Affirmations are repeated positive statements designed to bring about a desired result. The repetitious aspect is meant to influence and trigger the subconscious mind into positive action. They are helpful in pursuing personal development and setting goals.

"It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen."

Muhammad Ali

Source: http://www.essentiallifeskills.net/affirmations.html