

# FLIP IT, FLIP IT GOOD

## Visual Map & Step-by-Step Directions

FLIP IT: FLIP IT GOOD!

The visual coaching map consists of a grid with three columns and eight rows. Each row is divided into three sections by vertical lines. The top section of each row is shaded blue, and the bottom section is shaded orange. The middle section is white and contains a dashed horizontal line. On the left side of each row, there is a small black dot in the top section, a minus sign (-) in the middle section, and a plus sign (+) in the bottom section. On the right side of each row, there is a small black dot in the top section, a minus sign (-) in the middle section, and a plus sign (+) in the bottom section. At the top of the grid, there are two yellow arrows pointing to the right, one on the left and one on the right. The text 'FLIP IT: FLIP IT GOOD!' is written in black above the grid. In the bottom left corner of the grid, there is a logo for 'SHIFT-IT COACH' with the website 'www.shift-it-coach.com'. In the bottom right corner of the grid, there is text that reads 'SHIFT-IT Merkey Map 12.02003-2013'.

## The SHIFT-IT Visual Coaching Process®



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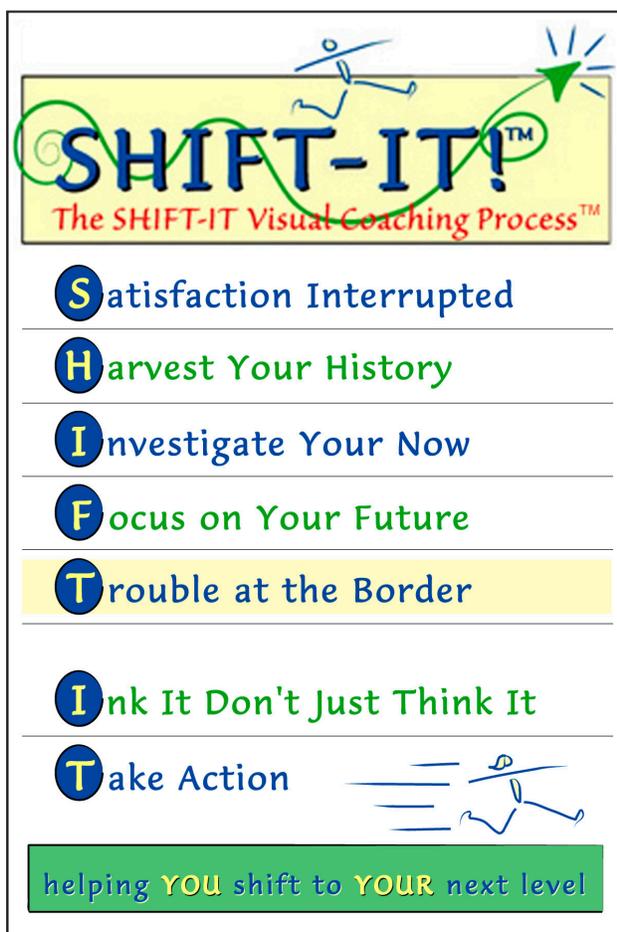
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# THE SHIFT-IT VISUAL COACHING PROCESS™

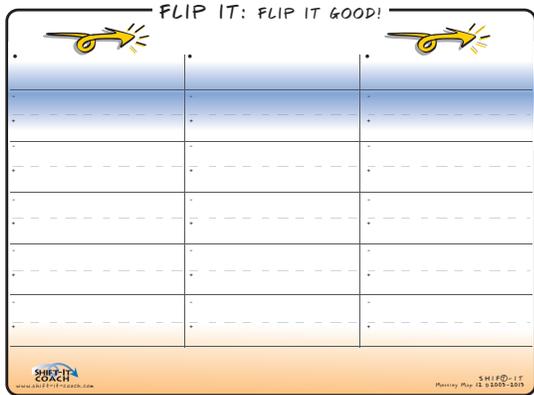
This Merkley Map is part of a larger Visual Coaching process called SHIFT-IT.

SHIFT-IT is a seven-stage process to assist individuals in doing their own personal visioning and planning work. There are 17 visual templates in the process (called Merkley Maps®). These tools can be used in order, or separately to supplement other coaching or personal development work.

The Flip It, Flip It Good exercise falls into: **Trouble at the Border.**



1. At the Crossroads
- 2-5. Life Maps
6. Catch & Release
7. Focus on Me
8. S.E.L.F. Inventory
9. Essential Extracts
10. Future Self Vision
11. Magnetism
- 12. Flip It, Flip It Good**
13. Inner Alignment
14. Archeology of Beliefs
15. Big Picture Plan
16. Take Action!
17. Declaration of Intention



## Purpose of Map:

- **To Identify And 'Flip' Negative Thinking And Resistance.**
- **To Train Yourself To Find The Thought That Feels Better.**
- **To Shift Your Energy And Vibration To A More Positive Place.**
- **To More Fully Believe (Allow) Your Personal Vision And Goals.**

## DESCRIPTION:

The Flip It, Flip It Good Map is the first exercise in the 'Trouble at the Border' stage of the SHIFT-IT Visual Coaching Process.

This Map is designed to help you identify and work with the negative thoughts, energy and resistance that emerge when you create goals and an overall Personal Vision for yourself.

This map can be used as a stand-alone exercise (when you notice you are feeling negative, grumpy or grumbling), or it can be used as a follow-up tool to the Magnetism Map --- helping you identify problematic thoughts, attitudes, assumptions, programming, etc. that are making it difficult for you to fully believe, allow and feel good about your Personal Vision.

## Trouble at the Border:

I like to think of this whole area of resistance to your Vision and Goals as "Trouble at the Border". Like there is an imaginary border between where you are now and where you want to be (goals and Vision). Some people can easily cross this border. They are ready. Their energy and thoughts are all aligned. They step across boldly and are able to manifest what they want relatively quickly.

Other people have a tougher time of crossing this border. They aren't quite ready. Their energy and thoughts aren't fully aligned. They can't fully sense, feel, smell, or taste their Vision --- they can't fully feel themselves in it. They can't try it on for size. Or experience it. Even in their imagination. And, as a result, they can't quite cross the border and have difficulty manifesting what they want in a timely fashion, if at all.

It is not uncommon to have some areas of your Vision that you can easily cross into and others that you cannot. Different people are wired in different ways. Some things they find difficult while other things they find easy.

For example, you might be able to fully allow the parts of your Vision connected to wealth generation or the expansion of your business. You can easily imagine yourself having lots of funds, having savings, benefiting from your wealth, being able to build and increase your holdings and services. You can literally sense what it feels like to have this happening in your life. When you think of it, it feels GOOD. You get a kind of 'warm and fuzzy' feeling. Perhaps a bit excited. A buzz. A glow.

On the other hand, you can't do the same for what you want in the areas of relationship and physical health. When you focus on these areas all sorts of doubts, confusions and negative thoughts pop up. You have a hard time feeling good about it. In fact, when you consider these areas of your Vision, you feel bad. Perhaps you get a sinking feeling in your stomach or feel your shoulders cringe. Instead of generating good feelings and sensing yourself having what you want, you get bogged down, never able to generate the same warm and fuzzy feelings that you were easily able to do when thinking of the development of your wealth and business.

### **The Power of Your Beliefs:**

The 'make or break' for a Vision is whether or not you believe it is possible, and possible for YOU, in the time you have guesstimated it will take.

At a very deep level we create and manifest according to our Belief Systems. If you can't fully 'allow' your Vision, then you have some problematic beliefs (concepts, ideas, opinions, assumptions, programming, etc.) swirling around inside of you somewhere.

One of our first 'Trouble at the Border' steps is to drag those problematic beliefs out into the light of day and FLIP THEM, FLIP THEM GOOD. Often these initial thoughts are just old habits or inherited ways of thinking. They are just unconscious reactions that we have never stopped to take a full, educated and mature look at.

In this exercise you will be discovering and countering the instant negative reactions you have to your goals and Vision. Flipping your beliefs will help soften, tame and taper your resistance. You will begin to pave a way out of your negativity into a more encouraging place. A place where your Vision can begin to take root.

# CREATE YOUR FLIP IT, FLIP IT GOOD MAP:

## Quick Summary of Steps:

1. **Assemble Materials and Create Quiet Space**

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2. **Determine Your Focus Areas**

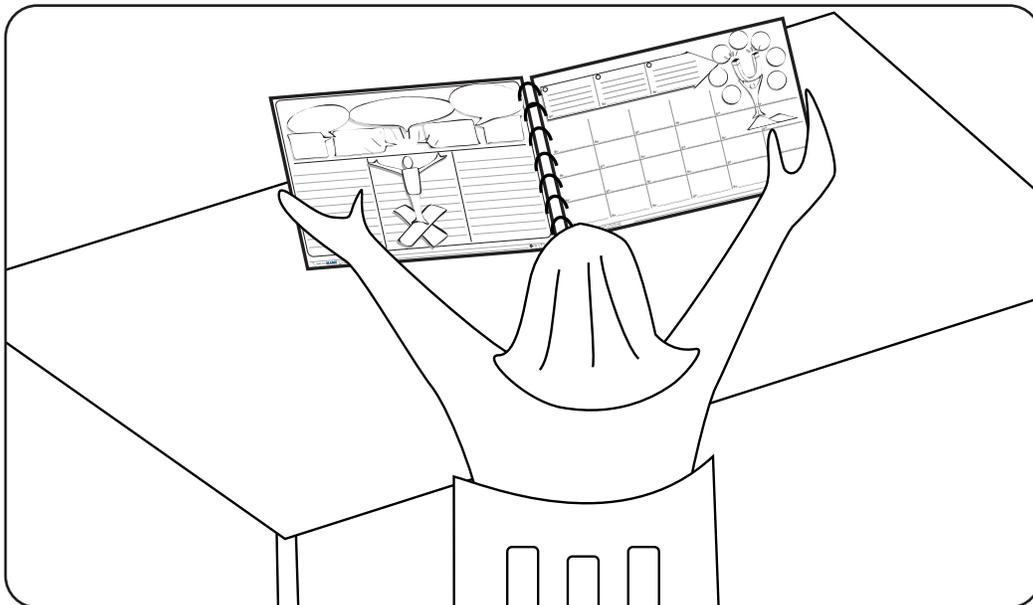
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3. **Write Down Your Negative Reactions**

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4. **Find and Write the 'Flip'**

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5. **Flip Until You Feel Better**

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6. **Make Flipping a New Habit**

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7. **Collect Your Overall Insights**



"We Tend To Get What We Expect."

Norman Vincent Peale

# OVERVIEW OF MAP:

## Name of Vision Component or Goal

- :
- space to record negative belief [resistance, objections to vision]
- feels "bad".

**FLIP IT: FLIP IT GOOD!**

column

- + :
- space to record 'flip' of your negative belief [reframe, find slightly better feeling thought, more positive thought/attitude]
- feels "good/better".

## STEP BY STEP DIRECTIONS:

### STEP 1: ASSEMBLE MATERIAL AND CREATE A QUIET SPACE:

#### BEFORE YOU BEGIN SET ASIDE 30 MINUTES:

Find or create a quiet, peaceful place for yourself where you aren't likely to be interrupted. Minimize distractions as much as possible (phones off, away from the door, etc). Set aside at least 30 minutes to complete this exercise.

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#### ASSEMBLE MATERIALS:

You'll need your Flip It, Flip It Good Map, this worksheet, and a pen. If you have completed your Magnetism Map (Personal Vision) have it within easy access.

#### USE PEN OR MARKER:

Using pens or markers as opposed to pencils is recommended, as ink will last longer than pencil (you may want to preserve these maps for a while).

"The State Of Your Life Is Nothing More  
Than A Reflection Of Your State Of Mind."

Wayne Dyer

"Nothing Is More Important Than  
That You Feel Good" .

Abraham-Hicks

## STEP 2: DETERMINE YOUR FOCUS AREA:

You first need to decide what to focus this Map on. You have several options. You can use it on:

- A. Your Whole Magnetism Map;
- B. Problematic Elements Of Your Magnetism Map;
- C. Or, On Things In Your Life That Are Currently Bothering You.

### **A. Your Whole Magnetism Map:**

In this first option, use the Flip It template to identify and flip any negative thoughts that come up when you consider your overall Magnetism Map (your Personal Vision). Allowing whatever negative reactions, thoughts, feelings, etc. to come out in whatever order they care to.

#### **Examples:**

- [Reactions To My Magnetism Map:](#)
- [Reactions To My Personal Vision:](#)
- [Reactions To My 2011 Vision:](#)

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### **B. Problematic Elements of Your Magnetism Map:**

When you created your Magnetism Map, one of your last tasks was to identify which elements of your vision you could easily allow and which you could not. The ones you could not easily allow you marked with an 'X'. You can now use a Flip It Map on each of these areas. To help shift your thoughts and energy around this problematic area.

#### **Examples:**

- [I Have Personal \(Home/house\) And Professional \(Office/facility\) Property.](#)
- [I Am In A Committed, Satisfying Partnership, With Our Own Family.](#)
- [I Have Multiple Income Streams \(\\$5m Net Worth And \\$200k Annual Income\).](#)

"We Are Not Disturbed By What Happens To Us But By Our Thoughts About What Happens."

Byron Katie

### C. On Things in Your Life That Are Currently Bothering You:

You can also use this tool in a much more organic manner. Using it when you are feeling negative, grumpy or grumbling about some area of your life. An area that you are currently having problems with but are open to and wanting to shift your energy and thoughts about.

#### Examples:

- Feelings About My \_\_\_\_ (Boss, Mate, Child, Father, Mother, Brother, Sister, Biz Partner, Etc.)
- The Incident That Happened At \_\_\_\_ (Office, Grocery Store, Airport, Traffic, Golf Course, Etc.)
- How I Feel/Think About \_\_\_\_ (Life, Body, Sex, Work, Exercise, Money, Relationships, Etc.)

**When You Have Determined Your Focus Area, Write It In The Top Box Of The Map (Next To The Bullet):**

FLIP IT: FLIP IT GOOD!	
-	-
+	+

"Believe In Yourself! Have Faith In Your Abilities! Without A Humble, But Reasonable, Confidence In Your Own Powers, You Cannot Be Successful Or Happy."

Norman Vincent Peale

## STEP 3: WRITE DOWN YOUR NEGATIVE REACTIONS:

### Let Your Gremlin, Inner Critic, Itty-Bitty-Shitty-Committee Talk:

When you have determined your focus area, it is time to give voice to your negative reactions. In our culture this negative side has many different names: Gremlin, Inner Critic, Devil's Advocate, Doubting Thomas, the Shadow or the Dark Dog. A funny one is the Itty Bitty Shitty Committee. Whatever you choose to call it, this is the darker or heavier kind of energy that comes up when we create a shiny, sunny Vision or set goals.

Begin to put words to your instant negative reactions. They may be expressions of doubt, fear, skepticism, disbelief, scorn, etc. Repeat your focus area to yourself and be open to whatever comes up, even if you feel it's childish, or immature or embarrassing (or not). There is nothing 'bad' about this thinking. It is how a part of you authentically feels. We want it to come out. So allow it to come up in whatever form. Here are a few examples:

**Ex. I Have Personal (Home/house) And Professional (Office/facility) Property.**

- Yeah right, I tried that before and it didn't work (I went bankrupt).
  - My dreams are too high, other people can do it but I can't, I'm a loser.
  - How the heck are you going to swing the capital for that, with the way things are with the bank.
- 

**Ex. I Am In A Committed, Satisfying Partnership And Have My Own Family.**

- Can I really be happily married, look at my parents!?
  - What if something goes wrong with having kids?
  - You'll have to give up yourself & your own work and identity.
- 

**Ex. I Have Multiple Streams Of Income (\$5m Net Worth And \$200k Income)**

- How do I keep all of this going?
- Rich people are jerks!
- I'm not worthy, who am I to have this!?

Just go with whatever comes into your mind (don't censor, don't try to be fair or politically correct ... just get it out quickly). Collect these reactions in the spaces with the '-'. If it is a particularly problematic area and you have lots of negative statements, just keep writing them and go over to the next column (and the next) if you need to. You can always print out another sheet. Stop when you run out of steam and/or start to repeat yourself in similar ways.

**Write Your Negative Reactions In The Boxes Marked With An '-'.**

## STEP 4: FIND AND WRITE THE 'FLIP':

Your next move is to authentically find the 'flip' of your negative statement. Find a more positive (healthy, mature, grounded) thought or belief that counters the negative one. It doesn't have to be Pollyanna, in fact the best ones aren't. But it should somehow soften or gently imply a more positive frame. What you are doing is using the negative as 'contrast'. You are using it to help you find it's energetic opposite — because that is what we are doing; we are subtly shifting your energy to feeling better than your natural set point.

**Ex: 'Yeah Right, How Is This Going To Happen?'**

- "I don't know how, but somehow it is possible for this to happen".

**Ex: 'Who Am I To Want This?'**

- "Who am I not to want this?" or "if I want it, there must be something in this for me and I can find out what that is".

**Ex: 'When Pigs Fly'**

- "I don't know about pigs, but I've heard of others doing this and they are no better or smarter than me, so why not!"

I think you get the idea. The important thing is that you find your own, authentic flip. Something that suits you and feels energetically at least a little bit better than the original, instant thought. Find your own style. Your own humour if desired. But find your more positive voice and use it as a contrast to that nasty little inner critic that shows up so quickly.

### Write Your Flips In The '+' Spaces

#### **If You Are Having Problems Finding the Flip:**

Probably, already, as you read the negative thoughts, you are beginning to naturally FLIP them ... to reframe them into something a tad more positive and empowering. Go with this natural flipping desire. Create more inspiring, healthy, happy ways to think than what is written. If you run into a really tough one, that you really don't know how to flip, imagine and summon a part of you, THE highest imaginable part of you (that has all the answers, wisdom and knowledge about you and life) and get that part to come up with a more positive, empowering '+' statement. Or, remember your Future Self exercise and invite him or her to find the flip for you (given he or she has a larger or longer point-of-view than you currently do).

You can also think of someone you really admire or someone who is a role model in this particular area that you have problems with. Imagine what they would say. Imagine what thoughts they must hold in order to manifest the way they do. (In the case of positive, empowering thoughts, its ok, even desirable, to borrow from other people!).

You could even go out and ask people who have what it is you desire what it is that they are thinking in order to get what they have. They might not have ever consciously answered that question before, but I guarantee you that whatever they are thinking is in alignment with what they have. They believe and allow their desires instead of shooting them down as soon as they are launched. You can study from these people and start adopting their positive way of thinking and looking at things.

## **Examples of flipped beliefs:**

I HAVE PERSONAL (HOME/HOUSE) AND PROFESSIONAL (OFFICE/FACILITY) PROPERTY.

### **'Yeah Right, I Tried That Before And It Didn't Work (I Went Bankrupt)'**

- "Just because you tried it before doesn't mean it won't work this time. Many people suffer bankruptcies and financial setbacks. It's actually pretty common on the entrepreneurial path. It's not what happens to you but what you do with what happens to you that counts."
- 

### **'My Dreams Are Too High, Other People Can Do It But I Can't, I'm A Loser.'**

- "I have my dreams for a reason. They aren't too high. They are just right for me. If other people can do it, I can do it. I am not a loser. I am myself. I have my own path. I'm fine."
- 

### **'How The Heck Are You Going To Swing The Capital For That, With The Way Things Are With The Bank?'**

- "I don't know how I am going to swing it but I bet I can figure out a way. I'm resourceful. I'm smart. I have good friends and business contacts. There are many ways I could structure things. This is possible. Many other people have done it and they aren't any smarter or talented than I am. I can do this too."
- 

I AM IN A COMMITTED, SATISFYING PARTNERSHIP, WITH CHILDREN.

### **'Can I Really Be Happily Married, Look At My Parents And Other Couples I Know?'**

- "I have the communication tools. This is not my parents' relationship. There may be moments where I do get hurt, but that is part of it. I've waited so I would make a better decision than most. I'm ready. I can deal with things whatever happens anyway."
- 

### **'What If Something Goes Wrong With Having Kids?'**

- "I'll deal with it. I've got a supportive network. Technology is more advanced than it used to be. Diet. Exercise. There is always a risk. I'll cross that bridge if I get to it."
- 

### **'I'll Have To Give Up Myself And My Identity To Be Married And Have Kids.'**

- "No, that is the traditional model. I don't have to do that. I can create whatever I desire. We can create a relationship and structures that support both of us and our talents."

## STEP 4: FLIP UNTIL YOU FEEL BETTER:

In order to activate the special attraction powers of your Vision, you've got to figure out a way to FEEL GOOD about what you want. Flipping your negative reactions helps shift your energy. Helps, bit by bit, to get you feeling better and better. As the energy of your thoughts shift, so does your energy overall. And, the better you feel about your Vision, the more you ALLOW it. The more you soak it up. Feel it. Believe in it. Imagine yourself having it and it feeling good.

By doing this, you take on the energetic of what you want. You begin to vibrate like it. Like attracts like. As you allow your vision and imagine yourself easily having it, you open yourself up to it. You become magnetic to it. The actions, things, circumstances and people who will play a part in your having it, will begin to appear and be drawn to you. Bit by bit you will magnetize your Vision to you. Moving it out of the realm of the invisible and unseen into the tangible, real world.

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**Bottom Line: It is all about feeling better. Pick another thought. Pick a thought that feels better (and is still authentic to you). Bit by bit pave your way to being able to fully allow your Vision.**

"For Myself, I Am An Optimist –  
It Does Not Seem To Be Much Use Being Anything Else."

Winston Churchill

## STEP 6: MAKE FLIPPING A NEW HABIT:

Your energy doesn't shift overnight. So make 'Flipping' a new habit. When you catch yourself focusing on the negatives of a thing, situation, circumstance, etc ... use that negativity to help you figure out what you really do want. Use it as contrast. FLIP IT GOOD. What we focus on is what we get. So use the focus of your mind effectively. Focus on what you truly do want, not on the negative that is so easy to go to.

Most of us were brought up to be negative scanners, to some extent. We notice what we don't like. What isn't working. What doesn't feel good. As like attracts like, we get more of the same. Now we can use our negative scanning ability for a good purpose. By creating the flip we get our minds off of what we don't want (the negative) onto what we do want (the more positive). While it takes some work, like a muscle that needs to be weight trained, this flipping ability can be developed. You can train yourself to focus more productively. And by focusing on what you do want, you will attract more of that into your life.

### **FYI: A Recommended Resource:**

Many of the concepts woven into the Flip It, Flip It Good work come from the body of work produced by Esther and Jerry Hicks. Called Law of Attraction, The Art of Allowing, and The Science of Deliberate Creation, see [www.abraham-hicks.com](http://www.abraham-hicks.com) for more information.

"Sometimes You Are Not Living Happily Ever After, Here And Now. The Only Reason That Any Of You Are Not Living Happily Ever After, In The Here And Now, Is Because You Are Holding Incompatible Vibrations Within You – That Have Been Given To You By Others, And By Your Own Exposure To Life Conditions And Experience, Erroneous Conclusions That Do Not Measure Up To Law Of Attraction As We Know It To Be".

Abraham-Hicks



# CASE STUDY:

## Case Study: Flip It, Flip It Good

An example of a Flip It, Flip It Good Map ... from an American freelance consultant in her 50s. Having been self-employed for years, she has studied many internet-marketing teachers but has found herself holding back from launching her own material. Here we dive into some of the thinking/feeling that is interfering and FLIPPED IT!

### FLIP IT! FLIP IT GOOD!

Helping women launch their own businesses. Have been sitting on it for 2 years have created a bigger vision around it.

save People Time + Money!

<p>- Too Big for Her Britches</p> <p>+ This is part of the natural evolution learning and experience that can attract clients with something else - when there is a lot of other stuff out there some of the other stuff scares people + is similar - share another way.</p> <p>- Am I Really a Marketing Expert?</p> <p>+ I have 25 yrs. in various aspects of marketing and I don't need to know everything - value the good learning.</p> <p>- DO I Really Have the Health to Sit with someone in scary when I'm so full there we are a huge continuum. A lot of it is a sound personal issues. I can't.</p> <p>- Does my guarantee promise hold water. (bond).</p> <p>+ My core philosophy is that it about integrated life   biz - leveraging your strengths and looking inward is so important.</p>	<p>- What if I'm wrong? About scalability? It would be interesting to have people move beyond me.</p> <p>Did I really learn my lessons? - impostor? I am solid on the core work. Can do that w/ ppl.</p> <p>- Can I be ok with people being where they are? If they don't want to be something that's ok. Their choice. would be like to get results. will they say bad things that hurt me if they don't do their work. There is not a damn side in going to work. They will sort out the variables.</p> <p>- What if everyone else thinks it's crap? No bad copies. They'll probably revise it somewhat. Find the people who this is the right formula fit for. so that will fit them just right.</p>	<p>- Who Am I to Ask for the Fees I expect for this program?</p> <p>+ I've studied so much. By using different also times to see if self employed a long time. Am expert. I've been a major screw up, so who am I to teach?</p> <p>+ Mystery is helpful. Scary as an example. It needed to be.</p> <p>- Am I Really Feeling it As an Expert/Authority - Do the ppl view me that way?</p> <p>+ Yes people do. Just don't get out enough in front of them.</p> <p>- Who I Am to Be Selective About who I work with? Picky. I'm not to pay off still.</p> <p>+ Print clients willingly pay. Have life experience.</p> <p>- <del>Am I really</del> Can I just let go / not control it?</p> <p>+ It's ever-evolving - my master learning experience. Rather by what others to bring to it. Every time's heart it will get better.</p>
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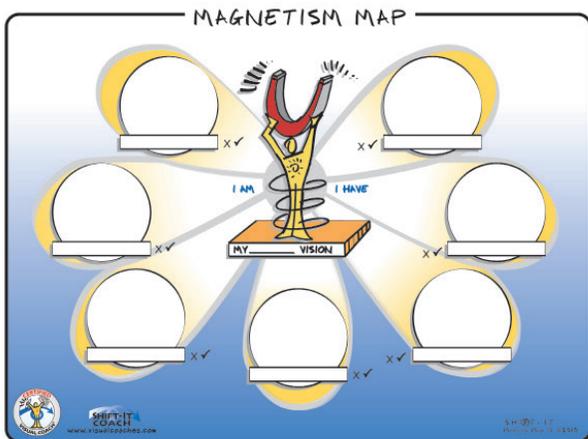
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# NEXT STEPS:

## Previous Move:

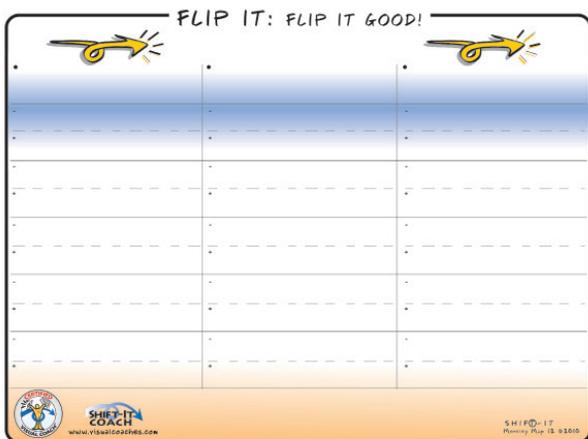


## MAGNETISM MAP:

### Focus on Your Future ---

Pull your vision components into a powerful, focus-magnet: your Personal Vision Statement. Create concise, clear, focused statements about your desired future. Test your ability to 'allow' your Vision. Learn tips to speed up manifestation.

## Current Move:

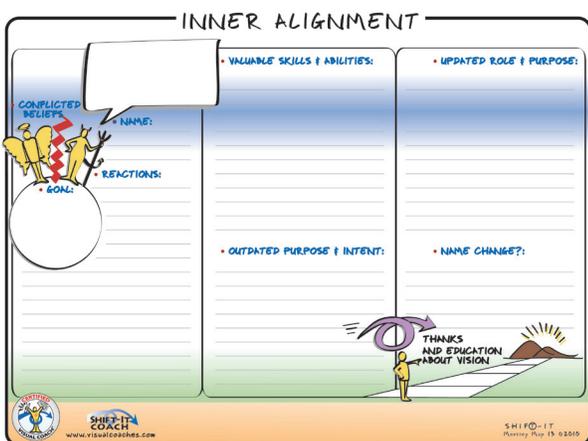


## FLIP IT, FLIP IT GOOD:

### Trouble at the Border ---

Discover what you really think about your Vision and your ability to manifest and receive. Extract your negative thoughts and beliefs so you can see what your vibrational set point naturally is and then flip it for the better. Get the 'Law of Attraction' working for you. Shift your energy to a more positive place.

## Next Move:



## INNER ALIGNMENT MAP:

### Trouble at the Border ---

Identify and work with your internal resistance and self-sabotage ... the thoughts, attitudes and beliefs that inhibit and block manifestation of your Vision. Discover and work with 'sub-personalities' that object to what you now want for yourself. Educate, persuade and negotiate new roles for these valuable inner aspects of yourself. Get them on your side, working with you instead of against you.

## PRESERVE YOUR INSIGHTS:

You have taken the time to do this deep and thoughtful work ... so be sure to preserve it for ongoing and future reference.

Create a SHIFT-IT file folder or binder to collect and keep your notes and manuals.

If you are working through the full SHIFT-IT process, each Merkle Map will become a page in your Visual Coaching report. Simply work through all 17 templates in order, then staple them together. For more lasting preservation, go to your local stationary or office supply store and have them bound together into a formal report (with a clear (transparent) front cover and a sturdy, cardstock, back cover). Or scan your maps into digital files that you can save and share.

SHIFT-IT is an ongoing experience that you may wish to do again and again. Preserve your early experiences so you can compare with your later ones: witness your changes and progress and more clearly see the evolutionary flow of your life.



FLIP IT: FLIP IT GOOD!



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