



**21-DAY CHALLENGE**

**TRANSFORM  
NEGATIVE THOUGHTS  
INTO  
POWER SENTENCES**

## RECOGNIZE NEGATIVE THOUGHTS AND TRANSFORM THEM INTO POWER SENTENCES/AFFIRMATIONS

**Congratulations! You've decided to take on the 21-day challenge – expose your negative thoughts/beliefs and build strong self-confidence.**

Only when we are mindful, get to know ourselves better, and consciously perceive what we think about ourselves can we create real change in our lives. Regular mindfulness is therefore essential for strengthening your self-confidence in the long term. This 21-day challenge is a great first step toward exposing negative thoughts and beliefs and transforming them into powerful sentences/affirmations.

**Step 1:** Observe, recognize, and take note

**Step 2:** Transform negative thoughts and beliefs into powerful sentences/affirmations (Reframing)

**Step 3:** Activate and repeat the powerful sentences/affirmations

On the following pages, you will find all the details and precise instructions for the challenge. I hope you enjoy observing, recognizing, and transforming your negative thoughts into powerful sentences/affirmations.

You will be amazed at how much can change!

Warm greetings

*Your Tan*



# THE POWER OF YOUR THOUGHTS

## From negative thoughts/beliefs to positive energy

Our thoughts (beliefs) possess enormous power and strength. However, it is a misconception that purely positive thinking and belief in one's own success automatically makes everything good. That would not be realistic - success is not automatic, it is not purely a matter of attitude, and it is not a product of imagination alone.

The fact is, however, that our thoughts determine the starting point and direction of our actions. Those who do not believe in themselves and their ideas rarely achieve their goals, do not persevere, and rarely experience success. What we think, we radiate - and attract. Behind this is the law of attraction (technical term: resonance phenomenon), according to which inner states are reflected in the outer world. Example: If you smile at someone, the majority will smile back. Result: Both feel sympathy for each other. We mirror emotions and attract matching energies.

Thoughts work primarily on a subconscious level. They control how we feel, assess situations, and evaluate our circumstances – regardless of actual reality. For our brain, this projection becomes truth.

Everything that happens to us is neutral at first. Our mental evaluation turns it into something positive or negative. Physiologically, thoughts are electrical impulses that trigger chemical reactions in the brain. Example: If you were bitten by a dog as a child, you instinctively flinch when you see a similar dog - even before you realize that it is on a leash and harmless.

In short: positive thoughts generate positive feelings and reactions; negative thoughts train the brain to be unhappy. This is a classic trap for rumination – and it usually happens unconsciously. We don't notice how our thinking manipulates us and constructs a “reality” like in Star Wars.

Formative influences: childhood experiences, encounters with parents, teachers, friends, or neighbors. We often hear hurtful attributions such as:

- You're too fat.
- You're ugly.
- You never do anything right.
- You can't think logically.
- You'll never make it through school.
- You're terrible at math.
- You'll never amount to anything.
- You're stupid.

These words burn themselves into our subconscious and become beliefs. In similar situations, we run on autopilot - if someone pushes the “right buttons,” we react conditionally.



## THE POWER OF YOUR THOUGHTS

The extent of this power depends on how much we get involved - and how aware we become. The good news is that by reading this, you are already becoming aware of it. This is the first step toward more control and positive influence.

**Next steps:** First, question and analyze your thoughts. Then train yourself to think differently (reframing). This takes practice, but it's worth it because of the massive positive effects.

### Helpful questions for exposing unconscious patterns:

- Why do I always think this way in this situation?
- What is my assessment based on: facts or assumptions?
- Is what I think really true and real?
- Or are there past experiences behind it? Which ones?
- Are there any beliefs (from parents, friends) hidden in there?
- Would someone else assess the situation differently?
- What would happen if I assessed the situation differently?
- Are my thoughts helpful and productive?
- Which thoughts actually help me move forward?

These questions free you from fears, feelings of guilt, or inferiority complexes.

**Tip: On the last 2 pages, check out the explanations of the terms affirmation, power statement, thoughts, belief, and pattern.**



## INSTRUCTIONS FOR THE 21-DAY CHALLENGE

### Self-reflection: Where do your beliefs come from?

Those who reflect on themselves know the origin of their beliefs. Many negative patterns from childhood continue to have an effect today - unfortunately also at work and in everyday life.

This exercise challenges you to pause three times a day and scan your thoughts. The goal is to understand yourself better, expose self-doubt, and transform it into pure strength. This will help you build inner confidence and strong self-awareness.

### Step 1: Observe, recognize and note

#### 1.1 Preparation

Get a notebook or app (e.g., Day One or Notes app).

Choose fixed times: e.g., morning (after waking up), noon (after eating), evening (before sleeping).

- Imagine you are a neutral bird watching from above and observing your thoughts.

#### 1.2 Implementation (1 minute):

- Pause: Take a deep breath. Ask yourself: “What am I thinking right now? What is my head whispering?”

#### 1.3 Scan & note (2 minutes): Write down this/these thought(s). Be honest – positive or negative.

- Example: “I’ll never manage this” or “Today is going to be great!”
  - Note down: situation, feeling, specific thought (e.g., “I’m not good enough”). Below you will find a help sheet where you can also write down your negative thoughts by hand.

#### 1.4 Check the origin (2 minutes): Ask yourself...

- Where does this thought come from? (Childhood, parents, job?)
- Is it true? Based on facts or assumptions?
  - Does it help me?

No judgment – just observe like a neutral detective.

## Step 2: Turn negative thoughts into powerful sentences (reframing)

### Implementation

- Turn your negative thoughts into a powerful sentences/affirmations.
- For example, “I’ll never manage this” → “I grow with every challenge!”
- Write down the new statement and say it out loud (3 times).

### Examples of negative thoughts or beliefs

- “I’m always so slow. / You’re always so slow.”
- “I’m a failure. / You’re a failure.”
- “I’ll never amount to anything. / You’ll never amount to anything.”
- “I’m unathletic. / You’re unathletic.”
- “I can’t do anything. / You can’t do anything.”
- “I’m too fat. / You’re too fat.”
- “I shouldn’t be here. / You shouldn’t be here.”
- “I’m bad. / You’re bad.”
- “I’m worthless. / You’re worthless.”
- “I’m stupid. / You’re stupid.”
- “It’s my fault. / It’s your fault.”
- “I’m small. / You’re too small.”
- “I’m not important. / You’re not important.”
- “I’m not good enough. / You’re never good enough.”
- “I’ll never make it. / You’ll never make it.”
- “I’m unwanted. / You were never wanted.”

Sentences like these are usually attributions from others. Often from parents, siblings, relatives. The problem with this is that the more often we hear something like this, the more likely we are to believe it and act accordingly. Often, these people are not even aware of how toxic their statements are. Such sweeping attributions burn themselves into the brain and soul and gnaw away at self-esteem.



## Step 2: Turn negative thoughts into powerful sentences (reframing)

### Examples of positive statements/affirmations/sentences

- “I deserve to be successful.”
- “I feel fit and energetic.”
- “I love myself just the way I am.”
- “I firmly believe in my goals.”
- “I do my best every day.”
- “I alone am responsible for my life.”
- “I am grateful for everything I am and have.”
- “I am confident that I will achieve my goals.”
- “I am creative and can successfully implement my ideas.”
- “I am valuable.”
- “I am enough just as I am.”
- “Every day I believe more in myself and my abilities.”
- “I deserve a loving and honest relationship.”
- “Through my actions, I can empower other people.”
- “Every day offers me the opportunity to work on myself.”
- “I can learn from my mistakes.”
- “I deserve everything I achieve.”
- “I give my best every day.”
- “Everything I need is already within me.”
- “I have the ability to overcome any obstacle.”
- ‘I am focus.’ ‘Now more than ever.’





## Step 3: Activate and repeat powerful sentences/affirmations

There are a whole range of ways to empower and motivate yourself with powerful sentences/affirmations. However, it takes a little perseverance, willpower, and tenacity to want to do it. After all, you can't change in two weeks what you have internalized over several years or decades. You can use positive power phrases for any area if you believe you want to change something in one area or another. Classic areas are: career, self-confidence, health, money, relationships.

### How do the powerful sentences/affirmations get from the conscious mind to the subconscious?

By repeating this phrase or phrases to yourself every evening just before going to sleep or just before getting up. This is when the subconscious is most receptive to new beliefs and stores them. Focus on a **maximum of 3 power sentences/affirmations**, replace the beliefs after 3 months.

### How long do I have to repeat these powerful sentences/affirmations?

Regularly for at least **3 months**. The more often you do it, the faster your phrase will become anchored in your subconscious and automated. So that they are also automatically retrieved unconsciously.

- Create a video with power statements/affirmations/sentences.
- Make a list of power statements/affirmations/sentences.
- Create postcards with your own power statements/affirmations/sentences.
- Put up Post-it notes with power statements/affirmations/sentences.
- Keep a diary with power statements/affirmations/sentences.



## Step 3: Activate and repeat powerful sentences/affirmations

### IMPORTANT when creating power sentences/affirmations (positive sentences):

- Find the right sentence for your goal.
- Formulate the sentences in the present tense.
- The guides recommend using short, concise sentences in the first person.\*
- Choose positive wording.
- Be open to change.
- Focus on a few statements.
- Affirmations for career, health, more self-confidence, etc.

#### \* Important:

Not all formulations suit everyone. That's why it's important to find a formulation that comes as close as possible to your feelings and is still phrased positively. E.g., "Every day I become a little slimmer and more athletic" instead of "I am slim and athletic." You must feel comfortable with your belief; it should trigger a positive feeling in you and express confidence.

**I wish you every success in transforming and converting your negative beliefs into power affirmations. If you need support, I am here for you.**



---

# BRIEF EXPLANATION

---

## **Here is a very brief distinction between the terms:**

Affirmations, power statements, thoughts, beliefs and patterns

**Affirmations, power statements, thoughts, beliefs, and patterns are all related and belong to the same “family,” but they differ in structure, purpose, and intensity.**

### **Affirmations**

Affirmations are positive statements formulated about yourself or your life in the present tense that you consciously repeat to influence your subconscious. Example: “I am confident and successful.” or “I trust myself and my abilities.” Regular repetition can weaken limiting thought patterns and strengthen desired attitudes.

### **Power statements**

Similar to affirmations, but even more focused on specific actions or goals. They combine a clear goal with a motivating phrase, e.g., “I will complete my most important tasks first today.” Power statements serve to generate immediate energy and clarity for action.

They serve primarily to focus, motivate, and energize you in a moment (e.g., before a performance or an exam).

### **Thoughts**

All mental content - images, words, memories, ideas - that pop into your head. Thoughts can be conscious (e.g., when planning) or automatic (well-established patterns). They form the basis for feelings and actions. They can be positive, neutral, or negative.

### **Beliefs**

Beliefs are deep-seated assumptions about yourself, other people, or the world, which usually arise from experience, upbringing, or culture. Examples: “I’m not good enough” or “You always have to be strong.” Beliefs often have an unconscious effect and control how we interpret situations and react to them. They usually arise early in life, operate in the background, and control how you interpret situations and what possibilities you see for yourself.



---

# BRIEF EXPLANATION

---

## Here is a very brief distinction between the terms:

Affirmations, power statements, thoughts, beliefs and patterns

### Patterns

Patterns are recurring combinations of thoughts, feelings, and behaviors that arise from your beliefs. Example: Belief: “I must not make mistakes” → Pattern: Overperfectionism, procrastination, fear of criticism. Recurring behavior or thought patterns that result from automated beliefs. For example, the pattern of immediately reacting defensively to criticism because the underlying belief is: “I must not show any mistakes.” Recognizing patterns makes it possible to consciously change them.

### In summary:

- Affirmations = positive self-messages, repeated regularly.
- Power statements = focused, action-oriented motivational phrases.
- Thoughts = all mental content, conscious or automatic.
- Beliefs = deeply rooted assumptions about yourself/the world.
- Patterns = recurring ways of thinking/behaving that arise from beliefs.

By becoming aware of them and deliberately rephrasing them (e.g., with affirmations or power statements), you can break down obstructive patterns and beliefs and establish more positive ways of thinking and acting.

