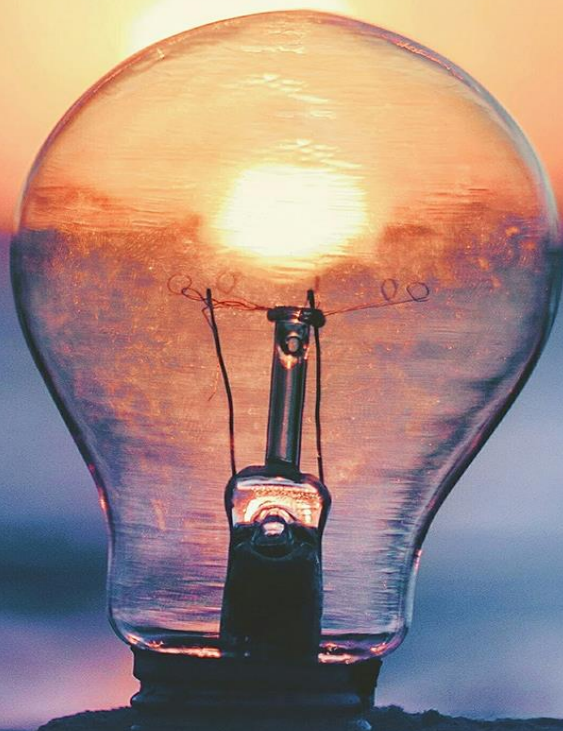


7 DAY CHALLENGE TO UNLEARN AND EMPOWER YOURSELF



Introduction

It sounds counterintuitive... How can unlearning something empower you? The cumulative effect of your learning process is supposed to improve your life and empower you to achieve greater things, right? Not always, because not all learning is useful.

We tend to learn all sorts of negative things throughout our lives that can actually limit rather than empower us. In this case, unlearning becomes beneficial. Our negative learning can come from a number of sources such as childhood conditioning, customs and traditions, prevalent social norms, and peer influence. Some examples of negative learning include:

- Intolerance.
- Discrimination.
- Feelings of superiority.
- Feelings of inferiority.
- Poor self-image.

- Poor eating habits.
- Poor sleep habits.
- Poor morals and values.
- Distrust of others.
- Small thinking.

These are some examples of learning that you'd be better off unlearning. It's easy to see how they could be holding you back or even crippling you in many areas of your life. Your best bet is to unlearn all that is disempowering and replace it with all that is empowering.



What the 7-Day Challenge Is About

The goal of this challenge is twofold: it will help you unlearn several damaging habits and behaviors as well as empower you in several vital areas. The challenge consists of 7 straightforward steps that require no huge effort or cost.

It doesn't matter where you are in your life or how ingrained your negative learning is. All that's required of you is strong intention and diligent practice. The challenge can literally transform your life, especially if you've been struggling with success and achieving your goals. The more empowered you become, the more you can expect to enjoy the following:

- A more positive perspective and outlook.
- Tremendous self-confidence; your efficiency and productivity will skyrocket.
- Greater courage to take risks and seek new opportunities.
- Amazing self-pride.

How to Take the Challenge

This 7-Day challenge doesn't end after the week is over. It is basically a set of 7 practices that will require more than 7 days to adopt. Here's how it works:

- On Day 1, you will learn how to break or instill a new habit. You will continue to practice it throughout that day and on the following day.
- On Day 2, you will do the same and practice that step alongside the one learned on Day 1.
- Continue the same way with Days 3, 4, 5, and so on until you are practicing all the steps together every day.
- Continue to practice the 7 steps until you find yourself doing them automatically without thinking. This means that you have unlearned an old habit and developed a new one. This could take between 2-3 weeks.
- Start the challenge again from the top with a new habit, behavior, or belief and repeat the process.

The challenge requires patience and practice but is more than worth it. When you begin to experience the changes, you'll find yourself motivated and fired up. Read on and all will become clear.

DAY 1 - Unlearn One Negative Behavior

Fortunately, we tend to outgrow many negative behaviors, especially those we pick up in adolescence. However, there are other negative behaviors that become habits that can become very disempowering.

Some of these behaviors could include shortness and impatience with others, inactive listening, compulsive spending, and gossiping. Your challenge for Day 1 is to do some brutally honest self-reflection. Identify one negative behavior that you need to unlearn. Let's face it, if you're really honest with yourself, you'll know what it is, even if you do it without thinking. Or, it could be a behavior that others have criticized you for or that people have found offensive.

To illustrate how to proceed with this challenge, let's use the example of inactive listening. Here's what you need to do:

- In any conversation you have during the day, start replacing inactive listening with active listening skills.

- Maintain eye contact with the other party and listen – really listen to what the person is saying.
- Pay attention to the other party's tone of voice and body language.
- Make sure your own body language sends the message that you are attentive. Don't fidget, fiddle with something in your hands, or let your eyes wander around the room.
- Stay fully present and don't allow your mind to jump ahead or interrupt.
- Pause before replying to organize your thoughts. You can even briefly summarize what the other person said to confirm that all is clear.

This example should illustrate very well how you can unlearn any negative behavior and replace it with a positive one. Keeping with this example, here are several ways you will become empowered:

- As the new behavior starts to become permanent, you'll gain a strong sense of mastery and self-respect.
- You'll avoid miscommunication that can lead to serious misunderstandings and errors.
- You'll gain admiration and respect for your great listening skills.

- You'll make others feel valued and important, and you can be sure that they will reciprocate in kind and listen with attention when you have something to say.

How empowering is that? It is simple and straightforward to unlearn most negative behaviors and put them behind you for good. However, you should note that some behaviors are tougher to unlearn than others; issues like violent behavior and extreme anger could have deeply-rooted psychological causes and require you to seek professional help.

DAY 2- Unlearn One Negative Habit

You could argue that habits and behaviors are one and the same thing, and to an extent, they are. However, a habit is often stubborn and difficult to unlearn as it is usually related to mental or physical gratification. Negative habits range from the very serious, such as smoking, watching online porn, gambling, and substance abuse, to less serious but equally disempowering ones such as procrastination, lying, digital addiction, eating junk food, and poor hygiene.

The list of negative habits is endless, and each of us has our share of them. When unlearned, these habits can empower us in many areas of our lives, such as our health, career, relationships, and social life. The longer we have been practicing them, the more effort will be required to unlearn or break them.

The challenge for Day 2 is to unlearn one negative habit. The goal is to train your mind to reject it by recognizing your personal triggers. You are not required to replace the

habit with a positive one, but if possible, you should lay the groundwork for forming a new habit. Here's what you need to do:

- **Sheer willpower is the only way to break a habit.** Keep that in mind when proceeding with this challenge. The funny thing about habits is that they're super easy to develop but very difficult to unlearn.
- **Try to recognize your triggers**—that is, the signs or signals your brain picks up that trigger you to engage in a certain habit. For example, anger, distress, or even a cup of coffee may trigger the craving for a cigarette. When you are able to recognize this trigger, you can reject it by quickly doing something else. This could include taking a walk when you are angry or upset or having a piece of chocolate with your coffee.
- **Breaking a negative habit in your eating routine can be extremely empowering health-wise.** Review your habits such as binge eating, late-night snacking, an excessive sweet tooth, or a passion for junk food. Again, identify your triggers and replace them.
- **Other negative health habits can be holding you back from empowering yourself.** Irregular meal times and sleeping times, for example, could take a heavy toll on your mental and physical stamina. These types of habits don't necessarily have triggers. They can be

unlearned by creating a fixed mealtime or bedtime routine and sticking to it.

- **Impeccable personal hygiene is amazingly empowering** in that it dramatically improves your self-confidence and self-image. If your personal hygiene leaves something to be desired, you may want to consider working on that.
- **Procrastination can become a crippling habit if it becomes chronic.** The only way to unlearn this habit is to muster up all of your willpower and just do it! Research has given us a simple equation: Action breeds more action, and inaction breeds more inaction. When you feel the urge to "sleep on something" or postpone a task, immediately kill the urge by taking one small action. Write the first paragraph of an essay, collect some images for a report, or make a list of names you need to contact for information. That one small action will begin a snowball effect, and before you know it, you'll be immersed in your task.
- **Compulsive spending can completely derail your life and drag you into a fathomless pit of debt.** Your trigger could be things like targeted advertising, special offers, or peer pressure on social media. Avoid these triggers by avoiding places where you might be exposed to them in addition to exercising your willpower.

They say that old habits die hard, and indeed, some do. But they do die. You may struggle with this challenge if a negative habit is very deeply ingrained in your mind, but with consistent practice, you will succeed. Just remember the two keywords: triggers and willpower.

Note: Certain habits may require professional help. Some examples are pathological lying, addiction to porn and gambling, and food-related disorders.

DAY 3- Unlearn One Negative Self-Belief

This may come as a surprise, but the things you believe about yourself are not formed internally by you alone. They are actually formed externally by how others perceive you. Your self-belief is shaped by what your parents, teachers, peers, and society think of you.

You may have been conditioned to believe that you are amazing, brilliant, and capable of anything. On the other hand, you may have been conditioned to believe that you are not smart enough, ambitious enough, outgoing enough, or pretty/handsome enough. Over time, these perceptions become your own beliefs about how you see yourself. What you believe you are will subconsciously dictate your thoughts and behavior accordingly.

When you have been consistently told or regarded as not smart, you will come to believe this, not try hard enough, and be content with mediocrity. When you are perceived as not being good-looking, your self-image will be extremely

poor, you will feel self-conscious in social situations, and even shy away from going swimming or working out at the gym. This is how disempowering negative self-belief can be.

Note: A small portion of your self-belief comes from your own negative experiences and failures. Dwelling on these can disempower you and hold you back.

The challenge for Day 3 is to choose one negative self-belief that you feel is limiting you and to blow it out of the water. Here are the action steps you should take:

- **Choose the belief you want to unlearn** and take some time to reflect deeply on how it's limiting you. For example, having the self-belief that you are not outgoing or social enough could be sapping your self-confidence, causing you extreme social anxiety, or holding you back from pursuing new relationships.
- **Next, make a list of all the ways that you would be empowered if you unlearned that belief.** For example, being social and outgoing would allow you to expand your social circle and have a livelier social life. Your social anxiety would disappear, and you would shine at social events. You would enjoy meeting new people and pursuing new relationships, etc.

- **Now, start practicing the things you have listed.**

It will be uncomfortable and even a bit distressing at the beginning, but gradually, you will begin to feel amazingly capable and empowered. You are well on your way to unlearn that negative self-belief.

Note: Most of our negative self-beliefs are, in fact, a reflection of how we are perceived and not how we would choose to perceive ourselves. Unlearning these beliefs is an extremely liberating process that, among other things, allows you to find your true self.

DAY 4 - Unlearn One Negative Value

Certain values can sometimes be imposed on us that cause dissonance with what we truly believe. These could be religious values, cultural beliefs, or values we display due to peer pressure in order to feel accepted or gain approval. Embracing values that you don't believe or stand for can cause a lot of inner turmoil because they constantly remind you that you're not being honest with others, but more importantly, not being true to yourself.

Your challenge for Day 4 is to identify and unlearn one negative value. You will do this by making your core values crystal-clear to yourself and to others. Here's what you need to do:

- **State your core values:** Sometimes, we tend to forget what we stand for due to the hectic pressures of life, or worse, compromise those values by feeling ashamed of them and keeping them hidden. The first crucial step is to identify those core values that you feel are an integral

part of who you are. It's a good idea to put them down in writing to make them clear and vivid. For example:

- I am a devout Christian/Muslim/Jew or any other faith you embrace.
- I am a staunch atheist with strong reasons to support my views.
- I am a loyal Republican/Democrat.

After identifying your big core values, state your core beliefs around causes and issues that you feel strongly about, such as:

- Being pro-life or anti-abortion.
- Supporting or not supporting gay marriage.
- Supporting or not supporting premarital sex.
- Supporting or not supporting stem cell research.
- Supporting or not supporting assisted suicide.

Each of us has our personal views on certain issues that we may not always be prepared to display or defend. But you must be prepared to do just that.

- **Display your core values with courage and pride:**
Your self-respect is founded on your integrity and honesty. For this reason, you must always display your core values with confidence and defend them when they are attacked. You may be tempted to compromise those

values for the sake of getting ahead or gaining acceptance or approval. But losing your self-respect will only disempower you and drag you into a cycle of dishonesty and self-deceit.

If your core values are a part of who you are, never sell yourself out. Have the courage to display them and defend them with conviction.

Note: Values are different from self-beliefs in that they reflect how you perceive others as well as the world around you, but they are also an integral part of your character and behavior. Unlearning negative values can greatly empower you by boosting your self-respect and also gain you tremendous respect from others. Whether they agree with you or not, even the harshest critic will inwardly respect you for the strength of your convictions.

DAY 5 - Empower Your Subconscious Mind

Your subconscious mind can often work against you without you even realizing it. It's important that you understand one important fact about how your brain works. For some strange reason, the mind tends to focus more on negative thoughts and experiences rather than on positive ones. This is called negative bias.

Our negative bias is what causes us to dwell incessantly on past negative experiences. It creates negative self-talk that runs through our heads when we are engaged in a task or activity. It magnifies our fears and destroys our confidence in our capabilities.

Nobody really knows the reason for this negative bias. Some theories suggest that it is related to pain and that pain is more lasting and memorable than pleasure. Other theories believe that it is an internal defense mechanism inherited

from our prehistoric ancestors. Whatever its cause, your negative bias can be immensely disempowering.

Your challenge for Day 5 is to tame your negative bias and empower your subconscious mind. You will do this by training your brain to think positively and automatically push back negative thoughts. Here are your action steps:

- **Stay alert:** At the beginning of this challenge, your negative bias will continue to sneak up on you and plague you with demotivating thoughts. When you're engaged in a task or activity, your brain will tell you that you won't get it right, or you'll fail, or you won't do as good a job as so-and-so, etc. Likewise, your mind may dwell on past negative experiences as you are engaged in a mundane task like washing up. These thoughts will flood your brain with crippling emotions such as anger, guilt, resentment, and so on. You must stay alert to your thoughts in order to begin unwiring your brain and rewiring it to generate positive thoughts. When you catch yourself thinking negatively, switch your thoughts to something positive such as an outing or holiday you're looking forward to, recent praise you received from someone, or a happy memory from the past. When you do this consistently, your brain will learn to do it automatically. You will gradually weaken your negative

bias until your thoughts are more motivating and positive every day.

- **Make affirmations part of your empowerment routine:** Affirmations are a powerful technique to foolproof your subconscious mind against negative thinking. What's more, your brain will help you manifest the positive statements you're feeding it. When you consistently repeat affirmations, your mind comes to believe them strongly and guides your behavior accordingly. There are affirmations for almost anything you want to manifest in your life—even, believe it or not, for finding love and losing weight. You can find hundreds of empowerment affirmations online to choose from. Here are 10 to get you started:
 1. I am empowered in all that I do.
 2. I seek to empower myself in new ways every day.
 3. I believe in myself and in my ability to do anything.
 4. I shun all that is limiting because I am strong and empowered.
 5. I am proud of my inner strength and resilience.
 6. Failures and setbacks are challenges that make me stronger and wiser.
 7. I am grounded in my inner strength.
 8. My passion and purpose keep me empowered.

9. My successes empower me, but so do my failures.
10. I believe that I can do anything that I put my mind to.

Choose 3–4 from the above or search online for others that resonate with you. Repeat these 3–4 affirmations daily for one week, then replace them with 3–4 new ones, and so on.

Note: These two simple steps are game-changers when it comes to overcoming your negative subconscious mind. Your increased positivity and optimism are some of the biggest tools that can empower you because, quite simply, they will skyrocket your motivation and multiply your purpose tenfold.

DAY 6 - Empower Your Purpose

What is it that makes you get out of bed on a cold, dreary morning to go to work? Why do you stay up until the early morning hours perfecting an important report or presentation? It is your purpose. Purpose is basically why we do what we do. It is our reason for striving hard and, arguably, our reason for living.



Sadly, we may temporarily lose sight of our purpose when the pressures of life pile up or when we get sidetracked. This challenge will enable you to avoid the resulting frustration and loss of motivation and drive that come with the loss of purpose.

- **Declare your purpose:** Of course, anyone will tell you that they know their purpose, but sometimes it can be too vague. For example, someone may declare that their purpose is to become rich, but then the question poses itself: Why do they want to become rich, and what will they do with the money? The answer to that is their purpose. Reflect on your purpose and declare it briefly and clearly in a written statement. For example:
 - My purpose is to provide a good life for my family.
 - My purpose is to become a best-selling author.
 - My purpose is to own a string of successful restaurants.
 - My purpose is to become a renowned brain surgeon.

Place your statement where you can see it every day to keep your purpose clear and vivid in your mind.

- **Don't get sidetracked:** Keep your goals aligned with your purpose by assessing them regularly and making sure that they are helping you move toward your purpose.

- **Take one step toward your purpose every day:**

This could be something as simple as practicing a new skill or reading a chapter of a book. Doing one small thing for your purpose each day will keep it top of mind and keep you motivated, feeling strong and empowered.

DAY 7 - Empower Your Big Thinking

What's the difference between dreamers and big thinkers? It is literally the difference between disempowerment and empowerment. Dreamers don't believe that their dreams are attainable; they are no more than wishful thinking and fantasy. Big thinkers totally believe that their dreams, no matter how big, are attainable and look for ways to make them come true. It's not hard to see how this challenge is possibly the most empowering one.

Your final challenge will help you develop your big thinking, not only to achieve your dreams but to soar and shine in all that you do. Take the following action steps:

- **Think outside the box when embarking on a new project or endeavor.** Never be content to do things the traditional way. Think outside the box by exploring new tools and methods and seeking advice from experts. You'll find that this opens up amazing new possibilities.

- **Overcome your fears and fire up your courage by stepping out of your comfort zone.** The unfamiliar could actually open doors to great opportunities. Make it a habit to try new things and to learn new things, and over time you will become comfortable with the excitement of all that is new.
- **Hang out with big thinkers as often as you can.** Big thinking is contagious, and over time, their amazing traits will wear off on you!
- **All types of creative activities are ideal for expanding big thinking and innovation.** Art, music, crafts, and even gardening are all great examples. Make it a habit to unleash your creativity on a regular basis and watch your big thinking expand.
- **All big thinkers never stop seeking lifelong learning, and you should do the same.** Embrace lifelong learning in as many diverse fields as you can to make sure that you are constantly expanding your mind and your horizons.
- **Don't be afraid to dream big.** Your dreams are totally valid as long as they are realistic. Reflect on your dream, research how others achieved similar dreams, and lay out a roadmap of goals. In all likelihood, you will find that your big dream is not so far-fetched, even though it may require time and effort.

Note: When you become a big thinker, your motto becomes "The sky's the limit." If that isn't the height of empowerment, then what is? Not only will you create amazing new opportunities for yourself, but you will develop the boldness, confidence, and strength to pursue them with passion.

Conclusion

Skim through the 7 practices presented in this short book and imagine them all working together and complementing each other to form a whole that can transform your life. This is the true meaning of empowering yourself.

The combination of unlearning your negative practices and empowering your mind, purpose, and big thinking will be lifelong because you will have succeeded in empowering yourself from within. As explained in the introduction, you can continue to unlearn negative practices at your own pace by repeating the challenge.

Yes, some steps of this 7-day challenge will require some struggle and passion, but ultimately, you won't be disappointed. In fact, the sense of mastery and accomplishment you will gain is another level of self-empowerment in itself.

You owe it to yourself to become empowered because, in the process, you will find your greatness.

**Ready To Break Free From The Shackles Of
The Past & Experience New Breakthroughs?**



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