**Attitude Matters**

***By Kit Cummings***

Attitude can be described as the lens through which you see the world; your relationship with the present moment. Every day, we observe all kinds of different attitudes in different people, in different places, seeing life from a completely different point of view. I am fascinated with the study of attitude. It makes such a big difference when we begin to realize that we have a choice as to how we view and respond to life as it happens around us.

  The problem is that most people simply react, as if they have absolutely no control. In today's world, if we go through life reacting, we could be in store for quite a roller coaster ride.

   Establishing a healthy attitude has become quite difficult for many these days due to the magnitude of negative news coming our way. If we spend most of our time watching, listening, and talking about bad news, then it is more likely we will see like life through a negative lens. This negativity can become a reactive kind of trap, causing our attitudes to become rather hopeless. So the question becomes, "How can I maintain a positive attitude with all of these bad news and negativity surrounding me?" Here are a few thoughts that may help.

**You find what you look for.**

   Have you ever noticed that when you're in the market for a particular type of car, you begin to see that car everywhere? That's because of a fascinating part of the brain called the Reticular Activating System (or RAS). It is in charge of filtering information before it is sent to a specific part of the brain to be processed. The RAS helps to control the sensory overload by only letting in what it has learned is important to you, and what you consider relevant and necessary. If you are looking for a red corvette, then it begins to search for them on your behalf, even if you are not aware of it. If you are focused on bad news, it is natural that your brain is going to seek out that kind of information. How do you avoid this? Make a conscious effort every day to program your RAS to see out good news, great customers, higher revenues, great employees - whatever it is you would like to see happening in your business. Begin to focus on what you want, instead of what you don't want.

**You find what you believe you deserve.**

    We all carry around mental messages that we have had with us since childhood. For the lucky ones, messages like, "You're a winner. You can do anything. Nothing can stop you," lay a solid positive foundation for a positive outlook. Some carry around negative message like, "Nothing lasts. Things never work out. I'll never make it. This always happens to me."  Those messages, both positive and negative, affect attitude, and can be the difference between success or failure. Even though those messages exist in the sub-conscious mind, we still have access to them and the ability to control them.

   It all starts with a tiny, but powerful little statement: “I am." People finish "I am \_\_\_\_\_\_\_\_\_" in different ways. The way you finish that very short, but powerful sentence can make all the difference. For example, the phrases "I am sick. I am tired. I am broke," can leave people with a burned out feeling. Remember the brain is always learning and reprogramming itself based on what you believe to be true. Make a point to pay attention to how people finish that sentence today. You'll be amazed at how the typical person defines themselves without even being aware that they are doing so.

   The most successful people have one very important thing in common: their self-talk serves them well. Affirmations are effective because the brain hears the spoken work and develops a "loop" that determines how you process information. The more you affirm a particular statement, and strengthen its foundation in your mind, the more your brain begins to "buy in" and eventually rewires itself to experience life from that perspective. If you constantly tell yourself "I am wealthy," then eventually your brain will accept it as reality and begin to see things and look for things from a very abundant perspective.

**Beliefs and habits can be a thousand times stronger than desires.**

    What if you were to begin every day talking to yourself in admiration and respect, seeing yourself the way you truly wish to be? With discipline, you can begin to "set your mind" before the world sets it for you. In doing so, you will begin to live pro-actively instead of just reacting to the news and circumstances of the day.

   And what if you end every day activating your imagination, and visualizing the life of your dreams? In doing so, you can actively program your RAS to look for what is important to you right before you drift off to sleep, which is the most effective time to work on the RAS, as well as the subconscious mind. Plant the right "seeds" before you fall asleep, and the brain will work for you while you sleep.

**The Law of Attraction**

   As you begin to reprogram your RAS, you will begin to witness something amazing: the right people and the right circumstances will often show up in your life at just the right time. Good news just finds positive people, positive people attract positive people, and successful people find successful people. You really can change the way that you think, but it does take discipline and consistency. Remember that the brain is watching, listening and always learning. It is true: we are going through a time in the world today. But you don't have to be a victim and allow the bad news to dictate your reality. You can choose what you focus on, and what you focus on is what you will tend to find in the world.

   Now put it all together: You want more customers? Good, qualified leads? Motivated buyers and sellers? More business, volume, commission dollars? Then begin to dwell on those things, instead of worry, doubt and fear. Imagine what it will feel like to close that big deal. Visualize the perfect customer, and the best way to connect with them. Begin to research whatever positive news you can find on your market. Replace every negative, doubtful, fear-based though with deliberate thoughts founded in abundance and prosperity. You'll be amazed how it will change your day. And not only that, it will change your brain and you may begin to notice things you've been missing. The world will become brighter and more hopeful, and even this market. Good luck out there. But really, it's not about luck; it's all about attitude.