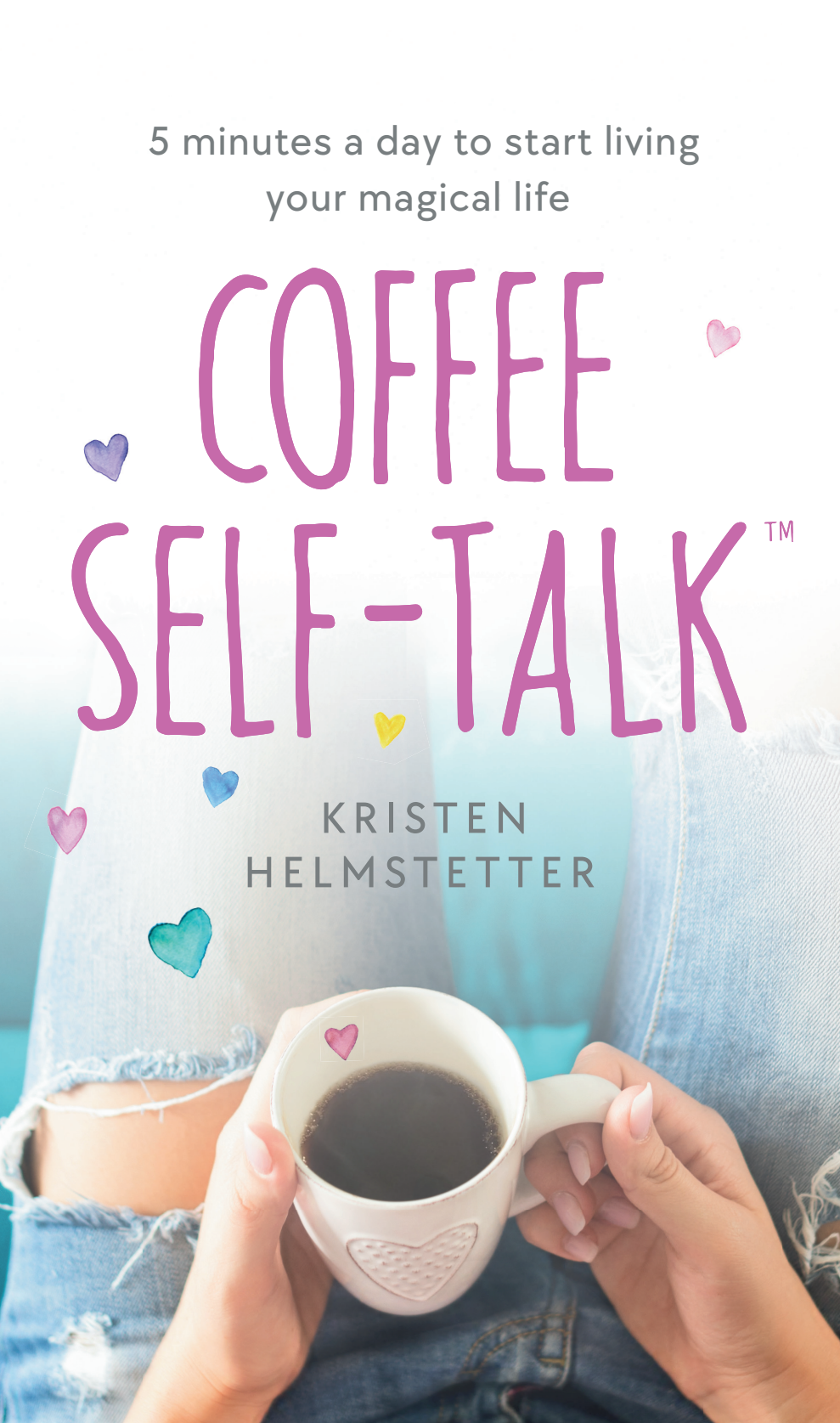
5 minutes a day to start living your magical life

COFFEE SELF-TALK™

KRISTEN HELMSTETTER



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5 Minutes a Day to Start Living Your Magical Life

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INTRODUCTION



Dear Reader,

Hi! I'm Kristen, and I'm happy to meet you. At the time I'm writing this book, I'm in my early forties, and I recently went through a profound transformation in my life. I admit, prior to this transformation, I already had a pretty cool life. My family (husband, daughter, and myself) all had good health, friends, family, and successes under our belts. I had nothing *real* to complain about. But that didn't stop me from complaining about trivial things. *Champagne problems,* right?

So we grabbed life by the horns and decided to "sell it all and travel the world." The first year, we traveled all over Europe. It was exciting and fun, but I realized I was actually running from something—or, more precisely, from a lack of something—using travel to escape from a life in which I felt no sense of purpose or direction.

Overall, I had a positive attitude about my life. My cup was usually half-full, but something was missing. My life had no *magic*. Traveling distracted me enough that I could ignore trying to figure out what to do with my life, but it also brought with it a fair amount of stress, as you'd imagine can happen

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when living in foreign countries, bouncing from one city to another, living out of a suitcase, and constantly moving around. With a child.

Prior to leaving the U.S., I had delved fairly deeply into your run-of-the-mill mindfulness meditation. I had also come to embrace a general Taoist philosophy of seeking balance and "going with the flow," rather than stressing about things that are beyond my control. Both of these helped give me peace, and I was pleased enough with the results. Still, there were too many days when I woke up feeling lost, reluctant to even get out of bed and start my day. Why was this? I was a "quite happy" person, right? I felt blessed and fortunate.

So why did I still have so many days where I let anxiety and worry grip my heart? For the first six months of our world travels, I relied upon gratitude, meditation, and Taoism to get my ass out of bed. It worked pretty well, but . . . I didn't sparkle. I wasn't shining. I felt all this potential inside me, and I knew, deep down, that I had so much to be happy and grateful for, that I should be shimmering gold and flying high like an eagle. But I wasn't.

If you are familiar with my blog, KristenHelmstetter.com, then you probably know the rest of the story. But for those of you who are just now meeting me: After seven months of travel abroad, I had a breakdown. I experienced my dark night of the soul as I grappled with my lack of focus and direction. It was hard and scary, and I felt paralyzed.

However, you can't have a rainbow without the storm, and that breakdown ultimately began a process that resulted in my breakthrough. In that breakthrough, I discovered a new and im-

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proved way to live. I also discovered *a process.* A process with results that feel almost miraculous, and that anyone can do.

From that time until this moment as I write this, I've undergone the most amazing transformation. I've found my spirit, my focus, my shining light, and I now soar like the eagle I knew I could be. I've unleashed my bliss.

There were a handful of techniques that contributed to my epic transformation, which I've previously outlined in my blog. One of the key techniques, or ingredients, to living my legendary life is what I call *Coffee Self-Talk.* I've discussed it briefly on my blog, but I had a lot more to say about it. So I wrote the book you're now reading.

It would absolutely rock my world if something in this book sparks light in your life. My mom always says, "If you get just one good recipe from a cookbook, it was worth it!" When you read this book, my hope is that you'll get one (or ten!) ideas that transform your life. My goal in writing it was to have it help you live a happier, healthier, and epic life. Now is your time to come alive, and today is the start of your happiest life. As you implement the tips and techniques described in this book, you *will* become happier, and you'll become madly in love with your life.

Come fly with me. You deserve it. We all do!

Love,



P.S.: In this book, I repeat some points a few times . . . this is intentional. It will help the concepts stick in your brain, so you'll

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never forget them. The repetition not only helps you learn, it keeps you motivated to continue.

This is not a one-way conversation. I'd love to hear your story, too. What you've tried, and how it's working for you. You can reach me at Kristen@KristenHelmstetter.com.

I look forward to hearing from you!

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PART 1

Creating a Magical Life with Coffee Self-Talk

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CHAPTER 1

What Is Coffee Self-Talk?



Coffee + Self-Talk

Coffee Self-Talk is a powerful, life-changing routine that takes only 5 minutes per day. It transforms your life by boosting your self-esteem, suffusing you with happiness and helping you attract the life you've always dreamed of living. And, very important, it creates feelings of wholeness and worthiness. All this, with your next cup of coffee.

Coffee Self-Talk comprises two things: (1) your morning coffee and (2) your self-talk. If you're not familiar with self-talk, then buckle your seat belt, because self-talk *will* change your life.

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Self-Talk: A Primer

Even if you've never heard of self-talk, you've actually been doing it your whole life. It's been around for a long time, probably since *Homo sapiens* started talking. Here's the short version: Self-talk is simply the words you say and think to yourself. It's your inner voice, your internal dialogue. Sometimes it's spoken, sometimes it's silent. Sometimes you're aware of it, usually you're not . . . until you are. This book will help you with that.

Self-talk is essentially the dialogue you run about yourself, the way you think about you, and the things you do. Your self-talk is the way you see yourself and refer to yourself. Do you think you're smart? Not smart? That's your self-talk. Do you think you're fortunate? Unfortunate? That's your self-talk. Do you think opportunities are all around you? Or nowhere around you? That's your self-talk. Do you think you're gorgeous? Not gorgeous? Talented? Not talented? That's all self-talk.

As you can see, self-talk can be good or bad, helpful or dangerous. An affirmation (a statement that's said as though it's true) can be positive or negative. Everything we say or think about ourselves, and our lives, *becomes our truth* as we affirm it—positively or negatively. That is, our subconscious believes it, whether it's true or not.

Therefore, we're going to start a process in which we tell our subconscious that the way we want to be is the way things *already are*. The subconscious doesn't judge, it just follows the instructions. It *will* do what you say. It's really that simple, but that doesn't mean it's easy for everyone. Most of us aren't used to being nice to ourselves. That's going to change by the end of

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this book. You're going to become your own BFF, and when you do, the magic starts, and real transformation begins.

While self-talk is ancient, it only started becoming known as "self-talk" in the twentieth century. The idea that people have an inner dialogue running in their heads started to be studied in the 1920s. During the '70s and '80s, the term began to enter mainstream awareness, as people realized they could change their brains and their behavior by changing what they said and thought to themselves. As a result, self-talk has become a popular tool in the self-help toolkit, particularly among high-performance individuals such as top executives, entrepreneurs, athletes, elite military units, and enthusiasts in the life-hacker community.

Millions of ordinary people have learned about self-talk, too. In the mid-1980s, Dr. Shad Helmstetter wrote a book called *What to Say When You Talk to Your Self*. It would go on to become a self-help classic, selling over a million copies in more than sixty languages. Self-talk became widely known as Dr. Helmstetter spent the next thirty years writing more books, speaking all over the world, and giving more than a thousand media interviews, including five appearances on *The Oprah Winfrey Show*.

Even for people who had never heard the term "self-talk," the culture gradually shifted. Imagine the reaction strangers would have today if you scolded your child in public with "You'll never amount to anything!" It sounds so shocking to our modern ears that it's easy to forget that speech like that used to be commonplace. Nowadays, most parents know better. They know that such words can have powerful and lasting harmful effects.

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Dr. Helmstetter had a lot to do with this cultural paradigm shift.

I had not heard of Dr. Helmstetter when I met his son, Greg, fifteen years ago. (Greg is now my husband. More on that later.) But I was familiar with the idea that the words you say—both out loud, and in your head—actually matter. A lot. In fact, they matter enough that it's important to choose those words carefully. At least, until you've acquired the habit of saying good stuff and not saying harmful stuff. Eventually, it becomes automatic.

Coffee Self-Talk is my own customized, personal version of self-talk. It's a combination of classic self-talk, for boosting self-esteem and adjusting your beliefs and behaviors, plus awesome affirmations, and, if you like, favorite passages from books, song lyrics, quotes, or other words that inspire or uplift you. And, of course, *coffee*. I'm living proof that this combination of words, java, and daily ritual powerfully affects your mood, your behavior, and how you feel about yourself deep down inside. In spite of the conditions in your life right now.

When your self-esteem is boosted, everything in your life changes. You're a shooting star, excited to take on the day. Heck, you're excited for your *life*! When your behaviors—and in particular, your daily habits—are in sync with your long-term goals and dreams, then things in your life seem to magically "happen" for you. Everything clicks.

It turns out, it's *not* magic—it's neuroscience—but it sure feels like magic.

I do my Coffee Self-Talk every day, virtually without fail. It

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inspires me, and it directs my actions toward my Happy Sexy Millionaire manifestations (more on that later, too). It makes every day sparkle like a diamond. What could have been a bad day becomes a good day. What starts as a good day becomes amazing. No matter what life has in store, Coffee Self-Talk makes it leagues better. It massively amplifies the good and instantly diminishes the not-so-good. It *will* make all the difference in your world, I promise.

Your daily Coffee Self-Talk advantage is powerful for spinning happiness into your life, while also bringing you closer to your goals, resolutions, and dream life. It doesn't mean you won't ever have challenges. Rather, it means that life's ordinary challenges won't faze you. Or completely freak you out. It will be like in *The Matrix,* when bullets fly at Neo, and he just bends out of the way, no hits or damage. THAT'S how Coffee Self-Talk works for you when the world throws crap your way.

In other words, it's okay when the world tosses you curveballs, because you bob-'n'-weave to create some magic, rapidly recovering. That's mastery! That's being the real hero in your life . . . responding better, stronger, and faster. This gets you back to happiness, to a state of equanimity, and moving forward.

Coffee Self-Talk is life-changing, and I'm excited to be on this journey with you. Later, I'll share examples of my own Coffee Self-Talk and many sample scripts to help get you started. We'll find the perfect time to do it every day—with your morning cup of coffee. And you'll discover tips and tricks to enhance your self-talk, as though sprinkling golden pixie dust on it, so it flowers and expands your life further, drawing your desires and

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goals to you faster than ever. Self-talk, in general, is extremely useful, but *creating a daily program* with self-talk fast-tracks your success and happiness. More on this awesome stuff in a bit.

Is Self-Talk Just Positive Thinking?

Self-talk is related in some ways to positive thinking, but it's not actually the same thing.

Positive thinking is important, because you must believe your desired outcomes are possible if you're going to expend effort (or even take risks) to pursue them. Self-talk helps you create new, better beliefs, and it strengthens the ones you want to reinforce. Self-talk therefore helps give you a more positive, constructive view of what is possible. And, in particular, of what you're capable of accomplishing.

Skeptics often pooh-pooh "positive thinking" as unrealistic or wishful thinking. This is sometimes correct, such as when someone fails to assess the risks associated with taking some course of action. But the space between what people think they can do, and what they are *actually capable* of doing, is VAST. We could all stand to take a few more risks. It's human nature to be risk averse—fearing the downside more than striving for the upside. In fact, many perceived risks are actually based on fears that are completely made up. Phantoms and bogeymen from beliefs we've held since childhood, such as fear of failure, or fear of what others may think about us.

For most people, positive thinking is a correction toward a much more accurate assessment of what is truly possible.

Positive thinking can also cause problems when it makes

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people pretend that real problems don't exist, or assume that problems will go away without taking any action. Problems do exist, of course. Self-talk, done properly, has nothing to do with wishing away problems. Quite the opposite . . . self-talk is *proactive*. It equips you to see things in new ways and gives you the power to take action to solve problems. And, in many cases, to prevent problems in the first place!

Isn't Self-Love Just Narcissism?

No. In fact, it's almost the exact opposite. *Narcissism* is excessive admiration of oneself. The key word being "excessive." In its extreme version, pathological narcissism is a personality disorder characterized by severe selfishness, lack of empathy, a sense of entitlement, a need for admiration, and the belief that the individual is better, smarter, and more deserving than everyone else.

But here's the thing . . . narcissism is *always* the result of a *deep sense of self-loathing,* in which the ego protects itself by artificially propping itself up, to absurd degrees, and to the detriment of everyone else.

Truly confident people don't brag; they feel no need to. Nor do they crave attention. Or feel the need to always be "right." Whenever you see somebody exhibiting these traits, what you're actually witnessing is a frightened ego seeking external validation.

In short, narcissism is based on fear.

Self-love is the opposite.

Many positive self-talk affirmations (and the Coffee Self-Talk scripts in this book) build upon the concept of self-love,

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which becomes the rock-solid foundation upon which lasting, positive change is possible. Without self-love, it is very difficult for people to see themselves as *worthy* . . . of receiving what they desire. And they will often unconsciously self-sabotage their efforts, such as by failing to follow through.

For this reason, the Coffee Self-Talk scripts in this book contain many *self-love* and *self-affirming* affirmations, such as:

I'm a beautiful and creative genius.
I am brave.
I love me.
I am magnificent. I am magical.
I am sexy, radiant, glowing, and juicy.

And so on.

Lines like these are designed very specifically to program your brain with self-love and self-belief. They are your *self-talk* . . . not what you go around telling the world, unless your intention is to teach others how to do it, or to spread the idea of self-love, or set an example, such as to friends and loved ones. They are not boasts. They are never meant to be used to try to impress others.

Once you have programmed your brain to believe, *and feel,* thoughts such as these, they will become internalized and manifest in all kinds of ways, some of which will be apparent to the world, and many of which will not, because it will be your own internal, blissful, happy, magical state of mind. Which is the farthest thing possible from the internal state of a narcissist.

And speaking of spreading the idea: When my family was

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staying with my mom in the U.S. for six months after COVID-19 broke out, I wanted to continue doing my self-love and self-talk habits, even though we were visitors in someone else's home. One of my favorite things is to write a handful of my Coffee Self-Talk lines on colorful Post-it Notes, one affirmation per note. I wrote about twenty of them and stuck three or four on the bathroom mirror, and then rotated them with new ones every few days.

We shared the bathroom with my mom, so I told her what I was doing with the sticky notes. She probably thought it was weird, but I explained how important my self-talk was, and how it was instrumental to my success and happiness. And she was very supportive, as always. But, secretly, I knew that having those notes on the mirror would mean she would read them, too!

I also wouldn't have cared if visitors saw them, though we took no visitors during lockdown. In fact, I would've loved it. The notes on the mirror create an opportunity to share something that changed my life and could change theirs, too. Loving ourselves, whether public or private, is a good thing when it comes from a place of love.

And guess what! My mom even created a few self-talk Post-it Notes of her own and stuck them to the mirror, right next to mine!

Instructional vs. Motivational Self-Talk

Self-talk comes in two flavors. The first is *instructional* self-talk, which involves a list of instructions. It's commonly used by athletes and performers. For example, as a golfer addresses the ball,

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she might run through a list of instructions and inner commentary to improve her performance. Many basketball players go through a little self-talk routine when preparing to shoot a free throw. Actors similarly prep themselves before going onstage.

Self-talk is incredibly effective for athletes and performers because it helps with technique, focus, and execution. The words initiate a whole cascade of neural and physiological patterns that have been drilled and drilled, in countless hours of practice. It helps them get into "the zone," or "flow." This form of self-talk also helps people focus on the present moment, and not be distracted by past errors or fears of making mistakes.

The second form of self-talk, which is the focus of this book, is *motivational* self-talk. This form boosts self-esteem, increases drive and effort, and creates your optimal, ideal mindset. As a result, it helps you attain your life's dreams while simultaneously feeling like an unstoppable badass on that journey. More specifically, motivational self-talk helps you attain your goals, whether personal or professional, small or huge. It can help you heal your body and be healthier. It can be used to boost your finances or find the mate of your dreams! There is no limit to the ways that self-talk can improve your life.

In this book, I'll show you how to create your own mega-empowering Coffee Self-Talk script that you'll use to create and live your BEST, *most magical* life.

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All Self-Talk—Positive or Negative—Impacts You NOW

I mentioned that self-talk goes both ways. It can be either good or bad. So be mindful of your self-talk, because it's extremely powerful. The words you think and say to yourself, good or bad, *will* create that life for you. You have the power to choose that life, right in your very own brain and mouth. Good self-talk is the foundation of a good life. Bad self-talk is a surefire recipe for a crappy life. It's that simple.

How do you know when self-talk is bad? It's easy . . . bad self-talk is any word or thought about you, your life, your circumstances, or the world that isn't uplifting. If you complain or criticize anything or anyone, it's bad self-talk. Don't like the size of your thighs? That's bad self-talk. Not happy with your car and complaining about it? That's bad self-talk. Feel like you don't deserve a raise? That's really bad self-talk. Feel like you aren't good enough to deserve the love of someone wonderful? That's totally screwed-up self-talk.

Good self-talk is like having a tornado of glittery thoughts that feel good swirling around your brain and coming across your lips. You feel uplifted and energized, as they spark happiness when thought or uttered. When you congratulate yourself on a good job, or you think you look pretty no matter what, or tell yourself you have the skill or courage to go after what you want—these are all examples of good self-talk. Any words that fill your cup, make you feel inspired, worthy, and whole . . . those are awesome self-talk.

Now that you're aware of the difference, you must accept the

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responsibility that all your self-talk—good or bad—is a *choice*. Your choice. You *choose* to use good self-talk or bad self-talk.

Which will you choose?

Now you know the secret. The key lies within your brain. You have the power. You can use it any way you want.

> Give life to your dreams, give strength to your visions, and give light to your path.
>
> Shad Helmstetter

The question for you and me, and for all of us is: How will you use this power you now know you have? Contemplate this for a moment. Close your eyes and feel it.

It sounds simple—"I'm gonna do GOOD self-talk from now on!"—but that doesn't mean it's easy for everyone. We'll get there though, no worries. Saying nice things to yourself, about yourself, can be a difficult adjustment for some, especially anybody with low self-esteem. The words can feel literally hard to say, because they are too incongruous with that person's self-image.

But I promise, once you get started, it gets really easy. *And fun, too!*

Take a moment and think back to the last time you looked in the mirror. What did you think (or say) to yourself? When you dressed and brushed your teeth this morning, did you feel love toward yourself and your body? If so, that's great—high five! Keep it up, because that creates a day full of excitement and opportunity. You're going to jump into Coffee Self-Talk with both feet, I know it!

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