



*Eliminate*  
**LIMITING  
BELIEFS**

How to Easily Reprogram Your Subconscious  
Mind and Achieve Great Wealth, Health,  
Relationships, Inner Peace, and Happiness!

**Sonia Ricotti**  
*#1 Best-selling author of Unsinkable*

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*Book design by Melinda Asztalos*



# Contents

<b>About the Author</b> .....	4
<b>Preface</b> .....	6
<b>Introduction</b> .....	7
<b>What's Blocking Your Success?</b> .....	9
The Conscious Mind .....	9
The Subconscious Mind.....	10
The Problem.....	11
The Good News .....	11
<b>How to Eliminate Limiting Beliefs Forever!</b> .....	12
Shift Your Mind and You'll Shift Your Life .....	12
Now, Let's Get Started (Exercise).....	14
<b>Common Limiting Beliefs</b> .....	17
Money .....	18
Health.....	19
Relationships .....	20
Work/Career.....	21
<b>What's Next?</b> .....	22

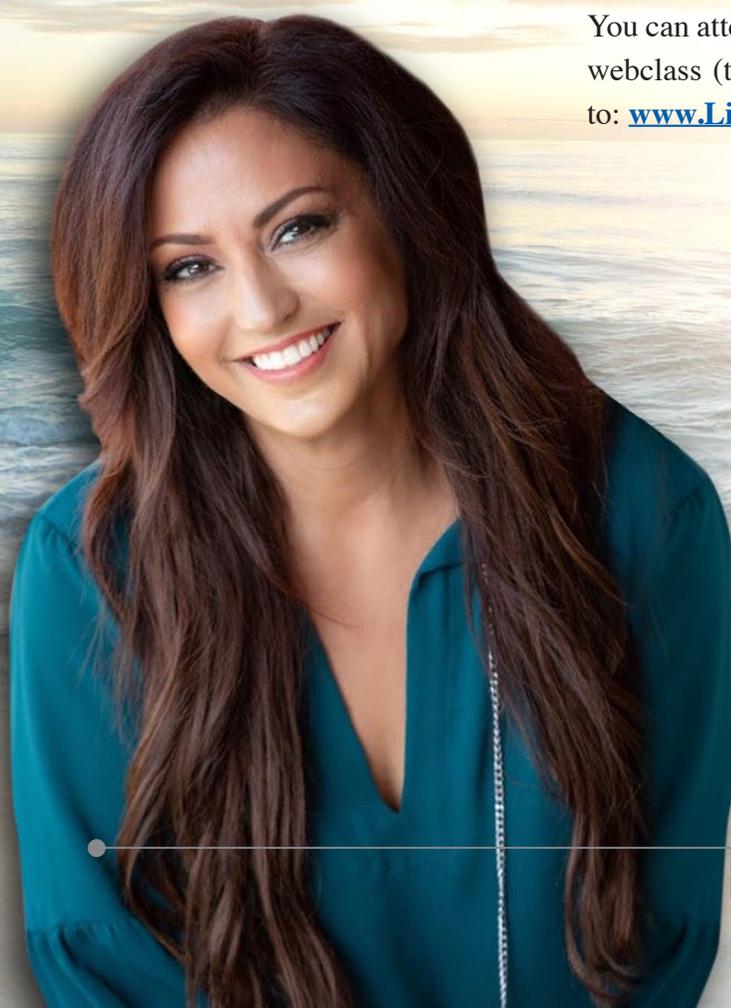
## About The Author

Sonia Ricotti is the world's leading "bounce back" expert. She is the #1 best-selling author of *Unsinkable: How to Bounce Back Quickly When Life Knocks You Down*. She is also the Executive Producer of the blockbuster feature film "Unsinkable: The Secret to Bouncing Back" which has been selected by several film festivals around the globe.

Sonia has inspired millions of people worldwide, sharing her breakthrough strategies on how to overcome adversity and achieve financial abundance and extraordinary success.

Through her life-changing online workshops, books, and programs, she has helped millions of people turn their lives around quickly (and in a BIG way).

You can attend her brand new free *Eliminate Limiting Beliefs* webclass (that goes hand-in-hand with this book) by going to: [www.LimitingBeliefsWebclass.com](http://www.LimitingBeliefsWebclass.com)



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“You don’t manifest what  
you want. You manifest what  
you believe.”

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*Oprah Winfrey*

# Preface

It isn't hard.

People are always looking for a quick and easy way to transform their lives.

Some people don't believe it's possible, or they are convinced that it will take a long time to do.

Well, I'm here to tell you that it isn't hard to do, and you *can* do it quickly.

I've been teaching this for many years now and have had millions of people follow my work and complete my programs with extraordinary success.

If you master what I teach in this short book, you will learn how to create massive change in any area of your life that isn't working. I'm living proof!

Experiencing financial problems? Are you in debt? Would you love to manifest a lot more money in your life?

Read this book.

Have relationship problems? Or are you single and having difficulty finding your soulmate?

Read this book.

Have health problems?

Read this book.

Have work/career problems? Are you bored or unhappy with your current job/career? Are you looking to feel fulfilled, excited, and more successful in your professional life?

Read this book.

There actually IS an easy way to do it.

Get ready. Your life is about to change.

# Introduction

Over the years, many people have asked me HOW I completely transformed my life.

How did I go from hitting rock bottom to completely turning my life around and living my greatest life? My dream life. A life filled with financial freedom, incredible relationships, excellent health, and true inner peace and joy (no matter what life throws my way).

In fact, today I'm the world's leading "bounce back" expert, a filmmaker, a #1 best-selling author, and my online courses, webclasses, and books have been experienced by millions of people around the world.

## ***How? How did I do it?***

What you're about to learn in this book is the true secret to turning things around quickly in your life—in ALL areas of your life (wealth, health, relationships, career, etc.).

I was completely broke (I was six figures in debt!), lost my home due to foreclosure, had serious health issues, my relationship ended—and *it happened all at the same time!*

My entire life crumbled around me.

I didn't know what to do or how to get out of my situation. I felt like I was backed into a corner with nowhere to go. I was completely deflated, stressed, angry, and sad.

I felt completely stuck and helpless.

I just didn't understand why this was all happening to me. *Why me?* Why was everything so great in other people's lives, but my life was falling apart?

It just wasn't fair!

I eventually figured out why things were not working for me and, with a few small changes, quickly transformed my entire life.

Now, if you're in a similar place in your life right now, I want to tell you that everything is about to change for you too.

You CAN and you WILL turn things around in your life.

What I'm about to share with you in this book will transform that part of your life that isn't working right now. And the best part is that you can apply what you learn here to ANY area of your life, at any time.

It isn't hard. It's easy. You may even find that it's going to seem *too easy*.

If you've been hoping and/or praying for something to change in your life, your prayers have been answered.

There are no coincidences.

There's a reason why our paths have crossed.

There's a reason why you're reading this book right now.

All I ask is that you *read this book in its entirety*. Please make that commitment to yourself and to me, right *now*.

If you're truly ready to transform your life, set that intention and stick to it. It's the first step to changing your life.

I promise you, this is a really GREAT read. Yes, it is short, BUT don't underestimate it.

You'll uncover your "abundance blocks" that are sabotaging your success in that specific area of your life that isn't working right now.

**You'll learn HOW to quickly release those blocks so you can allow abundance to flow towards you and manifest the life of your dreams.**

Make the time to read every single page. This could be THE thing you've been waiting for that will completely turn your life around in a massive way.

**Your greatest life is just around the corner. In fact, it has arrived.**

Enjoy the read!

*Sonia Ricoffi*

# What is Blocking Your Success?

In order to understand what's truly "blocking" you from achieving your dream life, it's important to comprehend the difference between the "conscious" mind and the "subconscious" mind.

## *The Conscious Mind*

The conscious mind is your "thoughts" and the stories that you tell yourself throughout the day.

It's that little voice inside you. It's that incessant little chatterbox that is narrating your entire life as it is happening.

The next time you're feeling down or upset, ask yourself this simple question, "*What am I thinking right now?*"

By asking this question, you will easily find out what you are telling yourself at that moment.

What you're telling yourself in that moment is making you feel the way you do.

Anytime you're not feeling good, always ask yourself that question.

You see, it isn't what's actually happening in that moment that's making you feel that way, but it's *your thoughts* about what's happening that's making you feel that way.

That story you're telling yourself in that moment about what's happening is what's making you feel angry, sad, frustrated, stressed, etc.

Want to feel better fast? Shift your negative self-talk to positive self-talk.



So, all you have to do is change the story you're telling yourself in that moment and shift it to a more positive narrative—and you'll feel better instantly!

You see, becoming aware of your thoughts (your “conscious” mind) is the first step to transformation.

It's the key to shifting how you feel in any given moment.

You have *that* power. You really do.

### ***The Subconscious Mind***

Now, the subconscious mind is different. The subconscious mind is what's actually controlling your success in ALL areas of your life.

It's that powerful.

It can work *for* you or *against* you.

You see, you can say to yourself, “I want to manifest financial abundance in my life” (which is a *thought* and your “conscious” mind speaking), but if your subconscious mind has a BELIEF that contradicts your conscious mind, the subconscious mind will always win and take over.

Here's an example.

*“I want to manifest financial abundance in my life”* (conscious mind).

But at a deep *subconscious* level, you actually BELIEVE...

*“In order to be wealthy, I'll have to be a workaholic and work so many hours. I won't have much of a life. I'll be miserable.”*

**That *limiting belief* will always block and sabotage your success around money and manifesting financial abundance.**

Now, I want to be clear, this isn't “woo-woo” talk.

This is TRUE.

You see, if you have that limiting belief, you will be looking through a lens of “I will be miserable if I am rich.”

Well, you don't want to be miserable of course, so you won't take the action you need to take to become rich.

It actually affects your behavior and what you do (or don't do), which ultimately affects your results.

Our beliefs drive our behavior, and our behavior affects our results!

It's really that simple.

*Oprah expressed it best when she said, "You don't manifest what you want, you manifest what you believe."*

### ***The Problem***

Now, you may be thinking, "Okay, so all I have to do is shift my limiting beliefs around that area of life, and everything will manifest beautifully?"

YES! But, the problem is that these limiting beliefs are harbored at a "subconscious" level, so chances are you don't even know you have those beliefs in the first place!

I can assure you though, if there's an area of your life that isn't working right now (money, relationships, health, career, etc.), you have limiting beliefs in that area of your life, and they are blocking your success.

### ***The Good News***

The good news is that I'm going to teach you how to uncover your limiting beliefs in that area of your life that isn't working.

I'm also going to teach you how to reprogram your subconscious mind so you can replace those limiting beliefs with positive and empowering ones.

This will ultimately and completely transform that area of your life!



# HOW to Eliminate Limiting Beliefs Forever!

In order to eliminate limiting beliefs forever, you need to understand how they developed in the first place.

You see, our limiting beliefs began developing from when we were very young.

Our limiting beliefs are created through the interpretation of every single experience we encountered over the years.

Every time something negative happened to you.

Every time someone said something negative to you.

Every time you were disappointed, rejected, or hurt.

Every time things didn't go your way.

You interpreted it a certain way.

You told yourself something.

A story.

You *believed* this story.

This story you told yourself, stayed with you over the years. This story you told yourself, made you see the world through a particular lens.

That lens you've been looking through has created the results you see today.

## ***Shift Your Mind and You'll Shift Your Life***

It's time to change that lens you've been looking through.

It's time now to shift your thinking and beliefs.

You see, rich people think differently. Their beliefs are different.

Healthy (and fit) people think differently. Their beliefs are different.

People in fulfilling relationships think differently. Their beliefs are different.

People who have successful careers think differently. Their beliefs are different.

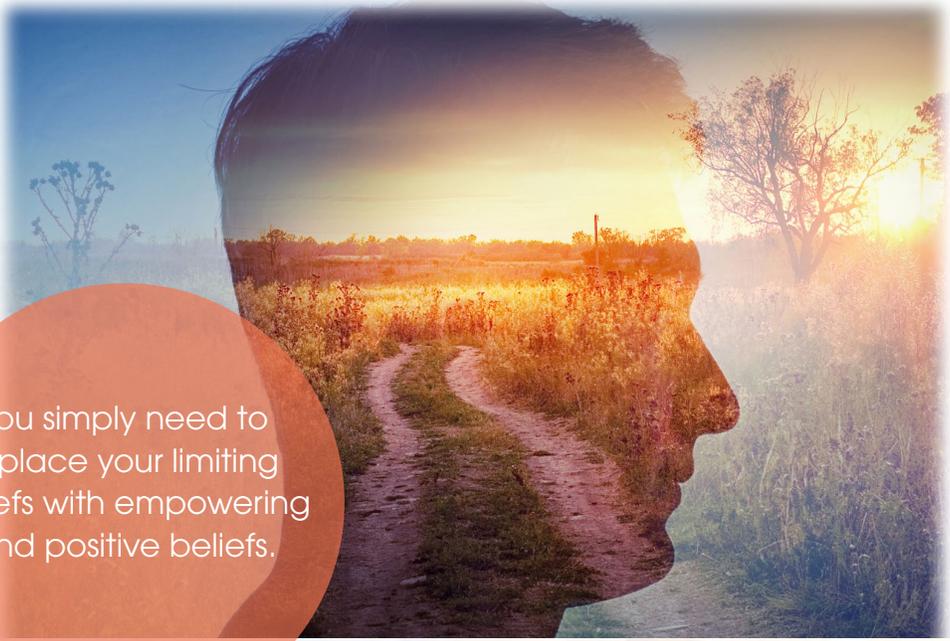
They see the world through a different lens, which makes them behave differently, take different actions, and therefore, they get different results.

**For example, if you want to be rich, you need to start thinking like a rich person. You need to reprogram your mind to have a “rich” mindset, and you’ll begin to see different results!**

*The same goes for every other area of your life.*

You simply need to replace your limiting beliefs with empowering and positive beliefs.

I’m going to show you how to do that. I’m going to show you how to shift your life forever.



You simply need to replace your limiting beliefs with empowering and positive beliefs.



## *Now Let's Get Started!*

We will begin by doing an important exercise. This exercise will help you uncover and eliminate the limiting beliefs you have around that area of your life that isn't working right now.

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# Exercise

## 1. Write Out Your Story

The best way to uncover your limiting beliefs is by simply writing out your “story” around the area of your life that isn't working.

You can begin by writing, “*The reason why I don't have what I truly want in this area is...*”

See what you write. Don't edit or judge it, just write. Write out the whole story.

Usually, when you write out the entire story of why you don't have that great relationship, or why you're in debt, or why you don't have that dream job/career, etc., that is where you'll find what you've been telling yourself over and over.

You'll begin to see the “lens” you've been looking through that has been sabotaging your success, without you even realizing it!

## 2. Read It and Look for the “Clues”

After you’ve written your story, read it.

Then, read it again *out loud*.

The biggest clue to uncovering your subconscious beliefs is when you are complaining or making excuses about the situation.

The clues are there. Look for them in your story.

**Actually, read it five times.**

You see, by reading it over and over, you’ll start to remove the emotion behind your story. You’ll start to see through “the story” you’ve been telling yourself and begin realizing how a lot of it isn’t even true!

You may even be shocked at the story you’ve been telling yourself all this time.

## 3. Write Out Your Beliefs

After you’ve read it five times, see if you can pick out the “beliefs” you have around this area.

**Underline those sentences.**

Then, write out your list of “beliefs” on a separate piece of paper.

## 4. Write Out Your New Positive Beliefs

Once you have your list of limiting beliefs, take each one and write out an opposite belief to counteract it.

So for instance, if one of your beliefs was “It is hard to make money” then, the opposite of that could be, “Money flows easily, freely, and from everywhere.”

To help you, I’ve put together a list for you (*on the next page*) of some examples of limiting beliefs around the areas of money, health, relationships, and career/work, along with a list of some sample empowering/positive beliefs.

This will really help you create your own personalized list.

## 5. Read Your List of New Positive Beliefs

After you've written your story. Read it.

Once you've created this NEW list of empowering/positive beliefs, read it.

Read it out loud. Read it out loud five times.

## 6. Make Copies of this New List

It is now time to reprogram your mind with these new beliefs.

Make several copies of these new beliefs. Post it on your fridge, on your mirror, carry it in your pocket, put it everywhere, so you are constantly reminded of them. Recite them over and over.

**The latest evidence-based research in Neuroscience has shown that you CAN reprogram your mind through repetition. Your mind is like a computer. You are basically upgrading your “mental” software.**

Eventually, you will automatically begin to think this way naturally.



# Common Limiting Beliefs



# MONEY

## Limiting Beliefs

- It's hard to make money
- I'm not smart enough to be rich
- Rich people are crooks
- Rich people think they're better than everyone else
- Money doesn't make you happy
- Money isn't important to me
- It's too late for me to make money, I'm too old
- If I become wealthy, my loved ones will resent me for it
- I'll never be rich
- Money is the root of all evil
- Making money is out of my control
- If I'm spiritual, I can't be rich

# MONEY

## Positive Beliefs

- It's easy for me to make money
- Within me I have everything it takes to be rich
- Wealthy people are good and honest
- All people are equal, regardless of financial status
- I choose to be happy with lots of money
- Money is a powerful tool that can help me
- I can make money and am open to abundance at any age
- I am loved and accepted regardless of how wealthy I am
- I can be as rich and abundant as I desire
- Good things can be done with money
- I have complete control over my finances
- I can be spiritual and have financial success

## HEALTH

### Limiting Beliefs

- I have no control over my health, I have bad genes
- I can never lose weight, my metabolism is so slow
- I have to slow down because I'm getting older
- Working out and exercising is for young people
- I have no willpower
- I can't stick to anything
- It's way too much hard work
- It costs too much to eat in a healthy way
- Getting older means having more health problems
- I am too old to change my lifestyle

## HEALTH

### Positive Beliefs

- I have the ability to create vibrant health
- I can weigh my perfect weight and speed up my metabolism
- I have more than enough energy to do what I desire at any age
- Working out and exercising is for anyone at any age
- I can do anything I set my mind to
- I have the discipline and followthrough to be healthy
- Being healthy is fun and easy
- I have all the financial resources I need to eat healthy
- I can have vibrant health at any age
- It is easy for me to change my lifestyle at any age

## RELATIONSHIPS

### Limiting Beliefs

- I'm not lovable
- No one will find me attractive or love me
- I don't deserve to be loved
- They will find out the "truth" about me and leave me
- Love hurts
- Relationships are hard, you have to work hard at them to make them work
- I'm too fat, I have to lose weight first
- All the good men/women are taken
- If I leave him/her, I might not find anyone else
- It's impossible to meet anyone decent these days

## RELATIONSHIPS

### Positive Beliefs

- I am lovable and I love myself
- I am beautiful and worthy of love
- I deserve to be loved and cherished
- It's safe for me to be my authentic self
- It is safe to love and to be loved
- Relationships require nurturing and are rewarding
- I am lovable just the way I am
- There is someone perfect for me
- I am worthy and deserving of love
- It is easy to meet good people

## WORK/CAREER Limiting Beliefs

- I'll never find a better job these days
- I don't have the skills to find something better
- No one will hire me, I don't have the qualifications
- It's too late for me to start something new
- I'm not smart enough to start my own business or change careers
- There aren't any jobs out there that pay well
- All jobs/companies are the same (they just exploit you)
- I am too old to change jobs/career
- I work just to pay the bills, my life starts after work

## WORK/CAREER Positive Beliefs

- I am attracting the perfect job for me
- I can easily learn new skills to enhance my value
- I have everything I need to get a great job
- I can learn new things at any age
- I am intelligent and capable of starting a business and/or changing my career
- There are great jobs available to me that pay well
- There are many great companies that are dedicated to their employees and have integrity
- I am capable of changing jobs/career at any age.
- Work is a facet of my life to express myself through, where I am open to abundance and prosperity

# What's Next?

I know this all may seem a bit overwhelming. To help you further, I have decided to create a **brand new free webclass** for you so you can truly eliminate these limiting beliefs forever!

It will be a “deep-dive” training with more exercises (and tools) to help you easily uncover ALL your limiting beliefs (in every area of your life) and reprogram your mind so you can begin living your greatest life—right now!

Not only that, but I will be sharing “The Biggest Lie” of them all. The one limiting belief that stops people dead in their tracks from succeeding in life.

It’s a lie I held deep in my subconscious mind for a very long time. Chances are, you also harbor this belief (most people do).

This one will shock you. It’s a bit complicated to explain here, but I will teach you exactly what it is and how to eliminate it through one very powerful and unique exercise.

Make sure you do everything you can to [attend this new free webclass](#).

To your greatest life! See you at the webclass!

FREE WEBCLASS!

**Eliminate Your Limiting Beliefs!**

Reprogram Your Brain  
in Seconds...to Manifest  
the Life of Your Dreams!

**Yes, Reserve My Spot Now!**

UNSINKABLE