

PASSIONS & PURSUITS



Practice positive visualization to benefit your practice.

By Sherry Jackson

magine your daydreams becoming fullblown vivid, living color right before your eyes. Picture yourself replacing negative, limiting thoughts with empowering ideas that increase your chiropractic business to exponential heights. Envision inner harmony capable of directing your patients to greater health.

Positive visualization, a technique where you imagine whatever you want to manifest, can change emotions that subsequently have a physical effect on the body. In this tool of consciousness, you give the ideas, image or feeling positive energy, by focusing on it regularly until it becomes a reality. Daydreaming, fantasizing, mental rehearsal, imagery, positive thinking and imagining are all examples of visualization. Through patterns of directed repetition, you learn to create your own perception of reality. In essence, you become what you think by learning to control what happens in your brain.

"Positive visualization is the single best thing you can do because it permeates every area of your life," explains Rebecca Beaton, Ph.D., licensed psychologist and director of the Anxiety & Stress Management Institute in Atlanta, Ga. "It's a neurological pathway that we create in our mind. If we can see it in our imagination, our neurons have already gone down that pathway at least once."

The law of attraction states that whatever you give your attention, energy and focus to, whether wanted or unwanted becomes a reality. Through positive visualization you begin to see, hear and experience positive outcomes in your mind. Eventually, the thoughts playing on the picture screen in your mind have a direct impact on your behavior.

Dr. Beaton, who has used positive visualization for 20 years, developed eight key ingredients, "Eight Ps," to aid in creating an effective visualization. They will guide you in developing

a positive affirmation to accelerate your mind

for business success. 1) PRESENT: Your vision statement should be created in the present tense as established fact.

2) POSITIVE: Focus on what you want rather than what you don't. The unconscious picks up emotionally charged words and does not hear negative words like don't.

3) PERSONAL: Use your own name or details

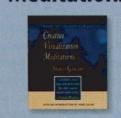
specific to you. 4) PERFORM: Use emotional, dramatic and

highly charged words to describe your goals. 5) PUNCTUATE: Use strong positive emotions and emphasize the most important aspects. Keep affirmations short and to the point.

6) PRECISION: While being realistic also

stretch your goal. 7) PERSISTENCE: The more you focus on

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"My practice is a magnet for the clients that will benefit from my services."



your vision, the more believable and obtainable it becomes.

8) PLENITUDE: There is plenty to go around for everyone.

Dr. Beaton suggested the following chiropractor affirmation that effectively covers the "Eight Ps": My practice is a magnet for the clients that will benefit from my services. I am intuitively clear and able to provide exactly what they need. Patients leave my office feeling healthy and energized.

"Visualization/meditation is cumulative. The more you do it the more benefit you will gain," advises Dr. Beaton. "Continue to do it daily and do not give up. It will work if you stick with it." TOL

## **Put It To Practice**

Trying out positive visualization may feel foreign at first, but you'll soon find that it can be your most productive time of day. Here are four easy steps to follow:

- 1. Find a comfortable spot, free of distraction.
- 2. Close your eyes and focus on breathing deeply.
- 3. Focus your mind on your intended outcome and paint a vibrant picture. If you're looking to grow your practice, visualize giving your best care to a constant stream of patients. Think about as many positive details as possible—positive feedback from clients, more payments coming in, referrals and your staff performing at their best.
  - 4. When you're ready, slowly open your eyes and continue your day feeling happy and refreshed.

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