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The power of POSITIVE thinking

Hi! My name is Debbie Oser, founder of *Keeping it Positive*. Our company was started, and is still growing, on the mindset of thinking POSITIVE, and never giving up!

I started Keeping it Positive after an experience I had with my older son... The summer of 2007, I started saying Positive Affirmations to my two sons every night (then 3 and 5), hoping to give them the Confidence and Self-Assurance they need as they go through school, making friends, learning and doing activities, etc!

I wasn't sure the affirmations were "sinking in"... until one day at the playground, when my older son stopped me from helping him by saying, "No, Mom, I don't need you... **I can do anything I put my mind to!**"

I was so excited to hear that the Affirmations we had been saying every night were truly making him more confident, that I wanted to spread this Positive message to ALL kids, and adults, everywhere... and *Keeping it Positive* was born!

I had decided that my first product was going to be a Pillowcase with Positive Affirmations, as it's right there when you go to bed, and wake up, and contains ALL the Confidence-Building Affirmations right on the product in front of you, not only to see and touch, but to mentally say everyday.

In trying to start this business, and actually create a product... I had researched companies and called people for what seemed like forever! These lists of people that I would talk to were not always so encouraging and positive. And though, mentally draining... I was determined to succeed, and continued this researching quest! To find the right material Pillowcases I was looking for was surprisingly very difficult. And many of the screen printers that I had spoken to about printing the affirmations onto the Pillowcases would tell me that it couldn't be done in the size and colors that I needed!

I knew that I was NOT giving up, and if these people couldn't do the job for me... then I would keep calling until I found someone who COULD! And sure enough, after months of time, energy and focus... I DID find the Pillowcases, and the right screen printer who said "yes"... and I finally had my product - my *Pleasant Dreamz* Positive Affirmation Pillowcases!

Another obstacle in this process was to try to keep "nay-sayers" at a distance... not everyone encourages you to pursue your "dream," or try to start a business. And no matter who is telling you not to do something, or you can't do it, or just to give up... you MUST always tell **yourself** to ignore these negative thoughts/people, and you must be your own biggest supporter! This is exactly what I did with my own daily affirmations... and it worked, and still works to this day!

Our goal with these products is to have ALL children, and adults, know that if they BELIEVE in themselves, and KNOW that they CAN do it... they WILL Succeed at anything they put their mind to!

Everybody could benefit from a daily "dose" of confidence, and encouragement... and we truly do believe whatever we tell ourselves... so make sure it's POSITIVE!

SEE it, SAY it, BELIEVE it.... and it WILL happen!

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