

The State Shifting Method

How to come back to center when life knocks you off course.

Have you ever had a good day turned upside down in a single moment — a difficult conversation, a piece of bad news, or a worry that won't let go?

If you're reading this, chances are you already know the feeling — and some part of you is looking for a way back to center.

Years ago, I built a seven-figure company from the ground up. One of the most important things I learned during those years had very little to do with marketing, sales or business strategy.

It was learning how to manage my state.

I remember reading a business course nearly 30 years ago that asked a simple question: what is the single biggest challenge in your business right now? My answer came immediately — managing my state.

Because I knew that when I was clear, centered and in the zone, I could handle virtually anything that came my way. I could think clearly, make better decisions, create, sell and deal with problems without letting them consume me.

But life eventually threw challenges at me that were much bigger than business. There were times when circumstances completely knocked me off center. Fear, uncertainty, overthinking and self-doubt could take over — sometimes before I even realized what was happening.

Over the years, I began intuitively developing a way of bringing myself back. I call it **State Shifting**.

Today, when something knocks me off balance, I don't expect myself to magically stay positive. I feel what I feel. But I've learned that I don't have to remain there. And neither do you.

The goal isn't to never get knocked off center. **It's to become better at returning.**

Try This the Next Time Something Knocks You Off Center

1

Notice How You're Feeling

Don't immediately try to feel better. First, simply notice your current state.

What am I feeling right now?

Maybe it's anxiety, frustration, fear, anger, shame or simply a sense that something isn't right. Now rate the intensity from 0–10. Don't judge the number — you're simply creating a starting point.

2

Stop Trying to Get Rid of It

Our natural reaction to an uncomfortable feeling is: I need to get rid of this. But the harder we fight an internal experience, the more attention and energy we often give it.

Try something different. For just a moment, allow the feeling to be there. You might quietly say:

"This is what I'm feeling right now. I don't have to fight it."

Take a few slow breaths. Don't analyze it. Don't try to talk yourself out of it. Simply notice what happens when you stop resisting what's already there.

3

Separate What Happened From What You're Making It Mean

Now ask yourself two questions: What actually happened? And: What am I making this mean about me, my future or my life?

Those can be two very different things. A difficult circumstance can quickly become — I'm failing. Something terrible is going to happen. I shouldn't be in this situation. I'm not enough.

The circumstance is real. But the story your mind creates around it can multiply the emotional intensity. You don't have to argue with the story. Just recognize that it is a story — not necessarily reality.

4

Ask What Would Help You Shift

What would help me move toward a clearer, more centered state right now?

Notice that I didn't ask how do I solve everything. You're only looking for the next shift.

Take a walk

Rest

Breathe

Get accurate information

Talk with someone

Listen to music

Take one avoided action

Sit quietly for five minutes

Follow what feels right.

5

Check Your State Again

Remember the number you chose at the beginning? Check it again. Maybe you started at an 8 and you're now at a 5. Maybe you're still at a 7. That's okay.

You don't have to get to zero for State Shifting to work. The important discovery is that your internal state isn't as permanent as it sometimes feels.

And every time you consciously shift it, you're creating a new reference point:

I know how to come back.

This Is How Resilience Is Built

Resilience doesn't mean that difficult things stop affecting you. It means they don't own you for as long.

3 days

→

3 hours

→

30 minutes

Something that once knocked you off course for three days might eventually become three hours. Three hours might become thirty minutes. Over time, you begin trusting yourself differently, because you know: whatever happens, I can find my way back.

That's what State Shifting has become for me — one of the most valuable abilities I've developed, in business and in life.

YOUR NEXT STEP

Practice With the Everyday Moments

Try this process the next time you notice yourself overthinking, worrying or feeling emotionally thrown off. Don't wait for a major crisis. The more reference points you create, the more natural returning to center becomes.

And if you're facing something that feels difficult to shift on your own, I also work personally with people to help them come back to center, see their situation differently and rediscover the clarity that's often hard to access when you're inside the problem.

Sometimes you don't need another strategy. You need to change the state you're bringing to the strategy.

WORK WITH ME

Need Some Personal Help?

If there's something in your life that keeps pulling you out of your best state, let's talk. On a free insight call, we'll look at what's happening, get clear on what's keeping you stuck and find your first step back toward center.

[Book Your Free Insight Call →](#)

THE STATE SHIFTING METHOD • Come back to center. Return a little faster each time.