

## full tilt living newsletter

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### **Bleep!**

This has to be the best of all the "unwords" that show up in the media. If I had exercised the wisdom to use it, there are a few times that things could have gone much smoother for me, especially in the case of "Bleep you!" which I had the misfortune to not use one Thanksgiving at my parents' place. And it would have come in handy for my son on the playground in third grade. As it was, he faced the disgrace of suspension at a very tender age and a reputation for coming from a less than desirable family. It put a real damper on subsequent Boy Scout outings and party invitations, let me tell you.

Which goes to show that there is untapped power in simple words. How to use this to your advantage? First of all,

take my word for it and leave anything bleepable out of the picture. Find other juicy, power-packed words you like. Make up a nice set of little juicy phrases and then use them on yourself. Some of my personal favorites are:

- You are truly amazing!
- You do that incredibly well!
- You are the best!
- I know you'll figure that out!
- Nothing stops you!

Now insert them in your day. You can get going early by working them into the AM bathroom routine. This gives you the advantage of looking yourself right in the eye as you say them. You can make it a silent, sort of inner recital if you want to avoid stares from others in the vicinity (dogs think you are talking to *them* and love the attention,

however) or if you haven't mastered talking when your toothbrush is engaged.

Traffic jams are a great time for little juicy phrases. You will go completely unnoticed with everyone around you muttering under their breath as well. You'll just be getting so much more out of your traffic moments.

It might feel a little stupid at first, saying things like this. I thought I would be above being so blatantly manipulated by my own self when I started playing with little juicy phrases. But you know what? I'm as gullible as the next guy. They really work on me! I have actually caught myself saying, "Thanks for the compliment" to *myself*, of all people. Out loud, once or twice.

Try tailoring a set of little juicy phrases for a project

you're working on. Like if you are late a lot, make a set affirming your ability to be in the right place at the right time.

Or if you hate any particular day of the week, like Mondays or Wednesdays, do a set just for that day. Say nice things about the day. If you trash it, the day will not get better. Like, instead of "Monday sucks! I can't believe the weekend is over and I am back at this stupid job! I hate these bleeping Monday meetings!

How am I ever going to survive until Friday??"!!!" go for "Wow! A whole new week is starting! I can't wait to talk about my plans for the week! I'm going to be at my best this week! The sky's the limit!" Okay, the sky part was probably over the top. But enthusiasm is a good thing. Be sure to put some in there for yourself. The only person that can possibly be embarrassed is you, right?

Are you wondering if you won't get wise to yourself after awhile and start

canceling your little juicy phrases as fast as you make them up? Probably not. We like these dorky pats on the back better than horses love sugar lumps. Successful advertisers figured this out long ago. So why not turn into your biggest backer?

Make em juicy, make em fast, make em feel like an atomic blast! Clearly I'm not going into advertising soon...