

# Why Choosing Words

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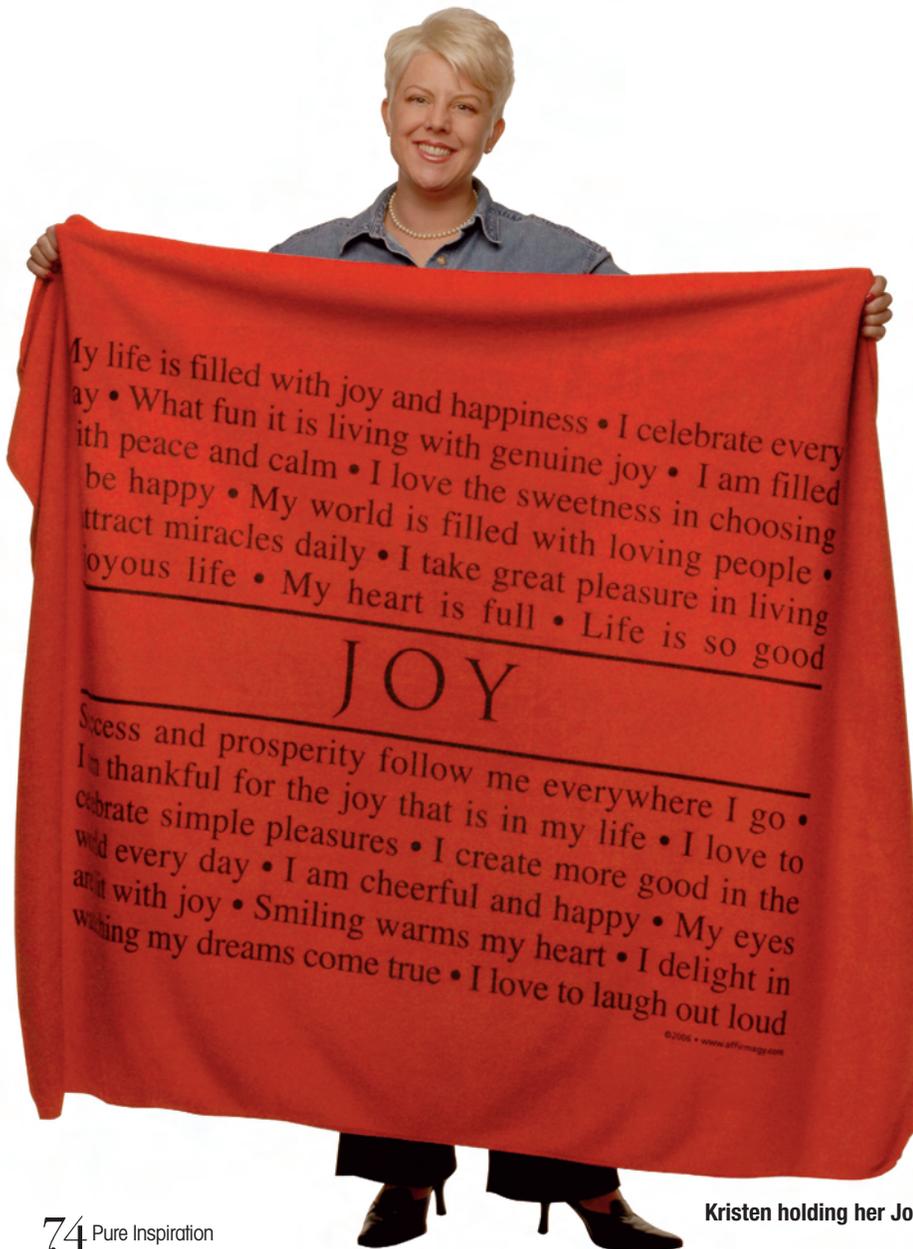
Words, writers are taught, carry great weight and meaning and should be chosen wisely.

That sage advice doesn't just pertain to the written word, but the words we choose to use in the everyday course of our lives. Words define thoughts, beliefs, and declarations we make both internally and externally. Many people don't realize that. Often we neglect to put much thought into the words we use. Universal law tells us that we become what we think and talk about. The words we use are very revealing.

Studies have shown that we do become a magnet for what we think and what we say. It's the Law of Attraction in action. Interestingly, a Pew Research Center study found that 34% of all Americans consider themselves "very" happy, half say they are "pretty" happy, and 15% declare they are "not too" happy. Imagine our world if more people decided to be happy. When we say "I am happy!" it's hard not to feel it to some degree. What happens when we choose to declare our intentions is that the experience of our life actually changes. We declare and our lives shift. Tap into that power, and watch new and exciting opportunities unfold.

Our words either move us forward or move us backward. Something as simple as saying "I'm looking forward to today, or the opposite, asking when will today be over really does impact our experience of life. It is quite an amazing thing when you think about it.

I'm such a strong believer in the power of words that I decided to help people wrap themselves and their loved ones in words of



Kristen holding her Joy blanket

# Wisely Matters

by Kristen Marie Schuerlein

encouragement and inspiration. I founded a company that creates blankets silk-screened with positive affirmations around themes such as Love, Joy, Abundance, and Gratitude. The idea was a fun, playful way to really take the power of the “I am” and literally surround ourselves with it: *I am loved. I am a magnet for good. I am cheerful and happy.*

Coming up with the first twelve themes for our blankets was easy. I wanted more love, abundance, joy, gratitude, serenity, and peace in my life—doesn’t everyone? When you think about those words, they are really about basic human needs and emotions. To have love in our life, to be abundant, that’s what it means to be human.

Words—and the mindful selection of them—can impact people’s lives. There is a definite correlation between what we think about, speak about, and what presents itself in our lives.

A lot of people get stuck thinking affirmations have to be positive. Affirmations are the ideas, beliefs, and words we impress, affirm, and confirm either through our internal dialog or aloud. They can be positive or negative. The power of affirmations lies in the power of the words that make up their composition. It’s more about what words we are using, and how to be mindful and deliberate about what we are affirming.

The only person making that decision—affirming those things—is you. To me, that’s the power of our word. You are what you say. The beautiful thing is knowing this, we can use words to move us forward by attracting the qualities, people, and circumstances that we desire.

One of my favorite quotes is “Most people are

about as happy as they make up their minds to be.” Abraham Lincoln uttered those words. Quite a testament from a man who faced a tremendous amount of adversity in his life.

I think one of the best things about living right now, in this time and space, is that we are learning how powerful our words really are. We are grasping at a whole new level of our ability to shape our lives and to create our experience on a moment-by-moment basis through the thoughts we think and the words we use. Dr. Shad Helmstetter, one of today’s leading goal-setting and motivation authorities, said “You can create the energy to turn your dreams into reality by knowing what to say when you talk to yourself.” I agree.

I believe that we can design our lives with our thoughts, words, and actions. It’s my mission to inspire people to design a life they love—and choosing the right words is the fastest way I know to get started.

*Kristen Marie Schuerlein is the founder of Affirmagy, a company that has created a family of fleece blankets silk-screened with positive affirmations. Contact her at [kristen@affirmagy.com](mailto:kristen@affirmagy.com) or visit [www.affirmagy.com](http://www.affirmagy.com).*

## Examples of beneficial affirmations:

I take great pleasure living in gratitude.  
I am a magnet for more and more love.  
I embrace health and wellness now.  
I create more joy in the world every day.  
The wisdom of others inspires me daily.  
I am filled with creative ideas.  
I am surrounded by unlimited abundance.



A little one with his blanket

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