

# The Belief Buster<sup>©</sup>

Want to fill Your Chairs with Clients?

First silence your inner voice – and then get on with the work.

Everyone's got an inner voice – we call it a "Little Gremlin".

She's sitting on your shoulder, posing as your best friend, whispering in your ear, telling you what you should do.

Truth she's actually killing your business.

The "Little Gremlin" is really your inner saboteur.



Use this "Belief Buster" Worksheet to help you stop him dead in his tracks.



# TELL YOUR INNER CRITIC TO SHUT THE @#%! UP

**When it comes to beliefs, thoughts and assumptions the big question to ask yourself:**

## **IS IT REALLY TRUE?**

**The big question to ask about all these beliefs, thoughts and assumptions are the following:**

Are they really true? Or are they just ideas you've bought into and taken on as an inflexible marketing mindset?

What if they weren't true but you were operating as if they were?

Wouldn't that be operating as if there was a big snake on the floor of your salon, when it was really only a coil of thick rope?

The way to change your marketing mindset, and the destiny of your Salon, is to first tell the truth about your current mindset.

In my experience the following four questions and turnaround, developed by Byron Katie ([www.thework.com](http://www.thework.com)) are the most effective way to do this.



## **Working on Your Negative Thoughts or Intentions**

First choose a thought or belief that is opposing your intention to be a successful Salon Marketer. This might be:

**“I don’t have the time to market my salon.”**

Now ask yourself this first question:

- 1. Is this thought true?** *Answer with yes or no. Then answer the second question if you answered Yes.*
- 2. Can you absolutely know it’s true?** *Answer with yes or no. Then answer the third question.*
- 3. How do you react when you believe that thought?** *List all of the things that you do (or not do), other thoughts and feelings you have when you think the thought you are working on. Then answer the fourth question:*
- 4. Who would you be without that thought?** *If that thought was impossible for you to think, how would things be different?*
- 5. Now turn the thought around to its opposite.** *A turnaround to this thought would be: “I do have time to marketing myself.” And then ask if the turnaround is as true or more true than the original thought.*

**That’s it. Now you are looking at your original thought in a whole new way.** You will find you are less attached or identified with this thought and have new options. This thought lessens its grip. The thought is no longer “thinking you.” You have the choice of what thought would serve you better to achieve your goal.



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Your limiting mindset or thought:

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1. Is it true? (Yes or No?) \_\_\_\_\_

2. Can you absolutely know it's true? (Yes or No?)

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3. How do you react when you believe this thought?

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4. Who would you be without this thought?

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4. Turnaround the thought (Is the turnaround as true or truer than the original thought?)

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5. What are three examples of how this turnaround is true?

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