

A portrait of Ricky Kalmon, a man with short dark hair and a friendly smile, wearing a black button-down shirt. He is positioned on the right side of the image against a blue background with abstract circular patterns. His hands are clasped in front of him, and he is wearing a watch on his left wrist.

# **3 Essentials to DE-STRESS & ACHIEVE SUCCESS**

*Leveraging Your Mindset*

**RICKY KALMON**

# **3 Essentials To DE-STRESS & ACHIEVE SUCCESS**

*Leveraging Your Mindset*

By Ricky Kalmon

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v.1.1.1

# 3 Essentials To DE-STRESS & ACHIEVE SUCCESS

## A NOTE FROM RICKY

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Thank you for taking advantage of my free E-Book. I have been speaking and training for over three decades and I am still amazed by the power of suggestion and the impact of the subconscious mind in our lives. I have spent most of my career teaching people that true potential is decided on the playing field between our ears. It has the power to take us wherever we want it to go, near or far.

I have seen individuals up and down the corporate ladder take themselves to the next level of success, all based on leveraging their mindset and the balance in their lives. I have seen athletes exceed their own expectations and entrepreneurs overcome incredible challenges because they didn't let doubt rule their world. If you are the type of person that is looking for more, then you will appreciate the power of these **"Three Essentials."**

What's keeping you from exceeding your own expectations? Is it doubt? Are you investing in your mindset and giving yourself the opportunity to grow? Have you ever said,

*"I don't have time for me."*

*"One of these days I will make that change."*

*"I wish I could be ..."*

If so, you are not alone. Most people know what to do and how to make changes or enhancements in their life. They know what they should be doing, but they have an adversary—their mindset. Their internal belief system doesn't agree or isn't fully convinced that they can make those changes. Even people you admire who are successful are challenged with their own mindset. The key is they also know how to overcome obstacles as though they don't exist.

What does it really take to make changes in our lives? Are there specific actions, steps, or secrets one must take or know in order to be successful? What is the most effective way to de-stress? The answer to all of these questions is the same: **IT TAKES ACTION!** The smallest steps can make a difference. Even downloading this E-Book creates direction toward changes. No, you will not change overnight. However, creating awareness in and of itself promotes change in the direction that you desire.

Why? Because with every moment of awareness and action step you take, you are reinforcing the mindset that says ***“I can ... I will,”*** rather than the mindset that continually reminds you that you can’t, you won’t. In the short time it takes you to read this E-Book, I hope to help you create a personal roadmap toward your own destination, moving you toward your personal and professional empowerment. The three simple, but powerful, essentials have unlimited potential. Please, don’t take their simplicity for granted.

Let me also be blunt for a moment. The concepts that I am about to share with you are not for everyone! Some people will read this and not actually follow through—meaning they will dismiss the power that each element has. If you are not willing to implement it and take time for yourself or if you don’t think change is possible, it is not for you. However, if you know that when you really put your mind to something, nothing gets in your way, then I urge you to implement this program, starting right now!

Yours Truly,



**RICKY KALMON**

# 3 Essentials To DE-STRESS & ACHIEVE SUCCESS

## INTRODUCTION

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The process you are about to learn is part of what I call the Mindset Magnet™. This E-Book shows you three simple steps you can follow every day to create success and reduce stress and help you create the reality you've always wanted in your life. Not only will you be able to learn it today, but you can apply it immediately!

After one coaching session, you will be able to begin the process of altering your personal and professional life. You will be privy to the same secrets known by some of the most successful people in the world—the secrets of the subconscious mind. Remember, though, this is one step forward in the process of self-discovery. The process never ends. The motivational information and exercise suggestions included here are examples of ways to create awareness and action toward your empowerment.

*Why do you need this information? Why should you want to know it?*

Let me share a secret of my own. I know you want to change something about your life. You want to be healthier, or maybe wealthier. You want to invite love and happiness into your world. You want something—whether it's personal or professional growth, success, new possessions, or even stress relief, and you're ready. How do I know that? For starters, you downloaded this book and opened it. You are actively seeking a way to create change or improvements in your circumstances and your life. Like many individuals on the journey of self-discovery, you've already opened up your mind to new thoughts and suggestions. Changing your life by changing your beliefs and mindset opens the mind to receive and reinforce those new thoughts and suggestions. It's a form of self-hypnosis that is one of the most powerful techniques you can use to achieve any goal in any area of your life.

You have already hypnotized yourself into your current circumstances. Your way of life and your daily experiences are all based on your subconscious programming. That programming has become a habit. If you continue to think the same way you are thinking right now, your life will continue to be the same way it is at this very moment. Nothing changes until you allow it to change.

When you are aware of your subconscious programming, however, you create an understanding of how you consciously live and think. Your subconscious is truly powerful. It can be your best friend or your worst

enemy. It can make or break you. The three essentials that you are about to practice are the key to making your mind work for you, not against you.

Everything we do in life requires ongoing effort and continual learning. People upgrade and update their computer software frequently. You, too, should upgrade your internal hard drive—your subconscious mind. The subconscious mind is like a recording mechanism or the hard drive of a computer. It records information based on how it is perceived. Unconsciously, our thoughts and experiences throughout life have been recorded into our subconscious. Remember touching a hot stove when you were a child? That feeling and experience was recorded in your subconscious—now every time you see a hot stove, your subconscious brings it forward to caution you that the stove is hot. This is true of all our experiences. The subconscious mind retrieves information from the subconscious and brings it forward to the conscious. This frames our reality, affecting our actions, reactions, fears, emotions, motivations, morals, ideas, passion, creativity, inspirations, beliefs, etc... The subconscious reminds us of the times we failed, the times we have been hurt, and the times we doubted our ability to succeed...when our thoughts focus on those things, the subconscious goes to work to bring us results that align with our thoughts.

The real question individuals should ask themselves on a daily basis is, **“What reality do I want to frame for myself, and how can I make it happen?”** Then, every day they need to use their mind to make it happen!



This is a form of conditioning or training. Athletes warm up their muscles. Like an Olympic athlete who must continually train to achieve superior results, you, too, must train and warm up your mind daily to achieve success. You need to get pumped and excited about growing, inspiring, and awakening your ability. You can have what you want, but you must believe it to achieve it.

You must be open to what you are reading because there is meaning to everything I am going to tell you. If for one minute you create doubt, you are reinforcing the fact that nothing will change. Remember, doubt is an emotion which takes control. If for any reason you stop and doubt yourself or the process, you are wasting your time. You might as well stop reading right now, because the information you are about to learn will be of no use to you.

It is also crucial that you become personally responsible and commit to take action. If you want to change, become better, and succeed, then hold yourself accountable, get up and do something about it. Any excuses or procrastination on your part will have a profound effect on your subconscious, stifling any progress at all.

The techniques behind the process of self-improvement, self-discovery, and empowerment are really basic. As a matter of fact, most individuals know what to do, but they don't act on it. They know how to reduce stress, but they don't have structure, focus, and willpower. They don't try to find and eliminate the root of their stress. They don't allow them-

selves an opportunity to relax when they know they should. Stress is the biggest success killer in everything we do. Like a virus that takes over our computer's hard drive, stress takes over our mind, incapacitating its ability to help us get the results we want. We must learn how to relax and get rid of the static in our heads, which prevents us from hearing and believing that we can change our life and alter our experiences.

Are you an entrepreneur, leader, manager, owner, executive, in sales and want to grow or accomplish your goals? Or are you looking for ways to de-stress your personal life? Doubt or preconceived outcomes will hold you back.

For hundreds of years, successful people have known how powerful it is to remove doubt from their subconscious mind. That is the reason they are more successful than others. They know that we consciously act, respond, and live based on the programming or script written in our subconscious. Successful people are always conscious of their subconscious programming and actions. They remove obstacles as if they don't exist. This is not necessarily just about removing negativity; it is a complete way of thinking, living, and believing.

**Can it be that simple? Yes, anything you want can be that simple. It all starts with your thoughts and beliefs.**

# 3 Essentials To DE-STRESS & ACHIEVE SUCCESS

#1

## ***REMOVE DOUBT AND NEGATIVITY FROM YOUR LIFE***

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Life is abundant with opportunities, but in order to take advantage of them, we must open our eyes to the possibilities that are before us. More important, once we recognize those new and exciting opportunities, we must believe that they are within our grasp. After all, if we really don't believe we can grasp what we want, we really won't put forth the effort and take the action to do it.

We spend so much time making sure our children are confident. We give positive feedback to our friends, family, and coworkers whenever it is deserved. But unfortunately, we neglect to arm ourselves with the same confidence and encouragement we so freely and voluntarily share with others. This is a major obstacle that must be overcome to create happiness, growth, and success.

Negativity is like a disease. It breeds inside our minds, creating even more criticism and a lot of doubt. However, it doesn't have to be a permanent affliction. We can train ourselves to remove negative thoughts and doubts and replace them with positive words of encouragement, reinforcement, and support. To do so, we must be aware of the thoughts and words we feed our subconscious and consciously strive to replace them with their positive counterparts. It's the first step in retraining our minds to support what we do want, rather than what we don't want!

The most successful people in history have admitted that the one thing that attributed to their success was their refusal to believe that they could fail. Instead, they looked at ways to succeed, rather than the reasons why they might fail. They became experts at positive self-talk. It's been proven that the self-talk we give ourselves is an important component in success.

Most people don't realize how often they use negative words throughout the day. The following exercise will help you to rewrite your negative script in a more positive manner, thereby producing more positive results.

## ***Eliminating No, Not, and Don't***

There are three words in the English language that are guaranteed to impede progress. They are: No, Not, and Don't. Unfortunately, we use them far too often to ignore their effect on our lives. It's reported that one person uses those words as often as 300 to 350 times a day! Focus on eliminating those words and replacing them with positive words. Send a red flag to your subconscious every time you think or say those words.

Then, reword your thought or phrase in a positive way. Stop yourself and make these changes to your vocabulary, correcting yourself immediately. All too often, we don't even realize that we are throwing negativity and doubt into the mix, stalling or halting our success. We need to create awareness and reverse our negative train of thought, rerouting it along a positive path which will motivate and encourage our progress.

What are the most common negative phrases in your vocabulary? Write them down, then reword them in a more positive manner by ***eliminating No, Not and Don't.***

For example, instead of saying, *"I don't want to go to work today,"* say *"I want to go to \_\_\_\_\_."* Or, if you're faced with a major task or hurdle, instead of saying, *"There is no way I can accomplish that,"* (which, by the way, stops you from even attempting it), put it in a more positive frame of mind and say, *"I can accomplish some of that,"* or *"I can stay focused until I achieve that goal."*

## **ACTION STEP**

Take a few minutes of personal time for the following action step. Fill in the blanks below, changing the phrases to positive ones. In addition, add a sentence or two about your confidence and belief to a specific thought, goal or task. I know this might seem simple; however, by actually rewriting these statements, you are retraining your brain. It upgrades your internal software, your subconscious mind. This action step exercise can help you auto correct unconscious negative statements and reinforce positive beliefs.

**I am not confident.**

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**I am not certain.**

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I don't think I will succeed.

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I don't think I can relax.

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I don't think I really need to relax.

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Great! Now that you've become aware of the negative words and doubt you have imposed in your life, you can use that awareness to replace them with positive affirmations of confidence in yourself and your goals. Remember, if you can believe it, you can achieve it, no matter what *"it"* is! Then, you are ready to move on to the next step—one of the most powerful steps you can take toward success, happiness, and growth.

# 3 Essentials To DE-STRESS & ACHIEVE SUCCESS

#2

## ***RELAX AND REJUVENATE***

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**Relax. Just relax. Our world is sometimes a blur of things we have to do, things we should do, and things we never get around to doing.**

From the moment we wake up, we are mentally juggling our schedule before we even begin to follow it. That invites pressure, anxiety, and mental chatter—I'll never get there on time; I'm not prepared; I don't think I can get it all done. If you find that similar phrases invade your thoughts, go back to the first step in this eBook. You need to remove all negativity and doubt from your mind to eliminate worry and anxiety, which is a big part of de-stressing.

Stress has an uncanny ability to consume a great deal of our thoughts. Once we let it in, it's difficult to get rid of it because it overwhelms and dominates our other thoughts. That's because stress



brings with it a sense of urgency, which tells us that we must do something about it right now! But usually, we do the wrong thing—we allow stress to overtake us, pushing out all positive thoughts and paralyzing our ability to move past it.

Most people in this situation believe they don't have time to relax—after all, one of their worries is that they don't have enough time to do everything on their plate as it is. How will they ever manage to squeeze in another? That attitude is precisely why we don't take time to fully relax, which is also precisely why we are so stressed all of the time!

If any of the above scenarios describes you (and if they don't), relaxation is not just another *“to do”* on your list—it's a must do! If you are overworked, overbooked, slammed, or burdened with worries and woes, it is critical that you take the time to relax, clear your mind, and energize. Just a few minutes of relaxation a day will change your mental outlook, rejuvenate your body, and save you from hours of needless worry. You will be prepared to tackle the tasks ahead of you with determination and purpose, and you will be calm and collected as you make decisions and carry out your tasks.

Let's take a moment to relax. The simple and basic act of breathing is the most effective way to relax and de-stress available to us. Find a quiet place with no interruptions. Then, close your eyes and breathe in and breathe out. Intentionally tune out the world around you, and stop the mental chatter and worry inside your head. Inhale, taking in slow, deep breaths. Feel the air as it relaxes you, sending you into a deeper

state of relaxation with each new breath. Exhale slowly, envisioning all of the stress and worry leaving your body as you release the air. Let each deep breath cleanse your body of stress and anxiety. As you do, you will begin to feel calm and relaxed. You will be more productive, happier, and healthier when you remove stress from your life. Practice this exercise every day and soon stress will have less of an impact on you and those around you.

Repeat this process for several minutes. To achieve the full benefits of this destressing exercise, I recommend that you devote four minutes to each session, twice a day. You'll regain your objectivity, open your mind to new possibilities and solutions, and face your schedule and problems with a different perspective and attitude. A few minutes a day to de-stress is a small investment for the big results you'll gain. ***Relaxation is the key to achieving clarity and becoming calmer and more productive in everything you do.***

Take a deep breath and an objective, impartial look at what's going on around you. You just might find that your perspective changes. This simple act allows you to base your actions and responses on facts, not emotions. It will also provide you with the rare opportunity to push beyond your limits and to understand yourself and others more deeply. Of all the things on your busy schedule, de-stressing is the one that will have the greatest impact on your day and the ability to accomplish your tasks with less effort and better results.

# 3 Essentials To DE-STRESS & ACHIEVE SUCCESS

#3

## **ADOPT THE ATTITUDE OF GRATITUDE**

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So far, I have revealed two powerful techniques which will have a significant impact on creating a healthier, happier lifestyle. But, we are not done. Creating change does require confidence, and we have done that by removing doubt and negativity from our mind.

It also requires a clear mind and vision, which is not interrupted and overwhelmed with anxiety and stress. We've learned how to fully relax and let a calm tranquility lead us through our tasks and days so we can be more productive and less consumed by things we can or cannot control.

Achieving the greatest results requires one last, but crucial, step. The third step in de-stressing your mind and propelling your way to creating change is gratitude. Gratitude is very powerful, but often neglected,

in the process of eliminating stress or achieving success. But when we exercise gratitude in our lives, like a boomerang, everything we are grateful for is returned to us, giving us even more to be grateful for!

All too often, we take things in our life for granted. We forget to be thankful for the people in our lives and the everyday blessings which surround us. We all have something to be grateful for, and it's the expression of gratitude which brings the greatest rewards. Being grateful for even the smallest things empowers our subconscious to appreciate those things and place importance on them. By being thankful for these things, our perception changes and new opportunities reveal themselves in our lives.

Did you accomplish a difficult task today? Be grateful for it! Thank the universe, thank yourself. **Celebrate your achievement,**

**no matter how small.** Did you receive a kind word or praise?

Embrace it and take a moment to bask in the glory of being appreciated. Thank the person who extended the praise, and take a minute or two to feel good about it. Maybe you received an unexpected check in the mail or your load was lightened in some way today. Go ahead, be exuberant and say, *"Thank you, thank you, thank you!"*

Taking a moment to be thankful for the things and people in our life helps us view our world from a different perspective. Rather than being discouraged by what we do not have, we learn to find joy and blessings in the

things we do have. Everyone has something to be grateful for, a home, a job, a loved one, a friend, the beauty of their surroundings or even the opportunity to experience one more day.

As you consciously show appreciation for the things you are grateful for, your subconscious will work to give you more of those things. Your thoughts create your reality. Don't invest your emotions on things you don't like—invest your emotions and thoughts on the things you appreciate and want to expand in your life. When you do, your problems become less significant and your joys become more frequent. That is one of the keys to achieving happiness. Gratitude plays a major role in that achievement.

### **ACTION STEP**

Use the next page to list the things you are grateful for—a sunrise, a sunset, your good health, your job, your children, partner, family, and friends. Be thankful for everything that you have that brings you comfort, joy, or satisfaction and everything you achieve. Nothing is too big or too small to be included in this list. Once you write it down, intentionally express your gratitude for it. Return to this list every day and feel free to add to it, because the gratitude you express in your life will most certainly reward you with much more to be grateful for!

## THINGS I AM GRATEFUL FOR!

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

Being grateful for the good things in our lives helps us to put them in perspective. Sometimes, our personal involvement in situations prevents us from viewing them objectively. It is that newfound objectivity and perspective which will open possibilities and opportunities we never entertained before.

The triple play, three-step process, can be applied to any goal or change. It is effective in every profession, from C-level executives to salespeople, and it can be used to break habits, like smoking, or in accomplishing goals, like losing weight or increasing sales. It's the biggest confidence booster available when approaching new incentives or ventures. And it's free. It's available to everyone and can be implemented at any time. Even more, it puts you in control—you, the only person who can really control your destiny and outcomes. And it does it by using the most powerful, but most underused and under-appreciated tool you already have—your subconscious mind.

Sure, there are other techniques and strategies to success. Every day, we encounter new problems and challenges. Regardless what they are, this triple play will prepare you to find solutions and overcome those challenges. To make it work, it is necessary that you practice these three steps often. Remember, you are rewriting old scripts and thought patterns that have existed for years. You have to retrain your subconscious so your new thoughts and beliefs exceed and overpower the negative ones that have resided in your mind for far too long.

Once you have retrained your mind, you will be ready to move on and expand your newfound capabilities and successes toward other specific goals. Regardless of your intentions, take action now. Today is the day. There are two outcomes here. One, you read this and say ok this was motivating to read or you leverage your mindset now by actually implementing these three essentials now. Take the time now and start. Change the way you think and you will change your world.

### ***What Else Can You Do?***

The techniques you have just learned can be the key to remove doubt from your mind, eliminate stress and anxiety, and then put things in a different perspective, one which is more perceptive to possibilities and opportunities than problems and worries. It's a simple matter of changing your focus so you can focus on changing your reality. No one can do it for you. You are in charge of your own results. Take advantage of the amazing powers of your subconscious mind by eliminating stress and introducing the power of positive thoughts and you'll achieve powerful results.

You've just received a small sample of the variety of techniques I reveal in my motivational keynote training programs, books, and audio programs. Just one simple exercise, technique or thought can be an **AMAZING** tool that can be easily integrated into your personal and professional growth program.



I encourage you to return to my website often, where you will be able to access other programs that will help you enhance your success and mindset. Once your mind is warmed up and trained, it will be open to new strategies and techniques. Let your mind be a strong partner in all of your endeavors.

If you are not already receiving them, I invite you to continue this process by subscribing to my **FREE Motivational emails** by visiting my website at [www.rickykalmon.com/signup](http://www.rickykalmon.com/signup). They will introduce new ideas and exercises to help you change the way you think, so you can change your world.

If your company or association would like to book any of my motivational empowerment programs and experience the power of the subconscious mind firsthand, visit [www.rickykalmon.com](http://www.rickykalmon.com) or call my management office direct at **770-442-8820**.

# ABOUT RICKY KALMON

**CELEBRITY HYPNOTIST, MOTIVATIONAL SPEAKER  
AND TV PERSONALITY**

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Ricky Kalmon has amazed audiences around the world. He has made numerous special guest appearances on ESPN, HLN/CNN, Fox, FX, TV Guide, and the Hallmark Channel.

Kalmon delivers corporate programs that change the way you live, work, and think. His engaging programs inspire and offer compelling, applicable tools anyone can use in personal and professional development. By ***“Unlocking the Power Within™,”*** he reveals how the subconscious mind can be the greatest tool in achieving new heights in reducing stress, and boosting confidence and accountability. Kalmon shows you how to enhance your mindset to repel doubt and ignite your positive intentions.

His motto, *“Change the Way You Think and You Will Change Your World™”* truly reflects the content of his motivational empowerment program. Ricky’s programs go beyond motivation by offering take-home value to his audience. Use his strategies to become your own coach and learn how to leverage your mindset, prosperity, and success.

## ***Disclaimer***

It is very important that you understand that the techniques and/or exercises in this e-book cannot make you do anything. Your willingness and openness is the element that creates the momentum and direction you desire. Ricky Kalmon / Kalmon Productions, LLC motivational programs and techniques should not be considered a form of therapy. If expert assistance or counseling is needed, services of a competent medical professional should always be sought. Neither Ricky Kalmon / Kalmon Productions, LLC shall be liable for any physical, psychological, emotional, financial or commercial damages, including but not limited to special, incidental, consequential or other damages. You are responsible for your own choices, actions, and results.

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# RICKY KALMON

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