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“Why are some people successful, and others are not?”

Here’s how it works:

1. From the moment you were born ...

From the moment you were born, every message you received, was recorded in your brain.

Everything you say, everything you hear, everything you see, everything you do, everything you experience—and even every thought you think—is recorded in your brain.

And every message you receive—repeatedly—gets wired in.
We’ve learned from the field of neuroscience, that the key to wiring your brain is repetition.

Repetition, repetition, repetition.

The messages you get that are repeated the most, wire your brain the most.

The problem is, the part of the brain that stores all those messages we get . . . that part of the brain doesn’t know the difference between something that is true, or something that is false—something that is right or wrong, bad or good, positive or negative.

Your brain just records it—and acts on it as though it’s true.
2. Your brain is wired for success or failure.

Your brain is wired for success or failure. Your brain is actually programmed (“wired”) to succeed—or wired to fail—or something in between.

One of my mentors, best-selling author Dr. Shad Helmstetter, a behavioral researcher and the leading authority on self-talk, has said that if you grew up in a reasonably positive home, during the first 18 years of your life you were told “no,” or what you could not do, or what would not work, more than 148,000 times.

Researchers have also told us that as much as 77% of all the programs that you and I have today are false, harmful, or work against us.
3. “Self-Talk Park.”

I’ll show you how this works—how we get programmed. I’ll give you a picture you can take home with you. It’s called “Self-Talk Park,” and it works like this:

[Walk to an open area on stage.]

Let’s say you’re an infant—you’ve just been born—but you find yourself magically standing in Self-Talk Park.

And Self-Talk Park is beautiful. There are no roads or pathways at all in Self-Talk Park. It’s a park filled with endless green grass, beautiful trees, and overhead a beautiful blue sky with white, fluffy clouds. It’s a perfect place to be.
Now let’s say you get a “message.” It could be any message. And when you get that message, you walk a few short steps through Self-Talk Park.

[Walk a few steps on an imaginary pathway on stage.]

Then you stop and look back, and you can’t even see where you walked, because you got the message only once—and you haven’t formed a pathway yet.

[Retrace your steps on stage.]

But then you get the same message again—and then again—and then a few more times.
[Walk back and forth along the imaginary path.]

You haven’t formed a pathway yet, but you can start to see where you’ve been walking. And then that same message gets repeated frequently, again and again.

In the brain, each time a message is repeated, the brain is actually creating a pathway . . . an actual, physical, chemical, “neural pathway,” that gets stronger and stronger, each time the message is repeated.

I’ll give you an example. Something that might be said to a six-year-old: “Susie, you’re going to grow up to be chubby just like your Aunt Harriet.”
That isn’t true when Susie first gets that message. But with enough repetition, Susie forms pathways in her brain that makes it become true.

When Susie gets that same message—or other, similar messages about her weight or her appearance—repeated often enough, Susie’s own self-talk creates an overweight picture of herself that gets permanently wired into her brain.

Now, today, Susie is in her thirties. She’s overweight. She’s starting to look a great deal like her Aunt Harriet—and they don’t even have to be related. By now, Susie is wired to be overweight.

Here’s another example: “Jimmy, you’ll never be President; you’re not smart enough. You could never do anything like that.”
It’s not true, of course, the first time Jimmy hears that—but with enough repetition, it will become true: Jimmy will never be President. He’ll probably never do anything that comes close.

Jimmy could have done almost anything. But it’s being ‘wired out of him.’ With those messages, repeated again and again, telling him what he cannot do, Jimmy is going to end up being less, much less, than he could have been.

Jimmy is being wired to be less.

[Pace the imaginary path on stage; extending it each time you walk along it.]

In our own lives, through our own self-talk now, we end up repeating the same kinds of messages we first got from the world
around us. And because of our self-talk, we become our #1 programmer.

In time, most of the pathways in Self-Talk Park come from us. Most of the messages we get come from our own self-talk. And unfortunately, many of the messages we give ourselves are the wrong messages.

Imagine that the entire wall of this room is a map of your Self-Talk Park.

No matter how perfect it was when you were born, your map is now filled with paths and walkways and roads and highways and superhighways. Your entire map of Self-Talk Park is covered over with those roads and pathways.

We all have a map like that. We all have thousands of roads and pathways we have created—the neural pathways in our brains that we follow every day of our lives.
When we examine those pathways, it’s easy to see that many of them are exactly the wrong pathways. But, our brain is designed to follow them—on autopilot—without us even having to think about it.

And because those pathways are physically wired into our brain, we follow them . . . even if they take us in the wrong direction!

In your brain, every message you get from your own self-talk—creates those pathways. And they’re very real.

Right now, we are literally wiring ourselves to succeed or fail.
4. “You were born to succeed.”

But what about the person you were before you got wired . . . before all those pathways were formed?

The truth is, you were born to succeed. It's actually in your DNA.

[Pause]

[If it’s appropriate for your audience, say:]  

*God doesn’t create anything to fail.*

Think of a beautiful rose. If God could create something as simple as a rose, and make it so perfect and so beautiful that it can express romance and bring beauty to life … imagine what God would do with his greatest creation … which is *you* … which is all of us.
Each of us was born with unlimited promise and unlimited potential.

We were born to succeed. We were designed to be successful.

If that's true, and it is, what goes wrong? Why aren't we all as successful as we were born to be?
5. “The newborn nursery.”

My favorite place in the hospital is the newborn nursery … the infant nursery.

[Walk to center stage, right to the edge, and look down as though you are seeing two infants in bassinets right next to each other.]

You stand there in that hallway or in the viewing room looking through those windows, and there on the other side you see those wonderful sparks of light, those miracles of life.

There they are . . . those precious little newborn infants, lying in their little bassinets, wrapped in their swaddling blankets . . . and if they’re awake and their eyes are open, you can actually see them searching . . . waiting to live out that
incredible promise and potential they were born with.

Everyone can see it. I’ve never seen anyone look at one of those little infants in their bassinets and say, “Loser!”

The promise and potential you were born with never goes away. It’s always there, even if you can’t always see it. It can get covered over by bad programs and the wrong self-talk, but underneath, your promise and potential are still there.

If you were born in a hospital, you were there, in one of those little bassinets, with your eyes wide open, searching for that promise and potential to come to life . . . in your life. That’s where you started.

And in the years that have gone by, since you were that infant, the programs you got have taken you to where you are today.
6. “Visualize the most successful person . . .”

[Step back to the podium.]

I’d like you to do something. I’d like you to visualize something very clearly, so you see a perfect picture in your mind.

Right now, I’d like you to visualize ‘the most successful person’ you know . . . or know of.

This could be someone who is living, or not, but it should be someone you believe to be successful in every way. Not just financially successful, but successful in every important way.

The person you visualize should be someone you would probably like to spend time with, someone you could learn from.
It’s probably someone you would like to emulate, and be more like.

This is a person who spirals *up* in their life. Someone who is *winning at life* and *going for it*.

Take a few moments and visualize that person. Get a clear picture of that successful person in your mind.

[Pause…]

Now we’re going to ask *that* person to walk up the center aisle and step up on stage, and stand right over here on my right.

[Walk up to that imaginary person but don’t stand in that spot—just close enough to touch them.]
This person wouldn’t mind standing here at all—she or he would be happy to be here, because this person is completely confident and successful.

Now, while that person is standing there, I’d like you to visualize someone else . . . the exact opposite of the successful person. This time I’d like you to visualize someone who is failing.

When I think of someone who is failing, the person I still see to this day is a person who left home when he was 16 or 17 years old, and his parents have never seen him since. If they did find him, if he’s still alive, I suspect he wouldn’t even recognize them because of the amount of drugs in his system. But that’s just who I see when I think of someone that’s failing completely.
The person you visualize now can be anyone you know, or know of, someone who’s spiraling down in life instead of spiraling up.

And we’ll ask that person to walk up the center aisle, come up on stage, and stand right over here (gesture to your left) on my left.

I can assure you, that person who is failing would not want to stand on this stage. They wouldn’t even want to be in this room. But for now, we’ll ask them to just stand there.

So here we are. Over there on my right, is someone who is so successful in every way that we would like to be more like them. And over there, on my left, is one of the least successful individuals we could think of.
The question is: Why is 

*that* person standing over *there* …

… and *that* person standing over *there*?

What is the difference? Why is one of them a success in life . . . and the other one failing at life?

I’ll tell you the difference . . .

It’s their *self-talk* . . . it’s the *programs* they got, that put them there.

We can prove it. All we have to do is listen to their self-talk . . . listen to their *programs*.

[Walk toward stage right, to the ‘successful’ person.]

Let’s listen to this completely successful person’s self-talk for a few minutes, or a few hours, or a few days or weeks.
[Step right into that person’s shoes and turn toward audience from that person’s place.]

When we listen to this person—who is spiraling upward in life—we hear words like:


And we wouldn’t just hear those kinds of words only now and then. We would hear them all the time, and every day. That is this person’s self-talk. That is this person’s programming. That is who this person is.
Now, let’s walk over here and listen to the unsuccessful person...

[Walk close to where the imaginary failing person is standing, and say to audience]

Let’s listen to this person for few minutes, or for an hour, or a few days, or weeks or a year . . . and I can assure you of this:

From this person, struggling and failing and spiraling downward in life, you will almost never hear words like:


If those words were ever there, they’re gone now, covered over by bad programs and bad self-talk and bad wiring.
This person was born to succeed like everyone else ... and then got wired to fail!

No one tried to do that, of course.

(Lighten it up by saying,) I’ve never heard a couple say, “I’ve got an idea. Let’s get married, have kids . . . and mess their brains up!”

Our parents, and most of the people in our lives just tried to do their best. But they also got programmed by people who got programmed, by people who got programmed.

[Walk to center stage, getting ready to be looking at the babies, down in front of you in the nursery bassinets again.]

Here’s what’s so profound about these two people, (gesture, pointing to each
imaginary person on the left and on the right) one so *successful* . . . the other one *failing so completely*.

It’s entirely possible that these two people—now so far apart in their lives—could have been, in fact, the two infants we saw in the newborn nursery just a few short minutes ago . . . their eyes wide open, *searching* . . . *waiting* . . . *to live out the unlimited promise and potential they were born to achieve*.

*And they could have been born in the same hospital, in the same city, in the same hour, on the same day!*  

[Pause]  
Most of us, of course, would like to be more like this person—the successful one.

[Walk to the right, toward the successful person.]
Most of us would like to live more over here. That’s the goal for most of us. But how do you do that? How do you make sure you get the right programs . . . and get wired for success, instead of something else.

Fortunately, the field of neuroscience has shown us a way to do that . . . that works.
7. “Neuroplasticity”

[Walk to podium. NOTE: anytime you’re being scientific, or giving instructions, do so from behind the podium.]

There’s a word I’d like you to write down. You probably know it already, but even if you do, I’d like you to write it down.

It is one of the most important scientific words in our generation—and the word is “neuroplasticity.” It’s spelled

**N-E-U-R-O-P-L-A-S-T-I-C-I-T-Y.**

*Neuroplasticity.* And here’s why it’s so important.

It means that the brain is designed to *change* its programming.
Most of us were taught in school that the brain stops growing new neurons or changing when we were very young. Because of new medical imaging technology such as fMRI, and new techniques in brain scanning, we now know that your brain is designed to change throughout your entire lifetime—until you take your last breath.

*In fact, your brain is rewiring itself right now.*

So the big question is, how do you rewire your brain in the right way? How do you change your programs? *How do you change your self-talk?*

Through the work of Dr. Helmstetter, who pioneered the scientific study of self-talk and how it works, we have learned that there are three steps to changing your programs. And they are three steps that anyone can take:
1. Monitor

Step number one: Monitor. Monitor means to listen. To get started, for the next 48 hours, listen to everything you say to someone else . . .

. . . everything you say when you talk to yourself, or about yourself . . .

. . . and also, for the next two days, even listen to the thoughts you’re thinking.

If you hired someone to write down only what you said out loud for the next 30 days, and then asked them to transcribe that and print it out, and then circled in red everything you said repeatedly or often, and then you just read the things that were circled in red . . .

. . . you would know exactly why you are where you are today. You’d hear it in your self-talk.
Just like the two people we listened to on stage a short while ago.

Listening to your own self-talk will tell you what some of your programs are now.

2. Edit

The second step to changing your programs is to edit.

You were born with the gift of being able to stop . . . before you say it or think it.

Start editing out all the bad self-talk. If it’s bad self-talk, it’s wiring your brain with the wrong pathways. Don’t say it, don’t think it. don’t use it.

Editing, by itself, won’t rewire your brain with new programs; that takes repetition. But editing out the wrong self-talk will stop you from getting any more bad programs from yourself.
3. Listen

Number three: *listen*. Listen…to self-talk.

*The most effective way we have found to change your programs and literally rewire your brain, is by listening to the right kind of self-talk.*

The Self-Talk Institute has been producing recorded self-talk programs for over 30 years, and those self-talk programs—that you can now download and listen to on your phone or your tablet—are listened to every day by thousands of people all over the world.

As we’ve learned from the field of neuroscience, the key to rewiring your brain in the right way is *repetition*. *Repetition, repetition, repetition.*

That’s how the brain gets wired. And *that’s why* people listen to self-talk.
Listening to the right kind of positive self-talk for even fifteen or twenty minutes a day, gives you the right new programs, and the right amount of repetition you need to rewire your brain in the right way.

Today there are recorded self-talk programs that cover everything from *self-esteem* to *money and finances* to *weight-loss* to programs for *children* and *teens*.

You’ll find some of those programs listed on the self-talk order form that was handed out to you.

The self-talk programs you order will be downloaded directly to you from the Self-Talk Institute, and by tomorrow at this time, you’ll be able to listen to self-talk programs at home.

You’ll notice on the self-talk order form that when you order the *Lifetime Library*—which is the self-talk program I recommend you
start with—you also receive your choice of a second self-talk program free.

When you order the *Lifetime Library of Positive Self-Talk*, you’ll receive your choice of either “*Self-Talk for Weight Loss*” or “*Self-Talk for Personal & Professional Success*” as a free gift from the institute.

Be sure and print clearly, and we’ll collect the order forms at the end of the presentation.
8. “When and how to listen.”

[Always do the next section on “When and how to listen,” from behind the podium.]

To get the best results from listening to self-talk, there are several best times to listen.

**One**: Listen while you're getting ready in the morning. Listening to the right, positive self-talk is a very effective way to start your day. It literally starts your day on the right foot, and makes your whole day better.

You may have heard that a 10-minute argument with someone close to you, first thing in the morning, dumps enough toxic chemicals into your system that it takes the next 8 hours to get back to neutral.
Imagine the opposite of that, and setting your brain on the right path at the beginning of the day. Self-talk will do that.

Two: Listening to self-talk works best when you listen while you’re doing something else. So it never takes any extra time to listen.

Listen when you're driving in the car, or while you're exercising, or walking, or just doing something around the house.

Three: Listen just before you go to sleep at night.

You can even slip your earbuds under the pillow. The pillow acts as a natural sound resonator, and you’ll be able to hear the self-talk completely clearly, but it won’t bother anyone sleeping next to you.
Four: For the first two weeks, listen to the self-talk *in the background*. After two weeks, you can focus on it and listen as closely as you want.

The reason for listening in the background at first, is to get used to the self-talk without focusing on it, so your old programs won’t argue with the new messages.

Five: Listen the same time each day, when you can—such as when you’re getting in the morning, or when you’re driving to work.

Six: Kids don’t have to listen on a schedule. There are two programs for kids—one for kids from infant to 6 or 7 years old, and one for older kids from 7 to 17.

With the younger kids, play the self-talk while they’re doing something else, and
especially while they’re going to sleep at night.

For older kids, give them an incentive. As an example, when they’ve listened to all six of their self-talk sessions for the first time, give them a reward. That will help them get into the habit of listening.

**Seven**: What should you do if there’s someone negative living with you, or they have a problem, and you think self-talk could help.

Here’s what to do: play the self-talk for yourself, but loud enough for them to overhear the self-talk each day.

Their brain will be hearing it and rewiring just like yours, even if they’re not the one playing the self-talk.
8. “Recap”

To recap, here’s what we’ve learned about the science of self-talk, and how it works:

a. From the moment we were born, we were programmed.

b. Your brain becomes wired with the programs you get most.

c. Your wiring determines your success or failure.

d. You can change your self-talk and rewire your brain.

e. The best way to change your programs is by listening to the right kind of self-talk, and then practicing that self-talk every chance you get, every day.

And I know a lot of you are going to be listening to self-talk.
By the way, ________________ (name) is going to be collecting your order forms.

______________ (name), would you please stand up? Make sure you get your order forms to _____ (name) before I leave.

I’ll be inputting your orders tonight—so some of you will have your downloads before you go to sleep tonight.
If there were two of you, and one of you listened to self-talk—the right kind of self-talk—and rewired your brain to succeed . . .

. . . and the other you was not allowed to listen to self-talk or even practice it at all . . .

. . . a month from now, or 6 months from now, or a year from now, which one of the two of you would you vote for? Which one of you would you choose to do best—to succeed?

You were that infant in that newborn nursery with your eyes wide open, searching for that promise you were born with . . . waiting to live out your unlimited potential.
Even if some of that potential you were born with, got covered over with the wrong kinds of programs, you can bring it back. You can change your programs. And this time, science will be on your side.

You can rewire.

**When you change your self-talk, you rewire your brain. When you rewire your brain, you change your life.**