




CREATING A SUCCESSFUL BUSINESS MINDSET



**Your mindset
is the number
one thing that
will create
success or
failure in your
business.**

A BUSINESS OWNER IS AN ENTREPRENEUR AND AN ENTREPRENEUR'S NUMBER ONE DOWNFALL IS THEMSELVES

The ability to have success comes down to seeing how an entrepreneur sees the world or a set of challenges. A challenge and an opportunity are the same; they're just seen differently. Anxiety and excitement are the same emotion. And entrepreneurship is all about managing risk, overcoming obstacles, managing energy, and managing emotions. Difficult things are going to happen (and we can include handling success as well as something that is often emotionally difficult). How are you going to handle these things as they come? If there's a single thing an entrepreneur must have in order to achieve success, both in the short and long term, it's the ability to have a mindset that is growth-oriented and for that person not to hang on to an old set of beliefs and stories and for the person to allow for new information to change what they believe is law.

One thing is for certain with entrepreneurship and your mindset: your beliefs will change quickly and your mind will evolve quickly. That is, if you want to grow your business. What worked well in the past, won't now.

Thanks to the internet, everyone has equal access to the information they need to succeed. The biggest obstacle is almost always that the entrepreneur gets in his or her own way. It is always your thoughts, beliefs, and mindsets that keep you stuck playing a smaller game

.In this e-book, we will go over how to strengthen your mindset so that you can powerfully handle any obstacle and show you how to graciously accept (and then build upon) your well-deserved success without falling into complacency or self-sabotage.

YOUR MINDSET WILL CREATE YOUR OUTCOME

The truth is this: your mindset will create your outcome. It will decide what you do, how you think, and you can typically see the success or failure of a business based directly upon the mindset of the owner.

Think about it this way: the mindset, values, and beliefs that you have today have brought you to where you are. They've been formulated from your friends, parents, books, and those who you follow and surround yourself with.

Most entrepreneurs who succeed are those who are open to change, and they see their beliefs as theory, not law. Inside of business, those who see what they believe as laws typically fail. So there are two mindset shifts you must understand:

1. Failure is simply a data point that tells us what went wrong. It tells us what didn't go how we expected. It's easy to identify.
2. Success is scarier because most of the time, we're not 100 percent certain how we achieved it, and we aren't fully confident that we can keep creating these results.

Often, not only do we not understand HOW what we did made us successful, but we don't know how to handle it. Our minds are conditioned for failure much better than for success.

Our DNA has been developed over the years to protect us from all the elements outside of our comfort zone. That means the discomfort of success can seem like failure, if not worse. Most of us can imagine huge failure. It's how our brain protects us. We can predict what the worst will look and feel like.

Yet when presented with success, especially for the first time, it allows us to access our imagination, creativity, and (for better or worse) our ego and pride in ways we've never imagined. It's the number one reason that entrepreneurs who find early success lose it all. They don't know how to react to their newfound freedom. Their egos get inflated, and they start to believe they're invincible. As a result, they start making emotionally bad choices. Now you are forewarned you won't make this mistake.

Most of the clients I work with need mentorship or coaching to work on their mindset. Because it's their mindset that stops them. Most of us know exactly what we need to do, but we're just afraid of that next level because of limiting beliefs. If we solve this and build a process for your mindset which will unleash the ability for you to actually implement what's in this programme. You will find your purpose so that your business becomes a machine that delivers value to your clients.

Confidence

A word about confidence. Ever since I started my programmes the one constant 'problem' people tell me they have is a lack of confidence. For some it's fear, for others its not knowing what they don't know and for many its not wanting to let themselves and their families down. Now there are two types of confidence. There's the confidence in your work and results, which, at the beginning, might be difficult. Then there's self-confidence that you can make this work. Each and every day will be a struggle if you don't have the self-confidence that you can make this work. Keeping your self-confidence is one of the most difficult things you'll have to deal with. Sometimes it will be hard to even look in the mirror and say, "I've got this". So right now tell yourself "I can do this". I've coached people of every type and seen people with little or no confidence in themselves blossom and grow into real entrepreneurs (and not just business owners). Anyone can do it, including you, with the right mindset

HOW DO I FIND MY PURPOSE?

You may have no idea what your purpose is right now. (And if you believe that you currently do know your purpose, well, there is always more that can be revealed to you about it.) I believe our purpose is revealed to us over the course of our lives through what is called emergence.

Similar to how the entire blueprint of a perfect oak tree is contained within a single acorn, the highest expression of your self exists within you (and always has). But if the mighty oak is going to grow from the acorn, it requires the right conditions to emerge. It needs to be planted in fertile soil, get plenty of water and sunlight, and not fall prey to natural disasters or to human or animal intervention of its growth.

If you are going to emerge into knowing and living your purpose, you need the right conditions too. The first thing you need to know about these right conditions is that *it is impossible to truly know yourself when you're constantly stressing over the day-to-day concerns.*

You need to be able to take some longer-term perspective to see more of the full picture, and that is extremely difficult when these kinds of questions are always buzzing somewhere in the back of your mind:

- How am I going to pay these bills?
- Is there enough money coming in this month?
- Am I charging enough?
- Why am I working so hard for this?

It requires a real commitment of time and energy to connect deeply with yourself, and so long as you're worrying about where the next client is going to come from, you will never be able to fully unleash your purpose into the world. The constant nagging of questions like the ones above make it hard to reach the levels of peace and freedom needed to figure out what your next best steps are.

HOW DO I ACHIEVE 'FREEDOM'?

I define "freedom" as being when you are able to look at your life and can confidently say, "I am able to do what I want, when I want, with who I want to do it with. And I am able to do so simply because I want to."

Having access to all the people, places, things, and experiences you most desire, without any of the emotional hang-ups around your worth or worries of whether you deserve the things you want or having the nagging feeling that you're an imposter. Having a real business that creates value and generates profit can provide you with true freedom and abundance if you have the right mindset and lay the right foundations.

As I'll demonstrate when we get to marketing and selling your services, there are several powerful reasons to focus on serving a smaller number of clients on a deeper, more intimate level as opposed to selling at lower value points to a larger number of clients.

The truth is, when you are providing huge value to your clients there is a path to not just higher profits but, more importantly, a business that provides you with true freedom that likely involves serving fewer clients but on a deeper level.

I challenge you to start brainstorming on and researching into the ways you can deliver more value (as well as the offer(s) you can make to be the vehicle delivering that increased value).

Also get clear on who you most want to serve in this deeper way. Figure out what values (or traits or attitudes) that exist among the people who have been energising for you to work with in the past. It's important also to remember that it's always helpful to have a clear vision of what the ideal life you're moving toward is. The more vivid your vision is, the better you can articulate it for yourself. Start there. And make a commitment to revisit your vision at least once a week and to refresh it at least once a year (ideally once a quarter).



THE BEHAVIOURS OF SUCCESSFUL PEOPLE

- **Deadlines get things done**
- **Schedule your time**
- **Discipline yourself**
- **Time integrity**
- **Today isn't over until tomorrow's planned**
- **Develop a reading habit**
- **End times matter**
- **Don't waste time doing what others can do**
- **Continuous learning**
- **Work with a mentor or coach**
- **Do meaningful not menial work**
- **Believe nothing is impossible**
- **Eliminate interruptions**
- **Look for different ways of doing things**
- **Be intolerant of incompetence and interference**
- **Have a morning routine**
- **Know your business numbers**
- **Execute ruthlessly**

THE BEHAVIOURS OF SUCCESSFUL PEOPLE

Success doesn't happen by accident.

It is not the preserve of talented or gifted people.

Success is a choice.

If you look at – or ask – any successful person to find out what makes them different from 'ordinary' people, you'll find it's two things:

1. The way they think; and
2. The way they behave.

Choose to think and behave like other successful people and you will be successful too.

Look at their habits for clues; they have habits, behaviours and routines that they repeat from the time they wake up to the books they read.

And if you decide to become a successful business owner – and enjoy lifestyle freedom and financial certainty - you must think and behave like people who are already playing in that league.

Only 20% of business owners are successful (and 20% of that 20% are super-successful).

The rest are just getting by or struggling.

So if you do what most business owners do then you are doing the wrong things.

This is a really important lesson, because if you repeat the habits of the majority (who aren't successful) rather than the successful you'll be doing the wrong things too.

To begin with it may not be easy; it takes hard work to find and engage with the right people, attend the right events, take the right courses and read the right books.

In this programme I'll be exploring some of the things you should be doing (and some you shouldn't) to grow and become successful.

To get started on the left are some of the behaviours and beliefs of successful people.

DREAM

Having the right attitude and approach to running your own successful business matters.

A lot.

It's been your dream for some time and now you've done something about it. It's the start of a journey and your dream now is to be successful. That's why I use the DREAM™ sequence for you to follow: you see the experience I've gained from helping clients start and run successful businesses is that to be successful you must develop a mindset – an attitude if you like – and follow a process even when it feels uncomfortable to do so. I may ask you to 'step outside your comfort zone' and 'face your fear and do it anyway'. There is a good reason for this – it works!

Here is the DREAM sequence:

D is for desire: the journey to becoming a business owner is hard...don't let anyone tell you otherwise. It's why I am here to help you. But you must want it – really want it. Some people will say you need to be passionate and love what you do. That it's what gets you out of bed in the morning looking forward to every day. That you are doing something worthwhile, helping others and fulfilling your purpose. None of those statements are an exaggeration. Your desire to become the best you can possibly be and a successful business owner must be the most important thing to you after family.

R is for roadmap: you wouldn't set out on a journey to somewhere new without knowing the destination and having a map to get you there. Starting on your business journey is just the same. You need a detailed plan. I'm not talking about a written business plan that gathers dust as soon as it's written but a working document setting out the steps you need to take, the resources you need and the help you'll call on. You'll find it's a lot like building a house and just like a house you need to build your business in the right order (groundworks before roof) and not miss any stages. The single biggest reason I find clients struggle (before I get them back on track) is because they miss a step in the process that they don't think is important or they don't feel like completing. Don't fall into that trap.

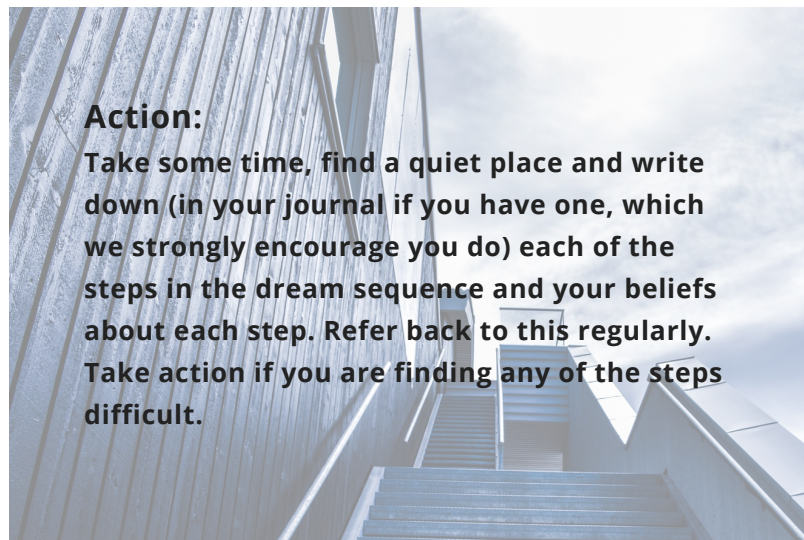
E is for environment: whatever your reason for starting your own business you'll need support from your family and friends. Lots of my clients do it to have a more fulfilling lifestyle and more family time, so make sure your family understand the pressures you face and are there to support you. There will be setbacks. Don't go it alone. And find a comfortable, quiet place to work from where you have all the resources you need.

A is for aptitude: you already have all the skills you need; sure there may be some learning that you still want to do to be able to offer more services but you have the basics. The skills you don't have yet may be around running a business, getting and keeping the clients you want (and not the ones you don't), marketing your services and networking. Don't worry. I have you covered. In this programme is everything, and I mean everything, you need to know to launch and run a successful business. And as you grow in confidence and gain more clients you can add more services to your portfolio.

M is for mindset: which is where we started. A lot of us grew up with limiting beliefs around money, wealth, success, whether we are worthy and worst of all a scarcity – rather than abundance – mentality. Lose those limiting beliefs. Believe that anything is possible if you put your mind to it. Change only happens outside your comfort zone. Be the person you want to be. Develop yourself as well as your business. Create a vision, and values, for your business based on your purpose. Become unstoppable. It takes guts and self-confidence.

Action:

Take some time, find a quiet place and write down (in your journal if you have one, which we strongly encourage you do) each of the steps in the dream sequence and your beliefs about each step. Refer back to this regularly. Take action if you are finding any of the steps difficult.





YOU CAN DO IT!

RECOMMENDED READING

Start with Why – Simon Sinek

Built to Last – Jim Collins and Jerry Porras

Unstoppable People – Adrian Gilpin

Abundance Unleashed - Christian Mickelson

Mindset - Dr Carol S Dweck

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