



Self-Supporting Thoughts	Self-Limiting Thoughts
Offer flexibility in how you react to a given situation	Rigidly dictate how you must feel, even if the situation changes
Permit positive action against problems	Always present a self-defensive response
Help you feel in control	Take control of how you feel (you're just along for the ride)
Allow you to consider options	Insist that you have no other options (be on the alert for categorical language like "always," "never," "I must," "I can't")

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Excerpt from "Relentless: The Science of Barrier-Busting Sales" by Suzanne C. Dudley and Trelitha R. Bryant

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