

30 Essential Daily Affirmations



MADELINE
MCQUEEN



*I am a firm believer that thoughts
become things*

...and since that is the case we must guard our thoughts religiously.

Guard Your Thoughts

It's difficult to guard your thoughts when you are in the midst of challenges or when you have allowed your negative thoughts to take root and overrun your mind.

But manage your thoughts you must, if you want to feel better about yourself and achieve more.

The word affirmation comes from the Latin 'affirmare', originally meaning 'to make steady, strengthen.'



Affirmations are used to:

- Strengthen your resolve and focus on what you want
- Strengthen your positive thoughts about yourself
- Strengthen your confidence and self-esteem





Negative self-talk is dangerous.

It robs you of your personal power and leaves you feeling less than.

Negative words and phrases worm their way into your subconscious and become a constant voice in your head keeping you stuck in that negativity.

They keep you worried and...

We spend too much time worried.

Worried about what may happen, worried about not being able to pay something, or do something, or about how you will do it. Worried that the goals you've set yourself won't happen, worried that you haven't set any goals. Worried about what could go wrong, worried about what you don't want for your life!

What a waste of time, effort and energy!

What if you just focused on what you want and let that take up all of your brain space? What if you made that your every waking and sleeping focus and thought?

How much further down the road would you be?
How much closer to you goals?

Worrying focuses on what you don't want, moving you further away from what you do want!



Affirmations Are Crucial To Changing Your Narrative



The phrases that we call affirmations are used to tackle the negative self-talk, reaffirm yourself and change your thinking. They help you to focus on what you want and how why you deserve it.

What if you made a promise to yourself from this day forward to focus only on what you want, nothing else matters and to use affirmations to change that focus?

The more you focus on and reach for your wants and goals, the more likely you are to achieve them. With your words and thoughts you have the power to change your everyday experience. You know what else, it also makes it more likely that those things that you don't want to happen, won't!

I've consciously used affirmations over the last 20 years to view myself and my capabilities differently. They now form part of my everyday routine.

Notice that the affirmations often start with "I am..." That's because you are making a declaration.

There is no room for 'if' or 'buts.' Also, notice that they do not contain any reference to what you do not want. That's because when you speak about what you don't want you are still giving it focus and energy, attracting it into your life.

Affirmations require practice, they are to be repeated over and over again. You can recite them and/or write them in your journal daily. It's helpful to say them to yourself in the mirror. What's most important is that you use them, daily!

Use the affirmations to affirm yourself and change your thinking and your life. I've given you 30 affirmations that you can repeat below. Feel free to create your own.

Magnificently Yours,





I am believing for the best in my life

You better believe it! When you focus on the best in life it is amazing how it shows up. Ever notice that misery loves company and that company keeps you down?

If you want to live better, then, you need to change your lens, change your focus and change who you're hanging out with.

Take this affirmation and use it to change your thinking, your beliefs and your experiences. Remember, you have the power in your own tongue to change your life!



I am worthy of my own approval

The only approval that you need is your own. There, I said it! Now it's time for you to believe it!

Review some of the things that you do, the way you may overwork... who are you doing it for? How much more are you going to keep putting your self worth and validation in the hands of other people? How long will you continue to focus on the one negative thing that was said in the midst of so many positives and still berate yourself?

It's time for the change in mindset and heartset that you deserve. It's time to champion yourself for yourself. Time to approve of you for you... warts and all! You are enough, you are worthy of your own approval!



I always have choices

You have choices and you can choose you at any moment you please. It is our thinking that holds us hostage, and often, the pressures of other people's expectations. But, you always have choices, even if they are difficult and unpopular. Any moment you can choose different.

You don't need to get your worth anywhere else. It is all within you. You can choose to validate yourself, to love yourself, to respect yourself, to focus on where you want to go, to reject mistreatment, to leave a toxic job or relationship, to build a better relationship with yourself, your body and your money.

YOU HAVE CHOICE!

It's a mega superpower that we don't believe that we have... but we do, all day, every day!
So, go choose you!



Today I step into my confidence

Today I step into my confidence because I am amazing and the fact that I am here to see another day proves that I can still do all things.

Step into your confidence with courage and know that you are worthy of all your desires. Confidence is the first step to truly achieve what you want.

Believe in all that you have to offer and take that step to become the best version of YOU!

Lift your head up, fix your crown and be MAGNIFICENT!



I am responsible for my happiness

You are responsible for your happiness because it's yours. It's up to you to discover what happiness is to you. Only you can identify what brings you joy, makes you laugh, lifts your soul and makes you smile.

Every day that you wake up in your own body, living your own life, steered and directed by you, you have the power to create your happiness. Happiness is a feeling that can only be created by you.

It's time to stop looking to other people to give you happiness and time to look deep inside. Fill your life with beauty, joy and good vibes. You don't need to search high and low, it's right there with you because you are responsible for your happiness.



Each day is a new beginning

The beauty of life is that every time we live to see another day means that we have another opportunity to start again. Each day is a new beginning, another chance to apply for that role, to develop your skills, to change your mind, to dream of better and achieve. Yesterday is gone and today is here.

Since you are still breathing and have life then you have another chance. Go out, step out and be your amazing self. After all, this new day provides the opportunity to do just that.



I am deserving of good things

Every day I tell myself that I am enough and I am deserving of all the amazing things in my life. Imposter syndrome is sneaky, it sneaks into your brain and lets you believe that you aren't worthy of that job promotion, breakthrough or the love you are receiving.

I am here to tell you that you truly are deserving of it all! You are worthy and deserving. You are not obnoxious or uppity because you want good things.

There's power in believing and accepting all the good things coming your way. If the universe says yes, then it's yours. Enjoy it because you deserve it!



I express positive energy wherever I go

Whether good energy or bad, other people can feel it. So, make sure you leave a great, positive and powerful impression. Wherever you go and whoever you talk to, remember that your energy will leave an impression.

Make sure it's a good one. Give others the positive energy you want from them and it'll come back to you.



I have clarity in my purpose

If I'm honest, it took me a while to figure out my purpose but when I found it my vision became clear. It might take you a while, you might be unsure and your purpose might even change. But once you've found it, the clarity is 20:20.

Sometimes we watch other people excel in their purpose and start comparing ourselves. I want you to focus on YOU. If you don't know what your big purpose is, then start with the smaller purpose that you have today, whatever that may be.

You can use this affirmation now to help find clarity in your purpose and speak it into existence. Everyone is on their own journey, walk in your own path, clear-headed.

You will find your purpose!



*I surround myself with
inspirational people who
show me what's possible*

Look to your left and to your right (mentally of course, unless you are with people). Your inner circle and the people you follow on social media should inspire you. You have the power to create greatness within and around you.

It's easy to allow people who drag you down to negatively influence your positive energy. Sometimes you need to let those people go, so that you can fill your life with people who lift you up rather than pull you down.

It's OK to fill your life with positive influences.



I forgive myself and set myself free

*I forgive myself and set myself free because I love and respect myself.
I am entitled to freedom and happiness without holding on to past feelings.*

Yes, you are.

Forgive yourself and set yourself free because YOU ARE HUMAN and to err is human.
It's through our mistakes that we grow. We all make them.

I want you to know that you are no less of a person because of things that have happened
in the past. You are allowed to feel, and you are allowed to let feelings go.

Forgiveness is about letting go of a thought, person, situation or action. To forgive
yourself you first need to exercise compassion... to yourself.



I am courageous and I stand up for myself

This affirmation is all about advocating for yourself. Too often we are hoping that someone else will do it for us and feel disappointed and disheartened when that doesn't happen.

I want to remind you that you are strong and courageous, even though there may be times you have not felt like you could be. I am sure that you can find a time when you were.

So, I am encouraging you to lean into those times when you stood up for yourself, where you were courageous, where you advocated for what you wanted. We constantly teach people how to treat us.

Use this affirmation to bolster yourself so that you can ensure that you are treated in the best possible way.



I am in control of my life and live on my terms

You never have to feel stuck when you recognise that you and you alone are in control of your life. People don't take your power; you give it away consciously or subconsciously whether you like it or not.

So, remember that it's your life to live on your terms. No one else's, because everyone else is living on theirs.

Repeat this affirmation as often as you need to, wherever you are. Take it with you through every day this week as a reminder that you are in control. You make the decisions when it comes to your life.



I own my happiness and it makes me feel great

Happiness is a choice and more so, it's your choice. It's no one else's responsibility to make you happy. It is your own responsibility to step into it. Expecting other people to make us happy is yet another way of giving others our power.

Learn how to have fun with yourself. Focus on how great you feel right now and what is great in your life.

I know it's hard, there's no magic solution to everything, but little by little, you can change your feelings in an instant if you choose to and most importantly, if you want to. Remember to repeat this affirmation whenever you feel you need it and be sure to choose YOU more.



*I am open to receive
prosperity, joy, health,
wealth and happiness*

Are you open to receiving what you really want in life? Are you open to prosperity? Are you open to abundance, to having more in your life? Are you open to joy? Are you open to wealth in every way? Are you open to being and feeling happy?

Let's face it challenges are all around us, they are part of our everyday life, but then, so are opportunities. Focus on those opportunities, speak life into your existence to create prosperity, joy, wealth and happiness. It makes no sense to make the adverse your focus.

You have the power in your own tongue to change your life by changing your thoughts and words. When you do this, you will find that it will translate into changing your actions and ultimately your experiences.



*Everything and everybody
prosperes me now and I
prosper everything and
everybody now*

This affirmation is one of my favourites that doesn't actually start with "I am" but it is super powerful. I repeat this one 15 times (yes I say it 15 times) when I am lying in bed at night. Any time I feel anxious about how my life is going this is my go-to. By the time I've said it 15 times, I feel calm and have an assurance that everything will be all right.

This affirmation is not just about receiving but it's also about giving. The Universe works with both. Use this when you are concerned about money or how your life may pan out. Use it as a way of trusting that The Universe is working things out for your good.

Believe me, this one is life-changing, but remember you have to believe it!



I am enough

Yes, you are! Know it!

This is powerful. You don't need anyone else's approval. You don't need to spend time seeking accolades from others hoping that they will fill you.

Your whole being is crying out for one thing - self-acceptance! When you accept yourself, your talent, skills, mannerisms, beliefs, warts and all it makes your heart sing. You can put second-guessing on the back-burner or even just switch off.

You are enough. Period!

I've been saying this affirmation for the last 20 years and I remember the day that I sat down with a group of women, feeling happy with life and with myself. I felt such joy and the phrase popped into my head with such surety. "I am enough!" My response – Yes I am... and so are you! Go tell yourself this one in the mirror right now!



I am worthy of my dreams and desires

We all have dreams and desires but if we are honest, do we really believe that they are attainable for us? If you don't believe it then how on earth do you hope to attain what you want? Your job isn't just to dream, it's also to believe and then walk in the direction of it.

Take a moment and ask yourself, honestly - "When thinking about my dreams and desires do I really feel and believe that they are possible for me?" Ruminant over the answer and if you know in your heart that you are not convinced then it's time to challenge your thinking.

Know that if other people are doing it, you can too! You might need to consider what you are listening to and watching and even who you are spending your time with. You might need to adjust some of your dreams. Most of all, you need to adjust your thinking to be open to what's actually possible for you if you believe.



I am a friend to myself

*I am a FRIEND to myself. I like myself.
I appreciate myself and I want the best for myself.*

These words are the words of self-friendship. How do you talk to yourself?
Do you talk to yourself like a good friend or someone you don't like? You need to be
mindful in the way that you talk to yourself and the way that you treat yourself.

Start having a healthy relationship with you by being in awe of you, every part of you
from the inside out. Love yourself unconditionally because you are worth loving.
Champion and believe in yourself like you would a trusted friend. Encourage and speak
life to yourself. If you wouldn't say it to a friend then don't say it to yourself.

Be patient and encouraging with yourself, push but don't overload yourself.
Treat yourself with care and concern. You are lovable, so express that love.



I am lovable

You are lovable and you are worthy of real, unconditional love. Do not let other people make you believe that you are hard to love. That is their story – not yours.

There are 7.8 billion people in the world which means there are more than enough people to love you. However, the external love you receive is a bonus.

The sweet spot is to learn to love yourself first! If you are struggling to receive the love you deserve, you may need to reconsider the circle of people that you surround yourself with.

Too often we hang out with people who pull us down rather than lift us up – hoping that they will love us. Remember, you are amazing, flaws and all. But being lovable starts with you. Let the love you give yourself be the standard for everyone else to follow.

You are lovable simply because you are YOU!



*I have endless talents that
I use to further myself and
my career*

You are talented! Your talent doesn't have to be like anyone else's, it's yours. Uniquely yours! So focus on those talents, lean into them. Keep them in the forefront of your mind and never let anyone tell you that you don't have anything to offer. Focus on what's great about you and use it to further yourself and your career.

Repeat this affirmation as often as you need to, wherever you are. Take it with you through every day as a reminder that you are full of talents and they all work to serve you and your movement forward.



I have the courage to make the best decisions for me

We have to learn to trust ourselves and that takes courage. When we learn to listen to and trust our intuition, it becomes easier to know what is best for us and in turn trust our decisions.

No one knows you better than you and it's time you started believing it.

Repeat this affirmation any time of day, every time you need to exercise your courage and step into your best self.



I choose me

It's important to stop focusing on being what and whom everyone else wants you to be and be who you are.

Choose yourself for once. It's not selfish, it's the beginning of self-care, where you give to yourself first so that you are full enough to give to others.

Choose yourself!



It's my time

My life hasn't always been as good as it is now. My husband and I struggled in so many ways and whilst I am an optimist, there were times when I truly struggled to see the light at the end of the tunnel.

Affirmations were one of the things that helped me through. I have a whole plethora of them that I use. Many of you will know that "I am enough" is my signature affirmation.

Lately, this one has become my daily word. It's my time! It's my time for so many reasons. It's not just my time, it's yours too.

If you want to change your life and your thinking, speak differently to yourself and of yourself... regardless of circumstances!



I am limitless

Yes, you are! Limitless! I'm not talking about landing on the moon next week, miraculously or suddenly inventing a poverty destroying product! What I am purporting is this - many of the limits we believe that we have are the limits that we have put in our own way. Are there challenges, hurdles, obstacles to circumnavigate? Absolutely! I know these things!

We can change our experiences, our outlook and even our conceived reality if we are willing to mentally see ourselves as limitless. Once you start to let go of those mental barriers and limits that you have placed on yourself that keep you hidden and staying small, you find that your own world opens up in a way you had previously not imagined. Simply because you started to look at what was possible.

You and your thinking are limitless - if you just let go!



I am a work in progress

As I get older, the more I recognise that the expectation that I should have everything together all at the same time is a completely unrealistic one. By the nature of my humanity, I am forever growing, forever learning, forever navigating this life. The slow reveal, over the years, is that this is exactly how it is supposed to be.

As you grow older you realise just how little you know and just how much you have to learn. This doesn't mean that you don't know anything it just means that you can't possibly know it all... and that's alright!

So, take a little bit of pressure off yourself today and repeat after me "I am a work in progress!"



*I am now highly pleasing
to myself in other people's
presence*

Too often we downplay ourselves in the presence of other people. Maybe we feel that they look better than us, dress better than us or are just plain better than us.

Friend, let me tell you, this is not helpful. You need to know that you are highly pleasing first and foremost to you. Accepting your personal magnificence is the key to showing up in a room and not being intimidated by other people who are there.

Enjoy what is great about you, and step into every room feeling good about you. Love and embrace the greatness about yourself.



I am strong

This life and its ups and downs have enabled me to create a backbone of steel. Don't get me wrong, I am not invincible, but this journey has readied me for where I am today and what I am about to step into.

Don't overlook your path and certainly don't decry it, because it's your experience that's created this strong and magnificent person that you have become.

Believe that you are strong, you are still standing, still breathing, still being. This strength is the strength that will take you to the next level or take the next step. There's no shame in being strong. It's a superpower. One that comes in handy from time-to-time.



I am destined for greatness

It's time we step into our greatness. There's real power in the tongue and speaking greatness can manifest it. By manifesting it and moving in the direction of it, we make it a reality.

There is so much out there for you if you will just step into your greatness, believe for better and take action. Let's be honest you know in your heart that there is more for you.

Tell yourself the truth...



I believe in me

If you don't believe in yourself, how will others? Have faith in yourself. You are braver than you think, more talented than you know and capable of more than you can imagine.

Don't let others tell you what you can't do. Your time is way too valuable to be wasting on people that can't accept who you are. You will be invincible when you realise your only limitations are those you place upon yourself.

About Madeline McQueen



Madeline McQueen is an outstanding Transformational Coach, Dynamic Speaker and Magnetic Host, whose aim is to empower and encourage her clients to be their very best.

She draws on her extensive experience, skills, knowledge, breakthroughs, and successes to help you gain clarity on your professional direction, build confidence and value from within and to feel empowered to step up into what she calls your 'magnificence.'

Her straightforward, no-nonsense style is seasoned with vivacity, humour and an energy that helps you see what is possible and creates strategies to achieve it. Madeline challenges and champions you to make your dreams a reality.

She works with individual clients as well as organisation including Google, Meta, TAG GB, M&C Saatchi, Sopra Steria, Sky, ITV, Natixis, DMG, Salesforce, Jupiter Asset Management to name a few.

Madeline is the founder of Magnificently You Limited, and the co-founder of Q Squared Limited



Get in touch today to see how
I can work with you or your team.



Get In Touch



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