

KRISTEN HELMSTETTER

# COFFEE SELF-TALK

5 minutes a day  
to start living your  
magical life



# **COFFEE SELF-TALK**

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5 MINUTES A DAY TO START LIVING YOUR MAGICAL  
LIFE

KRISTEN HELMSTETTER



*Green  
Butterfly  
Press*

Coffee Self-Talk

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## ABOUT THE AUTHOR



In 2018, Kristen Helmstetter sold everything to travel the world with her husband and daughter. She currently lives in a medieval hilltop town in Umbria, Italy.

She writes romance novels under the pen name Brisa Starr.

Kristen is “designing her life with intention,” and she invites you to join her on the journey at:

[HappySexyMillionaire.me](http://HappySexyMillionaire.me)

And on Instagram:



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Other Books by Kristen Helmstetter

## INTRODUCTION

Dear Reader,

Hi! I'm Kristen, and I'm happy to meet you. At the time I'm writing this book, I'm in my early 40s, and I recently went through a profound transformation in my life. I admit, prior to this transformation, I already had a pretty cool life. My family (husband, daughter, and myself) all had good health, friends, family, and successes under our belts. I had nothing *real* to complain about. But that didn't stop me from complaining about trivial things. *Champagne problems*, right?

So, we grabbed life by the balls and decided to “sell it all and travel the world.” The first year, we traveled all over Europe. It was exciting and fun, but I realized I was actually running from something—or more precisely, from a lack of something—using travel to escape from a life in which I felt no sense of purpose or direction.

Overall, I had a positive attitude about my life. My cup was usually half-full, but something was missing. My life had no *magic*. Traveling distracted me enough that I could ignore trying to figure out what to do with my life, but it also brought with it a fair amount of stress, as you'd imagine can happen when living in foreign countries, bouncing from one city to another, living out of a suitcase, and constantly moving around. With a child.

Prior to leaving the U.S., I had delved fairly deeply into your run-of-the-mill mindfulness meditation. I had also come to embrace a general Taoist philosophy of seeking balance and “going with the flow,” rather than stressing about things that are beyond my control. Both of these helped give

me peace, and I was pleased enough with the results. Still, there were too many days when I woke up feeling lost, reluctant to even get out of bed and start my day. Why was this? I was a “quite happy” person, right? I felt blessed and fortunate.

So, why did I still have so many days where I let anxiety and worry grip my heart? For the first six months of our world travels, I relied upon gratitude, meditation, and Taoism to get my ass out of bed. It worked pretty well, but... I didn't sparkle. I wasn't shining. I felt all this potential inside me, and I knew, deep down, that I had so much to be happy and grateful for, that I should be shimmering gold and flying high like an eagle. But I wasn't.

If you are familiar with my blog ([HappySexyMillionaire.me](http://HappySexyMillionaire.me)), then you probably know the rest of the story. But for those of you who are new to meeting me, after seven months of travel abroad, I had a breakdown. I experienced my dark night of the soul as I grappled with my lack of focus and direction. It was hard and scary, and I felt paralyzed.

However, you can't have a rainbow without the storm, and that breakdown ultimately began a process that resulted in my breakthrough. In that breakthrough, I discovered a new and improved way to live. I also discovered *a process*. A process with results that feel almost miraculous, and that anyone can do.

From that time until this moment as I write this, I've undergone the most amazing transformation. I've found my spirit, my focus, my shining light, and I now soar like the eagle I knew I could be. I've unleashed my bliss.

There were a handful of techniques that contributed to my epic transformation, which I've previously outlined [in my blog](#). One of the key techniques, or ingredients, to living my legendary life is what I call “*Coffee Self-Talk*.” I've discussed it briefly on my blog, but I had a lot more to say about it. So I wrote the book you're now reading.

It would absolutely rock my world if something in this book sparks light in your life. My mom always says, “If you get just one good recipe from a cookbook, it was worth it!” When you read this book, my hope is that you'll get one (or ten!) ideas that transform your life. My goal in writing it was to have it help you live a happier, healthier, and epic life. Now is your

time to come alive, and today is the start of your happiest life. As you implement the tips and techniques described in this book, you *will* become happier, and you'll become madly in love with your life.

*Come fly with me.* You deserve it. We all do!

Love,

Kristen

P.S. I do cuss a bit in this book. When I do, it's out of love and excitement. What can I say?—I'm a passionate Italian woman. <sheepish grin>

This is not a one-way conversation. I'd love to hear your story, too. What you tried, and how it's working for you. You can reach me at:

[Kristen@HappySexyMillionaire.me](mailto:Kristen@HappySexyMillionaire.me)

Also, write to me to receive a free MP3 recording of the Coffee Self-Talk script, "*Living a Magical Life*" (in my voice, with music by Dreaming Cooper).

*I can't wait to hear from you!*

**PART I**

**CREATING A MAGICAL LIFE WITH  
COFFEE SELF-TALK**



## Chapter 1

### WHAT IS COFFEE SELF-TALK?

#### Coffee + Self-Talk

Coffee Self-Talk is a powerful, life-changing routine that takes only five minutes per day. It transforms your life by boosting your self-esteem, suffusing you with happiness, and helping you attract the life you've always dreamed of living. And, very importantly, it creates feelings of wholeness and worthiness. All this, with your next cup of coffee.

Coffee Self-Talk comprises two things: 1) your morning coffee, and 2) your self-talk. If you're not familiar with self-talk, then buckle your seatbelt, because self-talk *will* change your life.

#### Self-Talk: A Primer

Even if you've never heard of self-talk, you've actually been doing it your whole life. It's been around for a long time, probably since homo sapiens started talking. Here's the short version: Self-talk is simply the words you say and think to yourself. It's your inner voice, your internal dialog. Sometimes it's spoken, sometimes it's silent. Sometimes you're aware of it, usually you're not... until you are. This book will help you with that.

Self-talk is essentially the dialog you run about yourself, the way you think about you, and the things you do. Your self-talk is the way you see yourself and refer to yourself. Do you think you're smart? Not smart? That's your self-talk. Do you think you're fortunate? Unfortunate? That's your self-talk. Do you think opportunities are all around you? Or nowhere around you?

That's your self-talk. Do you think you're gorgeous? Not gorgeous? Talented? Not talented? That's all self-talk.

As you can see, self-talk can be good or bad, helpful or dangerous. An affirmation (a statement that's said as though it's true) can be positive or negative. Everything we say or think about ourselves, and our lives, *becomes our truth* as we affirm it—positively or negatively. That is, our subconscious believes it, whether it's true or not.

Therefore, we're going to start a process in which we tell our subconscious that the way we want to be is the way things *already are*. The subconscious doesn't judge, it just follows the instructions. It *will* do what you say. It's really that simple, but that doesn't mean it's easy for everyone. Most of us aren't used to being nice to ourselves. That's going to change by the end of this book. You're going to become your own BFF, and when you do, the magic starts, and real transformation begins.

While self-talk is ancient, it only started becoming known as “self-talk” in the twentieth century. The idea that people have an inner dialog running in their heads started to be studied in the 1920s. During the '70s and '80s, the term began to enter mainstream awareness, as people realized they could change their brains and their behavior by changing what they say and think to themselves. As a result, self-talk has become a popular tool in the self-help toolkit, particularly among high-performance individuals such as top executives, entrepreneurs, athletes, elite soldiers, and enthusiasts in the life-hacker community.

Millions of ordinary people have learned about self-talk, too. In the mid-'80s, Dr. Shad Helmstetter wrote a book called *What to Say When You Talk to Your Self*. It would go on to become a self-help classic, selling millions of copies in over 60 languages. Self-talk became widely known as Dr. Helmstetter spent the next thirty years writing more books, speaking all over the world, and giving over a thousand media interviews, including five appearances on the Oprah Winfrey Show.

Even for people who had never heard the term “self-talk,” the culture gradually shifted. Imagine the reaction strangers would have today if you scolded your child in public with, “*you'll never amount to anything!*” It sounds so shocking to our modern ears that it's easy to forget that speech

like that used to be commonplace. Nowadays, most parents know better. They know that such words can have powerful and lasting harmful effects. Dr. Helmstetter had a lot to do with this cultural paradigm shift.

I had not heard of Dr. Helmstetter when I met his son, Greg, fifteen years ago. (Greg is now my husband. More on that, later.) But I was familiar with the idea that the words you say—both out loud, and in your head—actually matter. A lot. In fact, they matter enough that it's important to choose those words carefully. At least, until you've acquired the habit of saying good stuff and not saying harmful stuff. Eventually, it becomes automatic.

“Coffee Self-Talk” is my own customized, personal version of self-talk. It's a combination of classic self-talk, for boosting self-esteem and adjusting your beliefs and behaviors, plus awesome affirmations, and, if you like, favorite passages from books, song lyrics, quotes, or other words that inspire or uplift you. And, of course, *coffee*. I'm living proof that this combination of words, java, and daily ritual powerfully affect your mood, your behavior, and how you feel about yourself deep down inside. In spite of the conditions in your life right now.

When your self-esteem is boosted, everything in your life changes. You're a shooting star, excited to take on the day. Heck, you're excited for your *life!* When your behaviors—and in particular, your daily habits—are in sync with your long-term goals and dreams, then things in your life seem to magically “happen” for you. Everything clicks.

It turns out, it's *not* magic—it's neuroscience—but it sure feels like magic.

I do my Coffee Self-Talk every day, virtually without fail. It inspires me, and it directs my actions in the direction of my Happy Sexy Millionaire manifestations (more on that later, too). It makes every day sparkle like a diamond. What could have been a bad day becomes a good day. What starts as a good day becomes amazing. No matter what life has in store, Coffee Self-Talk makes it leagues better. It massively amplifies the good and instantly diminishes the not-so-good. It *will* make all the difference in your world. I promise.

Your daily Coffee Self-Talk advantage is powerful for spinning happiness into your life, while also bringing you closer to your goals, resolutions, and