



# Mindset Mastery

*Toolkit*

HOW TO OVERCOME LIMITING  
BELIEFS AND SHIFT YOUR  
INNER DIALOGUE



## Welcome to the Master Your Mindset Toolkit

Your mindset is the filter through which you experience life. It shapes how you see yourself, how you handle challenges, and the choices you make every day. In short, your beliefs and attitudes can either hold you back or move you forward.

A limiting or “fixed” mindset keeps you repeating the same patterns — telling yourself you’re not good enough, or that change isn’t possible. A growth mindset, on the other hand, helps you see effort as progress, setbacks as lessons, and challenges as opportunities.

The good news is your mindset isn’t set in stone. With the right tools, you can reframe your thinking, build resilience, and create beliefs that support the life you want to live.

This toolkit will guide you step by step, showing you how to uncover the beliefs that have been holding you back and replace them with ones that empower you. Think of it as training for your mind — because the more you practise, the stronger it becomes.

Here's to mastering your mindset and creating lasting change.

*Briony*

The Holistic Health PT

# INTRO TO MINDSET

*Why it matters*

Your mindset is the **thoughts and beliefs that color how you see yourself, others, and the world**. As you go through life, you pick up beliefs from your environment and experiences. Some are positive, while others are negative.

## What are Limiting Beliefs?

Limiting beliefs are **false or negative assumptions** that prevent you from going for your goals and living your dreams.

For example, if you believe you "I must be perfect to be loved," it'll prevent you from taking risks in life.

Everyone has limiting beliefs. But often they fly under the radar and we're unaware of them.

Whether aware or not, these beliefs keep you stuck and hold you back from living your best life.

But here's the good news: **You can change your beliefs.**

So if you're ready to get your mind working *for* you, rather than *against* you, read on. This guide covers how to master your mindset, so you can create a life you love.

We'll share tools to help you shift your inner dialogue and increase your happiness and well-being. But first, let's start with some science.

### Limiting beliefs affect:

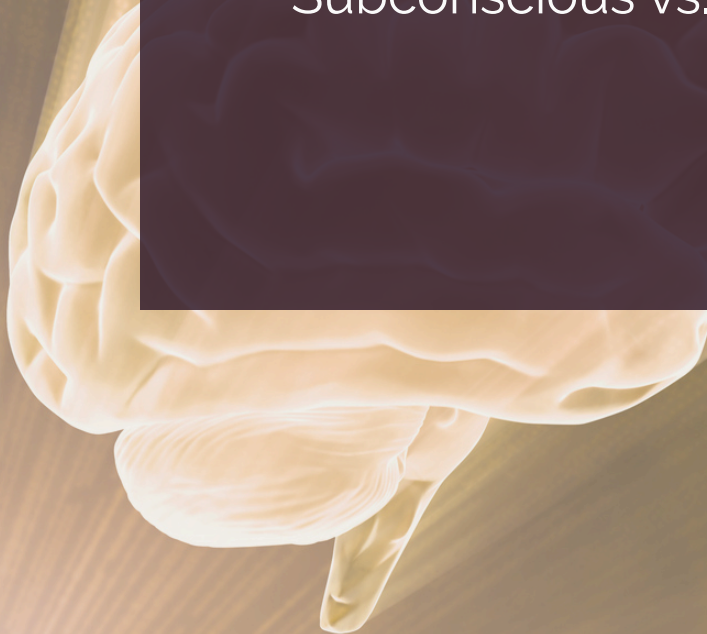
- Resilience to stress
- Motivation
- Effort
- Relationships
- Self esteem
- Physical and mental health





# The Science

Neuroplasticity.  
How beliefs are formed.  
Subconscious vs. conscious mind.



# NEUROPLASTICITY

*What is it?*

Did you know you have roughly 60,000 thoughts every day? It's true! And about 90% percent of them are repetitive. Meaning, they happen on a loop, much like a broken record.

But no matter how hard-wired thoughts may seem, they CAN change. This is all thanks to a little something called neuroplasticity.

## What is Neuroplasticity?

Simply put, neuroplasticity is the **brain's ability to change and form new connections.**

There are roughly 86 billions neurons in the human brain. These neurons form connections (aka neural pathways), based on your thoughts, actions, and experiences.



Neural pathways can strengthen or weaken over time as you gain new experiences. Connections used frequently become stronger. Those used rarely wither away.

*“Neurons that fire together, wire together.”*

-Neuropsychologist Donald Hebb

Meaning, **you can quite literally rewire your brain.**

Neuroplasticity *isn't* limited to children or young adults. The brain's ability to adapt and change persists throughout your life.



# BELIEFS

*How they are formed*

Beliefs don't appear out of nowhere — they're shaped over time by your experiences, environment, and the meaning you attach to events. Some empower you. Others quietly limit you.

## Where beliefs come from:

- Childhood experiences – messages you picked up from parents, teachers, or peers.
- Culture & society – the “rules” you absorbed about success, love, and worth.
- Past successes and failures – times you tried, won, or fell short.
- Repetition – thoughts or phrases you've heard (or told yourself) again and again.
- Emotions – strong feelings attached to certain events can “lock in” a belief.



### **Beliefs are like mental shortcuts.**

They help your brain make sense of the world quickly — but sometimes they oversimplify and keep you stuck.

### **The Role of Repetition**

Every time you repeat a thought, your brain strengthens the neural pathway behind it. Over time, that thought becomes automatic — and feels like “the truth.”

*“We don't see things as they are, we see them as we are.”*

*– Anais Nin*

### **Why This Matters**

- Many beliefs run on autopilot.
- They influence how much effort you put in.
- They shape your confidence and resilience.
- Left unchecked, they can limit what you even try to do.



# SUBCONSCIOUS VS. CONSCIOUS

*Mind*

Your mind has two very different “layers” that work together. The conscious mind is the part you notice every day — the inner voice that sets goals, makes plans, and reasons things out. But beneath the surface lies the subconscious mind, quietly running the show. It stores your habits, memories, and deeply rooted beliefs, and it influences most of your thoughts and actions without you even realising it. Understanding the difference between the two is the first step in learning how to change the beliefs that hold you back.

## The Conscious Mind

- This is your thinking mind — the part you're aware of.
- Makes decisions, sets goals, plans.
- Focuses on logic and reasoning.
- Holds short-term memories.
- Only about 5–10% of your total mind power.

## The Subconscious Mind

- This is your automatic mind — running quietly in the background.
- Stores your habits, emotions, and long-term memories.
- Controls 90–95% of your daily thoughts and behaviours.
- Learns through repetition and strong emotion.
- Doesn't judge — it simply accepts what it's given.

**Your subconscious is like the hard drive of your brain.**

It runs the programmes you've installed — whether they help you or hold you back.

### Why This Matters

- Your subconscious is where limiting beliefs live.
- Logic alone can't shift them — you need tools that speak its language (visualisation, affirmations, hypnosis).
- When you reprogram the subconscious, your conscious goals and automatic behaviours finally line up.

**Change happens when your conscious goals and subconscious beliefs work together.**





# Awareness & Discovery

Building an awareness.  
Challenging limiting beliefs.  
Inner critic awareness.

# BUILDING AWARENESS

*Why it matters*

**To change limiting thoughts and beliefs, you first need to become aware of them.** This can be tricky at first, as these thoughts are often on autopilot and hard to nail down.

Examples of common limiting beliefs include:

- "I'm not good enough."
- "I'm too old or young for..."
- "I don't have enough time."
- "I don't deserve..."
- "I can't change."
- "I am not worthy of..."
- "I'm not talented enough"
- "I'm not smart enough."
- "I don't have enough experience."
- "Not trying is better than failure."
- "I'm not pretty enough."
- "I'm too fat or too thin."
- "I'm bad with money."
- "I'll never be healthy."
- "I'm not ready yet."
- "I don't have enough energy."
- "I'll never be happy."
- "I'll never be successful."
- "Life is hard."
- "All the good ones are taken."

## How to Identify Limiting Beliefs

- Keep a journal handy. Anytime you spot a negative, repetitive thought, jot it down.
- Think of a goal you'd like to pursue, but haven't started working on yet. Then ask yourself *why* you haven't taken action.
- Reflect on an area in life where you're struggling (health, finances, relationships, etc.). Notice the story you're telling yourself about this struggle and add the word because. Example: "I can't get that job because\_\_\_\_\_." Whatever fills in the blanks is a clue of a limiting belief.
- Watch your self-talk and look out for red flags like "This is just how I am," "This always happens to me" or "I've always been this way." This can uncover false assumptions you may be carrying.



# CHALLENGING LIMITING BELIEFS

*How to do it*

How'd that go? Were you able to uncover some of your limiting beliefs? Use the space below to jot them down:

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These beliefs are NOT facts. They're simply stories you've been carrying around. And you have the power to drop them! Here are some ways to do that:

## How to Challenge Limiting Beliefs

**Ask yourself questions like:**

- ***"Is this really true?"*** Most likely, no! Look for evidence to prove to your brain it's bunk. For example, if your belief is "I'll never be successful" make a list of your accomplishments.
- ***"How does this belief make me feel?"*** Probably, pretty crummy. Allow yourself to feel how this belief impacts your well-being.
- ***"How does this belief serve me?"*** This may seem out there, but limiting beliefs usually fulfill a need. Often, it's to keep you safe and protect you from fear of failure. Reflect on what need this belief may fulfill and allow yourself to see what comes up.
- ***"Who would I be without this belief?"*** Imagine what life would be like if this belief went \*poof\* and was GONE. Feel into it to get a sense of how it's limited you... and what you want to create instead.



# INNER CRITIC

*Awareness*

We all have an “inner critic” — that voice in your head that points out flaws, doubts your abilities, and tells you you're not good enough. Left unchecked, it can shape your beliefs and quietly hold you back from opportunities and growth.

## What the inner critic sounds like

- “You're not smart enough.”
- “You'll only mess this up.”
- “People will judge you.”
- “Why even bother trying?”



**The inner critic isn't truth — it's fear in disguise.**

Its job is to keep you “safe” by avoiding risk, but in doing so it limits your potential.

## Noticing Your Inner Critic

- Pay attention to repetitive negative thoughts.
- Notice when self-talk uses absolutes: “always,” “never,” “can't.”
- Tune into moments of hesitation before you take action.
- Keep a journal of common phrases your critic repeats.

*“DON'T BELIEVE EVERYTHING YOU THINK.” — UNKNOWN*

**Awareness is the first step.**

Once you spot your inner critic, you can choose to question it, reframe it, and replace it with a voice that supports your growth.





# Rewiring & Reprogramming Tools

Affirmations.  
Visualisation.  
Journaling methods.  
EFT.  
Positivity.  
Hypnosis.

# MINDSET TOOLS

## Affirmations

The next few pages will give you tools to shift to a more positive mindset and improve your internal self-talk. First up: positive affirmations.

### What are Positive Affirmations?

Positive affirmations are statements you repeat to yourself to instill a new belief. Think of them like a personal mantra. Repeated daily, they **help shift your inner dialogue in a more positive direction.**

Affirmations are excellent ways to reframe limiting beliefs. Simply flip a limiting belief to its opposite and *voila!* You've got your new affirmation.

Here are a few examples:

"This is too hard."



"I can do this."

"I'll never meet anyone."



"I'm worthy of love."

Now it's your turn! Use the space below to flip some of your limiting beliefs into new affirmations. Repeat them in your head or out loud a few times a day.

Limiting Belief

Affirmation

1.

\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_

2.

\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_



# MINDSET TOOLS

*Visualization*



*“Anything you can imagine, you can create.”*



-Oprah

According to science, Oprah is right. Your brain can't tell the difference between reality and imagination. Visualization helps you harness this power.

Professional athletes have used visualization for decades to improve their performance. But it's also an excellent tool to reinforce new beliefs and a positive mindset.

## How to Do Visualization

1. Pick a new belief you'd like to create.
2. Close your eyes and imagine a specific scenario where your future self is living that belief. For example, if your new belief is “I am healthy and fit,” imagine yourself full of energy doing something physically challenging, like a long hike.
3. Picture the situation in detail using all your senses. See it, hear it, and most importantly, FEEL it. Spend several minutes creating as vivid an image as possible.
4. Imagine how satisfied you'll feel when this new belief has become your reality.
5. Repeat this process for 5 minutes a day, ideally when you wake up or before bed.

If your mind wanders or you prefer a more guided approach, check out this free [‘Design Your Dream Life Visualization.’](#)



# MINDSET TOOLS

## Journaling

If you want a simple, powerful tool to improve your mindset, then you might want to dust off your journal.

Journaling has loads of benefits, including:

- Builds self-awareness
- Reduces stress & anxiety
- Cultivates optimism
- Increases emotional intelligence
- Enhances creativity
- Help you bust out of obsessive thought loops



## Journaling to Upgrade Your Mindset

There's no right or wrong way to journal. But here are some techniques to consider trying:

**Gratitude Journaling:** This simple practice is proven to improve your happiness and well-being. Each day, write down 5 things you're grateful for. Be specific about how this person/thing/experience enhances your life.

**Victory log:** Celebrating your wins also helps retrain your brain toward positivity. At the end of each day, jot down anything you're proud of, no matter how small. Anytime you're feeling down or unmotivated, whip out your victory log to remind yourself of your accomplishments.

**Stream of consciousness writing:** This technique is essentially a "brain dump" and can help if your brain is swirling with negative thoughts. To do it, simply write out any thoughts and ideas that come to mind. Don't worry about order, structure, or neatness. Just get it all out on the page. When you're done, you can tear it up, burn it, or even flush it if you like! If you find this practice helpful, you may want to check out Julia Cameron's book *The Artist's Way*.



# MINDSET TOOLS

## *Emotional freedom technique*

Emotional freedom technique (EFT), also known as “tapping,” is another method to shift your mindset. It's a mix of psychology and acupuncture, minus the needles.

EFT involves **tapping on acupressure points while focusing on a limiting belief or uncomfortable feeling**. The goal is to release stored energy associated with those thoughts and feelings.

EFT may sound weird if you're new to it. But it's linked with many benefits. In one [study](#), EFT increased happiness by 31%! Tapping can also help:

- Ease stress, anxiety & depression
- Reduce PTSD symptoms
- Relieve headaches & chronic pain
- Improve sleep
- Reduce food cravings



### How to do EFT for Limiting Beliefs

1. **Pick a limiting belief.** Tune into your body and notice how it makes you feel.
2. **Get a truth rating.** How true does this belief feel to you? Rate it on a scale of 1-10 (1 being not true at all, and 10 being really true).
3. **Do your setup statement.** Say to yourself “Even though I believe \_\_\_\_\_, I deeply and completely love and accept myself.”
4. **Begin your tapping sequence.** Tap on each of the [nine tapping points](#) 7-9 times, repeating variations of your setup statement each time.
5. **Rate the intensity again.** Test the original limiting belief and see if you notice a shift. What's the new truth rating? If you still feel a big emotional charge, try another round.

Want a walk-through? [Check out this session](#) with tapping expert Nick Ortner.



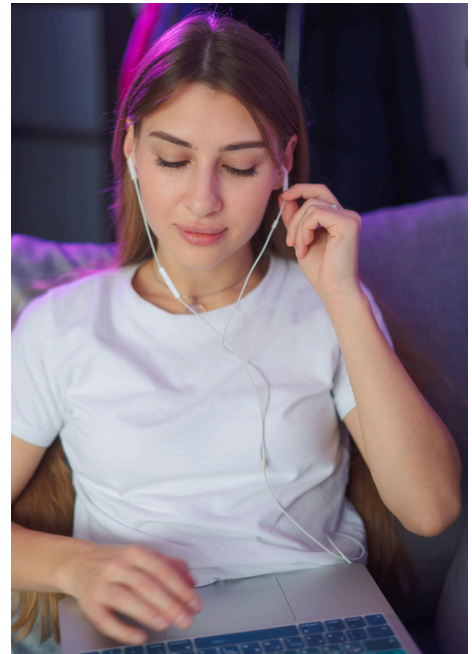
# MINDSET TOOLS

*Hypnosiss*

Hypnosis is a powerful tool for working with the subconscious mind. It's a state of deep relaxation and focused attention where your mind becomes more open to positive suggestions and new ways of thinking. Far from the "stage show" image many people picture, hypnosis is simply a natural state your brain slips into every day — like when you're daydreaming, or so absorbed in a book you lose track of time.

## How Hypnosis Works

- Guides you into a calm, relaxed state.
- Bypasses the busy conscious mind.
- Speaks directly to the subconscious, where habits and beliefs live.
- Reinforces positive suggestions and new thought patterns.



## Hypnosis can help with:

- Releasing limiting beliefs.
- Reducing stress and anxiety.
- Building confidence and self-esteem.
- Supporting healthy habits and motivation.
- Improving sleep and relaxation.

To make this toolkit even more practical, we've included exclusive hypnosis tracks inside The Holistic Health PT app, **created for us by Acorn Integrative Counselling and Hypnotherapy Services.**

These sessions focus on **weight loss** and **exercise motivation**, giving you powerful support as you build lasting change.





# DAILY ROUTINE

*Plan your day*

Mindset change isn't about doing everything at once — it's about building small, consistent habits into your day. Here are some simple routines you can try:

## Sample morning routine

- 1 minute: Read your affirmations out loud.
- 5 minutes: Listen to a hypnosis or visualisation track.
- 2 minutes: Write down 3 things you're grateful for.

**Total: 8 minutes.**

## Sample evening routine

- 5 minutes: Journaling (victory log or brain dump).
- 2 minutes: Reflect on one limiting belief you challenged today.
- 1 minute: Set an intention for tomorrow.

**Total: 8 minutes.**



**Think of these as “mental reps.”**

Just like in fitness, small efforts repeated daily create lasting change.

“Little by little, a little becomes a lot.” – Tanzanian Proverb



# PROGRESS TRACKER

*Track your change*

It's easy to miss how much you've grown unless you track it. Use this weekly check-in to measure your mindset progress and celebrate your wins.

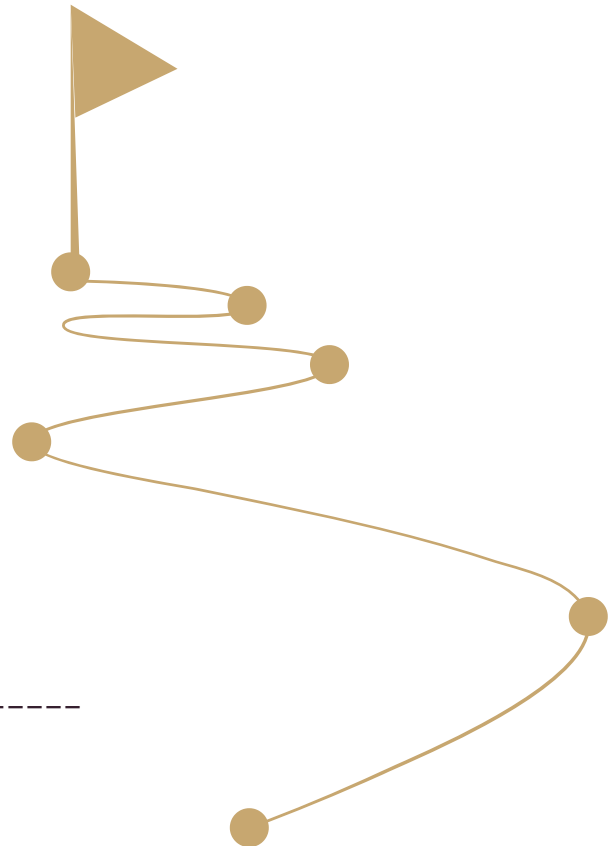
## Weekly Check-In

Rate each from 1 (low) to 10 (high):

- Confidence in myself
- Motivation for exercise
- Positive self-talk
- Stress levels
- Belief in reaching my goals

## Reflection Prompts

- Biggest win this week: \_\_\_\_\_
- Limiting belief I noticed: \_\_\_\_\_
- New belief I practised: \_\_\_\_\_
- One thing I'll focus on next week: \_\_\_\_\_



Progress isn't always loud or dramatic. Tracking it helps you see the small shifts that add up to real change.





You've now worked your way through the Master Your Mindset Toolkit — and that's no small thing. By showing up for yourself, reflecting on your beliefs, and trying new tools, you've already taken the first step toward lasting change.

Remember, mindset work isn't about being perfect. It's about building awareness, practising daily habits, and choosing thoughts that move you forward. Some days it will feel easy, and other days it may feel like a struggle. Both are normal, and both are part of the process.

Every belief you challenge, every affirmation you repeat, every time you journal, visualise, or listen to hypnosis — you're strengthening new pathways in your brain. Over time, these small efforts add up to powerful results.

So keep practising. Keep noticing. Keep choosing growth. Here's to a stronger mindset, a healthier body, and a life that feels truly your own.

With encouragement,

*Briony*

The Holistic Health PT