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# WHAT TO SAY

Powerful New Techniques to Program  
Your Potential for Success!

# WHEN YOU TALK TO YOUR SELF

**Shad Helmstetter, Ph.D.**

Author of The Self-Talk Solution.





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and

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2) Self-Talk is based on the latest scientific developments about how the human brain receives and accepts information. If you want to make a change and make it stick, you've got to do it the way the brain works.

3) This *new, word-for-word* programming changes the conditioning of the subconscious mind—the control center of the brain. This specific vocabulary can be used by anyone, at any time, to replace negative programming with positive, new, *repeated* directions.

**TALK TO YOURSELF!  
LEARN THE WORDS—THE RIGHT WORDS—  
AND USE THEM!  
MAKE SUCCESS A PERMANENT WAY  
OF LIFE, WITH . . .  
WHAT TO SAY WHEN YOU TALK  
TO YOUR SELF!**

**Books by Shad Helmstetter**

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The Self-Talk Solution**

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**Shad Helmstetter, Ph.D.**

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*This book is dedicated, with love, to my parents,  
Fred and Nora Helmstetter—to my mother,  
who taught me persistence and perseverance,  
and to my father, who taught me that there  
is always a better solution.*

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