

## COMMON LIMITING BELIEFS

**ALL BELIEFS are the expression of our experiences, coded into the neural network of the brain.**

Everyone came across an experience that didn't feel good. Maybe it was a harsh scolding of a parent, getting hurt physically, or worse...

Right away the brain formed a belief around this experience.

Examples: "My dad said I'm stupid. He must know...he knows so much more than me...therefore I can't do something that only smart people can do" -- or --

"Ouch, that candle flame burned me! Never again will I touch it"

While in the second example the belief was helpful, the one in the first was certainly not.

However, even the first one may have been helpful (or seemingly so) at one time. Maybe the kid was able to shirk a task s/he didn't like to do ("I don't know how"), which reinforced the belief as being helpful. Since the belief is coded into the brain and was reinforced, it became the default pathway.

**ALL NEGATIVE BELIEFS** come from our mental saboteurs. At the heart of all saboteurs is **FEAR**.

There are only a few *fundamental* fears that humans have in common (from Psychology Today, 2012):

1. **Extinction**—the fear of annihilation, of ceasing to exist. This is a more fundamental way to express it than just "fear of death." The idea of ***no longer being*** arouses a *primary existential anxiety* in all normal humans. Consider that panicky feeling you get when you look over the edge of a high building.
2. **Mutilation**—the fear of losing any part of our precious bodily structure; the thought of having our body's boundaries invaded, or of losing the integrity of any organ, body part, or natural function. Anxiety about animals, such as bugs, spiders, snakes, and other creepy things arises from fear of mutilation.
3. **Loss of Autonomy**—the fear of being immobilized, paralyzed, restricted, enveloped, overwhelmed, entrapped, imprisoned, smothered, or otherwise controlled by circumstances beyond our control. In physical form, it's commonly known as claustrophobia, but it also extends to our social interactions and relationships (feeling dependent on someone else).
4. **Separation**—the fear of abandonment, rejection, and loss of connectedness; of *becoming a non-person*—not wanted, respected, or valued by anyone else. The "silent treatment," when imposed by a group, can have a devastating effect on its target.
5. **Ego-death**—the fear of humiliation, shame, or any other mechanism of profound self-disapproval that threatens the *loss of integrity of the self*; the fear of the shattering or disintegration of one's constructed sense of lovability, capability, and worthiness.

From those 5, **COMMON NEGATIVE BELIEFS** that many people share are as follows:

In RELATIONSHIPS:

1. I'm not worthy of love
2. I will be abandoned/left behind
3. I must sacrifice for love
4. Only lucky people find love – love isn't meant for me
5. I lose my freedom if I'm in a relationship
6. I can't get what I want
7. The problem is with my partner
8. I'm too \_\_\_\_\_ for a loving relationship
9. I'll never find the right partner
10. I'm always rejected
11. No one understands me
12. No one likes me, no one cares
13. I'm too broken for love
14. If I trust someone completely, I will be disappointed or betrayed
15. I'll invariably get hurt
16. I'll be too dependent
17. To be loved I have to pretend to be something I'm not
18. It's my fault if I'm in a crappy relationship
19. Unconditional love is a pipe dream
20. It is what it is...and I can't do anything about it

➔ Circle the ones that resonate and then add your own

## COMMON NEGATIVE BELIEFS

### About **MONEY**

1. Money is scarce...there is never enough money
2. I don't deserve to have a lot of money
3. You need money to make money
4. Having money is selfish...if I ask to get money from someone else, they now will have less
5. Money needs to be saved
6. More money = more problems...big money scares me
7. Honest money is hard to make...and I don't know how
8. You must work super hard for money
9. Money doesn't grow on trees
10. Rich people are not good people
11. The rich get richer, the poor get poorer (because of the rich)
12. Money corrupts
13. Money is the root of all evil
14. I can either make money or follow my passion
15. If I make money from my gifts I feel like a greedy person
16. No one will pay me for what I offer
17. You need to have a great education or come from a rich family to make money
18. Money and spirituality don't go together
19. People will stop liking me if I get rich
20. Money doesn't buy happiness

➔ Again, circle the ones that resonate, then add your own

## COMMON NEGATIVE BELIEFS

### About **BUSINESS, WORK and CAREER**

1. I'm not good enough -- I feel like an impostor or a fraud
2. I'm not ready
3. I must have a million-dollar idea or I'll fail
4. I should be able to figure it all out by myself
5. Failure is shameful
6. Business is a risky thing
7. I'm not confident enough to make offers
8. I need to know everything before trying to help someone else
9. I don't know how to do marketing
10. "Sales" is slimy – I hate selling
11. If I want something done right, I must do it myself
12. It's too much work to be successful
13. I don't want to be motivated only by money
14. I need proper education to run a business
15. The product or service I want to offer must be perfect before I can bring it to market
16. I hate my job, but better have some income than nothing
17. I tried once, it didn't work, I need to switch gears
18. I need to learn a lot more before I begin \_\_\_\_\_
19. Others are so much better/further ahead/being in the same niche...I'll never succeed
20. Outer circumstances (the economy, the pandemic, etc.) are holding me back

➔ Again, circle the ones that resonate, then add your own

## COMMON NEGATIVE BELIEFS

### About HEALTH and FITNESS

1. I'm not athletic
2. I have bad genes
3. I can't lose weight
4. I don't like to work out
5. I don't have time – I'm too busy
6. Maybe this isn't for me
7. I'm too old / I'm too \_\_\_\_\_
8. It's too hard
9. I've failed before – I'll fail again
10. I'm just not disciplined enough
11. I don't have coordination or balance
12. I was never a runner, or strong, or \_\_\_\_\_
13. I just need my sweets
14. Without my cigarettes I'll go up the walls
15. I need a glass of wine, or two, or... you know...to be able to sleep
16. I'm always too tired
17. I have too much stress to worry about health and fitness in addition
18. It is what it is...life is short and then you die
19. Healthy foods are gross
20. It didn't work in a week, it'll never work! So why continue...

➔ You know what to do; circle the ones that resonate, then add your own

## COMMON NEGATIVE BELIEFS

### About PERSONAL GROWTH

1. I'm not good enough
2. I don't deserve anything good
3. Bad things always happen to me
4. I am a failure
5. I'm not smart enough
6. People won't like the real me
7. I'm not pretty/handsome enough
8. My body is not ideal
9. I'm not loveable
10. I can never get what I want
11. I can't pursue my dreams because they're unrealistic and I'll fail
12. Happiness is fleeting anyhow
13. I'm powerless against circumstances
14. What I want is unimportant
15. I'll look stupid if I \_\_\_\_\_
16. People will laugh at me
17. I'll never be successful
18. There is no choice
19. I'm a loser
20. I'm abnormal/different