

- 1) I'm not capable of the action needed
 - a) I am not good at the action or activity [such as marketing, reaching out, trusting myself, or loving myself]
 - b) I never follow through
 - c) I'm not qualified enough
- 2) The outcome is not doable or believable for me
 - a) It is a waste of time
 - b) If I have success, it won't be sustainable
 - c) Others can do it, but I can't
- 3) This is my permanent state (as in, I will always be this way without being able to change)
 - a) I'm a fraud
 - b) I don't have the energy
 - c) I'm not attractive
 - d) I'm useless
 - e) I'm not good enough
- 4) In relationship to others
 - a) I can't do what everyone else can do
 - b) I'm not as good as others
 - c) I can't make more money than my parent
 - d) No one thinks I am important
 - e) No one listens to me
- 5) What others will think
 - a) Everyone thinks I am a joke
 - b) People will laugh behind my back
 - c) Others will see I'm not as good as they are
- 6) The past was hard and full of failure
 - a) I had success and squandered it
 - b) I tried before and failed
 - c) Success took too much out of me last time
 - d) I had opportunities in the past and squandered them
- 7) If I do this, there will be a bad outcome
 - a) Maintaining success will require too much work
 - b) I will lose my identity
 - c) I will make a fool of myself
- 8) The world or my situation will not allow this
 - a) It's too late for me
 - b) No one in my family has ever done this
 - c) I am not smart enough to do this
 - d) I don't know the right people to be successful
- 9) It is too hard or requires too much
 - a) It's too difficult
 - b) It's no fun doing the hard work
 - c) It takes too long
 - d) It's too exhausting
- 10) It is emotionally difficult to dream
 - a) It hurts to think how far I am from my goal
 - b) It's hard to tune in to my fears of taking action
 - c) I beat myself up when I don't do what I am supposed to