

# Your Marketing Reality

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We create our reality in every moment with our feelings and beliefs. We call these feelings and beliefs our “Ground Rules,” and we describe them in our book [Manifesting Your Dreams with EFT, SK, and More](#). Each of us created the Ground Rules we currently live by and we can change them.

In the left column below are some examples of common limitations and in the right column are new ways of viewing them. In the middle area, note from 1 to 10 how strong each limitation feels to you. Re-frame each one with the New Ground Rules and notice the difference. You may want to write your own list of Marketing Ground Rules or use the ones provided here as the foundation for your view of your marketing reality.

<u><b>OLD GROUND RULES</b></u> Fears and Limiting Beliefs	<u><b>INTENSITY</b></u> from 1-10	<u><b>NEW GROUND RULES</b></u> Positive Affirmations and Infinite Potential
<b>OVERVIEW: Life is difficult and marketing is even more difficult.</b>	_____	<b>Anything is possible and miracles are happening now in all areas of my life.</b>
Fear of Exposure	_____	People around me are friendly and receptive. I look forward to having opportunities to touch others in positive ways.
Fear of appearing to be pushy	_____	I offer my services in joyful ways that honor all involved and make positive differences in peoples’ lives.
Fear of having to be disingenuous	_____	I am blessed to have something to offer that I believe in.
Fear that others will think badly of you	_____	I interact with clients in ways that make them feel better about themselves and their lives.
Fear of rejection	_____	I have wonderful gifts to offer and know that there are people who would benefit from hearing about my services.
Fear of failure	_____	I know that I am succeeding as I touch others in positive ways.
Fear that people won’t want what you have to offer	_____	I understand the needs and desires of my prospects, and find positive ways to help them to meet these needs and more.

Fear of being boastful or arrogant (Spiritual people are humble)	_____	I present myself and my offerings in positive ways that enrich the lives of everyone I touch.
Fear of not knowing enough.	_____	I study and practice my skills to build my confidence and create new resources.
Belief that it is wrong to charge money for something spiritual	_____	The universe supports me abundantly and also provides abundantly for those I serve.
Belief that marketing is not spiritual	_____	I am grateful to fulfill my dream and purpose by connecting with others.
Fear that If you become good at marketing, you might forget what's truly important and not like the person you have become	_____	I am staying true to my dream and all else follows in perfect order.
Belief that marketers are greedy and dishonest	_____	I am honest and deserve to prosper.
Belief that you don't have time to market	_____	Time is becoming more and more spacious. I can easily find time for marketing and helping to make the world a better place.
Other	_____	
Other	_____	

**OTHER KEY FACTORS:**

- **Empower yourself** to reach beyond the norm and create miracles.
- **Keep your vibrations up and take full responsibility for yourself.** Eliminate victim mentality and become a proactive creator.
- **Have confidence in yourself** and what you are doing. You are here for a purpose and there are people out there who are waiting for you to help them to make positive changes in their lives.
- **You have to be able to both give and receive.**