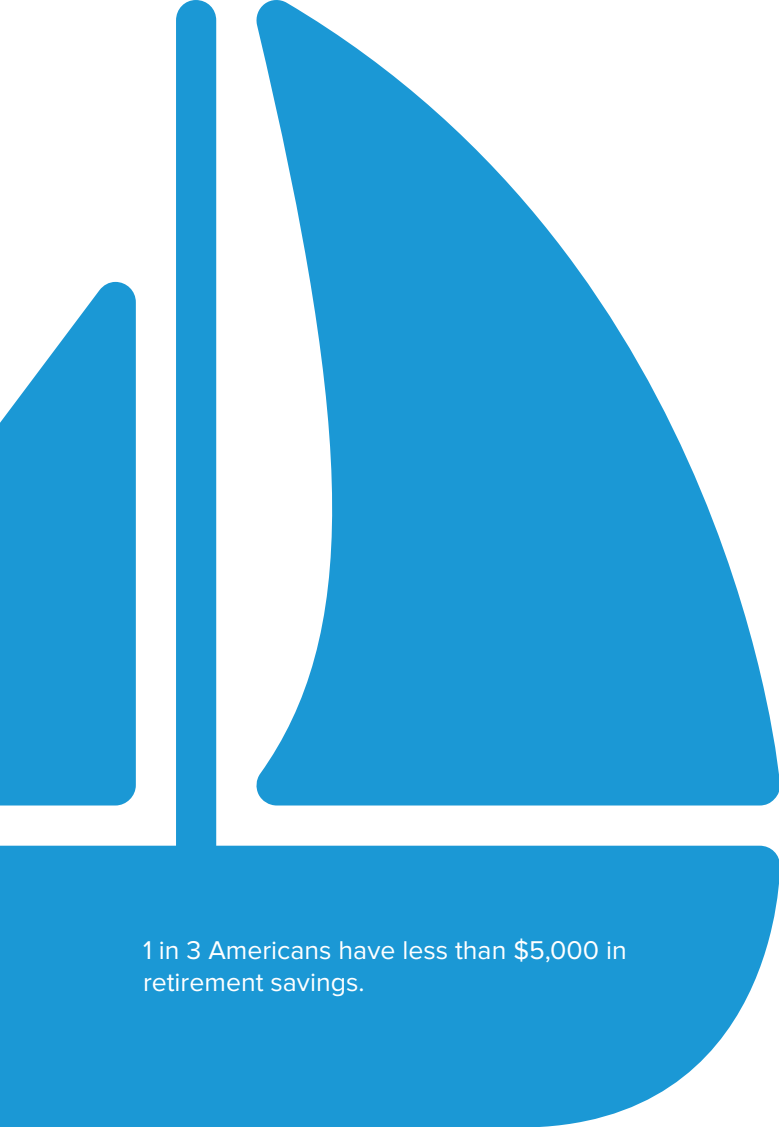


## “MONEY IS MADE TO BE SPENT.”

**FACT:** According to a 2018 study, 40% of all Americans would struggle to come up with \$400 for an unexpected expense.<sup>19</sup> So while you may think that money is made to be spent, this belief could leave you desperate in a crisis. Automate a specific percentage of your paycheck to go into savings in order to make sure that this will never happen to you. Think about it: it wouldn't take a lot of focus or a lot of savings for you to be better off than more than half of America! Although you may think you cannot afford to save, if the government excised a new tax you would find a way to pay it. Think of this as a necessary tax in order to protect yourself and it will definitely pay off in the long run.

## “I’LL NEVER BE ABLE TO RETIRE.”

**FACT:** With longer lives, we expect longer — much longer — years for our retirement. Fifty years ago, the average retirement was 12 years. Someone retiring today at age 65 is expected to live to 85 or longer.<sup>20</sup> That’s 20-plus years of retirement. And that’s the average. Many will live longer and have 30 years of retirement! The truth is, we need to save more and invest more. When planning for retirement, make sure you evaluate all of your options.



1 in 3 Americans have less than \$5,000 in retirement savings.



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