



# Critical Mindset Strategies

*for  
Entrepreneurs  
to Succeed...  
Starting  
Today!*

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Business | Careers | Change

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# *Introduction*

**T**here is a new consciousness or “awakening” taking place in our world.

As society realizes that its mind and reality are actually linked, it will experience an awakening to the fact that each member of it is in control. In the process of “waking up,” people just like you and me are beginning to read, attend lectures and workshops and really open their hearts and minds to a stream of possibilities. We are searching for ways to control our reality more directly and feel more empowered in life. Am I talking to you ... or to someone you know?

Adopting the new consciousness teaches us that the world really does revolve around you. Not in the selfish sense that most accuse people of thinking, but in the sense that your reality is controlled by you and your mindset. Business success, or any success for that matter, is controlled by mindset.

Quite simply, mindset is the complex combination of thoughts that are connected in your mind that result in the world you experience. Whether these thoughts are conscious or subconscious doesn't matter.

The following eight Chapters will describe and explain mindset techniques you can use in your business.

Using this information and doing the exercises at the end of the chapters will bring more peace and inner calm into your life. This will allow you to live a more empowered life with you more firmly at the controls. JOY and happiness will permeate many more of your moments. And you will move through your life more elegantly.

Read these chapters in order. They have been written to take you from one idea to another, to expand the mindset you have and the way you engage your business:

1. The Mind
2. New Rules
3. Transforming/Transcending Limiting Beliefs
4. Choose Love over Fear
5. Master your Mind
6. Vision Cards & Following Your Inner Guidance
7. Who Are You?
8. Expand Your Mind on a Regular Basis

Before I can discuss these techniques, you need to first understand the concept of mind and how it relates to the world you experience.

## CHAPTER 1

# *Your Mind*

**T**hink of your brain as a hard drive on a computer. From the time you were conceived, you have been recording life experiences as emotion and feeling. And, along with those feelings, you have been forming thoughts about what you've experienced. Your perceptions and feelings are stored on your own personal hard drive—your brain.



As you grew and learned more, your hard drive organized or compartmentalized information much like information is

organized and stored on a hard drive for easy retrieval. You have tons of information stored in your brain and each one of those “bits” and “bytes” of information directly affects how you live your life.

As a Mindset Coach, the three most common ways I help my clients are:

- **Transforming limiting belief systems, mindsets and old emotional programming.** Just as a computer hard drive gets jammed with old, outdated information, so too can your mind. And like a computer, you can reprogram or upgrade for better performance! Imagine the unlimited possibilities available.
- **Focusing on the right things.** Your focus is the power behind your world. Think of it like your car. The number of places that you can go in your car is endless, really. So using it to take you where you want to go, or need to go, is critical to your success.
- **Educating clients about reality.** Think of your life as the TV movie of the week with you as the writer and director of your experiences. And then imagine your mind as a

YOU need to take charge and become responsible for everything you experience in life.

film script that plays out in the form of the people, places, things, times and events that you experience. And if you dare, begin to see your world not as real, but as illusion—a holographic projection of your mind. This is not some sci-fi future. Quantum Physics has opened the door to our

seeing it just this way ... and my work in the mind has shown me this is exactly how it is ...

My journey has been about becoming an empowered creator of my life. It taught me that I AM responsible for everything I experience in life. *7 Critical Mindset Strategies for Entrepreneurs to Succeed ... Starting Today!* shares with you the best of what I've learned about being a **responsible and empowered creator** so that you can create the business success you desire to experience.

The bottom line? What you focus upon—consciously or unconsciously—creates the reality you experience. So the techniques identified in the following seven chapters will become your guide to further your journey:

- **Become aware of your mind**
- **Focus on the right things**
- **Build a mindset that aligns with business success**
- **Use FOCUS—intentionally—to create your world**

YOU need to take charge and become responsible for everything you experience in life. Paying attention and being mindful throughout the day is elementary and key to your success.

Are you:

- Aware of the link between your mind and your life and want to have better control?
- A chronic learner savvy in all the different ways to think and act differently but unable to make the shifts you want to make in certain important areas?



- Aware that your mind is at the root of your relationship successes as well as challenges?
- Aware that issues you see in others are most often a reflection of a mindset that you, yourself, possess?
- Aware that, as a leader, your team, family or business is a reflection of your mind?
- Aware that emotional issues – anxiety, depression, unhappiness, anger, hurt, guilt, rage, etc., are mindsets that can be changed?
- Aware that your mind is the blueprint from which your life emerges?
- Aware that your mind is a vast resource library containing all of the information you have acquired in the journey of your life—and that this information can be accessed, understood and changed?

If ANY of these things are true, you have come to the right place.

We are not taught that we have much control over our world. Nothing could be further from the truth. We are its authors! Learn how as you read on.

# New Rules

Hannah owned her own business. She was a hands-on healer who had developed a way of working with people that helped them move some of the old stuck emotional material from their bodies. It also made them feel better emotionally and mentally. She had any number of people who would return to her for more work.

Her work was very good – she had a lovely touch and people genuinely felt better. But she never thrived in business.

She had struggled in business for a lot of years. Hannah moved from one city to another to upgrade her opportunity to work with clients only to find that the clients weren't there and her practice didn't thrive any better in the new city than it had in the old one.

She blamed the business owner who had enticed her to move for the low volume of business. She felt she had been duped – that she had been promised things that this business owner could not produce. She blamed other people who were also working in that business for taking her clients away. She was jealous of other people's success and tried hard to hold onto clients in fear that they would find someone else's work better than her own.

Eventually she left that business and went elsewhere where she was truly appreciated.

Can you guess what happened? She was somewhat more successful in this new facility than she had been in the old one

because she was generally happier – it was a much nicer place. But, once again, she did not thrive business-wise – she got by.

She got on FB and started working the social media angle; she hired a business coach. The results were basically the same.

The moral of the story – SHE was creating her results. Her mind was creating the 'just getting by' existence she experienced. And when you probed deeper into her life story, you can see why. She had tons of talent but had been conditioned to not like or respect herself because of the way she was treated as a child.

She didn't thrive in business (or in her life even) because she had been conditioned to believe she didn't deserve.

She used all of the conscious tools she had been taught – vision boards, journaling, affirmations as well as martial arts, yoga and any number of other disciplines – all in an effort to move her life forward.

But she stayed in the same place. Because she never got to the root of her issues and she never transformed it so that she could experience something more.

## *New Rules*

**YOU are the power behind your business success.**

**P**ower is not out there in someone and something—it's you—your mind, your focus and every thought you have accepted, every belief you have adopted as the truth, every expectation you carry from years of experience. Your power is locked inside every one of them and that fact either contributes to your success or takes away from it.

**You reaffirm what you believe and expect every time you think, act or speak.** Just pause for a second and think about that statement because it is a great truth. You reaffirm what you believe and expect every time you think, act or speak. And, of course, the world you experience then becomes a manifestation of that.

One of the critical beliefs we carry is that the world out there is “separate” from us. We are raised to believe we have limited control in our world; that the power lies out there in the people, circumstances and systems. We are conditioned to believe we are “somewhat” to “completely helpless” in a life that happens to us.

That's a huge piece of misinformation; in fact, a blatant lie. But the **action of believing it empowers your world to be more powerful than you.**

Do you ever feel victimized or held back by any of the following?

- Your clients?
- Your team?
- The marketplace?
- The media?
- Your marriage?
- The limited circumstances within which you grew up?
- The fact that you didn't get an education?
- The culture within which you do business?
- The way your parents treated you?
- The political system?
- Unfair circumstances?
- The people who have stolen from you or treated you badly?
- The circumstances that held you back?
- Your competition?

It is natural to see that there are and have been challenges in life—in some cases, an endless series of them—and some have been extraordinarily difficult. But when we make them bigger than who we are we lose the power to determine our

success in life. It causes us to stop trying or, worse yet, to assume there is no point in trying.

Amy is one of my mentors. She told her story recently, a prime example of this principle in action. By the time she was 16, she was involved with people who were nasty, hanging out with those into drugs and a variety of other things, and was doing very poorly in school. One fateful night she nearly died at the hands of those people. And when she didn't, she made a decision to clean up her life and take charge of it. She determined that she would turn her life around and she did.

When she graduated high school, she was given an award for the most improved student! She has gone on to do great things in her life and her business all because she made a decision that she was in charge. And how did she do it? Amy decided she needed to change the kids she hung out with, the stuff she did in her spare time and the way she approached education. She realized that life was about choices. She could keep doing what she was doing—jeopardizing any growth, success, even her very breathing. Or, she could consciously walk away and create her own script. She wisely chose the latter.

When you become really serious about your role in your business success (or lack thereof), your business will change. And, so will you.

Disempowering ourselves also occurs when we make what we do, how we do it, whom we work with, including our coaches, our tactics and our plans as THE things that ensure our business success.

When you give your power away to something other than yourself, you are left in a state of powerlessness.

Don't get me wrong—these are all important things. But WE are the ones that give authority to these things to be a part of our success.

Let's look at some typical examples of disempowering strategies in business—putting them out there as more powerful than ourselves:

- I have to do the right “thing” in order to succeed in business.
- I have to have the right marketing plan, the right Coach, the right systems, the right advertising—otherwise, I will not succeed.
- I need to get noticed in the world—they, “out there”, have the power to make me successful.
- Everyone I meet needs to have a positive impression of me.
- Social media is the ticket—sharing content, showing up, and making comments.
- Discounts, low pricing, bulk pricing—these are the things that make sure I get high volume sales.
- There are so many people out there with great products, how can I possibly succeed in this market?
- If I don't brand, I won't be successful.
- I don't have a degree—nobody will take me seriously.
- It has to be perfect or no one will buy it.
- It's all about goals, implementation plans—got to make things happen.

- I have no control over whether my business succeeds or fails. It's all up to the customer.
- I can't say what I really think because the world might not like me.
- My ideas are no good—no point in trying to market them.
- No one ever supports me—I'm alone in the world and, therefore, I don't have what it takes to succeed.

If any of the statements above are the truth for you, then you have given your power away to something other than yourself—which leaves you in a state of powerlessness. That doesn't mean you won't succeed—holding these attitudes/beliefs just means that your desire for success is harder because it becomes about what you do rather than who you are.

The rest of this book is devoted to revealing how to take back your power. Once you have your power, then when you invest it in something out there, a marketing strategy or a social media campaign for instance, the “something out there” will be really powerful in getting you the results you desire.

Further, when you are an empowered being, you become an attractive force that brings into your life the people, circumstances and opportunities that resonate to that power.

## *What to Do, Starting Now*

**1. What behaviors or attitudes do you need to change** in order to focus your actions more on success?



- Do you hang out with people that keep you limited?
- Whom else should you be hanging out with so that you're surrounded by a different message?
- If you believed you could truly be successful, what actions would you be taking that would act on that belief?
- Create a plan to implement these changes.
- Commit to the plan!

**2. Find a quiet space where you can focus undisturbed** for 10 minutes—try to do this at the beginning of your day. Close your eyes and center yourself using your breath. And once you're centered, focus in on your business. Imagine leading the business you desire to have. Make the images and feelings real. And once they are, just breathe it in for a few minutes. And then start your day.

- Make a To Do list that is an extension of this vision.
- Move intuitively and do the things that feel right.
- Make the calls that feel right.
- Expect to be guided to the right people and the right circumstances and then allow yourself to FLOW through your day.

# Transforming and Transcending Limiting Beliefs

Lucia (not her real name) is a woman who was deeply committed to her business and her vision. She has spent many years developing the knowledge to do what she does – and she does it very, very well. Her vision for herself and her business is HUGE.

She has worked with me often throughout the development of her business to help her uncover and transform a variety of limiting mindsets and behavioral patterns.

Every time she works with me, she experiences a shift in herself and her business. It grows in its expression in accord with her growing confidence and self-esteem.

Recently we worked on a program in her mind that limits her in a few ways. First, it was conditioned to comfort – comfort foods, a comfortable existence that doesn't strain or challenge her very much (think of couch potato here watching junk food television, eating junk food and going nowhere), and comfortable in terms of the livelihood it provides. The result – she knew there were things she should do – action plans she should be implementing. But rather than engaging in the activity that needed to happen, she was seeking the distractive qualities of work that didn't require her to get out of her comfort zone.

This program formed in childhood when she was being conditioned to be a docile pleaser in return for being taken care of. This mindset made my client highly dependent – meaning she looked for others to take care of her in return for pleasing them. So in her business, she was not taking on the leadership role she needed to

and failed to really direct her business. As a result, it severely limited the way her business grew (she was part of a larger business where she was given her clients rather than finding them on her own). And it limited the success she could have because she could grow no bigger than the business she was a part of.

Lucia was also conditioned by parents who strived for an above-average existence in life. Again, it was comfortable, bordering on very comfortable – and that is EXACTLY the level of business success she could achieve. As much as she dreamed of greater things, she had no internal map or motivation to drive that kind of business development.

Last, Lucia was programmed to be powerless in life. She was never taught that life was under her control, that her focus would move her forward, that she was in charge of whatever life she would experience. She was not taught to dream unlimited dreams or to get up off that couch, build a bold vision for herself and then get out there and find the way(s) to achieve it. She was a couch potato that waited for things to come to her rather than being driven by her own dreams. And, of course, that limited her in substantial ways because she was not as action-oriented as she needed to be. If it came to her, cool. Otherwise, perhaps not... People who observed her would probably have described her as lazy or distracted – unfocused in her actions.

So we 'turned on the juice' – hooking her up to her own responsibility as a creator of her life, empowered to dream the dreams and make them happen. Rather than sitting back, expecting to be cared for in return for pleasing others, she now feels connected to her power as well as her role as creator of her life and her business.

# *Transforming or Transcending Limiting Beliefs*

**F**rom the time you were conceived in the womb, you have perceived the world. And without any conscious awareness, you have been determining who you are and how life works based upon the world you experienced.

These fundamental beliefs, understandings, expectations and accepted rules of the world become the foundation of your personality by the age of seven. And most likely they still lie within you, dictating many things with regard to your business success:

**Who you are:**

- Are you deserving? Worthy? Lovable? Likable?
- Will you succeed in life?
- How far can you go?
- What is possible for you?

- How capable or competent are you?
- Do you possess genius, brilliance, specialness?

**How life works:**

- Can you expect abundance?
- Is life hard? A struggle?
- Your beliefs about money and success—are these things possible? Acceptable?
- Can you expect other people to treat you well?
- Can you trust people? Life?
- What is success and what do you need to do to be successful?
- Your relationship to the world—is it a healthy one?

These are just a few of the areas of your mind that have been shaped unconsciously through the experiences you had in life at an early age.

Beliefs are at the root of all behavior. You reinforce these beliefs every time you respond in a way that is consistent with them

For instance, those that believe they are undeserving and unworthy often do things that sabotage their success. Perhaps you've met someone who never seems to get ahead? Or the someone who is absolutely brilliant but really goes nowhere?

You also see it in the faces of people who settle for mediocre when you know they could achieve so much more. A lack of worthiness is at the base of all of these examples. It affects:

- their decision-making ability
- the vision they hold for themselves
- the choices they make
- how much they feel they can achieve

They also often accept their lot in life and stop trying. Their operative choice becomes to never try to begin with.

You remember that in Chapter 1, *The New Rule*, I stated: YOU are the power in your life. You have always been the power in your life—your life is a mirror and you were simply unaware of it. Being unconscious to it doesn't mean it isn't the truth—it just means you haven't been aware of it because of your lack of knowledge. You don't know your power.

YOU are the power  
in your life.

Depending on your deeply held beliefs and thoughts about who you are and how life works, you are empowering your world to be a mirror to these things. Your life never lies—whatever and whoever are in your life is a mirror to something you believe or expect at conscious or subconscious levels. Business success is no different. Whatever you are experiencing in your business—your life is a reflection of YOU.

## *Holding Up the Mirror*

Dan was born in a household with a father who had little time for him. When he did pay attention to his son, it was to reprimand him for something he had said or done that was WRONG. Dan's father would punish him for his misbehavior by taking away something he valued sending a message to Dan that being wrong leads to punishment, a loss of something that is important to him.

In school he struggled, getting less than favorable marks, resulting in punishment at home at the hands of his father. He started to feel not very worthy, not deserving, a burden—he withdrew from life, becoming unhappy, de-motivated, and unenthusiastic. Dan grew up to believe that there was something wrong with him. His experience in life told him so—after all, he was always being punished.

Fast forward to high school. Dan encounters a technical teacher who took a real shine to him. He voluntarily spends extra hours with his teacher in the tech shops learning everything that this man had to offer him. It turns out he had a knack for things mechanical and he took that skill into a specialized college program that allows him to really connect to his genius.

When he finishes college, he is accepted into a really highly paid position with a company that recognizes his skill and talent. Dan does extremely well under these conditions. People LOVE him, everybody wants to know him—he is a boy wonder in this company and is highly valued for his input.

At some point, he decides he is good enough to start his own business with ideas that have been percolating in the background. He keeps his day job and starts his business on the side. Eventually,

there is enough demand for his services and his methodologies that he is able to let go of the day job and focus exclusively on his business.

In the beginning, all is good. But then he encounters some problems, things don't go as well as he thought they might. And that's when he starts to struggle. Doubts plague him night and day—he can't seem to shake them. He feels distracted, not clear about what he's doing or where he's going. The work he is doing for clients doesn't go as well as it did before and then he starts to lose business. He becomes afraid—maybe he can't do this, maybe this isn't for him. He was stupid to leave his day job. What was he thinking ...? He chases after the “right strategies”, the “right people”, the “right marketing” to build his company. Yet, his efforts don't result in very much.

Fear consumes him and then he starts to make more mistakes—and, of course, mistakes need to be punished and the consequences of his mistakes, are indeed, punishing. His past taught him well.

He can't figure out how he went from boy genius to this? He keeps thinking it is outside of his control ... so he keeps looking for the solutions out there.

Dan was always in control—he just didn't know that he was. First, is the belief system he formed about himself and his world—that there was something wrong with him and when you do things wrong, you will be punished. This belief system was never removed—he merely put “success” in high school, college, and his job over top of the original thought about his worth and his value in life.



Notice that as long as there were people in his life encouraging him, showing him what he could do and how brilliant he was, Dan did beautifully. He was a complete genius, the boy wonder. But remove all of that positive reinforcement and insert some challenges and all of a sudden he reverts to a way of thinking about himself that came from childhood—and his genius disappears.

As an entrepreneur, this is not uncommon. As long as you are part of an organization that is celebrating you, you do really, really well. You don't have to deal with the infrastructure of a business or the day-to-day operations. Breaking out to create and open your own business involves a different mindset—one that truly believes in you and what you have to offer the world. As an entrepreneur, you most likely started out on your own without other team members. So if you hold any beliefs that do not support your worthiness, your value, your deservedness, those beliefs can sabotage your business success in a variety of ways ranging from extreme to relatively small.

Your early experience with people also dictates your relationship with others which also affects your business success. If you hold any beliefs about people not supporting you, people not being trustworthy, people betraying you or people not valuing you—the likelihood is high that you will experience those in your business as well.

You've most likely heard of the law of attraction—it IS an absolute truth. You draw to you the people and circumstances that mirror what you truly believe about yourself and life.

Dan's story and nemesis is that he empowered both experiences in his life—his truth as a genius as well as his failure due to an

innate sense of unworthiness. He believed whatever the outside world was telling him—thus making it his experience in life. But notice—he empowered both beliefs.

What really mattered is what he believed—because when he believed he was a genius, he indeed was. When he believed there was something wrong with him, he started to struggle in life.

### *What to Do, Starting Now*

- 1. Become aware of yourself.** Take an honest look at you and your business. Are you holding yourself back in any way? Do you have unworthiness in there, a lack of belief in yourself and your potential that you need to address? Do you like yourself? Do you really feel that you can succeed? Do you feel you deserve to succeed?
- 2. Act and speak in ways that reflect your belief** in yourself even if you're not feeling it. This is the “fake it till you make it” idea but with a different twist. Expect that by focusing on your belief in yourself, you will expand it—naturally.
- 3. Get help.** If you feel stuck in old, outmoded belief systems, mindsets and emotional patterns, reach out for help. They can be transformed so that remaining in a success-focused mindset is much easier to do. The end result is that they become your new norm.

# Choosing Love over Fear

Barry is a Manager of a small company – a company that struggles, at best, and has many times when it is short of money. He has 5 employees.

Barry depended on Maria as his right-hand person. She made sure his business functioned tickety, tickety and that people were where they should be, doing what they were paid to do, when they were supposed to be there. Without her he would be lost. She was exceptional at her job and everyone respected her. Barry had a tremendous amount of respect for her, too.

So Barry was incredibly taken aback when Maria came to him and quit. In her words, she was done with him and his lousy attitude. What he paid her wasn't worth the abuse and he could take his lousy job and stuff it.

Barry was dumbfounded. He tried to get her to talk about it but she huffed out of his office, refusing to even have a conversation.

Barry fumbled along for the next couple of days, trying to take over where Maria had left off all the while trying to figure out what had happened. Finally, he turned to the remaining four people on his team. He invited them into his office and asked them to share what they knew about what had happened with Maria.

You could tell the team was hesitant to speak up but eventually one brave soul piped up with the quip 'I'm not going to sit quiet anymore – it's time to speak up. We should have done this a long while ago...' and with that introduction, he began.

'Barry, you are a jerk. You stomp around this office, 90% of the time with a scowl on your face. You're always complaining about this and that. You never greet any of us – you just storm by as if we didn't exist. You bark orders at us and expect us to jump right to it and if we are in the middle of something else and fail to jump, we're reprimanded for not listening. We're never invited to offer comments on how things are run here – we're just expected to do our jobs and shut up. And God help us if we make a mistake – you don't let us forget it for a long time.

And Barry, there is NO appreciation for anything we do. Do you even realize that we work overtime for you, at no pay, and all you do is complain about business? It's like we don't exist. And the criticism ... it is endless. Do you realize you complain about every one of us – behind our backs – to other members of this team?

Maria got tired of your sour face, your sour attitude, your lack of gratitude for us and what we do for you. She wants to go work anywhere else with people who acknowledge her, appreciate her and reward her.

And I'll speak for myself – but right now I'm with her – I would rather work anywhere else but here!

Barry was completely unconscious to his lousy attitude – he had learned it from his father and just thought it was 'natural' to be this way. His father had been hyper-critical with him and he had grown up assuming that love looked and sounded like this. Further, he had been required to jump through hoops to please his father and just assumed he could expect the same of his employees.

Upon examination, Barry was able to see what happened to him and what he was doing to his employees. He resolved the belief systems that drove his behavior and created new ways of being with people that were more loving and respectful.

He apologized to Maria and told her he was going to work on his attitude. And he offered her the opportunity to come back with the condition that he would change. He gave her a raise – and he gave everyone else a raise, too. He sat down and wrote notes of appreciation to all the people in his business thanking them for helping him in all the ways they had.

And he created an open dialogue on a weekly basis so that they could all assess what was working and what wasn't.

In the beginning it was rocky – people were still hurt and bruised from years of being scolded and criticized, but Barry was a smart man and he committed to the changes. Over time, things settled down, people started to trust that he would change, and when he made mistakes, he was reminded. But he was true to his word.

His business started to shift, too – new business came his way, he hired more people and he started to thrive in a way he had never known – all because he started to use 'love' rather than fear as the motivation behind his words and his actions.

## *Choose Love Over Fear*

**B**earing in mind the law of attraction, it's clear that your business success is highly dependent on your state of mind and emotions. **Life responds to your every thought even if you are not conscious of this truth.**

Are you aware that thoughts and emotions have a frequency? Thoughts that are more evolved, that are more loving in nature have a higher frequency and those that are more fear-based have a lower frequency? The reason why this is important is that your world becomes way happier and more abundant the higher your frequency of thought.

So ensuring that you come from a loving frequency rather than all the lower frequency options available is one way to keep you aligned with a loving, abundant future. **When you send love into the world, life loves you back.** When you send fear into the world, it causes fear to come back.

So it's a no-brainer that if you practice any of the following:

- Gossip, back-stabbing
- Lashing out physically, mentally or emotionally

- Meanness
- Stealing from another
- Pettiness
- Hoping others struggle or fail
- Revenge
- Judging people
- Emotional Reactivity
- Complaining
- Playing a victim
- Sharing and immersing in “woe is me” stories
- Focusing on your negative emotions—hurt, fear, upset, sadness, anger—talking about them, thinking about them, going over and over whatever just happened that put you there
- Competitiveness
- Undercutting someone else
- Stealing another’s business
- Slandering another person

You will struggle, encounter hardship, have drama, experience moments of “lack,” unhappiness, fear, along with all manner of limitation invading your life and business. As an entrepreneur and business owner who desires to be successful, none of these is a good place to be.

There are plenty of other scenarios that will create walls of limitations; the list above contains just a few. Mastering your mind begins with separating yourself from these negative reactions and

responses—and taking control. You don't have to be the person who acts or speaks in this manner.

We all have these knee-jerk responses inside of us. It's not a signal that you are bad if you do—it is the result of conditioning. The world sanctions this type of behavior, reinforcing it on a daily basis.

Movies, TV shows, the news—all are led and embedded with stories of people who act like this all of the time. They are peppered with scandals, horrific acts from those in and outside of leadership positions. Think of politics, corporate executives, educators, sports figures and celebrities. Headlines shout out what they do and say ... shout outs that are outrageous and destructive for both the perpetrator and for those of us who hear and read it. Why? Simply this: seeing it out there depicted as normal makes it normal to your brain.

For the most part—the world is a reflection of fear and limitation.

**Having these reactions as a part of your mind is normal; acting on that information is what you need to control by making different choices.**

Think of life as having two tracks—one track is based on fear, separation from your life and limitation; the other track is based on love, connection to life, abundance and a world filled with choice.

When you started out in life, you started on the track of love and abundance. But through your early experiences (pre age seven) you probably moved from the track connected with love onto the track that is powered by fear and limitation. If you are like most people, your parents, your neighborhood, your school experience and the world have supported all manner of limitation.



You move back and forth between the two tracks, but for the most part, the world is a reflection of fear and limitation. Our marketing and advertising is created from a “fear base”—buy this, get that, do this—the new condition becomes the new norm. To feel what it was like to be powered by love as the “norm” becomes something of a distant memory. For some, it simply evaporates, forgotten.

One way you can remain on the track of love is to choose thoughts, words and actions that flow from it. So before you think, act or speak, ask yourself one question:

*Are you coming from a loving place  
or a fear-based place?*

And if the answer that instantly comes back is fear, stop. Don't pay attention to those thoughts, don't do or say anything that comes from the energy that escalates them.

If you need to redirect, ask yourself:

*If I were coming out of love  
at this moment, how would I be thinking?*

*What would I say  
and how would I act?*

And then do that instead. It's that simple.

This is the time you need to be impeccable—faultless.

Whatever you give focus to, you empower. It means becoming

an observer of your mind and your emotions—so that you are aware, in advance, of your choices and the motivation behind them. So you have to slow things down and become thoughtful. Pause before you speak. Think through your actions. Take the time to ask, “What is my motivation here ... is it loving or is it limiting?”

This critical technique puts you in control in a way that is quite powerful. Your mind either enhances or takes away from the vibrancy of your business—so ultimately it affects your business success.

Taking responsibility in this way also reinforces a belief that your focus matters. You build strength in that thought because you use it more often. What you use, grows greater. The more you perceive your ‘focus’ to matter, the more powerful your thoughts become. It becomes your new normal.

The other way to connect more deeply to the love-based track is to get to know it. There is a lot of material out there that will educate you about its qualities and characteristics. Books, CDs, learning programs, teachers, coaches, etc., abound on topics all linked to the track of love—meditation, yoga, anchoring a state of happiness, cultivating an attitude of gratitude, understanding your new identity as spirit, maintaining a positive focus at all times—as well as a ton of other material.

Becoming familiar with this information prepares your mind to become different. Taking action and doing different things allows you to anchor a new habit in your brain. It takes time and

practice to anchor new habits. Remaining connected to the track of loving options is a habit you need to form one choice at a time.

### *What to Do, Starting Now*

- 1. Of the fear-based patterns discussed in this chapter,** which do you still use?
- 2. What will you do the next time you face a dilemma?** Will you allow yourself to execute an option that comes from the love-based track?
- 3. In what ways are you already making choices** from the love-based track? List them and then celebrate the changes you have already made. What positive effect have you noticed from using these choices?
- 4. What books, CDs, topics will you explore** to broaden your base of knowledge about the love-based track?
- 5. What new habits do you need to form** and what is your plan to develop them?

# Master Your Mind

Phoebe seemed to always be angry. Life seemed to be a never-ending series of disappointments and her business was no different.

Somebody on her team always did the wrong thing. Whenever you asked her about her day or her week, she had plenty to share. And if there was a theme to what she shared it would be 'disappointment' in the people and the world around her.

Her customers were always too demanding, too critical, stupid, lazy or simply wrong. Her employees always left a lot to be desired – not one of them lived up to his or her resume. Phoebe had a knack of hiring really GREAT people on 'paper' she would say, but in the end, they were a disappointment.

There was always a high turnover rate in her business – employees coming and going at regular intervals. It cost Phoebe a lot of time and money to continually hire new people. It also cost a lot to train these new hirees. As a result, her business did OK but it could have done so much better...

Employees were generally unhappy. Phoebe was generally unhappy. And in the end, customers ended up generally unhappy so there was a high turnover in them, too.

But she was one of the only people in town who filled this particular niche and that was her saving grace – people had to come to her!

Phoebe came from a home where her parents were chronically disappointed in her performance. Nothing she ever

did was good enough. And as a result, she grew up believing she wasn't good enough. The business had been theirs; her less than stellar performance as its leader continued to fuel their opinion of her as a disappointment.

This disappointment – both in herself and the world – became a lens through which she saw everything. So it didn't matter what was happening, it didn't matter why it was happening – her brain filtered the experience before she had the chance to even question anything. And she just assumed that this mindset was the 'truth'.

The truth was so much more ...

## *Master Your Mind*

**T**hink of your mind as your library—a library that you put together containing all the knowledge, experience, wisdom, information, skill or ability you have acquired in the journey of your life. However, you were unaware that you were putting this library together and, most likely, you are unfamiliar with the majority of information it contains.

Mastering your mind begins with treating your mind as a library—an in-depth resource of material. It doesn't necessarily mean that your mind believes it to be true reality—it's just information. Like the Internet or the library, not everything it contains is the truth—it's just information. It's part of your library because you accepted it as the truth—but it's just information. Some ideas can be embraced; some must be rejected. It is critical that you spend time becoming aware of it, observing it, figuring out the types of information, reactions, perceptions it contains. And that means you need to step back from it long enough to make this observation.

Treat your mind like you do the information contained on the Internet. You need to get really good at assessing the caliber and authenticity of the information you have collected.

An example would help here. You arrive at the office and catch sight of one of your employees running down the hallway. Your brain will perceive this activity and may form an immediate judgment such as: “He shouldn’t do that—he could hurt somebody,” or “Probably Tim is late for something, he is always late...,” or perhaps it is something like this, “People are so disrespectful of others, imagine running inside an office ...,” Or perhaps it’s “Oh there’s Tim—I just love Tim and his ‘get it done’ spirit!”

These are perceptions—ways of seeing the world, information about the world, opinions and judgments you formed about the world— that are all stuffed into this library. And these thoughts inform you of who you are and your relationship to everything around you. And you tend to agree with everything firing in your brain because, since you were a child, you listened to that information as if it was the truth ... **you empowered it.**

Well, it’s time to step back and begin to listen to the “stuff” you’re saying in your head. Because taking control means stepping back to realize this is not you—this is simply information, perceptions, etc., you’ve collected on your journey.

Think of it like a room full of advisors. There are some in there you want to listen to—they are wise and stable. There are others who are insecure, angry, fearful, etc., and those are the ones you want to stay away from.

Your “library” acts as an interpreter of reality. It is a huge filter that takes what it sees, hears and feels and decodes it, turning it into meaningful information that tells you something.

### *What if ...*

Your alarm woke you this morning and you could not believe it was already morning. Your body felt like lead and you had zero energy. From there you make a series of decisions based on that preliminary scan. Tonight you are going to bed early! You're not going to go to the gym today—you are too tired. And you will re-arrange a couple of tasks at work so that you aren't under so much pressure. That way you will get through your day and make it till this evening when you plan to relax. You'll pick up some takeout on the way home and watch a movie.

Your entire day is built on the perception that you're t-i-r-e-d ... you need to coast and rest to get your energy and strength back. And you've made all of these decisions BEFORE you lived 10 minutes of your day—they're all projections of a feeling you had when you woke up.

Here's another example.

- You need to build a business plan for the next three years and create the goals for the next year of your business based upon that business plan.
- You use a variety of information with which to create both of these.
- You take into consideration your history in business, what you consider “reasonable”, how much money you have, how much debt you are willing or not willing to incur, what sort of business advice you get from the outside and your perceptions of what is possible.



Throw these things all into a blender and you formulate your plan for the future. Your entire day is built on the perception and belief that you will create your plan. Your entire plan is built from perceptions you hold, beliefs you have validated or opinions you have gathered from others. It is only ‘truthful’ because you perceive it as that way. You have empowered it. At the end of the day, all they are is perceptions, accepted truths that you or someone else you trust uses.

### *Decision Making*

Let’s dissect the many decisions that you made in this planning process and where that information came from. First, you look to your past year to decide what you did back there and then anticipate that you can only grow from that place where you’ve already been. Sounds wise on the outside but it assumes that where you will be is an extension of where you’ve been. Is that really the truth? Not in my world ... there are many more possibilities but you have likely been schooled in a curriculum called “realistic” and this is how “realistic” people do it!

Then you source business advice from the outside—again, that sounds like a reasonable idea. Listening to someone else tells you **what they believe is possible**. Is it the truth?—for them it is because they believe it and that has been their experience. But is it the truth for you? Maybe. Maybe not.

Think about money and how much debt you are willing or not willing to assume. It will engage all of your thoughts around money that you’ve collected through your entire lifetime. Think about investing in “more” to achieve *more* in your business. It will

be dramatically affected by your views on money. And whether you ever succeed in your business is partially to greatly impacted by all of your beliefs around money.

If you study people who have grown wealthy, their view of money will most likely be different than yours. Note that they have a much greater tolerance for risk than people who play at

Your life is perfectly constructed to become a mirror to your mind.

small stakes. And they are more willing to fail and learn from their mistakes—and they do make them.

Your mind, if it's like the majority of others, is risk averse. It will counsel you conservatively, and being conservative may limit the level of success you can experience. It may also severely limit the slope of your business plan.

Now, you add on top of all that what you believe is possible for you and your business. Some people have high confidence, others little. Your mind will give you its best guess about what you can achieve but its best guess will be based on your history and what you accepted about yourself. What is important for you to know is that your thoughts and expectations for your future are merely a projection of collected experiences you've had, information you've gathered in the past and observations of what you have seen work for others.

These things are only a truth to you; they are not necessarily the truth. There is a difference. The true meaning of possibility is way outside of that box. Remember the two tracks I discussed in Chapter 4, *Choose Love over Fear?* Possibility—your possibility—is a facet of Track 2, Love. Connected to love, there are no limitations. Business plans that are based on what was possible yes-

terday are extremely limited by what happened yesterday. When you move directly onto Track 2, Love, and begin to envision a big dream and then work backward from that, it begins to bring all sorts of energy into the equation. And it all happens because of how your mind now responds to the myriad of possibilities.

We have been taught to view the information we hold in our minds as the truth. In one sense it is. Henry Ford said,

*“Whether you believe you can or you can’t,  
you are absolutely right.”*

If you believe you can do something, chances are high you will work hard to ensure that you do. If you believe you cannot or will fail, chances are high that is exactly what will happen. If you believe there isn’t enough money to do what you want in your business, then that will be the case as well. Your mind has the amazing ability to create a “self-fulfilling” prophecy.

Your life is perfectly constructed to become a mirror to your mind. Whatever you focus upon, whatever truth you empower by believing it—that truth will be mirrored somewhere in your life. See it that way.

So ... learn to question your perceptions about things, people, opportunities—everything that comes up. Are they really the truth? Your truth? Get really honest because much of what we think of as truth, isn’t. Get to know that library in your mind because this library has been informing you about so much that, before now, has been unconscious. It’s time to wake it up.

In terms of business success, **learn a new way of being.**

Learn to live from Track 2, Love; build a brand new relationship to life and your business—one you have never experienced before.

- Expect it to be a grand adventure—what you expect does manifest.
- Create a business you LOVE; expect to live a life of JOY because, on Track 2, that is all there is.
- Trust whatever happens. Always move from love rather than fear and then you have nothing to fear from your life—it will always be a mirror to the loving energy you are putting out.
- Track 2 is based on the premise of abundance. Learn to ask and to expect that what you ask for and envision will come to pass.

See life as PERFECT.

FLOW with whatever is happening,

- Become aware of all of the thinking or mindsets you hold that come from lack and limita-

tion, and then find new ones rooted in abundance. Things like competition, needing to steal market share, needing to undercut the competition, etc.

These principles are not based in abundance. There are lots of other ones that need to be examined and thrown out. Check out *Blue Ocean Strategies* by W. Chan Kim and Renee Mauborgne. Within it, the authors describe new ways to approach business that are creative but not competitive.

- Stop living from past perceptions and start living in the NOW. NOW refreshes itself every moment, so you need to stay present to what is happening in that moment. Do not filter what is happening with your stories. No labels, judgments or old expectations belong here. Keep your mind and heart open to truth, and question everything so that whatever perception you attach to a situation, it is a truthful one.
- Intuition, knowingness and gut become your guidance systems here. Your job is to remain connected to them throughout the day, listening for their guidance and voice. They will tell you what to do, how to proceed, what to say or do—but you have to listen. Intuition is love in action...
- See life as PERFECT. FLOW with whatever is happening and once again, refuse to judge it or label it as good or bad, right or wrong. Things that seem wrong or hard or bad can often be the very things that create a great opportunity. FLOWING with whatever is happening makes it easier to navigate challenging situations. Expect a GREAT outcome! It works.

Track 2 has always been there but we can't find it when we are busy reacting and living on Track 1, Fear—fear-based thinking and being will always stop you. We have been conditioned to think that we are separate from our world. We have been conditioned to think that there isn't enough. There are so many ways we think, act and speak in a day that reinforce the preliminary belief we

are taught in childhood that there is not enough—that lack is something to be afraid of. Nothing could be further from the truth. But a planet full of people acting as if it is the truth creates havoc in our lives.

And any of those lack-based behaviors actually detract from your business success—beware and be on alert.

## *What to Do, Starting Now*

### **1. Spend time each day getting outside of your thoughts**

and becoming an observer of them. Become aware of your mind so that you know how it is filtering your world and how it alters how you respond to things. Grow bigger than the information. Practice choosing which thoughts to pay attention to and which ones to ignore.

### **2. In particular, observe all of your reactions regarding**

**money, marketing, and your business** in general. What old, outdated, fear-based or limited thinking exists in your mind that you have been following? If you were moving from the expectation of abundance instead of lack, how would you act instead? Now begin acting that way and wire in a new way (habit) of running your business.

### **3. Practice FLOWING with whatever is happening.**

Don't judge. Rather, move with it, and see it as somehow PERFECT. Make a note of this somewhere in a journal and then check back later to see if the challenging or previously negative circumstances actually had a benefit to them. Did it serve you or others somehow in ways you couldn't see at the time?

# Vision Cards and Following Your Inner Guidance

Suzanne is a student of mine – she is studying to become a Coach of Mindful Change. She has learned the truth – mind is at the centre of everything she experiences. She has seen it firsthand from the clients she has worked with so takes quite seriously her power to create her world.

As a result, on her fridge she has a number of cards with pictures on them. If you were to look at them carefully, they would remind you of art that your 10-year old might do in school and bring home to proudly hang up for the family to admire and comment upon.

But in this case they stand for something much different. Suzanne has learned to create vision cards. Everything that she wants to achieve in life has a card which is proudly placed on her fridge. On the front side is the image associated with that particular outcome. On the back you find a list of things that the picture represents. She is sure to place all of the details on that card because she knows she will get EXACTLY what she envisions. So she is sure to be very thorough in what she asks for.

Each morning she takes her cards off the refrigerator. She gets up early, before the rest of her household is yet stirring so she can have a bit of quiet time. She sits quietly in a space where no one will bother her. She closes her eyes and relaxes,

focusing on her breath, and allowing herself to enter a semi-meditative state.

The first thing she envisions is her day. She sees an image of herself and places words over top of that picture depicting who she will be today – patient, kind, wise and loving. She sees her calendar with all of its activities. In her mind, she puts a check mark beside each item indicating that it is to be completed. And she envisions a word that she places over the image of her calendar day depicting its TONE. Productive is the one she chose for this morning because she has a lot to do. Other days she might choose other words.

Once this is completed, she takes her stack of cards, opens her eyes, and looks at the first picture. With that image burned into her mind, she once again closes her eyes and, in her frontal lobe, sees the image that was on that card. She spends a few moments really focusing upon it and then she chooses the next card.

She goes through her pile of cards until none is left.

And from that calm place she gets up to start her day. During the process of her day, she notices things. People, opportunities light up in her brain and she has learned to follow that information. She also listens intuitively, making decisions, doing things, and going places that somehow feel right. It's like she's being pulled places. When she follows this inner guidance, things glide along smoothly.

Her life has become quite magical – each day like a synchronistic symphony of people and events all moving her towards the experiences on these cards.



She has learned to trust her life completely. No matter what happens – whether it is challenging or easy – she sees her life as PERFECT. It's perfect because she has come to understand that no matter what happens on the outside, it is PERFECTLY taking her towards her future and the experiences she has created.

Gone are the old reactions, the judgements about people or events, and the fear and limitation she was conditioned to as a child; in its place is a profound peacefulness that leaves her calm and connected to her inner guidance at all times.

## *Vision Cards and Following Your Inner Guidance*

**T**he stage is now set for a major transition. You begin to master your mind, move beyond its limiting material, stop empowering its perceptions and start living more from a loving place; you will probably notice that you're happier and life somehow seems better. This change in attitude will also show up in your business as things there somehow seem easier, you're not as reactive and stressed and abundance seems to flow more naturally.

Becoming an active “creator” of your life rather than a recipient of it is the next critical step. Most of us have been taught some simple rules about how to live a successful life. Perhaps these will ring a bell to you:

- show up and do a good job
- be a good person—people will like you

- avoid conflict if you can - people don't like it.
- get a good education
- you need to work hard for what you get
- choose a career, profession or business as a way to be 'responsible'.
- avoid conflict

These rules imply that choosing well, being responsible and doing a good job—out there—will bring you success. We're taught to set goals and to take action—but there is more to it than just that.

You need to shift your mind from a passive recipient of your life to an empowered creator of your life. Most of us were taught to 'react' to life's events as if they are separate from us.

I call this the Pinball Factor. Think of a pinball machine—a pinball universe at your fingertips. Birth is like the pinball being released into the game and life events become all the different posts in the game that the ball bounces off of on its journey. The more posts you hit, the longer you stay in the game. Life is similar—you are conditioned to do much the same thing.

Think of how we are taught to live each day. We awake in the morning and it's like the ball leaving its place at the beginning of the game. Every day has a series of events and people that you encounter and engage—these are like the posts that the ball hits in the game. For those who have busy lives, they hit a lot of posts. For those who lead quiet lives, they hit relatively few posts. And the ball dropping into the slot at the end of the game is like the

end of your day when you fall asleep. And then you wake up and begin it all again.

Like a pinball, you aren't really trained to believe you have a lot of control over what you experience during the game/your life. Where the ball goes, the posts it hits are random, all triggered by the pull of the knob from your base. Like the pinball machine, you are mostly reactive—responding to what comes up. You were never really schooled in controlling the journey so that you determine what things happen to you.

Growing into your role as creator of your life involves moving into a mindset where you see yourself as the creator. Not someone or something else. You. If you're reading this book then you are most likely at this point. Creators take responsibility for everything that happens to them. The previous chapters of this book have been about giving you the strategies that put you in control of a mind that is already in place.

This chapter builds on the previous ones by showing you the way to deliberately create your world using vision cards.

Some new habits you need to start:

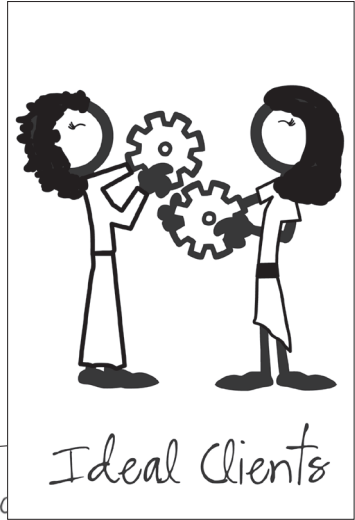
**1. Practice quieting your mind**, centering yourself and getting into a really calm place in your mind.

- *Getting into the Vortex* by Esther and Gerry Hicks gives you a way to really center yourself in that place of power within.
- You may have other ways to do this—choose whatever works for you.
- This is exactly where you want to be before you do the exercises below.

**2. Create your day BEFORE you live it.**

**3. Use this centered place** to allow your heart to show you your potential.

**4. Create vision cards** for your future business growth and success. You can create vision cards for any part of your life—it works equally well.



- Yummy – they are my perfect client.
- LOVE & resonate to the work that I do
- Women in business ages 35–60
- 'Aware' of mind and its role in their experience of reality/business
- Attended seminars or courses, read books on the subject, perhaps even worked with a teacher or guru
- They get it – they know their mind is at the centre of their world
- They have lingering 'issues' – they have made lots of changes but they're still not where they want to be.
- Committed and ready for change
- They know their issues & blocks are solvable
- Searching for a solution
- They are willing and able to do this
- Willing to work remotely or travel to me.
- Resonate to what I say and how I say it
- They are quite literally magnetized to me through the law of attraction



*Attracting speaking opportunities...*

- **SPEAKING** opportunities
- **\$\$\$\$**
- Audience Size: 20-150
- Topics
  - The New Paradigm – WE are the authors & directors of our lives. Our Minds are the filmstrip from which it is created.
  - Using Your Mind to Create the World You Desire – personally, professionally, in business
  - The Mind & How it Creates Your World/Your Business
  - YOU are Your Business
  - Your Relationships Reflect who YOU Are
- 1 per month
- **Ideal Audience:** Women 35-60; Professionals, Business Owners, Aware women who want to know and understand more.
- Establish myself as a Mindfulness Expert and Leader
- Confidence, JOY, Enthusiasm
- Audience is ENGAGED
- EXCITEMENT
- Q & A's: people coming to the microphone to ask important questions
- Flood of interest post-presentation

You are far more powerful than you have been taught you are. Do some reading on the subject—find the techniques and ways that allow you to center in that part of your mind that IS powerful. When you are there, it is SO quiet. All of the mind chatter drops away and it's like you're in a church or sanctuary (my image/vision—yours may be different) when there is no one else there. It's the house of the divine and you are in its presence. It's very calming to be there and you feel you have the ear of one who has the power to make decisions.

Spend a moment imagining your day and how you want it to unfold. Choose words that describe how you want your day to go—and see each one clearly in your mind.

Esther and Gerry Hicks refer to this experience as “The Vortex,” a very apt description of that state of consciousness. They have books and CDs out on this subject that are helpful if you're looking for a technique to help you center in this place.

This state of consciousness, the vortex, helps you in two ways. First, whatever you focus upon becomes empowered by the power of the vortex and will make its way into your world for you to experience it. Second, in this most sacred of places that you visualize, you can be shown your potential.

Before you begin your day—even before doing things like showering, having breakfast—allow yourself to go into a quiet space in your home, shut your eyes and connect into this vortex within. It's easiest to connect to it BEFORE you start the “to do list” of your day. It takes you into a much different energy and a sense of well-being opens up possibilities that you often have not thought of.

Once there, imagine your day. See your agenda: with the people and the things that will be done. Spend a moment imagining your day and how you want it to unfold. Choose words that describe how you want your day to go—and see each one clearly in your mind. Hold onto the word for 30 to 60 seconds and then let it go, imagining that it leaves your mind and goes forward to organize your day to become this event. Whatever visualization works for you will be fine.

I'll share with you my methodology. I find the quiet moments to get into the vortex—sometimes it is before I even get out of bed in that quiet space just as I'm waking. Or I will do it just as I begin my work day.

Once in that space, I envision my Outlook Calendar. I see my daily schedule and my client's name in its time slot. And then I start to imagine the word PERFECT at the top of the client appointment. I use the word PERFECT a lot—not perfect as in flawless but PERFECT as in I clearly understood and got the issue they came in with to discuss and work on. By setting that expectation ahead of time, all I have to do is move intuitively (which is something I have learned to do). When I move intuitively, I say the right things, ask the right questions and lead the client to the discoveries they need to make in order to heal and grow.

I feel in charge of my future in this way—in control of a situation I have yet to actually live and yet I've learned to feel confident in my ability to make these decisions ahead of time because I've done it often enough that I know it works. I love the word **PERFECT**—I put it in all sorts of places because **it implies that whatever happens is exactly right for everyone concerned.**

Once I put the word PERFECT over top of my calendar, then no matter what happens, I act from the standpoint that it is perfect. And that includes all manner of challenge or hardship. That may seem difficult to do because you've been taught to believe that that which is perfect would be easy or fun or happy or whatever. And you've been taught to judge challenges as bad or wrong and that you are somehow being punished for misdeeds when things are hard.

That is a load of crap! Life is PERFECT—and when you expect perfection, you roll with whatever challenges come up under the assumption that it is perfect. And trust me when I say that the more often you validate the perfection of your life, the happier you become living it! Any judgment you place on anything sucks the life and the happiness right out of it. YOU are in control.

Therefore, in terms of creating business success, getting into the flow of it, assuming that you will be guided to the PERFECT clients, work, opportunities, connections, resources, etc., goes a long way to making that happen. It's a little trick I use when creating my future and manifesting anything I will need.

Going back to the Outlook Calendar idea, other words I use to pre-see my future commitments include:

- For a networking event, I will see the word

### **CONNECTIONS**

over top of the event in my calendar—meaning I want to meet people I really connect with, business-wise or just person-wise. In other words, it's more than just an exchange of cards and a brief conversation.



- For a social gathering where I don't know a lot of people, I might envision the word

**FUN**

over top of that space in my calendar.

- If I'm doing mediation with people who are in conflict, I will see the word

**LOVE**

over top of that meeting so that when I mediate their discussion, LOVE is the dominant frequency in the room.

- For a business meeting, I will see the words

**HIGHEST WISDOM**

over top of that meeting date in my calendar—meaning, whatever happens, I want it to serve all of us equally well.

Learning to do this in life takes time and practice. Habits take 21 days to implement, meaning it takes 21 days for your brain to wire a new way of being ... 21 solid days. Making a commitment to do this repeatedly will wire in the habit. Nurturing the habit once it is wired in takes consistent repetition. Taking the time to see the results of your focus validates what you are doing and, over time, you will come to trust this system.

The second thing you can do to practice being the creator of your life is to make vision cards. A vision card is something you can put on small index cards. I personally use 4 x 6 white cards

...you can make them smaller or larger, it's your choice. Just do it—it will make a difference in your success as you move forward.

On the front side of the card, I put a picture or image—something I draw free-hand, a picture I found online or something I've clipped from a magazine or newspaper. The image relates to the vision it is linked to. On the back of the card, I describe in detail what I'm creating.

Here's an example. Let's say you're looking for strategic partners in your business. These would be individuals who have businesses that complement but don't compete with yours who would like to align with you to market your products and services to their customer base, and, likewise, you would do the same with them.

Rather than simply “doing” things to find these strategic partners, begin by building a vision card first. On the outside of the card, find an image or picture that represents the “idea” of what you desire to experience. It could be a person, connecting to your heart, with all sorts of links to clients who also want to know you. I can envision a suitable image in my mind—you can build yours the way you like.

On the back side I list the details of what I'm looking for, taking into account everything. The rule here is you get what you ask for, so be sure to ask for everything you want! The back side of your card might look something like the following:

- GREAT person(s)—heart-centered.
- A really solid connection.
- Honest, helpful, caring, committed.
- GREAT product/services.

- GREAT clients—people who will love what I do.
- A business arrangement that is simple and easy to put together.
- We BOTH benefit equally well.
- Friendship, collegueship and peership all possible.
- They are linked to GREAT people too, so my network expands.
- Business is effortless.
- Sales double in six months of forming this partnership.

Notice how specific my card is. And how I capped some of my words. In creating a strategic partnership or adding an employee, think about the personal qualities you want in this person along with all of the business things you desire to have happen. You are envisioning the whole experience, not just one dimension of it. Be sure to get clear about all the things that go on and include them on these vision cards.

You may think that you don't have the skills to "vision" ... oh, you do. What you are thinking and listening to is fear talking. All of us have said or thought, "I wish ..." What does your wish look like? Think like? Sound like? Feel like? Write it down. Your "vision" has now started its own journey. Vision and visioning is a habit to develop and embrace.

Second, when you create a card, make sure it is compelling, something you are passionate about, something you really want

to experience because that passion needs to come through your focus every day.

Use these cards as the foundation of everything you are creating for your business or in your business. And then spend time each morning, ideally before you start your day, again getting into the vortex. When you create your day, also spend some time focusing upon these cards.

These cards are something you can tack on a bulletin board at work, position around your work space to instantly see, and put in a journal that you carry with you so you can refer to them often. After a while, you won't need the card itself to focus upon because you will have the image burned into your mind.

Track progress, because as you see the events unfolding that support each vision, it empowers you to create your next one. Every success builds confidence. And confidence builds inner motivation to use this particular strategy to create your future.

Doing this in your personal life works equally well, BTW!

Closely linked to both of these strategies is the willingness to live from your inner guidance and use intuition to guide your decisions and choices throughout your day. Creating your day and focusing on your vision cards creates tension between you and these outcomes. You will feel pulled and motivated from within to go certain places, meet certain people, have certain conversations. Learn to be AWARE of what this inner guidance is saying, trust it and move with it. It will take you where you need to be.

## *What to Do, Starting Now*

- 1. Find a way and then make a commitment** to practice moving into that vortex each day for at least 10 minutes.
- 2. Practice creating your day** until it becomes “normal”.
- 3. Create compelling vision cards** and use that vortex to focus on them daily until creating your future becomes a habit that is natural to you.
- 4. Connect into your inner guidance/intuition regularly** through the day until being connected is natural and its information is always available to you.

# Who Are You?

Alex and Phoebe both had successful careers. They had been married for a few years when trouble began to brew. Their relationship began to deteriorate; they couldn't talk to one another without fighting and they knew that if they didn't find the solution, it was going to tank in a big way.

Hugely motivated to make it work, they started doing the research to discover tools, techniques and mindsets they would need in order to turn their marriage around. And they did! In the process of saving their own relationship they built a model, an understanding of what happened to them and why they had struggled so much.

This process ignited a passion in them to share what they had learned with others. And from there they birthed a business designed to teach others what they had learned. They LOVE what they do and they are very good at it. Their conviction helps others who are as lost as they were. And their business is succeeding in big ways because they are both so passionate and so committed to it.

## *Who Are You?*

**S**uccess is a natural outcropping of self-love.

- Do you really know who you are, your talents, your genius, your brilliance? Do you know the value you offer the world?
- Are you at ease talking about these things?
- Does your business capitalize on all of these things, allowing you to bring your excellence into the world in ways that make you money?

Being happy and passionate about what you do attracts clients and business to you. People want to work with others who love what they do. We've all had the experience of walking into a fast food restaurant and the teenager behind the counter shuffles his way over to the cash register to take your order. Does he think this is boring? A colossal waste of his valuable time? What? You can tell he's not a happy camper and taking your order is a big intrusion on his time. And let's face it, if you had a choice, you would take your business elsewhere. And at times, you have.

Contrast that with the sunny greeting of a waitress at your local restaurant—a woman who simply likes people and likes her work. She is happy in her job and she loves serving the clients that come into this restaurant. What a difference that energy makes!

Well, your business is exactly the same. So it is critical that your business reflects that which you are passionate about and allows you to work in your strengths most of the time, allowing those strengths to flow down to anyone you interact with. It is up to you to make the right choices.

You have probably been conditioned to work at what makes you money. You may be talented in that arena but you may not really love it—and that makes a difference to your success. Over time, doing anything just for the money becomes tedious and you won't necessarily do what it takes to be exceptional because, let's face it, just like the shuffling fast food worker, it's not hugely interesting to you.

The other thing to consider in your business success is using it as a way to allow you to **truly make a difference in the lives of others**. It's like a mission—a larger purpose for your life that extends beyond business and business success. This is a place where you truly begin to engage your heart in the world. You work at something that leaves you so deeply fulfilled that, at the end of the day, you would do it anyway even if you weren't paid for it.

Your business, your work lifts your life out of the mundane and puts it into a place filled with meaning. When your business aligns with this energy, you will drive it forward from a place inside you so deep and so powerful it can literally move mountains to achieve your goals. Now we're talking business success.



## *Finding Purpose*

Let me use myself as an example. I began my career as a teacher and left it after 12 years to study the mind and begin transitioning my work life onto a different path. When I became a business in 1995, I did so as an organizational trainer—an extension of my role as a teacher in the school system. I was good at what I did, I enjoyed what I taught and my business did OK but never flourished—mostly because I didn't feel passionate about it. I stayed in organizational training for about 10 years until I completed the training to do what I do today that has taken me to my next visualized step.

Up till that point, my business only ever did “just enough” for me to be OK financially. And my intuition told me that I was getting the training essential to my future, so I told myself to relax and not get too excited by the lack of financial reward.

When I opened my company, Mindful Change, it was as if my business had started to work with me, not just for me. I opened it and clients started coming. The better I got at it, the more I liked it and the more clients found me. My business grew to overflowing in the space of three years, all because of the work I did, the results I got and the fact that this work was using my passion for the mind and my desire to figure out who we are and how life works. I had finally moved from working in my strengths and doing what I was good at to finding my real brilliance and the way to contribute that in the world.

The fact that I love my business, that I'm motivated to find the ways to grow it, that I'm willing to invest my time, energy and resources into growing it bigger and making a difference in the lives of more people is about a mission that is far bigger than

I am. I have finally found a purpose and the work I have done is constantly preparing me to play that role.

What I love is that the money is the offshoot of my business but, the reality is, I'm here because this speaks to my calling. And for me, this is where business success becomes a given and being in business becomes magical.

### *What to Do, Starting Now*

- 1. If you haven't done it already, inventory your skills, talents, strengths, brilliance and genius.** This is a process, so do it over time. This is beyond a simple resume—create a rough draft and then add to it as the inspiration comes to you to do so. Over time you will develop a working profile that you can feel good about. Validating yourself is the ticket here. If you see yourself as someone of value, if you're clear what that is, you will communicate that to the world every time you go out into it.
- 2. Do the same for your business**—you should be crystal clear why you are of value to your clients and who those clients are specifically—so that all messages you send from your business through your marketing are geared to those clients and are about the value you provide to them.
- 3. Work from your unique brilliance** (or what you do very, very well). As much as possible, delegate the tasks that you don't like, don't know how to do or that you do only marginally well
- 4. Spend time discovering your brilliance** and your bigger purpose in the world. When you do, business success will become the magical outcropping of a life lived on purpose!

# Expand your Mind on a Regular Basis

Natalia plugs away at her private practice as a Nutritional Counselor. She has been doing this now for 15 years. She is very good at it and her clients are very happy with her work so she is never at a loss for clients.

She works 5 days/week seeing 4-6 clients a day. She has no need to market herself because most of her business comes from referrals and she has a waiting list of people willing to work with her when space becomes free in her calendar.

In her world she is considered a success. Her family never succeeded beyond a small family business that allowed them to just scrape by. They never took vacations because there was never enough money and there was no one to run the business in their absence – it was just them.

So Natalia does the same thing. She fills her life with her practice, goes home to her family and lives a quiet, meager existence with them. She never takes holidays because her clients need her too much to ever take time off. Sometimes she takes long weekends, but only for special occasions.

She charges her clients the bare minimum because she wants to make sure she helps as many people as possible. And, as a result, she scrapes by on the income she generates. She has barely raised her rates in the last 15 years.

Compare that to Estella. She, too, is a health care practitioner who has filled her practice with great clients who value what she does. She, too, has a waiting list for her services.

Unlike Natalia, she knew she didn't want to spend the rest of her career just seeing clients and running a private practice. She did it for 8 years but, during that time, she squirreled away some money so that she could expand her business. While she built up a good practice, she continued to study business in her spare time. She joined a business school where she learned the fundamentals of building and growing a business.

She learned about social media and started using it to share content. She learned how to use it wisely to be able to reach the clients that suited her. She spent time building a vision for her bigger business, figuring out her ideal client and how she wanted to structure things. And then she hired a business Coach to help her implement all that she had learned.

She chose Elaine, a Coach who had built a business for herself and had helped many others to do the same. Estella knew to choose someone who had already travelled the path she desired to travel – someone who would guide her wisely and teach her shortcuts to the success she had created both for herself and others.

Estella needed someone who would challenge her mindset and motivate her to get outside of her comfort zone because her comfort zone was her private practice. She needed to be guided to build that bigger business.

Paired with Elaine, Estella's business began to really take off. It wasn't long before she was backing out of her private

practice and turning over her work to those that came to work for her. She found out she was very good at marketing and networking and she knew how to attract clients. She also learned how to hire good people to be able to serve the clients she did attract. And over time she built her own health clinic that thrives under her leadership.

## *Expand Your Mind on a Regular Basis*

**M**y goals, systems, marketing, website, networking, social media initiatives etc., are all a reflection of me—my mind. They only take me as far as my mind will allow—sounds odd, doesn't it? We think that the world out there is real and that business success is somehow connected to finding the clients, making the right connections, using the right marketing or getting our message out into the world. These are all a part of it, but they are not where it starts.

**Your business is a reflection of your mind**—how big you can conceive yourself to be, how much you feel you deserve, how competent you feel, how empowered you feel, the vision you hold for your business and how able you feel to realize it—along with a host of other things. And your business will grow no bigger than you will without you growing your mind first.

The fastest way I have learned to grow my business is to hire a Business Coach. In 2005, I strategically partnered with a woman who needed the services that I offered. Together, over

the next seven years, our businesses grew and I eventually left to begin on my own. When I did that, I hired a Business Coach who helped me get established on my own. She worked with me to build my website, to build my freebies and to get my social media and newsletter up and running. Her help was invaluable to me because it catapulted me into being a true business on my own with its own marketing initiatives.

My schedule was very demanding; in order to find the time to work with her, we actually had to schedule 5-day retreats ‘away from Ottawa’ so that we could zero-in on what needed to be done. Without her help, I would never have completed these things. In order to really grow my business, I knew I needed this so I made the commitment, found the money and saw very quickly how completely worthwhile it ended up being.

The next thing I did was enroll in a business school focused on growing your business. There, I became a part of a group of 30 students all working on the same types of things. The experience is an ongoing one. Together, we are learning strategies

Before you hire a Business Coach, or anyone for that matter, be clear.

that will allow us to grow beyond the business success we have had to this point. We support each other and we get support from the two leaders in the school. We are taught the tips,

tools, techniques and strategies to grow larger and we work with the two leaders to design the business focus necessary to make this leap.

On my own, I wouldn’t know what to do. My mind didn’t hold the information required to make the decisions needed to

grow this business. I didn't know the steps, nor did I know what step should go where and when as I became aware of them. But others did and they became my guides. Others do possess the necessary mindset and I tapped into their wisdom, allowing my own mind to expand in ways that accelerated my personal knowledge and enabled me to grow a much bigger business.

My job is to learn and implement what I'm learning and to hold the vision for my company that I want to achieve. Successful business owners learn that they must invest in themselves and their businesses. One feeds the other.

When I get with others of greater knowledge, they take what I have achieved and can show me the ways to do it bigger and better. They grow and expand my mind to greater possibilities because they see me and my opportunity differently. They don't start our interaction with a fear base but with one of love for the ideas and for what I'm doing. Those are the seeds for our discussion. They believe in me when I become riddled with doubts and they have the confidence to help me navigate through those times when things don't go smoothly. We all need this kind of support.

Before you hire a Business Coach, or anyone for that matter, be clear. Be clear about the type of person you want to work with, the strengths and skills you most need, where you desire to take your company and how much you are willing to spend. Just because someone is a business coach doesn't mean he/she is a good fit. And if you're not clear, the people you will attract will seem fuzzy—you won't know if they are the right person. Clarity in what you are looking for creates a better connection to the person who is the "right fit" for your need.



Create a vision card using these specifics. Focus on it daily. Use your intuition because you will meet this person or hear about him/her in some way. Remember, life is always bringing you what you are focused upon so expect to find this person, expect this person to be PERFECT—and then keep your mind open to the opportunities. The right person will “feel right” in some way. Trust it.

Books and courses abound on every topic in business. You can spend a lot of time learning all of these things on your own—and that will also expand your mind. It just does it more slowly. I have found that working with a Coach who has read all the books, worked in the industry, helped a lot of other people and had the experience of all that is a far better option for me personally.

So often in business, we decide we can't afford the extravagance of a Business Coach or a Business School. At a recent conference, the presenter gave us a bit of homework at the end of our second day. She challenged us to go away and find 50 ways to earn, find or create \$50,000. Most of us looked at the task as “not possible”—a limiting mindset, for sure. But when we got right down to it, we figured out at least 50 different ways to acquire or earn the \$50,000.

Most businesses hold themselves back because they don't want to invest in their business until they have the money in their hands. Continuing to do business as they have is not resulting in more money, so they never feel able to hire that person or improve their systems, acquire a Coach, or anything else they know that they need. And they stay the same ... stuck in the old beliefs and practices.

If your business is in a repeat pattern: never growing much bigger, never growing any smaller, always enough to get by but never enough to really move forward, then it's time to shake things up and inject a new mind into the mix.

If your business is shrinking and needs to be re-thought, this is an excellent time to get some help too. Your business is a reflection of your mind. To be able to really change things or shake them up, you need the help of someone who can inject a new way of looking at things.

### *What to Do, Starting Now*

- 1. Think of your business**—what greater success are you looking for? What additional skills, knowledge, abilities or experience would benefit you in making this happen?
- 2. What do you need to make that happen?** Turn this into a plan and decide when you will achieve each step of the plan.
- 3. Brainstorm 50 different ways** you could acquire or earn the money to make this happen.

## *Final Thoughts*

**T**he mind, for me, has been this grand adventure that never stops. Every time I work with a client, or sit down to write a blog or teach someone something, I see more deeply how we are wired, how the brain works, what is shaping the reality we experience and how to more quickly and effectively rewire the brain.

My research project has been to better understand the power that we are and how we create our world from the thoughts we think. And the journey I have taken has been nothing short of fabulous. I hope that you can feel the passion and awe I feel for this most amazing powerhouse called the mind.

What I'm learning all ties together quite beautifully with

For me, reality is no longer out there. My reality is a projection of the FILMSCRIPPT of my mind.

Neurobiology and Quantum Physics. Neurobiology talks about how the brain is wired. Neurobiologists refer to the

neuron connections in the brain that cause thought to happen the way that it does. While neurobiologists have been studying the

physical wiring in the brain, my work has taught me to explore the content of those neural connections and how to re-wire the brain—very powerful stuff. My clients live the truth of neuroplasticity—the ability of the brain to rewire—everyday. We're on the frontiers of a great future.

I also get hugely excited by Quantum Physics and what it says about our world ...that at its foundation, all matter is really energy. What is influencing that energy is the observation of the people around it! Energy doesn't become matter until it is observed and it will take on whatever identity the observer sees it as—that's huge! And when you really get to the crux of what this all means, you begin to shift your perspective on what is real and what is not.

For me, reality is no longer out there. In fact, the out there becomes more of a 3-D illusion. My reality is a projection of the FILMSCRIPT of my mind that is putting together the illusion that I interact with in the form of the people in my life and the events of my life.

When I help others to rewire their brain, they can spontaneously shift their external reality to become quite different just by virtue of shifting their own mind. How frigging powerful is that! Amazing ... absolutely amazing!

Think of your body like the goggles and gloves in a 3-D virtual reality game where the world out there is very, very real only as long as you are wearing the goggles and gloves. When you take those off, you return to a different reality.

Might this be something similar to what happens when we die? A lot of books now talk of the post-death experience as being

linked to the physical one but a different frequency. You can see those who are still alive but those that are alive can no longer see you. So what, exactly, is reality?

What if our physical existence is far more of an illusion than we think? Imagine how that might change our experience of the world! But I get ahead of myself!

### *Remember ...*

There is **POTENTIAL INSIDE OF YOU** waiting to be realized.

**You can have it all**—ideal career, abundant life, excellent relationships at home and in the workplace and an overall sense of health and well-being.

You can be committed to growth, becoming your biggest, brightest, and best version of yourself, with a life you are jazzed to be living.

There is so much more than what is in *7 Critical Mindset Strategies for Entrepreneurs to Succeed ... Starting Today!* but I trust that what I shared here will open your mind to its far greater potential. Your mind will thrive. Your life will thrive. Your business will thrive.

## What's Next?

*How to Work with Heather Elliott*

I appreciate your taking the time to read *7 Critical Mindset Strategies for Entrepreneurs to Succeed ... Starting Today!*

Thank you.

I trust that it gives you a new perspective, along with useful tips, tools and techniques that allow you to use your mind to impact your business success in more ways.

Using this information and doing the exercises at the end of the chapters brings more peace and inner calm into your life. It allows you to live a more empowered life with you more firmly at the controls. JOY and happiness permeate many more of your moments. And you move through your life more elegantly.

If you have *7 Critical Mindset Strategies for Entrepreneurs to Succeed ... Starting Today!* and would like to experience and learn more, you can work with Heather Elliott 1-1 (in a few different ways).

Her most popular service is the **Mindful Change Process**—a 1-day (5-7 hours), *1-1 transformational event* designed to help you uncover and transform your most limiting mindset, emotional pattern or belief system.

It will help you to:

- Build your confidence and eliminate your procrastination
- Really ‘get’ what’s been keeping you stuck and take your power back
- Say ‘no’ to destructive patterns and mental chatter
- Master fear’s power over you and never be stuck again
- Embrace your TRUE SELF and experience an inner peace you have never known
- Honor your needs, forgive yourself, and let go of shame and guilt forever
- Learn how to allow abundance into your life
- Be happy in your own skin and have unshakable self-confidence
- Have the power to make new and different choices at will
- Experience a sense of belonging everywhere you go
- Let go of hang-ups from your past so you can finally feel worthy and empowered to live the life you know you deserve
- Stop fear dead in its tracks before it has a chance to throw you into hesitation and negativity
- Nurture positive, pro-active actions based on what you really want, not what you’re afraid of
- Know what it feels like to love, respect and accept yourself so much that anything becomes possible

Your day with Heather begins with a mindset assessment that helps you understand what you need to change and defines for you how things could be if these things were changed.

This particular service is as popular as it is because of the results clients get. They literally come in thinking, feeling and responding one way and they go out thinking, feeling and

responding differently. During the process that encompasses 5 to 7 hours—a full day, their mind is permanently re-wired, their thinking is changed, their emotions are shifted and they begin to spontaneously behave in new ways that match the *new wiring*.

If a new you is a clear objective, here are some of the typical results you can expect from this work:

- A greater feeling of power and control over your life, business/career.
- A spontaneous increase in self-confidence that results in more business coming in the door—for no apparent reason. It happens ‘as if by magic’
- An increased sense of worthiness that causes people to ‘notice’ you more, pay attention to you more and want to be around you more.
- A release of old guilt and shame that results in improved relationships with everyone around you.
- Removal of fear that allows the natural leader within you to step forward.
- Transformation of ‘old doubt’ that has kept you from seeing the opportunities for growth that abound in your business and the creative ways to realize a far greater potential
- Uncovering your natural brilliance in a way that allows you to see it and express it.
- A more robust intuitive sense that guides you clearly to the boundless opportunities that are all around you.

This process has extraordinary results! Heather has a 98% success rate. And this work is grounded in Science! The foundation of her work is neurobiology as well as Quantum Physics. It aligns well with the law of attraction as it helps clients become crystal clear about *what they are attracting and why they are attracting it*.



This 1-day transformational event is often combined with 60 minute Coaching sessions designed to:

- Anchor and integrate the changes made in session more quickly
- Upgrade and update the knowledge you carry about how to use your mind effectively to create the reality you desire to experience.
- Help you connect with RIGHT action that corresponds to the changes you desire to experience:
  - Make better decisions
  - Act in spite of doubts
  - Shut down/revamp lingering negative voices
  - Begin to live as who you'd like to be
  - Develop greater confidence in and connection to your internal guidance system
  - Take the world less personally
  - Build more loving relationships
  - Generate more respect in the world

### *Additional Services*

If you are unable to commit to Heather's one-day Mindful Change process but you want to benefit from hour-long one-on-one coaching then these coaching sessions are available to you. This is great for somebody whose life is working out well but needs a little extra push (and an outside perspective) to get to the next level. With this one-on-one coaching, Heather will help you to:

- Identify patterns in your life that are holding you back
- Identify limiting mindsets and wire in new, healthier mindsets and habits

- Upgrade and update the knowledge you carry about how to use your mind effectively to create the reality you desire to experience

If you're experiencing issues in your relationship and would like help as a couple, Heather also offers Relationship Coaching. Many people choose to take advantage of Heather's Relationship Coaching due to a lack of intimacy, poor communication, inability to resolve conflict or feeling like the other person doesn't really SEE them for who they truly are. With Relationship coaching, you will:

- Connect into a renewed sense of hope and love
- Learn and practice love—love is an action, not simply a feeling
- Dissolve patterns that are holding your relationship back
- Learn to read your partner better and understand where he / she is coming from
- Learn to communicate effectively
- Discover how to handle any situation, even a fight, with poise

Heather is a former teacher, organizational trainer/facilitator and international speaker with a passion for the mind. Her expertise is centred on the mind, mindfulness and mindset and how to use these things to create the world you desire to experience. Speaking topics include but are not restricted to the following:

- The Key to the Kingdom Called Life – Your Mind
- Mind as Filmscript; Life as Reality TV

- 7 Critical Mindset Strategies for Success
- The Truth About Why Relationships Fail
- Choose Love Over Fear – Gaining Control Over YOUR LIFE
- Living as the Powerful Being You Really Are
- The Science Behind Reality – for Dummies

Finally, if you're a professional who is interested in learning a 'better way' of getting results, Heather trains others to do what she does. Let's face it, sometimes you feel limited with the techniques you use because there are obvious gaps where they just don't work...or they don't work well enough or all the time.

And we all want our clients to get results—not just okay results, but fast and great results.

Because Mindful Change training is more in-depth than other programs, it makes life very transparent. You'll understand your clients' lives and problems quickly. And you'll understand your own life and problems better, too!

In fact, Mindful Change processes have a success rate as high as 98%!

If you currently work in a field helping others—a teacher, counselor, psychologist, therapist, social worker, Life Coach, personal success consultant, or you recognize yourself as a healer—nine-months of Mindful Change training and earning your certification can take you to the next level.

These paragraphs are just a quick introduction to Heather's services. If you're interested in learning more about her services, then please visit her website: *mindfulchange.com*.

If you're curious about her services but aren't sure if they're right for you, then please feel free to book a FREE 30-minute mindset assessment (a sign-up form is available on her website). There is absolutely no obligation to book a process with her at the end of the session—after all, she's got a 98% success rate to protect! If it doesn't seem like the right system for you, then it's in both of your best interests to end the relationship there.

Not ready to book an assessment but still curious? Check out the testimonials and success stories online to help you determine if Heather can help you move your life forward.

Again, thank you for reading *7 Critical Mindset Strategies for Entrepreneurs to Succeed ... Starting Today!* If you have any questions about what you've read or the services that Heather Elliott offers, please get in touch with her.

If what I've said in this book resonates with you, if you have any questions or if you simply would like more information about my work, I would be delighted to connect.

I can be reached at [Heather@MindfulChange.com](mailto:Heather@MindfulChange.com).

Blessings, Heather



## About the Author



Heather Elliott has studied the mind since the early 80s, long before there was much interest in this subject matter. She has been keenly motivated to understand who we are and how life really works and spent much of the 80s in New Age bookstores devouring the information available. Her conclusion: we are powerful beings and we need to learn how to access and use that power wisely.

She used the tools and techniques she found in these books to help her take charge of her life. Vision boards were cool in the 80s—not many people knew about them and very few thought they were useful but she learned to use them well and manifested many of the things she focused upon. Heather also created her own subliminal tapes to create the relationship with her husband and to help a friend create a perfect relationship as well. She discovered the power of her mind and that she was capable of creating any experience she really wanted to have.

From there she found a school, The Ramtha School of Enlightenment, created to teach people the proper use of their mind; their focus; and how to ascend their frequency so that they functioned as more impeccable and powerful beings. She learned about neurobiology and quantum physics and began to formulate a model of reality far different than the one she had learned as a

child. Next, she connected more solidly into her spiritual base and began to shift her identity from being a body-mind focus to being one aligned with spirit. Her world started to shift and she moved toward different ways of expressing this information in the world.

Heather has done many things throughout her career—beginning as a high school teacher, moving to become an organizational trainer, managing the operations of a small training company, facilitating group processes and mediating people in conflict. She enjoys all of these things but discovered her true passion when she learned a methodology that enabled her to transform limiting thoughts, beliefs, mindsets and emotional patterns in her clients.

**Mindful Change**, her business, allows her to use everything that she has learned about the mind, its power as a creator of our lives and the truth about focus and how it will empower whatever it touches.

Since 2005, she has helped hundreds of individuals to make powerful, permanent shifts in their lives by changing the conscious and unconscious beliefs they carry that maintain their experience of the world.

In their personal lives, they feel better, resolve all manner of insecurity, low self-esteem, anxiety, depression, unhappiness, sadness, etc. All of these impacted their professional or business lives, too. With her guidance, her clients were able to resolve the personal issues positively that lead to success in all other facets of their life.

Healing old emotional issues in people personally unleashes a happier, more joyful approach to life. Doing anything with JOY increases the caliber and quality of the experience—your business reaps the rewards of your personal work!

With Heather's guidance and uncanny ability to focus and work with variety of clients with different needs, she is able to transform limiting mindsets and belief systems that are directly linked to their business. A new door opens, freeing them to achieve a much greater potential.

A sneak peak at my next writing project ...

I N T R O D U C I N G

# *Same Sh\*t, Different Day*

**My next book**, *Same Sh\*t, Different Day*, answers the question:

Who are we and how does life work?

Have you seen the movie *Groundhog Day* with Bill Murray? It's about a newscaster who gets caught up in a 'loop' –a day in his life that he repeats every single morning when he wakes up. A cleverly done movie and for those who have seen it—you know that it's entertaining, funny, and thought provoking.

I mention it because that movie actually reveals a great truth. We are all living *Groundhog Day*—some more extreme than others. But unlike Bill Murray's character, we are, for the most part, unaware of our groundhog day because our life gives us the impression that it is moving forward, when in fact, it is repeating itself. Over and over.

For most of us, our lives are no more sophisticated than the central themes, beliefs, decisions and strategies we built before we were 12 years old. Some of them were conscious; most not.

Curious? Look for it soon and get ready to turn your sh\*t to glorious happenings.