

# Reverse Affirmations: How Self Motivation Sells!

By Larry Dotson

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A reverse affirmation is a positive statement that you tell your readers to tell themselves. You would write it in present tense like they've already solved their problem or completed their goal.

For example:

Now, tell yourself "I am a wealthy business owner."

Say to yourself "I learn very quickly."

The reverse affirmations should be the benefit your product will accomplish. For example, if you are selling an ebook on how to catch more fish.

The reverse affirmation could be:

Now, tell yourself "I am catching a lot of fish."

You can implant the affirmation in your prospects mind by suggesting they say it to themselves over and over as they read your ad copy.

For example:

As you keep reading this ad, repeatedly say to yourself "I am catching a lot of fish", "I am catching a lot of fish."

You can also tell them to say it out loud. Which can get them even more excited about your product.

For example:

Say to yourself out loud "I learn very quickly."

If you'd rather have your prospects imagine the future you can use a different reverse affirmation.

For example:

Tell yourself "I'm going to eat pizza tonight."

The reverse affirmation will allow the prospects to easily imagine any visual scene they want.

Make your reverse affirmations short as possible and use emotional words because they'll be easier to remembered. If they don't order the same day, they may remember to order in the future.

Also, don't forget to tell yourself daily affirmations to help you reach your goals and improve your life and business. Now, tell yourself "I am visiting the web site address below."

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