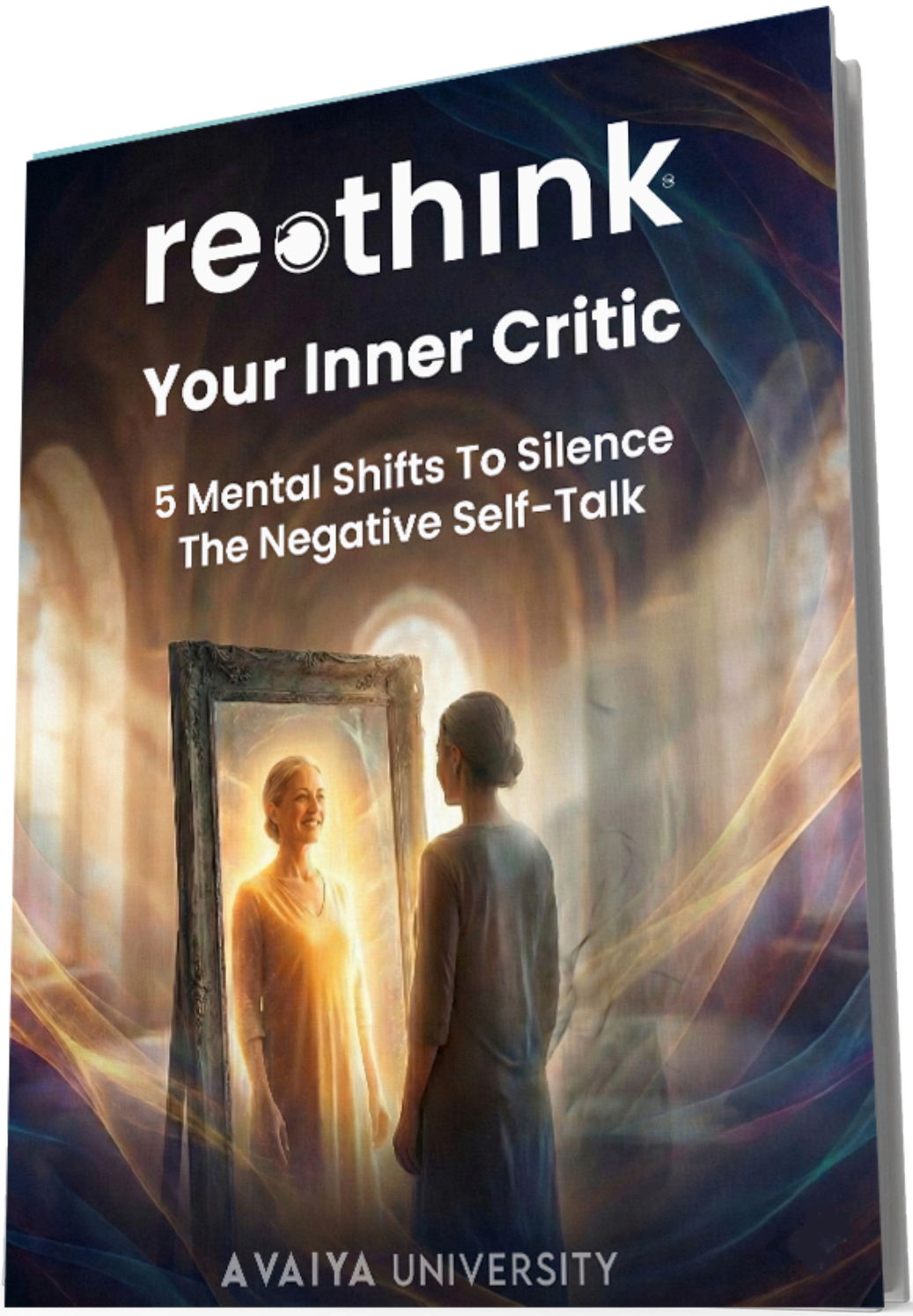

rethink
Your Inner Critic
5 Mental Shifts To Silence
The Negative Self-Talk
AVAIYA UNIVERSITY

# ReThink Your Inner Critic

### 5 Mental Shifts To Silence The Negative Self-Talk

**The Tomato Juice Myth**

Did you know that each year February is skunk mating season?

If you have a dog, or if you live near the woods, you might already know this. You might also know the old wives' tale about what to do if you or your pet gets sprayed: *Bathe them in tomato juice.*

For decades, people have been buying gallons of tomato juice to scrub away the stench. But here's the truth: **It doesn't work.**

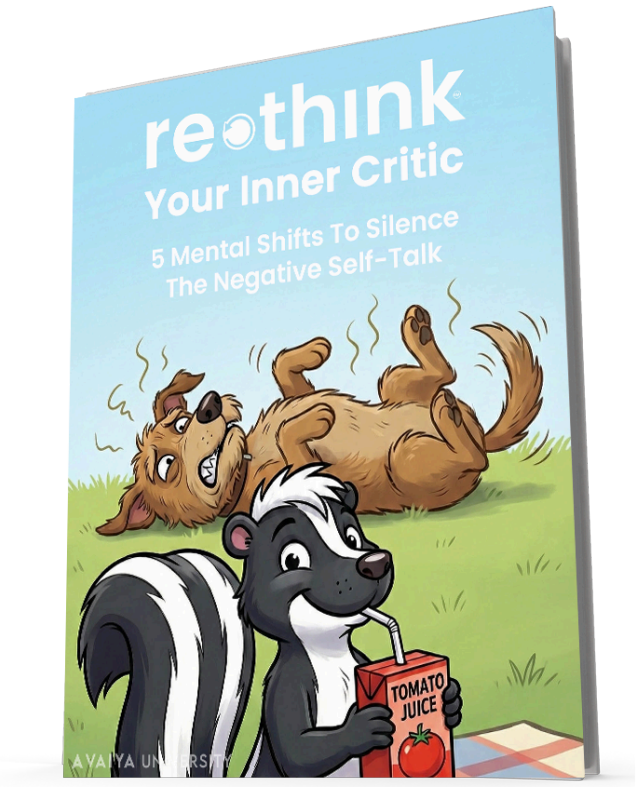
Tomato juice doesn't neutralize the smell; it just masks it. It overwhelms your nose so you stop noticing the skunk odor for a few minutes. But as soon as the tomato dries? The smell comes right back.

To actually get rid of the smell, you need a specific chemical reaction—usually a mix of hydrogen peroxide and baking soda. You have to change the chemistry of the bond to break it.

**Your negative thoughts are exactly the same.**

For years, you might have been treating your self-doubt with "tomato juice." You try to ignore the thoughts, distract yourself, or just "think positive." But the smell always comes back because you haven't changed the chemistry of the belief.

(Check out my alternative book cover below to make my point.)




Fortunately, this guide is your hydrogen peroxide.

We’re going to use the **ReThink Method** to chemically break the bonds of the 5 most common lies we tell ourselves. We aren't just going to cover them up; we’re going to dissolve them.

Okay, let’s clear the air.

## ReThink #1: The "Courtroom" ReThink

**The Lie:** *"I'm not good enough."*

**The Old Pattern:** When you make a mistake, your brain acts like a corrupt prosecutor. It presents every piece of evidence that proves you're a failure ("Remember that typo? Remember when you were late?"). It conveniently "loses" all the evidence of your success. *We're talking about you, District Attorney of New York County, Cameron Dennis. (Suits,* TV Show)

**The Exercise:** You must fire the prosecutor and become the **Defense Attorney**.

1. **Write down the accusation:** *"I am not good enough because I didn't finish my to-do list today."*

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2. **Present "Admissible Evidence":** Your job is to find proof that contradicts the lie. Write down 3 irrefutable facts from the last week that prove you *are* competent.
    - *Evidence A: I handled that crisis with the kids gracefully.*
    - *Evidence B: I sent that difficult email I was dreading.*
    - *Evidence C: I made a healthy dinner even when I was tired.*

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3. **The Verdict:** Look at the *whole* picture. You aren't perfect, but the evidence proves you’re capable.

**The ReThink NewThink:** *"I am not defined by what I didn't do. I am defined by the evidence of what I did."*

**Write your ReThink NewThink here:**

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## ReThink #2: The "Telepathy" ReThink

**The Lie:** *"They don't like me / They're judging me."*

**The Old Pattern:** We often believe we have a superpower: Telepathy. You see someone glance at you, or a friend doesn't text back immediately, and you decide you *know* exactly what they're thinking. You convince yourself, "They're mad at me."

**The Exercise:** Stop trying to read minds. You're projecting, not predicting.

1. **Identify the Trigger:** *"They didn't text back for 4 hours. They must be annoyed."*

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2. **Generate 3 Alternative Explanations:** Come up with three reasons for their silence that have *nothing* to do with you.
    - *Option 1: Their phone battery died.*
    - *Option 2: They are overwhelmed at work and haven't looked at their screen.*
    - *Option 3: They saw it, smiled, but forgot to hit 'send' (we've all done it).*

**Your 3 Alternative Explanations:**

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3. **The Shift:** Unless they tell you otherwise, assume the most generous explanation is the truth.

**The ReThink NewThink:** *"I am not a mind reader. I will not punish myself for a story I invented."*

**Write your ReThink NewThink here:**

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## ReThink #3: The "Nametag" ReThink

**The Lie:** *"I'm stupid / I'm lazy / I'm a mess."*

**The Old Pattern:** This is called "Labeling." You take a temporary behavior (making a mistake) and turn it into a permanent identity (a nametag). You confuse *who you are* with *what you did*.

**The Exercise:** Check your grammar.

1. **Catch the "I Am" Statement:** *"I am so lazy."*

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2. **ReThink the Grammar:** Change the sentence to describe a temporary event, not a permanent person. You are not the behavior; you are the person *experiencing* the behavior.

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3. **The Rewrite:**
    - *Instead of "I am lazy," write:* "I am having a low-energy afternoon."
    - *Instead of "I am stupid," write:* "I made a calculation error on that one form."

**The ReThink NewThink:** *"My behavior is a passing cloud. My identity is the sky. Clouds do not break the sky."*

**Write your ReThink NewThink here:**

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## ReThink #4: The "Friend Filter" ReThink

**The Lie:** *"I should have known better."*

**The Old Pattern:** We often hold ourselves to a rigorous, cruel standard that we would never apply to anyone else. You are holding a whip for yourself, but a hug for everyone else.

**The Exercise:** Apply the "Best Friend Standard."

1. **Write down the cruel thought:** *"I can't believe I ate that cake. I have no self-control. I'm pathetic."*

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2. **The Swap:** Imagine your child or your absolute best friend came to you with the exact same struggle. They say, "I ate cake and I feel like a failure."
3. **The Response:** What would you say to them? You'd probably say, *"It's okay. One piece of cake doesn't ruin your progress. Be gentle with yourself."*

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4. **The Shift:** If you wouldn't say it to a friend, you are not allowed to say it to yourself.

**The ReThink NewThink:** *"I will speak to myself with the same kindness I offer to others."*

**Write your ReThink NewThink here:**

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**ReThink #5: The "Time-Travel" ReThink**

**The Lie:** *"This is going to be a disaster."*

**The Old Pattern:** This is where we try to predict the future, but we only predict tragedies. We convince ourselves that the worst-case scenario is a "premonition." It's not. It's just fear, writing fiction.

**The Exercise:** Rewrite the script.

1. **Write the Worst-Case:** Write down the disaster your brain is screaming about. *"I'll mess up the presentation and get fired."*

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2. **Write the Best-Case:** Force your brain to imagine the opposite. *"I'll crush the presentation and get a raise."*

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3. **Write the Most Likely Case:** Now, find the middle ground. *"I might stumble on a word or two, but I'll get through it and it will be fine."*

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**The ReThink NewThink:** *"I cannot predict the future, so I will stop writing tragedies that haven't happened yet."*

**Write your ReThink NewThink here:**

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## The Chemistry of Change

Changing the way you think isn't about "thinking happy thoughts." It's about looking at the raw data of your life and choosing to interpret it differently.

Just like the tomato juice doesn't fix the skunk smell, ignoring these lies won't make them go away. You have to actively apply the **ReThink Method**.

You have to challenge the evidence. You have to check the nametags. You have to rewrite the script.

The next time you catch a foul-smelling thought drifting through your mind, don't just spray some perfume on it. Stop. Pull out one of these exercises. And change the chemistry of the belief.

**And as always, we want to remind you that we're all on this "AVAIYA Journey" together.**

We're all life explorers here, but—we aren't always moving at the same speed. And you know what? That's completely okay.

At AVAIYA, we believe we're all on our own individual "AVAIYA Journey," yet we're traveling side-by-side.

You're gonna love the days when you're piloting a rocket ship, breaking barriers, and flying high. But there're also going to be days where you feel like a car stuck in traffic.

You might even have days where you break down on the side of the road and just need to sit there for a while, feeling a little frustrated or sad. And hey, that's okay, too. Whenever you're finally ready, you just lace up your sneakers and walk the path—one step at a time—back toward your best life.

We'll Meet You Where You Are.

At **AVAIYA**, we don't care if you're speeding down the highway or taking the scenic route. We just want to make sure you have exactly what you need to keep moving.

Think of us as your roadside support and your launchpad all rolled into one:

*When you're walking, we're the bridge to get you over the gap.*

*When you're driving, we're the premium fuel to keep your engine running.*

*And when you're finally ready to fly? We're the runway.*

**How We Support You**

Every single week, we send out supportive resources designed to meet you at the moment.

Keep an eye out for our free **Tuesday Tune-ups** and our **Thrifty Thursdays.**

Take advantage of the resources that'll support you right now, and if one week doesn't speak to you, don't worry—next week will most likely have just what you need.

Plus, we'll continue to create our Deep-Dive Free Online Conferences and other supportive materials to keep your tank full.

No matter where you're trying to get to—or how long it takes you to get there—we're building new pathways to help you arrive.

Keep ReThinking,

iKE ALLEN & Ande Anderson, MS, RD

Co-Founders of **AVAIYA** University

