

# CHAPTER THREE

## The I/You Concept: Beyond My Self-Talk

The words I choose to speak, internally and externally, both to myself and to others, reinforce and fashion my life's scripts. Whatever I think about most, I am likely to manifest.

—Anton Josef Zellmann (b. 1941)  
*Edutainer, speaker, author*

I strongly believe that one of the really magical qualities of my mind is I write my own life's scripts. I am the one who makes my choices for me. I bring to myself those things, those people, and those circumstances and experiences I focus on and think about the most. My choices shape my experiences.

Throughout this book, I will emphasize this concept of choice. And behind every choice—behind the scenes, so to speak—is my ongoing self-talk. The language I use to talk to myself when I think—my self-talk—is at the heart of it all.

A great number of ancient masters of thought and more modern-day motivators have, in their own way, spoken of self-talk.

King Solomon said, “What he thinketh in his heart, so is he.”

William James wrote, “Whatever the mind of man can conceive and believe, it can achieve.”

Napoleon Hill suggested, “We are the sum total of our most prominent and dominant thoughts.”

A more modern-day motivator and a salesman's salesman, Zig Zigglar, claims, “If your business is sinking,

your thinking is stinking.” I believe self-talk is one of the most powerful functions of my mind. I place it right up there with visualization and imagination. It is a magical tool, and I must use it wisely.

I don’t think my mind has a sense of humor. It does not decipher reality from actuality. It simply senses and reacts to commands that are triggered by my biochemistry, my stimulated neurons, and equally as important, by my moods and my thoughts.

This brings me to my I/You Concept. This perception or concept became apparent to me about twenty-five years ago. It came to me as one of those rare “aha” experiences.

At the time, I was living in Toledo, Ohio, and two significant events occurred.

The first was a comment made to me by Howard Nease, the owner and master trainer of Personal Dynamics, Inc. Howard was facilitating the first personal growth seminar I had ever attended. As I mentioned in the preface, Howard, in one sense, was my mentor, because he was the first teacher on my newly discovered path to becoming a responsible and conscious, thinking person. As I recall the incident, I was telling Howard and the other students in this weeklong training about an episode in my life. I said something like “You know, when we have something like that happen to us we—”

Howard quickly interrupted me and calmly asked, “What’s this ‘we’? Do you have a mouse in your pocket? Tell us what happened to you. You can’t speak for everyone in this room. It’s your experience, not theirs.” I immediately caught on and rephrased my statement to: “When I have something like that happen to me, I—”

At the time it seemed like a sensible thing to do. But I didn’t give it any more thought until about a year later when the second event occurred that caused me to conceive of the I/You Concept.