

The
Power
of
Talking
Out Loud
to
Yourself

**Break Through to Exciting New
Levels of Success at Work and in Life**

BILL WAYNE

A Possibility Press Book

The
Power
of
Talking
Out Loud
to
Yourself

BILL WAYNE

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Dedication

This is for you, for recognizing that your future is solely your responsibility and that you can make it great, fulfilling, and successful. Congratulations for having the courage to take the actions necessary to become the best you can be. Now go out and make the world a better place in which to live.

This book is especially dedicated to my wise and devoted wife, Dee, without whom Chapter 4 could not have been written. We have been married nearly 50 years and yet, every day, she still amazes me.

“When you talk out loud to yourself, you cause yourself to focus intently on the challenge, situation, or circumstance. This activity increases the likelihood of obtaining a desirable solution more quickly. It is easy to daydream nonproductively for an hour or two, but it only wastes time and doesn't give you the results you'd like to have. It is incredibly powerful hearing your own voice emotionally proclaiming what you intend and expect to accomplish. Talking out loud to yourself can go a long way in helping you move on.”

—Bill Wayne

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Shaking Hands With Your Future

*“If you have built castles in the air, your
work need not be lost; that is where they should be.
Now put foundations under them.”*

—Henry David Thoreau—

How do you get to where you want to go? Everyone wants to live a better, happier, more enriched life, but why do so few ever realize it?

Everyone wants to do a better job of overcoming obstacles and achieving goals. After all, life is a continuous process of making choices and dealing with challenges.

We all make mistakes from time to time. The best we can do then is to learn from them and go on to a new level of living—letting go of the burden of old patterns that simply don’t work for us anymore.

We would all like to smooth out the bumps on the road of life so we can move along more easily to accomplish our goals, and make our dreams come true sooner rather than later. However, some people are so overwhelmed by the bumps, ruts, and chuckholes that mistakes, challenges, and decisions bring them to a halt, leaving them in a mire of unhappiness and frustration. Their friends and family are often in similar situations and, therefore, unable to assist them.

Other people seem to travel along in life haphazardly, barely managing to arrive at a destination that is only somewhat acceptable. It’s

quite a bit short of their real dreams of success and happiness. Still others learn to dream and set goals, and overcome obstacles as they doggedly persist. They successfully get out from under circumstances others don't and live the lives they envision.

Well folks, everyone *can* be more successful, and this book could be an excellent tool to help you accelerate the process. The methods in this book work. I've used them for years, and continue doing so. These simple, basic procedures remain a daily part of my "tool box" as I journey toward ever greater levels of success, happiness, and fulfillment. And I can honestly say that I reach new levels of living all the time, and so can you.

This book can help you jumpstart the rest of your life's quest, no matter where you are now. Whether you are 19 or 99, if you want to become the best you can be and achieve the most you can during the rest of your life, this book can help you begin or continue on with that journey.

No doubt, you have heard the adage that *today is the first day of the rest of your life*. Every day we are all beginners for what lies ahead. Every day gives us a fresh, new opportunity to launch ourselves into new achievement and success, regardless of what our yesterdays produced or didn't. Yesterday is history and it can't be changed. Tomorrow isn't here yet, and it's promised to no one. There is only *today*, and it's ours to mold so our tomorrows can be what we'd like them to be.

But wonderful tomorrows don't come by sitting on our hands and wishing. We need to take decisive action today and all of our future todays. Every day we need to break through the obstacles that seemingly block our journey toward living the life we want.

This book is designed to help you make *breakthroughs—sudden successes that overcome obstacles to progress*. We can help ourselves do this more effectively by engaging in an innovative twist to positive self-talk—*Self-Communication Of Realistic Expectations*. I call it *SCOREing*, which is done out loud to yourself.

Now it's important to understand, right at the outset, that a realistic expectation is based on whatever you believe. If there's an old habit you'd like to stop or a new one you'd like to adopt, or something you'd like to accomplish that you don't think is "realistic," you can

start by changing your belief. To begin heading toward accomplishing something you haven't done before, start believing it and you'll begin seeing it!

For example, when President Kennedy set the goal of putting a man on the moon, it was “unrealistic.” In a Special Message to Congress, given on May 25, 1961, Kennedy said, “We go into space because whatever mankind must undertake, free men must fully share.... I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.”

At the time Kennedy made that startling announcement, no rocket or space capsule existed that could make a lunar landing a reality. But his leadership in making that statement helped people raise their belief to where putting a man on the moon was accepted as realistic. This shift in belief can work for you too. Simply start believing that whatever you'd like to accomplish, even if at first it appears to be unrealistic, actually *is* realistic! So how can that be done?

The Power of Talking Out Loud to Yourself shows you how to take actions to help you change your thinking about something from unrealistic to realistic. This will enable you to improve your life while advancing in whatever direction you may choose. You'll learn that it's fun and easy to *SCORE*. It can be done by anyone, and a degree in rocket science is not required. All you need is faith in yourself, perseverance, and the self-discipline to perform some simple *SCOREing* approaches. And if self-discipline is a challenge, there's even a *SCOREing* approach to help you develop that as well!

Chapter 1, Part A includes more details about some powerful *SCOREing* approaches and how to implement them. Parts B and C go into greater detail about how and why you can accomplish whatever you program your mind to do—by breaking through to success by *SCOREing*. The remaining chapters contain a variety of specific *SCOREing* approach scenarios and dialogues that can be adapted to virtually any life circumstance you're likely to encounter.

To augment your *SCOREing*, you also could create an audio recording of what you say out loud to yourself, perhaps with some inspiring music in the background. You could then press “play” anytime you want to hear yourself declare what you want to change or

create. Use a portable audio player with an earphone, and you won't disturb anyone. And, of course, you could also play it back in the car to and from work, when you're in the bathroom getting ready for work or bed, or other private places.

At times the book is humorous, while at others it is serious, and probably unlike any other you've ever read. So maintain a sense of humor, keep an open mind, and stay with me. These are methods you can start using today. They are doable within the framework of your current lifestyle, regardless of what that may be. You may or may not need to use everything suggested, depending on your situation. Even if a particular approach isn't useful to you, perhaps you know others who could benefit from it.

This book is about using the spoken word as a powerful tool for achieving what you deeply desire. *SCOREing* can help you enhance every area of your life, perhaps beyond your wildest dreams. In later chapters you will learn how to successfully *SCORE* in a variety of specific daily situations—from making peace after an argument, to getting a good deal when purchasing a car, and even starting and running your own business.

We all have our own ideas of fulfillment and happiness and the right to achieve our heart's desires, as long as we are willing to pursue them by helping rather than harming others. And while no one's dream is more or less important than anyone else's, the world will step aside and let anyone pass who knows where he or she is going.

This book gives you an innovative approach to positive self-talk that will help you make changes in your life—*so you can move on*. Add intention, expectation, determination, and persistence and you, too, can put a solid foundation under your dreams—by using *the power of talking out loud to yourself*.

SCORE your way to success,

Bill Wayne

“Those who pursue their dreams are often thought of as being crazy—generally by those who aren’t moving on. But don’t concern yourself with that. It’s their problem, not yours. This is your life, and you have the right to go after your dreams with all your might. Now let’s get on with it.”

—Bill Wayne

-1-

Talk Out Loud to Yourself and *SCORE*

*“I have no yesterdays, time took them away;
Tomorrow may not be—but I have Today.”*

—Pearl Yeadon McGinnis—

—*Part A*—

Chewing the Rag

Talking It Over With Yourself

“**C**hewing the rag” is a colloquialism that means having a conversation or dialogue with someone. In other words, chit-chat.

We are going to put a little different spin on chewing the rag, to make you aware of an extraordinarily powerful skill you can use to achieve your goals. The great news is you already possess this skill. You just may not realize it and, probably, have not yet learned how to use it.

You are going to learn to say certain words out loud to yourself. That’s right—you will talk out loud (chew the rag) *to yourself*—while you are alone, of course! If you are unable to speak due to a physical

disability but you can sign, talk to yourself in sign language. If you are unable to speak or sign, talk to yourself by writing. If you are unable to speak, sign, or write, speak to yourself in your mind, using the same words as though you were talking out loud to yourself. Where there's a will there's a way. Anyone can use this book. No excuse! You can help yourself if you really want to. The *SCOREing* Approach dialogues are written as though someone is speaking to him or herself out loud, which is the way I do it and teach it. Why? The spoken word is an incredibly powerful tool for influencing the mind, the actions you take, and the results you get. Just think back to your schooldays when you had to learn a poem or a passage from Shakespeare so you could recite it in front of the class. Didn't you learn it by practicing it out loud to yourself?

Some of my favorite places to chew the rag with myself are in the bathroom, alone in the car, or any other place where I'm alone. If I have the need to chew the rag while others are around, I either whisper discretely to myself or do it mentally. Otherwise, some people may think I am a little "off center," and I certainly don't want to do anything that would confirm their suspicions!

Those who pursue their dreams are often thought of as being crazy—generally by those who *aren't* moving on. But don't concern yourself with that. It's *their* problem, not yours. This is *your* life, and you have the right to go after your dreams with all your might. So, let's get on with it.

You'll learn to chew the rag, with yourself—to blast through obstacles, achieve goals, improve your life, and gain more happiness and success. You can even chew the rag to help make your dreams come true. Now, since chewing the rag would be a rather cumbersome phrase to use over and over again, I will use the acronym *SCORE*, as defined earlier, to convey the meaning and make it easier for you.

Let's say you have an expectation or goal. For example: You want to have a better relationship with your spouse or boss; or perhaps you want to overcome a fear or negative habit. Use *Self-Communication Of Realistic Expectations* to help yourself succeed. Accelerate your success by *SCOREing*, and unleash the awesome power you have to talk yourself into, or out of, virtually anything.

Now let's let the fun begin. And folks, it really *is* fun. In fact, it's a hoot!

—*Part B*—

The Mouth That Roared *What SCOREING Is All About*

At some time or other we have all heard or used the term “psyched up.” We might have said something like...

“I psyched myself up for the job interview.”

“I knew it would be a difficult task, so I psyched myself up for it.”

“I'm all psyched up for the presentation.”

“I'm all psyched up about my dream!”

So what does “psyched up” mean in this context? It usually means we've had a little mental pep talk with ourselves about some situation of interest or concern, and we're excited about it.

You may be apprehensive about some event, situation, or challenge so you tell yourself you will be confident, unafraid, strong, well prepared, in control, mentally alert, and so forth. You are the coach preparing your team for the big game but, in this case, you are both the coach *and* the team. You're holding a pep rally with yourself to help yourself get moving.

The amazing thing is that this *really* works—but only *when you use it!* Why? What is really happening here? Is it magic? Is it self-delusion? Is it coincidence? No, it is none of these things. It is something else entirely. It is something so simple, so natural that we don't give it a second thought.

If we did give it any thought, we'd say, “Wow! I have a great power inside me. I want to learn how to use it effectively so my life will be better. I want to be a winner all the time!”

You may be in business and want to improve your skills so you can be more successful. You may have a desire to be more effective in interacting with others and build better relationships. You may also want to improve your own behavior in various ways, become more self-confident, change your attitude, improve your memory, or something else.

You may need to purchase a new vehicle and want to get a great deal. You may be a supervisor, manager, or leader who'd like to be more effective. Perhaps you are an employee who wants to have a better relationship with your boss. Maybe you're a parent desiring to interact better with your spouse and children—or to have them better interact with you. We all would like to always be “at the right place at the right time.” And who wouldn't like to be a bit more well-off financially?

Your mouth is a tremendous tool, and you can use it in an unusual and powerful way to bring about astounding changes in your life. You can become “the mouth that roared” using the *SCOREing* approach in a special way so you can program your mind for success. The spoken word can be exceptionally effective in programming the subconscious mind as shown by the following illustration:

After I finished basic training in the U.S. Air Force many years ago, I attended radar school. It was eight hours a day, five days a week, for 40 weeks—200 days total. Every day the instructor took roll call twice—before class started and after lunch. Usually there was a different instructor every week. On the first day, the instructor started the roll call. As he bellowed out each last name in alphabetical order, the student would respond with, “Present!”

“Alberts!”

“*Present!*”

“Bostick!”

“*Present!*”

The instructor proceeded with the roll call. I knew my last name, Wayne, would be the last one called after Volker.

“Gager!”

“*Present!*”

“Hayne!”

No answer.

“Hayne!” the instructor called out again.

Still no answer.

I looked around the room wondering who in the world Hayne was.

“Hayne is absent,” the sergeant muttered and he proceeded with the roll call, finishing with Volker, not calling my name.

I raised my hand and said, “Sergeant you didn’t call my name, Wayne.”

The sergeant quickly figured out that I was the “Hayne” on the roster who didn’t answer.

“Typographical error,” the sergeant replied. “I’ll get it fixed.”

The next day was the exact same scenario. I was still Hayne on the roster, and the instructor again vowed to get it fixed.

Every day, without exception, I was Hayne and I always responded mechanically, “Present! The name is Wayne, not Hayne.”

It became a standing joke, and my buddies all started calling me Hayne.

On day 196 we got a brand new instructor, fresh out of instructor’s training. Again the roster was still incorrect and we went through the usual “Not Hayne, it’s Wayne” scenario with the instructor vowing to get the roster corrected. On the next day, unbeknownst to me, he finally got it right.

On day 197, the roll call went like this:

“Volker!”

“*Present!*”

“Wayne!”

“Not Wayne, it’s Hayne!” I responded automatically without thinking.

The class roared with laughter. I had taken on the identity of “Hayne” at the subconscious level and responded accordingly. My intention wasn’t to be funny. It was just a conditioned response.

The most powerful and personal identity an individual has is his or her name. Yet through the spoken word repeated hundreds of times, I had automatically been conditioned to assume another name—Hayne—when I was in the classroom environment. As crazy as it may seem, I actually thought of myself as being Hayne!

Now that can be both scary and awesome. It could be scary because you have no doubt realized that a lot of damage can be done with the spoken word. But on the flip side, it’s awesome because you also understand how much good can be done with the spoken word.

When you start talking to yourself in the ways suggested in this book, your life can grow richer in every area.

—*Part C*—

Want an Intelligent Conversation?
SCORE Your Subconscious Mind

It used to be that anyone who talked out loud to him or herself was considered “not quite right in the head.” As you may have witnessed, someone might make a gesture, like pointing a finger to his or her temple while making a circular motion with it, indicating that the person talking to him or herself was mixed up in the head. He or she might make a snide remark such as: “He is fifty cents short of having a dollar,” “She doesn’t have both oars in the water,” “His pilot light blew out,” “His elevator doesn’t go all the way to the top,” or some other similar unkind remark. (I don’t recommend doing this, by the way!)

Today, things are different. It’s now regarded as intelligent—by those who understand personal development and success—to purposefully talk out loud to ourselves. Until now, people have practiced positive self-talk silently in their heads, but it’s not nearly as effective as talking out loud to ourselves!

It’s simple. When you sincerely want to make a constructive change in your life, talk out loud to yourself in a positive way and take appropriate action. As you do, you’ll find achievement at your door, pounding to get in.

We all talk to ourselves anyway, silently and perhaps out loud. So why not tell ourselves something to help us win more often in life? You’ll find *SCOREing* to be a powerful mechanism to support the achievement of whatever it is you truly want. And as you are about to learn, there is good reason for this.

All of us have various wants and needs, which change as we age and grow. But some people, the more successful among us, have better defined them in terms of dreams, goals, and objectives. There are lofty goals, such as becoming wealthy. Then there are more ordinary ones, such as finding stable employment. Of course, a nearly infinite number of goals, dreams, and needs lie in between those two.

We all have within us everything we need to achieve whatever it is we want in life! We may simply need to learn how to better use these resources and the power we already possess. Successful people

know how to activate and use it, either consciously or subconsciously. That is one reason why they are successful. You, too, can consciously activate your subconscious power in concert with the rest of your innate power to become a dynamo of self-motivated achievement.

Why Does SCOREing Work?

To answer this, let's briefly discuss mentally talking to yourself and how your subconscious mind works. Observe your thoughts and it'll be evident that you are always talking to yourself mentally about one thing or another. This mental self-talk most often concerns resolving some minor daily challenge such as balancing the budget (which may not be so minor for some!), choosing how to discuss some sensitive subject with another person, or deciding on the best approach to handle a job or business-related situation.

Occasionally, we give ourselves mental pep talks when preparing for a job interview, presentation, or similar situation. Less frequently, but more importantly, we have some major hurdle to overcome and have a silent debate about what to do. It could be something like saving your marriage, overcoming a health challenge, or dealing with a child's drug or alcohol addiction.

If you have extraordinary powers of concentration, and your mind is exceptionally well-disciplined, you can achieve good results through mental self-talk. And it works quite well when you combine it with visualizing the results you would like to have. The common challenge with mental self-talk, though, is that most people don't know how to really concentrate, lack self-discipline, or don't have a dream to focus on. Lacking any one of these may cause your results to be less than you would like. Lacking all three definitely prevents positive results from happening.

So why does mental self-talk work at all? Each of us was created with a subconscious mind—our obedient internal servant that accepts whatever it is told—no more, no less. It doesn't think or reason—it just drives us according to how we program it.

If you allow it, other people can also program your subconscious. If someone says, "You're stupid," and you choose to believe they are right, your subconscious mind accepts it as fact. Your subconscious

then proceeds to alter your behavior so you do, indeed, behave stupidly. If, however, your attitude is “That may be your opinion, but I know I’m not stupid,” then your subconscious will not allow you to behave stupidly.

Imagine how much harm is being done to children when parents or others constantly say negative things to them like: “You are so stupid;” “You never do anything right;” “Don’t expect boys to look at you; You’re so homely.”

You have the power to direct your subconscious mind by using your natural thought processes. You can achieve whatever you wish by repeatedly programming your subconscious with clear, realistic, messages, by *SCOREing* on your subconscious!

Why Would Your Subconscious Take You Seriously?

Your subconscious is rarely impressed by one or two passing thoughts. Having the fleeting thought, “I want to be a millionaire,” is highly unlikely to result in any changes in your income. Your subconscious mind needs to be *impressed*. It needs to be taught. You need to *effectively* let it know *exactly* what you want. And this can be done only by repetition, consistency, emotion, and clear, super-focused concentration.

Repetition is pretty much self-explanatory. You need to repeatedly express your desires to your subconscious through your self-talk, until you achieve what you want.

Consistency is a key factor which most people ignore. For example, you say you want to improve your lifestyle by building your career or business, and you self-talk that diligently for several weeks. Unfortunately, however, you allow someone to stomp on your dream, and you end up settling for a modestly paying job for the rest of your life—even though you may hate it. A week later, bored with your job, you decide what you really want to do is to sell life insurance. Then, a few weeks after that, you change your mind again—and so on and so on.

All of this indecisiveness causes your subconscious mind to become confused. You keep giving it different instructions. You have not been clear and consistent with it. So it does the only thing it can—*nothing*. If you consistently engage in this kind of changeable self-talk, your subconscious cannot possibly know what you really want. You’re not

getting through to it. The net effect is that your subconscious won't take you seriously. And if you ever do decide on what you really want, your subconscious mind will most likely ignore you. This is known as the infamous "crying wolf" syndrome.

So how can you more effectively perform self-communication? This is where *SCOREing* comes into play. But before you start talking out loud to yourself, you first need to think, i.e., engage in *mental* self-talk! This, quite frequently, invokes a mental picture of your desire. But then, thanks to *SCOREing*, you can go one step further. You speak the words you are thinking, they enter your mind through your ears, and your thoughts become reinforced. This is nothing less than a double whammy—two for the price of one.

Clear, super-focused concentration is vital to programming your subconscious, and talking out loud to yourself helps you create it. You know all too well how easy it is for your mind to stray from thought to thought, as it wanders aimlessly while you are thinking. That's just what our minds tend to do when we're not focusing on anything in particular. However, it is very difficult for your mind to wander when you concentrate *and* talk out loud to yourself about something specific. In order for you to speak in a targeted way, your mind can't help but stay focused—and *SCOREing* helps you do so. *Talking out loud to yourself enables you to more effectively reach your subconscious as compared to just mentally talking to yourself.*

One day, about 25 years ago, when my youngest daughter was in high school, I noticed her sitting in our living room. She was reading a book, but every few minutes she would glance up and stare into space. After about 15 minutes of this routine, my curiosity got the best of me and I asked her what she was doing.

"I am *trying* to memorize this stupid poem that I have to recite in front of the class tomorrow," she replied, sounding a little exasperated.

"Are you going to give it silently in front of the class?" I asked.

"Of course not."

"Then if you have to speak it out loud, why not memorize it out loud?" I suggested. "Doesn't that make sense?"

She countered that people would think she was loony if she talked out loud to herself. When I pointed out that only her mother and I were present, she compromised by going into another room and shutting the

door. I could hear her in there reading the poem out loud to herself. Within a few minutes she came out and victoriously announced, “I’ve got it!”

Some of the seeds for this book were planted in my mind because of that event. During the intervening years, I have been *SCOREing* daily with great success.

Emotion is one other factor that greatly increases the effectiveness of SCOREing. The more emotion you put into your words, the more effectively you can reach and teach your subconscious. So do some playacting. Get emotional. Shout. Plead. Show anger. Show joy. Show heartfelt sincerity. Run the full gamut of emotions that would be appropriate for the particular situation in which you are *SCOREing*.

The subconscious *really* listens to emotion. With enough emotion, just one *SCOREing* session could be enough to make your subconscious take you seriously and enable you to alter your behavior immediately for results. For example, the athlete who is intensely focused and fervently charged with emotion is more likely to win a contest against all odds. Or someone frail or elderly becomes so emotionally worked up that he or she runs into a burning building and saves lives. Yes, there’s tremendous power in profound emotion, especially when you utilize the power of talking out loud to yourself.