

BETTER BUSINESS

*An Entrepreneur's Guide to Achieving the
Business You Want for the Life You Choose*

By

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INTRODUCTION

Everyone knows that to create the success you want; you need a solid business strategy. But business winning is more than just strategic steps of action. You can have the snappiest website, optimize your social media posts in line with the latest whim of Facebook, and have the ultimate sales funnel. But if your head is not in the game, the gap cannot be covered by any strategy. Don't start by trying to make your tagline perfect. Start by asking yourself if you think you're worthy and capable of achieving the success you want.

The hardest decision I ever had to make was to back myself, wholeheartedly. It sounds so simple, doesn't it? I thought so too, but the voices of self-sabotage were there making me doubt myself and my abilities, and I almost gave up, but I didn't. I faced my fears, acknowledged that it was ok if I didn't get it all right the first time (I am a high achiever, so I struggled with this one for a LONG time) as long as I learnt something from everything that I did and always kept moving forward, even if some days I felt like I was crawling. So, this is what I did – I invested in myself. I found mentors like Dave Snyder and Tony Robbins, I embarked on further education outside of my business/marketing specialty, and I learnt some amazing skills that I can now share with others. I needed to train my mind for success. I needed the mindset of a winner, a warrior ready to fight for my dreams. I took the leap, let go of the fear and haven't looked back since.

That is the secret, so simple, but not easy, back yourself wholeheartedly, never give up and invest in yourself. I can honestly say that I love what I do. My client's success is my success, and I want to make it accessible to everybody. I paid over \$50,000 for an Enterprise course that was full of content that was useless. My husband and I had a choice, the choice was to waste \$50,000 or use it as a driver to motivate us towards success. Since then we saw this happen to countless people looking for real education they can actually use. I want to change the game, give people quality content that helps them achieve success at a small cost. Step it out bit by bit in small chunks so that you can follow the same steps I have to become a successful business. I am always here to help and guide you through any hurdles, whether you have been in business for a long time now looking to grow and expand or you are just entering into business for the first time. Back yourself, don't let fear and overwhelm take control, know your worth, take a deep breath and just keep moving forward.

One of the most important steps you can take toward achieving your greatest potential in business is to learn to monitor your attitude and its impact on your work performance, relationships and everyone around you. We all have a choice. We can choose an inner dialogue of self-encouragement and self-motivation, or we can choose one of self-defeat and self-pity. It's a power we all have.

Being in business is very similar to going on a roller coaster ride, there will be plenty of ups and downs. We will all encounter hard times, heartache, success and failure. The key is to realize it's not what happens to you that matters; it's how you choose to respond.

Will you choose to be bitter or better?

Your attitude rubs off on your existing and potential customers, your staff, your suppliers, your investors and all those that you encounter.

If you're able to consistently maintain a positive attitude, this will be infectious and those around you will pick up on your positive mood or energy.

Everyone in your company will feel positive and customers will want to do business with you.

This in turn will lead to you maximizing the performance of your business increasing sales & therefore profits. If you maintain a negative attitude, the opposite is likely to happen. People don't want to be around negativity, staff feel demotivated and customers will not want to buy from you. The result will be that the performance of your business will deteriorate. With a positive approach you will feel in control and confident, you will perform at your best.



7 Steps to Line Your Path to Success

Everybody has moments along their journey where they feel overwhelmed, frustrated, angry or even disappointed. Below are 7 easy techniques to help pick you up and keep you on the path to success.

1.Start the day with positive affirmation.

How you start the morning can set the tone for the rest of the day. Have you ever woken up late, panicked, and then felt like nothing good happened the rest of the day? This is likely because you started out the day with a negative emotion and a gloomy view on the world that transferred into every other event you experienced. Instead of letting this dominate you, start your day (or even re-start your day) with positive affirmations. Think of 3 things that you are grateful for and 3 things that make you happy. You'll be amazed at how much it improves your day.

2. Focus on the good things, however small.

Almost invariably, you're going to encounter obstacles throughout the day—there's no such thing as a perfect day. When you encounter such a challenge, focus on the benefits, no matter how slight or unimportant they seem.

A new client rang and asked to move a meeting that we had locked in for later in the week. I explained that I had my little man at home with me, they said that was fine and agreed to meet at a local restaurant/pub for lunch. When we arrived, he introduced himself and gave her a huge smile, then proceeded to play in the playground in the outside area. My client and I were chatting away discussing

business, when I look over, in my defence most mum's with boys will know that plants and trees are often watered by them. Well there is a huge tree in the middle of the courtyard with square bench seats around it. There is my little man, willy out weeing on the tree. At that point I thought, oh dear God, I can't disown him, she knows he is mine! One of 2 things will happen, I will be judged and that is the end of my new client or she will laugh. I jumped up and ran over to him explaining that we need to come and get mum, we can't water tree's just anywhere. I looked back at our table to see her in fits of laughter, she was laughing so hard she had tears running down her face. Winning!!!! This was a very good thing lol.

On some days, it may be as simple as being stuck in traffic and focusing on now having time to listen to the rest of your favourite podcast or listening to your favourite playlist. The littlest things can often make the biggest difference.

3. Find humour in bad situations.

Allow yourself to laugh in even the darkest or most trying situations. Remind yourself that this situation will probably make for a good story later and try to crack a joke about it.



I once got my skirt caught in the escalator on my way to a business meeting, it looked like I had been attacked by a wild dog. At that point I had a choice, cancel my appointment and go home, or put my appointment back 30mins and use it as opportunity to buy a new skirt. I went and brought a new skirt; my client and I had a good laugh about it which was a great start to our productive business meeting.

4. Turn your perceived failures into life lessons.

You aren't perfect. You're going to make mistakes and experience failure in multiple contexts, at multiple jobs and with multiple people. Failure is hard, and it is important to acknowledge your feelings, but it is more important to dust yourself off and take the next step forward. You are now one step closer to success and no one experiences true success without failing along the journey. The difference between achieving success and failing is the choice to learn from your mistakes. Instead of focusing on how you failed, think about what you're going to do next time, turn your failure into a lesson to help propel you forward.

I used to think, 'failure...if you don't succeed, then you have failed'. Things seriously changed for me when I realised that this is BULLSHIT! Failure only happens when you give up. As time goes by and my business grows, I have realised that I have learnt some very powerful and important lessons, there have been many times when we haven't succeeded, however later down the track I have achieved amazing outcomes, bigger than I thought possible.

I have failed. But it was my greatest failure that set me free. I know that this sounds strange, however I was living in scarcity, scared of the unknown and limiting my inner potential. We had invested in a property. According to the numbers we couldn't lose (Hmmmmmm) well that was what we thought. We rented the property whilst we put through the application for the block to be sub-divided, this meant we would split the block in 2 maintaining the front house and selling the back block. We renovated the front house and spent weekend after weekend completing works, whilst still working our normal jobs and having a family. During this time there was a massive upset in the banking sector as the major banks were hauled through a Royal Commission looking into how they conducted business. The royal commission with the banks, meant that it was harder for people to get loans and the market plummeted. It went from not thinking we could lose to losing over \$50,000 and all of the hard work we put into it. At this point you have a choice, cry or learn? I am not going to lie, the loss stung a lot, however I had managed all the contractors, the documents for the subdivision and the

project had ran smoothly. We lost money, but most importantly we lost our FEAR!!! We had never completed anything like that before. It was from that moment that my business started to explode. I had let go of my limiting beliefs and embraced 'I can' mindset. I tell myself daily 'You have got this!'. Some days I have the rope by two hands, some days by a thread, but 'I have still got this!'

5. Transform negative self-talk into positive self-talk.

I refer to this as self-sabotage. Internal Negative chat can creep up easily and is often hard to notice. We are often our own worst critics and negative thoughts can mean that we have failed before we have even tried. You might think *I'm so bad at this* or *I shouldn't have tried that*. But these thoughts turn into internalized feelings and might cement misconceptions of yourself. When you catch yourself doing this, stop and replace those negative messages with positive ones. For example, *I'm so bad at this* becomes *Once I get more practice, I'll be way better at this*. *I shouldn't have tried* becomes *That didn't work out as planned, what can I do differently next time*.

Positive thoughts + Positive Actions
= Positive Outcomes.

The formula is so simple, just remember to back yourself every step of the way and remind yourself why you entered on this journey in the first place.

It is also important to be aware of your Ego, yes, we all have one. Self-sabotage is often you being the problem, not being able to get out of your own way. Confronting I know; however, this is the most common scenario I experience with new clients. People don't listen. They say they want help; however, they don't listen. I have had businesses turning over 1 million per year, it sounds like a lot, but it can all fall down if you don't listen, try to do everything yourself and do none of it well. What looked like a solid foundation, can be an impressive domino effect. Sometimes it can be one simple thing that can make all the difference, will your million-dollar business thrive and grow or come tumbling down???

One of my clients who has been with me since the start had a solid, profitable business. The issue was he was the owner, the boss, the admin, the receptionist and the list went on. One person cannot wear all of those hats, you can try, but there are only so many hours in a day and so many things that you can do at once, that it is only a matter of time before cracks are holes in the walls that everyone can see. One simple thing could make the world of difference. I advised then to get an admin girl 3 days per week to invoice clients and answer the phones. This never happened, my client complained that they had cash flow issues. I said, if you had an admin girl to answer the phone as you have been too busy, there would be more jobs. If you sent invoices to clients, invoices would be paid, and your cash flow problems would improve. This client had done 3 big jobs for a lady I knew, the work was completed on her investment properties. She had called and emailed multiple times, even calling me asking to be invoiced so that she could pay him, the invoices were never done. 12mths later we are finally getting somewhere, however how many jobs were done for free? How many clients were

lost due to the phone not being answered? One simple thing, what would that mean to your business?

6. Focus on the present.

“The secret of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles, but to live in the present moment wisely and earnestly.”

— **Buddha**

Live in the moment, be present. It sounds so simple, doesn't it? Yet most of the time our minds are wandering, and we are either planning for the future or rehashing the past. Have you ever been driving, deep in thought and suddenly snapped back wondering how you got so far down the road?

The benefits of living in the present moment are plentiful. The only time you are truly alive is in the present moment. Not in the past. Not in the future. You live your life
NOW.

Being present helps us enjoy the simple moments of life, calms us down during times of stress, and helps us to be more focused. Ultimately living in the present moment enables us to become happier and more joyful. Focus on this one, individual moment. In most situations, you'll find it's not as bad as you imagine it to be. Most sources of negativity stem from a memory of a recent event or the exaggerated imagination of a potential future event. Stay in the present moment.

Practice gratitude daily, this has made such a huge difference for me. Life is a journey with up's and downs, but no matter how the day has gone, there are always things to be grateful for.

Today I was grateful that school was going back. I am grateful for being able to share my day with my amazing husband. I am especially grateful for my son's explanation of how to milk a cow at day care; 'It's really easy, you just pull it's willy and the milk comes out'. Well, let's just say it gave everyone a good giggle! Even when things feel like they suck, life feels hard and overwhelming, there are always things to be grateful for. Take the time to acknowledge them, you will be amazed at how far a little gratitude can go.

7. Find positive friends, mentors and co-workers.

When you encompass like-minded motivated people, you'll hear positive outlooks, positive stories and positive affirmations. Their positive words will sink in and affect your own line of thinking, which then affects your words and similarly contributes to the group. Finding positive people to fill up your life can be difficult, but you need to eliminate the negativity in your life before it consumes you. Do what you can to improve the positivity of others, and let their positivity affect you the same way.

Almost anybody in any situation can apply these lessons to their own lives and increase their positive attitude. As you might imagine, positive thinking offers compounding

returns, so the more often you practice it, the greater benefits you'll realize.

This part of the journey is still very much in play for me. My husband and I have embarked on a massive journey. This journey has been tough, really tough at times, I have found myself feeling more alone than ever as I find myself sharing less and less about what I am achieving. The gap with people that have been in my life since we were kids grows larger and larger. Their version of me and the new version of me don't fit anymore. I am still me, my value system, the way I treat people and the standards by which I live are still very much the same, it is the vision and loss of limitations I now hold that people don't like. I have jumped out of my box, actually I don't have a box at all! I have no boundaries, no limitations, other than the limitations I place on myself. I have a life and I want to live it. I want to help people, I want to experiment and challenge what I have learnt, pushing the boundaries to see what I can achieve. The reality is that this is threatening to others. I have people who have been the closest to me trying to put me back in my box, questioning my capabilities and what I am achieving, trying to quantify my achievements into a \$\$\$ value to see where they sit on the invisible status ladder. What they don't see is that none of this is important to me, I am not standing on the ladder, so don't try to compare. Money in the bank, material items and status within the friendship circle are not drivers for my success. I want to build memories with my family, and I want enough money

to choose the life I want. That is, it! Trying to find people that understand where we are at and wanting to encourage and embrace our new journey is the hardest thing we have had to do. I will talk more on this in my next book, however, accept people for who they are, don't expect them to be something they are not as this leads to disappointment. Know your end goal but be flexible with the path you take to get there. Be open and you will attract the people that you need to help propel you forward, the law of attraction holds great power, stepping out of your comfort zone to tap into it takes great courage.

FAILURE

What does failure mean to you? I used to dread failure – didn't we learn in school that failing sometimes meant the end of the world?



Failure is a horrible word with such negative connotations. It is usually joined by its close friends, sadness, self-pity, FEAR and disappointment. What if I told you that this doesn't have to be the case? What if I told you that changing your mindset meant opening yourself up to a

world of possibility and self-discovery? Could things change for you, if you knew deep down that seeing this in a new way could help you achieve things that may have never been possible if you hadn't failed?

HOW TO CHANGE YOUR PERCEPTION OF FAILURE

I am going to tell you a secret. Some of my biggest failures have led to my most successful endeavours. Instead of being blindsided and disappointed when I 'fail', I stop, breathe and then most importantly, I continue to take action. I review the situation then start tweaking the things that led to the failure. I start looking for a better way.

American inventor Thomas Edison once said;

"I have not failed. I just found 10,000 ways that will not work."

If you're not trying, you're never going to find out, learn, or grow. Failure provides you with the right prospect of success and helps to broaden your knowledge. It teaches you how to survive and reinvent.

It's an innovative natural path. You're never going to evolve if you don't take chances. If you don't fail, your true potential won't be learned or discovered. Successful change is often associated with risks, determination, challenges and hard work. You have to be willing to try and be uncomfortable if you want real change.

Everyone at some point in their life will fail, most people will have many failures, some more memorable than others. Each situation and experience provide you with 2 choices; learn and adapt or embrace your inner victim mentality creating excuses as to why you failed.



‘Will you be the victim or the Hero of your own Story?’

We all have a story, drawn from a series of events that have happened over our life time. These events have helped shape us into the person that we are. What happens when we start letting the bad things that happen define us? When we let those negative thoughts creep over us, sucking us in and before we know it, we are engaging in our own self-pity story. We have all been there at some point, telling people the story that has led to this point, a story that is not really the story that we want to be telling, but the story that is full of excuses, self-reasoning and justification, the story of the victim!



If we are truthful, to ourselves and everyone else, we have all been the victim at some point – it is the easy option. The one question I have asked many of my clients is, “Do you want to play the victim, or do you want to be the Hero of your own story?” This is quite confronting if the question has never been asked before; however, it is as simple as a choice, one choice made in an instant. Being the Hero is the hard road, you are required to hold yourself accountable, be honest and often face things about yourself that may be hard to acknowledge and overcome. Being the Hero, as hard as it is, also has lots of perks. Face your fears, quit the excuses, hold yourself accountable and eventually you will see the Matrix. The glass half empty becomes the glass half full.

There is always a better way and sometimes you need to fail to see the path to success. There are a few keys things to remember here:

1. Lose your ego, it's OK to admit that you're unsure or you don't know (yet!).
2. Talk to your target market, they know what you don't, let them tell you and you need to listen.

3. Actively listen, continue to educate yourself, research and tweak things continuously.
4. Don't take criticisms personally. Feedback is a gift and you don't have to take it all on board, but you do need to consider it all, utilising key parts to propel you forward.

Acknowledging my own actions and feelings has helped create better self-awareness. I now have the ability to call myself on my BULLSHIT! Failure is nothing more than perception, it is a choice. You have the ability to choose whether you succeed or fail. I choose to continuously move forward, to keep trying, tweaking, adapting until I come up with the winning formula. Don't let the thought of failure own you. Let go of the fear, use positive affirmations, you have got this!

The only true failure is, not trying! Sometimes the journey can be tough going, it can feel like so many things need your attention and are pulling you in different directions. The only time you fail is when you stop walking your own path, no matter how hard it may feel you must keep trying. This can kind of feel like walking behind kids on their bikes around the river, trying to get them to stay left, angry cyclists dinging their bells and yelling move, however a 4yr old's interpretation of this is "Yah, you have a bell, look I have a bell too.....ding, ding ding". Times that by 4 kids and it's like trying to herd cats on cat nip. Their path is one of complete innocence, adventure, experiences and most importantly awesome bells.



At the end of the day there is no right or wrong side of the path, the path is the path. Every path leads somewhere and it's important to be present on the journey. You need to have the flexibility to change direction if required and a rough map, so you don't get lost.

In business you need to differentiate yourself from your competitors. You want to be the person in the middle of the pathway, rocking the fluoro lycra, twerking to 'Baby got Back' by sir mix a lot. In other words, you don't want to be missed, we want you to stand out from the crowd. So, what is your point of difference? Why choose you? Market to that! Market to the reason that you started your business in the first place, show people your passion, it's inspiring. Be the 4yr old kid with the awesome bell, pump out those awesome dance moves, embrace the individuality and be unique.

DISCOVERING YOUR WHY



What is your why? Your one thing? What is it that drives you to succeed beyond money?

What is it that will get you to push through all the struggle and keep you driven to not only grow but thrive? For every business owner or entrepreneur there is a single why that is bigger than themselves, a dream of creation, an impact, a force for change and positive influence that keeps them focused and keeps them pushing down the path, even when times are unbearably tough.

Do you have a strong enough why to be able to stay on the path? During the very, very late nights, the overwhelming struggle and the sacrifice will it keep you there?

During my journey to become a true entrepreneur it was my single, powerful why that held me to my values during demanding clients. My why gives me the energy to survive on 4 hours of sleep to meet deadlines and back to back meetings instead of cancelling. Every time I push through another hurdle and get just a step closer to my big why, I get stronger, my resolve grows some more, and that distant dream does not seem so far away as it once was.

Everything you do to keep pushing forward, every step taken is like weight lifting and building muscle in the gym. The more you work at it the better the results. But if you walk into the gym and only ever pick up the 5 Kg weights, do as little as possible then leave, maybe skip the next day and so on, there will never be any benefit. It is exactly the

same with working towards building your dream, it is your Why, that keeps you motivated to achieve success.

Many of my clients confuse their Why, with their goals. Goals are designed as stepping stones to get us to our purpose. Our purpose or Why, does not serve our goals, it helps us create them. When your Why is rock solid, it enables greater power within to focus on the right things to help you continue on the road map to success. Both goals and your Why are extremely important, lacking a strong Why or purpose is a death sentence your mission. Every successful person or billion-dollar organization needs a strong reason for being, something that will stand up against everything that gets thrown at it. What makes you come alive? My why is building memories with my family and having the freedom to live the life I choose, whilst doing a job I love. My biggest goal is stepping outside the box, doing things the 'Tanya way', challenging current conventional strategies to bring affordable, effective and creative business strategies that can span across any business type. This is so important to me, however without my Why, there are many days where I would lack the motivation to constantly strive for more, my hours are long, my list of tasks are endless and I function on minimal sleep often, with 2 young boys and a FIFO husband.

You need to have passion! The key to harnessing true passion is to understand your 'WHY'. Why do you love windsurfing? Is it because it helped you lose 30 pounds, or the clarity of thought that comes when you are out on the

ocean? That's your "why," and you need to share this story with your customers.

Your Why, needs to be big enough to enable you to push through the reasons not to do things. Maybe it is time to have a look at your Why and whether it is big enough to help you achieve success.

ACCOUNTABILITY

At every stage of your new personal growth and in every area of your life beyond the first steps you must hold yourself accountable. If you cannot rely on yourself, then who can you rely on?

If you went on a first date, confirmed they were coming, then sat in a café or restaurant waiting for the other person to arrive. 10 minutes passed, then half an hour, possibly longer before you called them. They tell you “I am sorry, I had a super important ‘thing’ I had to do, I promise I will be there tomorrow”

Then they say the same thing the next day.

How many times will you let that person do that to you before you hold them accountable to their words? (or give up the trust and faith you have on them).

The same thing happens in your mind with your own inner dialogue every time you do not act on the things you tell yourself or promise ‘I will do it this time’. Every time you fail to follow through the strength of your inner dialogue

gets a little weaker, your resolve gets a little thinner. That voice gets a little quieter as you stop believing your own words.

The opposite will happen if you begin to exercise the muscles of your willpower and inner dialogue.

Start with small tasks that occur daily or weekly; ‘I will mop the floors now’, ‘I will take the stairs today’ and act on them. Build up to the bigger tasks you always seem to put off. You need to build trust back within yourself, learn to have faith that you will act on the things you say. As you rebuild that trust, the inner voice will grow louder, your resolve stronger. This all begins with mindset. Nothing matters more than your mindset. It is this that will determine if you even take the first step towards change.

Change your dialogue.

Your self-talk directly determines your outcomes. Ever notice how some people are able to bounce back from adversity or push through a tough day when others want to hide under the covers?

It all comes down to inner talk. You have a CHOICE; we all have a choice. What choice are you going to make? You get up in the morning, one of the kid’s spills the milk, mum now misses out on her much-needed morning coffee. At this point you have a choice; ‘It’s going to be one of those days, God help me, what else is going to go wrong!’ By the end of the day I am sure that you have a list of incidences that happened throughout the day to add to the list, why???

You made a choice that it was going to be a bad day focusing on the negative events to reinforce that choice. The other option; ‘Let’s go kid’s, mum needs her morning coffee, you can eat your toast in the car on the way to school’. Yes, the milk was spilt, but it doesn’t have to determine the rest of your day.

THE TRUE POWER OF SELF TALK

There is a group of nerves at the base of the brain stem called the Reticular Activating System (RAS). The purpose of the RAS is directly linked to your environment and your inner self talk. The RAS is designed to filter all the information going into the brain, determining what we pay attention to and what we ignore.

The important part is how the RAS determines what is worthy of filtering in and what to filter out. For example; you buy the latest, recently released phone. You are out using your phone when you notice all these other people with the same phone! How is that possible when yesterday or last week you did not notice anyone with that phone? Those people with that phone were there last week but your filtering system has now started to pick up and notice it!

The same will happen with your RAS and your internal self-talk. Whatever you tell yourself, your brain (RAS) will pick up on and filter in. Your self-talk takes priority over anything else that your brain pays attention to. So, what you think and ‘talk’ about will be filtered and actually creates your surrounding reality.



To truly begin to change your life and how you approach each task, the very first step is to begin to change your inner dialogue to promote and encourage new behaviours. There is no way to change the way you interact with the world around you if the world within stays the same.

‘I will do it tomorrow’ or ‘I will just do this thing first’ will always lead to not starting. The internal dialogue from yesterday does not have to be the dialogue of tomorrow. Remove the ‘tomorrow’. Act as if there is no tomorrow, no option to delay what needs to be started or changed.

Through new prioritization, attention and focus the brain and RAS can be trained to change the filtering system, changing what we see and aligning with our new, positive self-talk.

We have been trained our whole lives to be suspicious and sceptical. We all know people of influence or respect in our lives that are negative, often that negativity becoming part of who we are or how we see the world. Push away the feelings of negativity, to delay or procrastinate, they do not serve you in reaching your goals and dreams. Only you can make the decision to change how your self-talk will go and

how your future will unfold. The science and technique is simple; catch yourself when the negative thoughts start, stop and take a breath and change those thoughts to something that will serve you in that situation. That's it. It is so simple, but not so easy. It will take practice and repetition and practice and repetition. This bit will be hard, and we are all human. There will be days when we need to roll in the mud and feel sad or sorry for ourselves or when it is just too hard to find something positive. This is ok as long as you pick yourself up, switch back to positive talk and just keep pushing.

Even better, address the real reason why you are 'putting it off', creating your own delays. Find the source of that feeling preventing you from starting, look into why it is there and address that issue.

It's our human nature to exaggerate what we don't understand, especially things outside our comfort zone.

Letting go of limiting beliefs that do not serve you



After an idea, you started your business. You had a vision of building something that will impact your future customers' lives and those who are following what you are

doing. To experience true freedom, you set a goal of creating financial security. You had a dream of building a business and life that most people are never going to understand.

You're dealing with many moving parts and steps when you start building that business. It wasn't enough, the idea alone. Now, you're putting in the daily work and hustle that makes a dream come true. Building your business is experiencing good times and not-so-good times. You're always going to.

Despite the normal business building challenges, there is a threat you may be aware of, but you have not given a voice to it. Many entrepreneurs have derailed this strong self-limiting belief. If you want to achieve all of your business goals, the fight you will have is to let go of your limiting beliefs.

Our minds are so powerful! The things we believe about ourselves can define how we act and feel about everything in our lives. When we look at situations and opportunities with an open mind, we can find the best in them and make it work for us. On the other hand, if we look at the world with limiting beliefs, all we see are closed doors – or worse – we see the open doors but close them on ourselves!

Waiting for permission is one major self-limiting belief that overthinking leads to. You're convinced you won't be able to move forward until all the "stars align" or you get a message out of the sky telling you it's all right to live your life and build your business. So many entrepreneurs are waiting stuck and this is due to a false sense of permission. You don't have to be that.

You are responsible for your own success. The only limits in your life are the ones that you create in your own mind. It's up to you to decide what decisions you make and what actions you take, the choice is yours, what choice are you going to make?

Creating awareness around the thoughts that creep into your mind is the first step to overcoming them.

Do any of these sound familiar?

- I don't deserve (a better job, a break, time off...)
- I'm not comfortable with (trying new things, networking, money...)
- I can't (be bothered, make more time, dance...)
- Other people (have nice things, make time for family, invest...) but it's not for me
- I'm always (late, too busy, tired...)
- I shouldn't try...
- I don't...
- I won't...
- It's just how it is.

These ideas can weigh us down and stop us from experiencing life fully. How do they develop? Sometimes from experience, or fear. Other times these ideas stem from bad logic or even as excuses.

Here's the key: you create your own reality. If you tell yourself limiting things over and over, you'll change your behaviour to meet the description. Tell yourself, 'I'm always late' every morning and guess what will happen? Here's how to remove your limiting beliefs.

Here are 3 steps to releasing your limiting beliefs and embracing your true limitless potential and walk the pathway to achieving success.

NOTICE YOUR THOUGHTS

Listen to the ideas that come up during the day. Do you hear statements that confirm negative ideas about yourself, or that stop you from experiencing good things? Write them down if you'd like.

CHALLENGE THE THOUGHTS

Once you've started to identify limiting beliefs, it's time to challenge them. When you recognise a limiting thought ('I'm always late'), say to yourself, 'that's not true!', or 'that idea doesn't help me or serve me'.

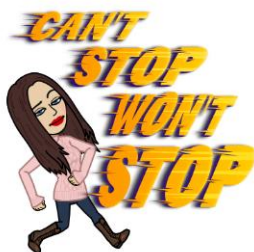
DESCRIBE WHAT YOU WANT

This is the fun part. After you challenge a limiting belief, it's time to replace it with one that will become a new habit for you. Thinking about how you'd like to act and think in the most ideal world. Now replace that limited thought with your new description of yourself.

- I am always (on time, open-minded, willing...)
- I can (dance, learn new things, make time for...)
- I do deserve (love, respect, time to myself...)
- I will (take care of myself, meet commitments, create opportunities...)
- It's ok for me to try.

The answer is so simple, yet not easy. Over time we often form habits, limiting beliefs are often habits that have had power within your life for a long time. Erasing them so that you can move forward takes time, awareness of your behaviour and commitment to changing the cycle. I am well on my journey; however, I still find these popping up from time to time. Stop, Breathe and let go of the limiting beliefs that don't serve you.

Importance of taking ACTION



Building and taking action in the uncharted waters of your life and business is a scary proposition. Your mind will kick into overdrive as you start executing your plan. This is part of training your brain. Stop overthinking every decision, trust your instincts. Make sure that you always complete your due diligence, be prepared and make educated decisions. Having to rely on yourself and having to hold yourself accountable can be hard, often not giving you the sense of comfort, you're used to.

Dreams and intentions are the absolute seeds of greatness. If you keep them in a packet, or bury them in the wrong soil, they won't go anywhere. If you want to see a fruitful result, you need to act! Prepare the right soil, place your pot

in the sunlight and then water them regularly. What does that look like in the real world?

Prepare the soil – SMARTIES goals



Lay the groundwork for your goals by using this tool to focus your intentions into something you can use. Remember to frame these goals positively.

- Specific – give as much detail as possible (‘I want to speak French’ vs ‘I will be able to speak French in a business setting by December’)
- Measurable – give yourself ways to measure your success. It will highlight your progress as you move toward your goal.
- Attainable – your goal should be within reach, even if you need to stretch a little, but shouldn’t be near to impossible.
- Relevant – do you want to achieve this goal? Will it help you move forward?
- Timely – is this the right time to be chasing this goal? Set your deadlines realistically.
- Interesting – interest is sustained when goals are challenging and enjoyable to complete.
- Engaging – does this goal keep you involved regularly? Touch base with your goal daily.

- Success oriented – Goals should be framed positively, aim to achieve not to avoid.

Put your pot in the sunlight

Your goal will need some support and energy to come to fruition. What do you need to feed your goal for it to thrive? What resources do you need to organise? When are they needed? A daily action planner is a great way to do this. List the tasks that you need to achieve in the day. Plan and set time aside to complete your tasks. It will not always look like you planned, but you will usually find that you achieve most things in the time frame that you set yourself. We are setting ourselves up for success.

Water your plant

Interact with your goals at least twice per day. Put them somewhere where you have to read them, like your mirror, the toilet door, on sticky notes on your computer screen. By doing this you are putting out to the universe what it is that you truly want, you are holding yourself accountable.

Harvest

Celebrate when you meet your goals! It takes deliberate effort to move yourself forward. Reap the rewards of your diligent work. Thank the people that helped you along the way and take a moment to feel proud of yourself. Well done!



In summary,

A **dream** written down with a

DATE

becomes a goal. A **goal** broken down into

STEPS

becomes a plan. A **plan** backed by

ACTION

makes your **dreams come true!**

Experience is your best teacher.

You can find the easy way to learn. You can learn the hard way, but the reality is that you learn from all of your life's experiences. Each provides you with clues, messages, and insights to help you grow. There is no lesson for you to stay stuck in your mind replaying the event without looking for the clues and messages, then throwing away everything you may have learnt. Wherever you are, you will remain stuck, and that does not lead to business growth.

Give yourself the experiences that will help you become an expert in what you are doing. Give yourself the chance to learn from your mistakes. When you learn from the action, you become smarter and stronger. If you overthink everything, you will never get there. Do, learn, change, adjust and scale. Through massive action and experience, all this happens.

Set for Success – True Entrepreneurship



When I first started my Business Consulting company, there were many parts that often felt overwhelming. I was forced to learn at a rate 10 times faster than I could have ever anticipated. These learnings came in all shapes and sizes e.g. how to manage multiple personality types, how different people learn or absorb information (tailoring my approach to each individual client), how to say NO (My biggest lesson, this is still a WIP), work/home life balance, this list goes on. The learnings never end, but now new things excite me, the feeling of overwhelm has gone and I seek new opportunities and challenges.

Statistics for businesses are pretty scary. 20% of small business fails in the first year, 30% of business fail in their second year, 50% of small business fail after 5years in

business and finally 70% of small business owners fail in their 10th year (Australian statistics). I asked myself why? I think there are many reasons for this and different reasons for different businesses. Here are some powerful questions you need to ask yourself and your business to avoid becoming a statistic;

- What is your point of difference? Why choose you? What makes you special?
- Know your market. Who are you selling to?
- Listen to your clients. What is most important to them. Trust me it's not always price. Their feedback is a gift and can help propel you forward, so ask them.
- Are you flexible? Are you moving with the times? Are you utilizing the best avenues to talk to your target market?
- Do you love what you do? Or do you feel you have to do it?
- If you don't know or understand what I am talking about, educate yourself or engage someone to help.

A successful business today, does not guarantee that you will remain successful in a year from now. True Entrepreneurship takes courage. 2 years ago, I thought that I had found the marketing formula. I wrote an amazing program, this stepped things out for people, I was really impressed with what I had put together, however at that time I didn't know what I was going to do with it. It has sat as an option on my website for people to purchase whilst I

figured out what to do with it. I have spent the last 2 years trialling and testing my formula within so many different business types with completely different markets to prove that it works. Finally, I have faith that I actually do know what I am talking about, I have the results to prove my success. This testing phase was an important part of my journey, now I see the Matrix.

My subconscious new the answers and the outcome, long before I was ready to embrace it. I hate public speaking, I love training small groups within businesses, however I want to share my formula with others to help them achieve their goals. It was time for me to overcome my fear in order to achieve my biggest goal and start to change the game.

I let go of my fear of failure a long time ago, as what others may perceive as failure has led to my greatest success stories. Facing my fear of talking to a larger group, I am talking a max of 20 people, scared the pants off me. However, this was my next step, run workshops to teach people the formula to success. Empower people and show them they don't have to be one of the statistics. I believe that this is what I am meant to do, everyone has a gift, once you identify and embrace it, hold on tight. You will know if it is right as it will happen with ease and grace. I am a little bit quirky, I think outside the box, I am claustrophobic, don't try to put me in a box, I only recently have truly come into my own. I am comfortable and proud of who I am, my way of thinking and the service I offer is what has made my business successful. My initial clients are still my clients

today, they just come to me with different things, I have never advertised my business, all of my clients are referrals and all of them often have to be reminded that they are not my only clients (make your clients feel significant, the most important one, that is the secret to lifetime clients). Everything I do is tailor made for each business. What makes you special? Why should people choose you? What is your point of difference? This is what we market to and this is what is successful time and time again.

What makes you an entrepreneur?

There are many reasons why people become entrepreneurs: personal satisfaction, creative independence, or the financial autonomy-the list goes on. Yet they all have one thing in common, FREEDOM! That freedom can come in many different ways: the freedom to make changes without waiting for corporate green lights, the freedom to offer a product or service that does business differently, or perhaps the literal freedom to make that appointment as a dentist once and for all.

What's are your drivers for success? What motivates you beyond money in the bank? There's a reason career counsellors across the country are asking the same time-old question: "What would you do if money were not an object?"

Money isn't enough

"The siren call for many entrepreneurs isn't money, it's freedom. The freedom to chart your own path, the freedom

to build what you want.” -- Andrew Wilkinson, Founder of MetaLab and Flow

You can set your own goals and standards as your company's owner. The freedom of not having anyone standing in your way can be invigorating, it can be too much to bear the stress of knowing that there is nobody to blame for any failures. This is when it becomes imperative for your "why." If you are not 100% committed to making your vision a reality, you will not be sufficiently impassioned by its inevitable growing pains to nurture your business.

It takes time, hard work and a huge commitment to build a successful business. It is hard to define boundaries if you don't know what they are yet. As you learn and grow, so does your worth. Expectations for exceptional profits in the first year is unrealistic. If you want your business to grow, then you need to invest in it. If money is your key driver then you probably won't last in your own business for long. It takes passion, you need to love what you do, you need to be committed to success and you need to be prepared to have a higher work rate than those around you. Sorry, I know that sounds a little sucky, however it's the reality. How much do you want it? What sacrifices are you prepared to make? My family is the most important thing to me, my sacrifice is sleep. I have learnt to live on around 4-5hrs a night. People who know and love me, also know the two versions of me, Tan who is really good at the smart stuff, then the Tan who is really ditzy, suffering from many

‘Oh Honey’ moments when it comes to the simple stuff. What I can tell you is the sacrifice is worth it, however it is important to invest in high quality eye cream to hide those bags.

So here is the first question to ask yourself, ‘Why am I doing this?’ Now this is very important.... Do you know the answer? If not, then don’t move on until you do.

Once you know the answer then ask yourself ‘What am I waiting for?’ The time is now, waiting for the perfect time, will keep you waiting for a long time. Stop, breathe and back yourself. What you don’t know, you can learn. There are always people to help, however self-growth and constantly investing to further your learnings is a huge part of the journey. Break your goals down into bite sized achievable chunks. Give yourself tasks to action each day, with each task that you tick, your confidence will grow, acknowledge your achievements and continue to create new action steps to achieve your desired outcomes.

‘The only impossible journey, is the one you never begin’
Tony Robins

FIND YOUR STORY; FIND YOUR COVERAGE

“You can only become truly accomplished at something you love. Don’t make money your goal. Instead pursue the things you love doing, and then do them so well that people can’t take their eyes off of you.” -- Maya Angelou

True passion is infectious, if you love what you do people can see it. When the passion is real there's no need for a great story to be dramatic, just genuine. One of my favourite all-time branding stories is for a Solar Recover product. The story at the back of the bottle used words like "nuked all day in the sun" and "scaly lizard" to explain the need for their product to be created. They even admit to intentionally burning themselves, if you visit their website so that they can test their product and they left samples in the hotels where they stayed. That's engagement now. Customers want to feel like they are supporting a cause with so many social marketing campaigns, not just buying a product.

If your audience knows you love what you're doing, they're not only going to be more confident you've made the best product possible, they're going to want to support your enthusiasm by giving you their business. Your story is your connection to your core principles as well. If you are planning to make a product with all the natural ingredients, keep that in mind as your business starts growing. Do not compromise your product's integrity or you will undermine the trust of your customer and all that you have accomplished.

What your true passion? What excites and inspires you?

"There is no passion to be found playing small -- in settling for a life that is less than the one you are capable of living." -- Nelson Mandela

Do some research on the market? Survey your closest relatives (only people you trust to answer honestly) and ask them what they think your strengths are. Not only can it be a huge booster of confidence to hear how wonderful they think you are but might have skills that you didn't even realize you had. Remember feedback, when given in the right way is a gift, don't let your ego get in the way. Often, we think we have the answers; however, you feel like you are fighting every step of the way. If that is the case, you don't have the answer. When you do have the answer, it will happen with ease and grace, the fight disappears, and things start to move forward.

This can be hard, if you are struggling to find the answer, step back and think about what kind of things people are asking you to help them with. Does your tech expertise make you call the first person when they think they're buying a new computer? Help family members write letters or improve their summaries frequently? You may be the best to find great airline deals, or your broad outlook means people are consulting your opinion before making a major financial decision. Whatever it may be, think about the things you do for free and extrapolate to see where a potential business might be born. The advice of the American self-help author, Steve Pavlina, is another simple yet powerful exercise. He says he'll get a piece of paper and ask himself, "What's my life purpose?" Write a reply down. Write another and keep the answers written until one of them makes you cry. That's your intention.

Coca-Cola was created in 1870 by John Pemberton, he had been severely injured in the battlefield of Columbus and had become addicted to Morphine during his recovery. Morphine was expensive, and in an attempt to support his family and find a cure for his habit, he created Coca-Cola, made from the Coca plant that is used to make Cocaine. It was his drug addiction that fuelled his passion to find a cure for his habit. Coca-Cola hasn't contained Cocaine since 1903, however John Pemberton was a clever man. The distribution network that he set up, is probably the single biggest factor in Coca-Cola's early and continued success. He had created a flexible agreement where local distributors could freely experiment with marketing and delivery structures without putting the main franchise at risk. The brand grew rapidly, dispensaries selling the beverage for 5c per glass. From humble beginnings, Coca-Cola is the 3rd biggest company in the world behind Apple and Google. It can be enjoyed all over the world. Coca-Cola was where my sales and marketing journey really took flight at the tender age of 21. In 2007 I won the John Pemberton Sales award of the year. I worked at Coke for a total of 5 years moving up through the ranks, before moving on to progress my career.

Visualization is important; however, it can only take you so far. I once heard of a young ophthalmologist who had to change careers because throughout the day, she couldn't stand being so close to people's faces. It sounds ridiculous, but some aspects of reality are not covered by visualization. You owe it to you to get out there and start doing what

you're saying you're going to do. It is a journey, it takes time, I often thought about returning to my well-paid job, as it seemed a much easier option then the path I was on. My husband has an amazing faith in me, a faith much greater than I ever had in myself and to be honest it was him refusing to let me quit that kept me going. I am so grateful; it is worth it!

My Journey



The most important part of my story is the fact that it has been a journey, every part of my past has played its part in the story that has gotten me this far. There have been learnings every step of the way, I like everybody else have an Ego, I had to learn to identify it. I look back on my twenties and realize that I thought I knew a lot, but I was totally clueless. There are certain things that have always been there, my drive to constantly better myself, I was prepared to work hard to keep moving forward and up the ranks, I was committed to quality service, my beliefs and values system was strong and uncompromising, doing the right thing was always paramount. These are great qualities, what I lacked was experience and the ability to play the game. Yes, there is a game, I was so focused on achieving things the right way that I was also taken

advantage of many times when I was younger. Staying true to the way I practice business, has now led to my success, however I needed to learn to see the game before I could learn to play it. This has taken time and years of experience. I have only felt true comfort and contentment within myself and the level of my true abilities in business in the last few months. This may sound strange, but it is my outside of the box thinking, that had me constantly questioning myself as it was so different, yet that is what has made my business so successful. We are the creators of our own destiny.

To this point, it has been a big journey of self-discovery, trials, tribulations, happy dances, tears and a lot of learning. The hardest decision I ever had to make was to back myself, wholeheartedly. It sounds so simple, doesn't it? I thought so too, but the voices of self-sabotage were there making me doubt myself and my abilities, and I almost gave up, but I didn't. I faced my fears, acknowledged that it was ok if I didn't get it all right the first time (I am a high achiever, so I struggled with this one for a LONG time) as long as I learnt something from everything that I did and always kept moving forward, even if some days I felt like I was crawling.

In 2014, I gave birth to my second baby boy. I had a great job at a big successful company. I knew everyone, was highly regarded within the company and enjoyed my job. While on Maternity leave, my role was made redundant and I had nothing to return to. There were so many emotions,

and for several months I felt a little lost. The one place where I got to go and be me, achieving things and being highly regarded was gone. Please don't miss understand me, I love my boys, and they are always my priority, but part of my identity felt like it had disappeared. I struggled and felt lost, my husband saw it as a huge opportunity for me to reach out and build something big. He had so much faith in me and my abilities; he had been trying to get me to open my own business for years. At this point, I had a choice to make, I can find another job and try to make it work around my growing family, or I can take a leap and start building something big. So, this is what I did – I invested in myself. I found mentors like Dave Snyder and Tony Robbins, I embarked on further education outside of my business/marketing specialty, and I learnt some amazing skills that I can now share with others.

I continue to constantly grow and learn, developing my skill set and experimenting with my theories, until I find the winning formula. Train your mind, I often surprise myself with what I can produce for my clients, being able to deliver high quality work, with tight deadlines. My subconscious is always working in the background. I needed the mindset of a true Entrepreneur, not afraid to take the leap and excited for a challenge, committed to my Why and living the life I choose.

I am here to change the game. I want to teach you the formula, whether you have been in business and wanted to grow and expand or you are just entering business for the

first time, you have so much to gain. Back yourself, don't let fear and overwhelm take control, know your worth.

I am so excited for what our future holds, I am excited to push the boundaries, doing business my way. I let go of my fear and found freedom. There are no limits, other than the ones that I create. Love, Experience, Laughter and Adventure, these are my drivers. Live the life I choose and build memories with my amazing family. This is what I choose, not every venture guarantees success, but I have the formula and a master mindset. What are you waiting for? Stop, take a deep breath and imagine the Pure Possibilities.

THE SHEEP (Employee)

V's THE WOLF (Entrepreneur)

The business world can be split into two types of people. There are the wolves willing to go out and get what they want. Wolves are willing to chase their dreams and push the boundaries to get there. Then there are the sheep. The sheep find safety in numbers, in the flock. They find safety in knowing that if everybody around them is doing it then it is the safest and best option for them, with the lowest risk.

The whole educational system is designed to help protect us from any type of risk and to do what the flock is doing. We're taught when we are going to school, that there is only one path to take. Go to school, go to university or get an apprenticeship, graduate, and finding a nice, safe job.

The truth, though, is that times have changed—there's no longer anything like a 'safe job.' Your parents, brothers and sisters, teachers and friends have all bought into the system, all been brainwashed into thinking and acting as sheep. It's just how society has designed our educational system.

This became very apparent when my husband had spent nearly 10 years working his way up from being a mechanic, to advisor, to workshop controller then into a coordinator / project managers' role, only to be made redundant without warning. It took him many months to land on his feet, but in a much different role that he had worked nearly 10 years to achieve. He had bought into the system, believing that working his way up through a big company was the only real way to reach his goals. It took that major event in his life for him to see that there is no security in a 'safe job' anymore. There is risk in everything we do, regardless of the perceived safety. No matter who you ask, everyone has a perception that starting your own business or being in business for yourself is risky and that being a sheep is safe.

Is it really risky to rely on yourself? Or is it riskier to rely on a board of people you have never met and don't care about your position? Is it riskier to find a niche market adding value and solutions to a problem or to sit in a dead-end job with little or no chance of growth and advancement?

How Sheep spend their time

For sheep time is divided into two distinct areas – THEIR time (work) and MY time (personal).

When a sheep is at work, it is the boss's time. That is the time they devote to their job so they can get a pay check at the end of the week. When they leave work, they switch to MY time. They go home, go to the local pub to hang out with their friends or lie on the couch and watch TV.

The sheep will spend eight hours in a job every day trading their time for money. Once they have spent THEIR time earning that pay check, they use it to meet their financial responsibilities, bills, etc. They then take the small remainder of that pay check and head to the shops to go shopping. Only a few take a chunk, putting it away for retirement and the future.

A sheep will take their MY time and use it to maximize their enjoyment. Unfortunately, that limited MY time rarely involves working on something for their own goals and dreams.

It comes back to that old saying, time is money. To a wolf, time is the most valuable asset they have, not money. They understand the direct correlation between how they invest their time and the likelihood of achieving their dreams.

Responsibility is not a sheep thing.

Responsibility isn't something you're doing, it's a way of thinking and being. You believe that success or failure is up to you when you are truly responsible, even if you work in a team or are blinded by unforeseen circumstances. Before

the fact, before you even take action, you own your commitment to a result. Beginning with:

Be responsible “either way.” - When things go well, it's easy to claim responsibility, but when they don't. However, a truly responsible person assumes responsibility either way. So be 100 percent responsible for the outcome next time you take on a project. Not a bit. Not a little. Not so much. Own it 100%—good or bad— without any room to wiggle.

Recognize your power; You already have the capacity to be responsible for 100 percent, everyone does. Yet most of us don't realize — or at least don't admit — that we can manage our lives and careers on our own. Sure, you can give away that power, but it's a conscious choice; without your permission, it doesn't happen.

Deal with what is. - Think about it: when were you ever able to change the past? What should have happened doesn't matter— what does matter is how you deal with what you have in front of you. Dealing with what you have saves you the trouble of finding out who is to blame or worrying about how things "couldn't, wouldn't and shouldn't" have turned out if only something had gone differently. When faced with a problem, ask yourself "How do I want to react to this situation?"

It is how we view problems and taking responsibility of the problem that makes the deepest impact on our lives.

You can choose how the problem impacts your life. You can choose to let negative self-talk pull you down and make the problem a roadblock. Or you can see problems as opportunities. Opportunities to learn, to grow and to do better than before.

Using excuses to divert blame and push the ‘problem’ onto an external factor. ‘I don’t have enough time’, ‘Too much competition’, ‘The big guys undercut me’, ‘I didn’t have enough money’, ‘I had bad employees’, ‘This isn’t the right area for this type of business’ or my personal “favourite”; I CAN’T BECAUSE....

Diverting blame, using excuses and not accepting full responsibility may help you feel better but it’s robbing you of the gift of learning and from your experience. By not owning up to your own role in failure, you never get the chance to improve and grow.

The above statements are a classic victim mentality that will allow the cycle of failure to continue without ownership of the real issue(s). To the victim it is easier to blame others or their environment, believing it is everybody else’s’ fault and not their own.

While this may help the victim feel better, it is robbing them of the gift of learning from your experience. By not owning up to the role that was played in the failure, the victim never gets the chance to improve and grow.

Being a wolf

A wolf or an entrepreneur is someone who finds and claims a problem as their own. They own a problem that once solved will add great value to the lives of everyone around them. The wolf decides to not only own the process of finding a solution to that problem but will work on it until the solution is found. Only then do they release it to the world.

All Wolves fail. The biggest misconception is that a successful wolf has never failed. I can almost guarantee that they have failed more than anyone else. It is only the successful hunter, willing to chase their goals to the end that we see at the top because they refuse to allow failures to stop them.

The successful wolf will always acknowledge that their failures are only ever temporary. Because of their relationship with failure, they never quit. The wolf will learn from failure, try again and again, and hold on until they prevail. An entrepreneur (wolf) is who you should be not what you should be. It's our mindset that matters.

The wolf will see money as a vehicle, a means to an end. To a wolf money is an energy that wants to flow. An entity of its own that wants to breath, grow and prosper. Money is an energy that should be invested to foster growth. However, getting money to work for you is not instant gratification. One must remove themselves from a scarcity mindset BEFORE the money will begin to come. Not only do you have to change your mind set before the flow can begin but you must then learn how to handle the flow once

it begins. This can take years of patience, shrewd investment and constant attention to detail. This is exactly why most people with a sheep mindset struggle with money. They get money and use it to satisfy their desire for instant gratification.

Wolves are the first to invest in anything to do with their business – education, equipment, resources or mentoring. Most wolves will readily make sacrifices in their personal life to invest in themselves or their business because they have the ability to look and think beyond next week's pay check.

As Wolf one of the hardest challenges to overcome is that everything comes back to you, everything is your responsibility, everything. It is not your competitors' fault, the market or the economy that is creating issues with your business. It is up to you to fix whatever is going wrong, correct and implement strategies and systems to bring your business back on target. How quickly you take action is what counts, when I said everything comes down to you, I mean constantly monitor, adjust and correct your business' course exactly as a captain of a ship would. You and your business will NEVER be a success if you are either not paying attention or are constantly blaming outside influences and other people for the shortcomings of your own actions. If the captain of a ship falls asleep at the helm, sooner or later he will end up in troubled water or worse. You absolutely must learn to take full responsibility for

your actions, especially when times get tough or things go wrong.

The wolf is accountable for their own success.

The result of living all our education trying to impress others is that we never learn what it means to be accountable to ourselves. What I find is that from day one, many budding entrepreneurs are struggling with the concepts of discipline and responsibility. One of the many reasons so few people truly succeed in business and in life, is because many never get out the accountability trap. These people are never able to master the self-accountability that is necessary to continually succeed. Self-accountability is about moulding, shaping and building the trust we have with ourselves. The single most important thing in life and in business is that we trust ourselves and can rely on ourselves at any point and in any moment no matter what is going on around us. If you can't trust and rely on yourself, then who can you trust and who would rely on you?

There is just never any room for compromise on this. There is an old saying that goes "The way you do one thing is how you do everything" my grandfather had a slight variation on this that I carry with me still. "If you are going to do something, do it once and do it well." If you think about these two sayings, let yourself or your standards slip in one area, however seemingly small, that slip in standards, that loss of self-accountability will bleed over into other and all areas of your life.

How much of your success you'd say is up to you and your choices, actions and behaviours, opposed to market conditions? The truth is that your success is 100% up to you. Yes, life happens, and we all face problems that are out of our control. But if you blame other people, circumstances beyond your control, or just plain bad luck for your problems and failures, big or small, personal or professional, you will be doomed to fail. This can be great news? Accountability for your success isn't just a mindset it is also a skill set that can be learned by everyone and can be quantified in to two main sections;

Self-empowerment



Only one type of empowerment exists, and that is self-empowerment. Empowerment comes from within. You take the actions and the risks by empowering yourself to achieve a result and get what you want. Rather than waiting for someone to declare you empowered, or give you a lucky break, you are leaving your comfort zone, making things happen, and responding to the results. Beginning with:

Managing expectations is the most direct route to self-empowerment. Be clear about your expectations, not just

what you're expecting, but how you're expecting it to be delivered. You need to ask questions, of yourself and others. The quality of your questions determines the quality of your answers. Learning how to ask the right questions takes practice. Mastering this skill will help you engage people, build better understanding and clarity. This in turn will create a higher success rate when working towards your goals.

Take back your time. 'NO' is an authoritative word. So, whenever you say, 'I can't', 'say NO'. Then ask yourself if you can't, or if you don't want to. Take your time back in other ways as well, get rid of your to-do list (track projects and deadlines on a calendar instead), resist over-scheduling (you can't work twelve hours in eight hours, so stop trying), and estimate times realistically (let's face it, most tasks take longer than we think they will).

Celebrate your achievements. Take ownership of your personal talents and triumphs. Reflect on where you were, and how much you have learnt and grown. Taking the time to stop, breathe and acknowledge your progress, will help keep you traveling the road to success.

Personal Accountability



Personal accountability is 'after', unlike (the "before") responsibility and (the 'during') self-empowerment. It is a willingness to respond to the results of your choices, actions, and behaviours. When you are personally accountable, you stop assigning blame and making excuses. Instead, you take the fall if your choices are the cause of problems. Start with;

Telling the truth, this is one of my highest values. Sometimes everyone messes up, you are human, lying about it or trying to cover it up makes it worse, no exceptions. (Feel free to ask Bill Clinton former President, who paid the Grand Jury a steep price for lying.) Save yourself some time, don't create cover ups. In my experience being honest gains, you respect. 'I am so sorry, this was my mistake, leave it with me I will get it fixed for you.' People are often taken back by this, we are so used to people making excuses for their actions, that someone admitting that they made a mistake, leaves us feel a little shocked. Be honest and fix the problem. It is so SIMPLE and builds trust, you admitted that you made a mistake, people will value your honesty, this in turn builds stronger relationships. This is some serious food for thought.

Police yourself, are you responsible for your actions even if no one holds you accountable or no one catches you? You bet you are! Well you should be if you want to stay on the path to success! So be your own "cop of accountability" and your own police. Choose positive accountability at every turn on the long and winding path of life. It is all

about integrity and being the best version of you, no matter what. When trouble arises look at yourself first. Ask yourself these 5 questions;

1. What's the problem?
2. What am I doing to contribute to the problem?
3. What can I do differently, to help solve the problem?
4. How can I fix the problem?
5. What action steps can I put in place to prevent this problem from happening again?

Personal accountability is so important, you can't achieve success if you don't hold yourself accountable for your actions. You are human, we all have things that we need to address and work on to become the people that we need to be if we want to master the true Entrepreneur mindset. What do you need to work on? Are you the best version of yourself? Most importantly do have enough self-awareness to identify the times when your behaviours need attention, then put steps in place to move towards change? This is huge, much bigger than you think and is something that needs to be worked on as you grow and develop within yourself.

Wolves love the hunt

Be hard on yourself. - I don't mean beat yourself up over a mistake or say negative things to yourself. I mean push yourself. Don't let yourself 'get away with it', don't give

yourself a break, strive to squeeze every last drop of worth out of yourself.

Wolves tend to be more critical and more demanding of themselves than most other people or bosses could ever be. They work longer hours than the employed 'sheep' and push themselves beyond most of their peers. That doesn't have to be a bad thing, though. Because the wolf will prioritize their dreams, they push themselves harder. Because they want more out of life than the sheep want, they push themselves harder. Pushing harder builds and strengthens our accountability. The harder the push, the greater the self-confidence boost at the end. The wolf learns to trust themselves when they follow through to that end. This habit of higher expectations and self-esteem does not only apply to the professional life. Usually, it also carries into the personal life of a person with the wolf mindset.

The key is to challenge yourself. See how far you can push yourself. You will be amazed at just how much you can handle. You need to keep a higher work rate than your peers. This is no secret formula, holding a consistently higher work rate than your peers and colleagues will naturally push you further and have you will see greater progress. This sounds so simple and it is, but it is not always easy to keep that higher work rate.

It is struggling through the early mornings, I mean really early mornings and late nights, often one after the other that will build the self-confidence and self-accountability needed to see results. That hard work, the lessons,

experience and drive will carry forward to constantly build your resolve and fortitude. You will need that resolve and fortitude to keep pushing when the chips are down, when the workload is burying you and it all seems unachievable, remember impossible is only an opinion. What is impossible for one person was last years achieved and surpassed goal for another.

BECOMING A LEADER



“No man will make a great leader who wants to do it all himself, or to get all the credit for doing it.” – Andrew Carnegie.

Entrepreneurs are leaders. If you have never been in a leadership position before, then this is something you will have to take on board and get used to as it is an integral part of the journey. Think of this; How can you expect your team to be fully accountable for their actions if you aren't? How can you ask them for certain standards if you don't want to work to those same standards?

We must be demanding of our team as an entrepreneur. Usually, most small businesses try to do three times as much with a third of the staff, so everybody has to hustle

harder and keep a much higher standard of work. With the need to be so demanding of standards, accountability becomes a major discussion topic. If you want your team to be accountable, you need to first start with holding yourself accountable at all times. Remember, your team is watching how you act and respond every time.

Yes, leadership can be learned. Leadership is a skill that can grow, be nurtured and built over time and experiences no matter what your personal or business circumstances may be. I am not saying that everyone will become a great and successful leader and be able to achieve that quickly, but there is always room for improvement. Our world would be a much better place if we all took the time to become the best leader we can be.

I was not a born leader. I had some harsh lessons along my journey that forged leadership skills into me and my entrepreneur's tool kit. Many of those lessons reduced me to tears but it was those lessons that made stand up and force change within myself to become a leader ready to change an industry.

If you are not in a position in your current job to be able to practice leadership skills daily, here are some tips on how you can begin to build and hone a new and very much required skill set.

- Start and lead a meet up in your area for something that interests you.

- Ask or volunteer to be an assistant coach for your child's local sport team, or church.
- Find a community program and volunteer to co-lead it until your confidence grows.
- Go to your boss and ask to be involved in leading an activity unrelated to your daily job. A good first step might be a health and safety representative.

Confidence and control



WAKE UP.
KICK ASS.
BE KIND.
REPEAT.

In every area of their business and indeed their personal lives, leaders must make decisions, no exceptions. Not only do leaders have to make decisions they need to make them fast. On top of that, a leader must be ready to take responsibility and be accountable for their decisions. Honestly this can be the scariest thing about being a leader, but it all comes down to working on your self-confidence and the confidence to take control of a situation. A leader must have enough confidence in themselves and their ability to take control of the situation without having to think about it too much. Once you have made the decision, put it into action immediately and don't allow time to second guess that decision. When you do this, everyone around you will quickly sense how you feel about what you are doing and how you deal with it.

Becoming Selfless

We live in a world where our success depends on how others perceive us. Because of this perception by others, people like to take credit for the successes around us but will quickly add distance when something goes wrong. A true leader will step up during challenging circumstances and take full responsibility. A true leader will protect their team at all costs (in doing so they earn great respect from their team). Think about how important it is to you to be recognised for every good thing that you do. Being able to let go of that need or desire for recognition will be one of the first things you must do to master what it means to be a leader.

Build a Better Team

The goal of a great leader is to reach success and help their team grow. One of the primary tasks of a leader is to build a team that can run without them. The best way they can do this is to invest in their team, find each team member's strengths.

Ask the following questions:

What is each individual's point of difference?

What are they passionate about?

What are their strengths and weaknesses?

What behaviours add value to the team?

How do they learn and communicate? (Are they audio (great listeners), visual (Need a presentation to maximise their input), kinaesthetic (They are more in tune with their feelings, often good communicators.)

What can I do to utilise the information I have gathered to be a better mentor for my team?

By doing this you are setting you and your team up for success. When people feel valued and significant, they work harder, and it helps breed Employee loyalty. A happy, engaged team will be your biggest asset to propel your business forward.

The more talented people you have around you, the more critical tasks that you can delegate to others. The more tasks that you can delegate, the more time you have to strategically plan the next steps to grow your company.

Being a good team leader takes practice. Learning to manage different personality types can be challenging at times, some people are harder work than others. You will make mistakes, you are human. It is important to continue to learn and implement new strategies, over time your leadership skills will grow and develop. Feedback is a gift, listen to your staff, everybody has parts of their leadership skills that need tweaking. When conflict arises, take the time to assess each situation and how you managed it. It is easy to let Ego get in the way when managing a team. Be conscious of your actions. Remember that ‘You have got this’.

THE ENTREPRENEUR MINDSET FORMULA



The path to becoming an Entrepreneur, is challenging. As the you travel down the road towards your goals, you need to develop the mindset of a true warrior. You need to be brave, have perseverance, practice techniques to master a positive attitude, take action breaking things down into bite size chunks and continually investing in yourself, growing and learning along the way. Ask yourself are you committed? Who do I need to become? What do I need to achieve my desired results?



THE ONE THING

Don't think about the millions of things you need to do to reach your goal. Think about what you need to do next. Your next step in the journey, your next achievable task. Focus on that. Just like stepping stones across a river, you don't focus on the stone 5 steps away, you focus only on the next step. Do you need to leap? Does it look slippery, what angle is the stone on and the best spot to place your foot. Focus too far ahead and you will find yourself soaking

wet because you did not pay attention to what was directly in front of you. It is the same with achieving your goals. You know you want to cross the river and get to the other side, that is the ‘ultimate goal’, getting to the other side. The one thing is the next step directly in front of you, that is what you need to focus on. Using some basic figures, if you are at \$50,000 in sales per year and need to reach \$100,000 in sales for the year, don’t focus on the \$100,000. That \$100,000 is ‘the other side of the river’. Focus on increasing your current sales of \$5,000 per month up to \$10,000 per month. Your brain is going to look at the smaller bite sized chunk and think it is a lot more achievable than looking at the \$100,000 target as a lump sum.

The \$100,000 target is too much of a leap for your mind to quantify and rationalize a logical pathway to achieve it. In fact, that large leap is likely to demotivate and possibly frighten you, leading to thoughts then actions to move you away from your goal.

It sounds too simple to be true, do one thing at a time, step by step. It can’t be that easy right? Yes! It really can be that simple. We are all very good at complicating things that really aren’t that complicated.

Ask yourself these questions:

1. What do I need to achieve this?
2. What strategies, materials etc; do I need to grow my business?

3. What changes do I need to implement within myself to achieve my goals?
4. What do I need to get a team together? What questions do I need to ask them to ensure I pick the right team?

Once you have asked yourself these questions, start to break them down into bite sized, manageable chunks.

“What do I need to do next?” has been and will continue to be, one of the most powerful questions I ask myself regularly.

I am constantly asked to do things I have never done before. Instead of looking at the whole task, getting overwhelmed, frightened and running away. I begin to break it down and ask, “What do I need to do first?” followed by, yes you guessed it, “What do I need to do next?”.

The secret is never to get bogged down or worried about the ‘How’. The how will be slowly revealed with each completed step, have the flexibility to adjust, tweaking and changing things to achieve your desired outcomes.

If you are going on a trip to a new place, do you worry about how you will cross a bridge 50 kilometres away? Or are you more concerned about what you need to do to drive the next 1 kilometre?

Inch by Inch is a Cinch. Yard by Yard is Hard.

When we have goals in life, we tend to focus on the biggest one. We sit and stare at it, focusing on what we need to do 10 or 30 turns ahead of where we are. When we concentrate on the big end goal, or the final desired outcome, we are focusing on the completely wrong thing.

The secret to reaching a goal, whether an intermediate or end goal, is to focus on the small steps along the way. Actually, it should be the one step you need to take next. We must focus on creating small win after small win. If we stare only at the big end goal, it is simply too overwhelming. Breaking things down and tackling them one by one, helps maintain the flexibility needed to stay on track and ensure that your strategy will be engaging

The first thing I recommend you to do is take your big goal and break it down into smaller goals. Start to focus on the one right in front of you and put yourself squarely on the journey toward your end goal. Cross that river one stepping stone at a time.

LIMITING BELIEFS

Long before I took on my first client and before I started my own business I went searching for ways and techniques to improve my mindset. During this search I discovered a concept of *limiting beliefs*. As it was explained to me, your limiting beliefs are a collection of memories, concepts, habits and learnt behaviours embedded deep in your subconscious. This belief structure has been created and coded through decades of learning, failing, patterns and

experiences. This collection of beliefs is what helps you keep a map of the world as you see it. Unfortunately, that map or belief structure may be flawed, based on old information or just not serving you as well as it should.

All your memories from childhood, school, your parents, siblings and enemies are constantly impacting, every day, on how we look at life and how we deal with each and every situation. These people have unknowingly been playing a major role in the development of our behaviour and belief patterns. Without knowing it we pick up and adopt the thought processes and thinking patterns of all the people in our lives, whether those patterns are good or bad. So, all our decisions, behaviour, beliefs, desires, wants, loves and fears are controlled by this subconscious force. If this force is not recognized, analysed, pulled apart and put back together, then it will control you and limit your true potential for the rest of your life.

For me this was quite an exciting time in my life. I learnt that my future was not determined by my past. I learnt that I could train my mind to think and react differently. I can change my perspective on things that happened in my past and to turn them into a more positive lesson. Another term for this is re-framing, changing my outlook on past events. Ask yourself these questions;

How have events in my life shaped me into the person I am now?

What do I need to change to become the best version of myself?

What are my weaknesses?

What are my Strengths?

Am I ready to live the life I choose?

Am I worthy of the life I want? (Knowing my worth and my inner confidence was the hardest lesson for me.)

Being able to change my map of the world boosted me more than I ever thought possible towards my goals.

The only true way to make the changes is to act directly upon the things you recognize are holding you back. Change can only happen when you make a conscious effort to choose and change to a new set of beliefs that are aligned with the behaviours and habits you need to reach your dreams and goals. There are many ways and techniques available to make the changes each person needs. This book is not about how to change your limiting beliefs but to make you aware that they are there and if not previously addressed, will require some attention to make true progress.

Am I the best version of myself? I ask myself this constantly. I still constantly analyse this belief system to ensure it is truly serving me. Letting go of my limiting beliefs has been a game changer for my business. It seems crazy that we hold onto beliefs that hold us back. Self-

awareness is a gift, however often confronting. I was also disappointed with myself, as I became more self-aware, I realised how many limiting beliefs that we impose on others. People often aren't conscious of the comments that they are making, they come from a place of fear, concern and sometimes jealousy. When I became more conscious, aware of my inner self and actions, I felt like I had been walking around in smoke haze. We are always the hardest critics on ourselves. Taking a leap of faith to become a true Entrepreneur is scary, you need to be brave, determined, focused, innovative and have a higher work rate than those around you. Back yourself, trust your abilities and most importantly remember how hard it is when people don't believe in you, how it makes you question everything. Be kind to people wanting more, believe in them and show some support. Working through my worthiness issues was difficult, really difficult at times, especially when I felt that the people who knew me well, didn't seem to believe in me. I am guilty of this too, prior to my huge self-development I am sure that there were people who I could have encouraged and supported more. I am so grateful for the lessons that I have learnt. I tell my boys that they are capable of anything, they can be anything and if they feel that they can accomplish a new parkour stunt, I let them do it. Just like I do my due diligence for projects, my boys know that their due diligence, is safety equipment to minimise the risk. If you feel you can, do it! You have got this!!! If you don't succeed the first time, practise, tweak your technique and once you nail it for the first time, every time after that it gets easier.

Sacrifice

For me, sacrifice is an opportunity. I look at sacrifice as a positive choice I get to make to prioritize my dreams. I want you to think for a moment about how you spend your 24 hours of each day.

Let's say 8 hours is for sleep, leaving 16 hours. Do you invest this time into building your future and your dreams or do you consume this time, trading it in for instant gratification and enjoyment?

Sacrifice is simple. It is just about making choices. Sacrificing isn't about being unreasonable or forcing yourself to endure pain to reach success. (Although there does seem to be some pain and pushing involved) It's just about how you choose to use your 16 hours each day (more if you choose to sacrifice sleep).

Every single second counts. Invest as much of your free time as you can into fighting for your dreams. Whether you're investing that time into reading, studying, taking courses, finding mentorship or actually executing a plan, it's bringing you that much closer to your dreams. That is the true meaning and value of sacrifice.

PROCRASTINATION



Figure it out as you go. Pivot as you run, make changes as you learn.

Many times, you will fail or miss your mark. You will fall. Don't let it stop you. The word perfection has no place in your life. Many people waste time or even their entire lives waiting for the perfect time, perfect plan or perfect situation. An entrepreneur just wants to start running and building momentum. They want to learn as they go, weave, strive and adapt as they go. The bottom line is that they want to go. No waiting around, no excuses. Just start and create momentum.

We're attracted to the idea of a perfect plan because waiting for the perfect time or situation provides us with the best justification for not taking action. We use the desire for the plan to hide what's really going on behind the scenes.

We are able to justify why we haven't started by telling ourselves and others that "we're planning. We're learning. We're getting ready. We're building the foundation." Quite often the real reason we go through this is Simply fear.

Most people are terrified about the idea of failing. So, if they never step outside their comfort zone, never try, they will never fail. The perfect way to never fail but still have goals is to procrastinate.

To actually achieve your goals, you need to look at failure through a different filter or lens. Don't look at failure as the failure, look at it as an opportunity to figure out what doesn't work. Once you know what doesn't work you will be closer to realizing what will work, but you cannot get to that point without failure.

One of the hardest but most rewarding discoveries is to learn from your failures, the pain, frustration and even hurt. Once the mistake or failure has been made, you will never make that same error again and hopefully be thankful that you learnt it when you did, before it became a much bigger failure or at a more critical time.

The road to becoming an entrepreneur is bumpy and often you will see failure daily. But every time you will learn more from your failures than you will ever learn from your successes. I have learnt to use my failures as a positive outcome (once the frustration and pain subsides). Sit down, pull the experience apart and analyse the unfolding events and how the failure occurred. Once I do this, I am that one step closer to success!

Mistakes and failures should be re-framed as opportunities. People struggle to get their head around the huge amount of diversity in my business and what I do for my clients.

There are times when I need to learn and learn quickly. I have made many mistakes, there are things that have failed causing huge frustration at times. The thing is, it was these times that have led me to some of my best work. With greater experience comes wisdom, we often try to skip steps, unbalance and fall over. Here is what you need to ask yourself:

What went wrong?

What worked well, what was struggle?

What could I have done differently?

Did I set myself up for success and break my goal into achievable chunks?

You need to make sure you know exactly what went wrong, how it went wrong and what you need to put in place to ensure the same thing does not happen again.

Once you can learn to do this every time, not run away and hide or to procrastinate and never do it in the first place, you will be able to face failure. You only truly fail if you don't try. Perseverance is the key to finding the winning formula. Failure will be your greatest teacher and tool for growth. Let go of the negative connotations associated with Failure. Let go of the fear, stop procrastinating and just dive in, ready or not.

NO MORE TOMORROW

When I started my consulting business, I ignored all the ‘get experience’ advice and decided to throw myself in. I had 12 years’ experience with large companies but stepping out on my own was difficult. It was my husband that had undying faith in me, a faith that I didn’t have in myself. Initially, I wanted to go back to my job, I was highly regarded, paid well and there was management above me who made the big decisions. I was scared shitless!!! I was annoyed at my husband pushing so hard and refusing to let me go back to a 9-5 job, insisting I had a gift, I just needed to back myself. So, I did, I must say clients have always found me, my business has grown organically with referrals and in less than 2 years my business is exceeding anything that I thought was remotely possible. I am so grateful to my amazing husband for his belief in me.

Yes, I have a thriving business, I am super grateful for that. But if you want to succeed, there is no option for procrastination. It needs to be now.

My day often starts at 4am. I work before the kids get up, do school preparation, work all day, pick the kids up from after school care, cook dinner, do baths, homework, answer some work calls, run the usual house stuff, do bedtime routine and sit down to work again. My husband is FIFO, I have two amazing boys and I manage to get it all done. However, I don’t watch TV, that latest series people are talking about, I have no idea, the awesome movie they want to see, know idea of that either. I have chosen the life of an Entrepreneur; I work hard so that we can be an adventure

family and live the life we choose. I love helping people grow their businesses, it is my passion. There are sacrifices, my business is thriving, but I am working my arse off to achieve my goals. 4-5hrs sleep is normal, I don't watch TV, I am up at 4am and often still working at 11pm, then realise I need to hang out the washing that has the kids uniforms in it lol.

How much do you want it?

The time is now people. Eliminate tomorrow completely! There is no such thing as tomorrow. It doesn't exist as anything more than a date on the calendar. You **MUST** face the challenges, the obstacles, and the chance of failure **TODAY**.

Do whatever you need to do, but get that one thing you've been dragging out, done today. If that means you don't sleep tonight, fine. If that means you skip dinner, fine. If that means you have to cancel big plans with someone, so be it.

Put your dreams first whatever that one thing is, make a declaration and don't go to sleep today without making satisfactory progress, period.

The point of 'no tomorrow' is urgency. Entrepreneurs are impatient people. They will not wait until tomorrow they will do whatever they need to do to get it done today.

Entrepreneurs are execution specialists. Just do it! Commit! You have everything you need. There is always a first time

for everything. If I don't know how to do something, I tell myself, 'I don't know how to do that yet.' You will be amazed how quickly you can train your brain; I can learn and learn quickly. Study, research and educate yourself but most importantly take action.

TIME AND FOCUS



“People think focus means saying yes to the things you’ve got to focus on. But that is not what it means at all. It means saying no to the hundred other good ideas that there are.” – Steve Jobs.

Let me keep the following example simple. Let’s say you have 10 projects and each project will take you 100 hours to complete. If you do 10 hours a day, one hour on each project, it would take you 100 days to finish any one of those projects.

If you worked on just one project for 10 hours a day, you would have that project finished in just 10 days. Think about how much quicker you could achieve, complete and move on if you could be done in 10 days instead of 100.

The compounding factor of having too many tasks at one time is if you keep switching between tasks, the quality of your work is going to suffer, and it takes time to ‘get in the zone’ each time you switch.

You really don’t get a solid hour of work for any 1 of those projects over the 10-hour day. It takes time to switch mental gears!

When you sit down to start working on the first project, it’ll take you some time to get into a rhythm. Maybe you make a cup of tea, a snack or just a stretch break. You have to refresh yourself from the project you were working on previously to get into the right mindset for the next.

Think of it this way;

It’ll take at least 10 minutes to re-introduce yourself to the project. Then it’ll take another 5 minutes just to get back into the rhythm of that project’s work.

That is a total of 15 minutes and you are finally just getting started. More if you made a cup of tea!

15 minutes just to make a start, but we are not in the zone yet!

Think of getting in the zone like trying to push a car parked in neutral. Initially, you’ll have to push really hard to get it moving, and you’ll probably need more than one person.

However, once that car gets moving, it’s got momentum and even just one person, with little to no strength, could

walk along the back of the car and gently push it to keep moving.

To build this kind of momentum with your project, you'll likely need another 10 to 15 minutes. Now you are 25 to 30 minutes into the project and your mental gears are finally meshed ready for the engine to reach full throttle.

If you only have 1 hour for the project, you now have just 30 minutes of productive, creative work remaining. This equates to thirty minutes on each of the ten projects, so 5 productive hours out of a ten-hour day, which means all projects will be completed in 200 days not 100. Wow.

INSTINCTS AND DECISIONS

“So many people look for a trigger. They look for the secret button they can push to create success, but the truth is that button does not exist. Success lies in one simple thing, and that is your ability to make decisions. And not just make decisions, but to make them fast.” -- Tony Robbins

Have you ever heard of analysis paralysis? It means that your indecisiveness is so extreme that you literally become paralysed, unable to make the next move. You stress so much about making the right decision, or having the perfect situation, perfect product or perfect outcome you spend countless hours analysing every angle, every option and every possibility before you try to make a decision. You analyse the data or the situation, ask so many questions, collect so much information that you become overwhelmed

and second-guess any decision you make and any option, good, bad or otherwise.

The odds of making a bad decision don't change the outcome of that decision if you take a day, week or month to make it. So, why not just use the information currently available to you and make a quick decision based on how the situation feels and what data you do have. Making the decision faster will free you up to move on and if that decision turns out to be a bad one, then you will also have enough time to adapt and make the changes to fix that problem, because you are nimble, flexible and make decisions quickly.

When you make quick decisions, you'll very likely make a decision that leads you to failing at something. That word failure is really what holds us back. It's that fear associated to failure that creates our over-analysis problem.

But what if we could remove that fear? Or even better, what if you could learn to celebrate your failures? How much easier would it be to make decisions?

How many decisions do you make that are truly life or death? So impactful that it changes the course of your life forever? And how many of those decisions are completely irreversible? You could probably count them on one hand. So almost all decisions you make in life and in business are not really that serious and most times can be rectified either with ease or in a short amount of time.

To become great at making good decisions fast you need to learn to listen and follow your gut. When a scenario arrives that requires you to make a fast decision, there will be that initial inner feeling of what you should do. Does the situation feel good or bad in that first instance? Can you feel what your next move should be? Learn to trust that initial feeling, that first gut instinct has never steered me wrong yet. In fact, it has saved me countless times when my head says do one thing, but my gut says do another thing. I trust in that initial inner feeling and the quick decision was the right one. If I had stopped, analysed and gotten bogged down in details because I was second-guessing my head, I would have likely made a bad call and had to clean up a mess. Now I am not saying throw complete caution to the wind and ride around making life decisions of an ill-informed whim. Not at all. Go into each situation armed with the information you need to be prepared to make tough decisions. Do your research before the big meeting, before that critical client or before the deadline arrives, so in the moment you know you have done everything you can to give yourself the best chance of making the right decision quickly, trusting that initial feeling to guide you.

There are many stories of people in business seemingly making hasty decisions over deals or projects worth thousands or millions of dollars. To compound the issue of Entrepreneurs looking like gamblers and risk takers, there are many glorified stories floating around about the guy

that went all-in, risked it all, gambled everything and became a millionaire! But they are just stories.

What the people telling or believing those stories do not see is the years of hard work, stress, failure and building a trustworthy tool kit of learnt behaviours, lessons and gut instinct. Without gaining an insight to what happens behind the scenes, before and after that deal all you get is a misconception of some person sticking their neck on the block for an ill-informed decision, risking it all and the gamble paying off.

The deeper you delve into the world of living and breathing the life of business success through an entrepreneurial spirit, the more you begin to understand the real story. The ones that make it to the top don't 'put it all on the line' or gamble. In fact, it is usually quite the opposite. Days, weeks or even months putting in the hours to completely understand what they are getting into, who they are dealing with and studying how to anticipate the way future events may unfold. Backed with this research and preparation they can anticipate probable outcomes, then make a quick decision based on what they know and how the situation feels. In the end what they are doing is making a calculated decision but making the decision quickly.

People and Decisions



The old me was surrounded by people only interested in gossip or engaging in activities that served no real purpose in bettering their lives. I was receiving, and listening to guidance, advice and mentorship from these people or similar people. I was also engaging in the same activities, but it never really sat well with me or resonated with what I truly wanted to achieve. There was always a disconnect, a slight uneasy feeling of distance that I could not shake. I felt that if I disengaged from the first level chatter and activities and talked about what my big dream was, what I was planning, then I was discouraged and even advised not to pursue it. I would be told of all the bad things that would happen, they would tell stories of a friend of a friend that tried and failed. Advised not to go against the system, I had a good job and should stick with it.

I used to listen to it, take it on board and it even made sense. I would even make decisions based on their advice! Month after month I would carry out the motions, in the middle of the rat race, but every night I would get that feeling that something was not right. I listened to my friends, family and mentors for so long that reaching for my dreams took a lot longer than they should have. That first act of deciding to back myself and take that first step

towards my dream business and dream life was the hardest. In those first fragile years I was not able to share what I was truly doing or striving for. I had no community to turn to, feeling quite isolated, forced to virtually go it alone for fear of ridicule or negativity if I did open up. Unfortunately, I have seen and heard of so many budding entrepreneurs squashed before they get a real chance to begin because they are living in an environment surrounded by negativity and fear.

At our core humans are a social species, we need comradery, community, feedback and support. So, it goes without saying that we embrace and become whatever we are surrounded by or surround ourselves with.

To learn how to break free of our surroundings if they are not positive, we need to learn how to evaluate the people in our lives and build specific ways of talking or communicating with each of them. Doing this can be a confronting task but it does mean that you are finally and truly taking control of your own life, how it is influenced and what you are exposed to. Ultimately your success is your responsibility and part of that responsibility is controlling who is in your life and how much impact they have.

Start adding the right kinds of people into your life.

Through study courses and other education mediums I learnt that it does not matter if you have access to a local mentor or support. A mentor does not have to be a person

to person relationship. A mentor can come from a book, video or a learning series. As long as you have the internet and at least one person who will positively engage with you, you can build your own world of support.

PEOPLE IN YOUR LIFE

Learning to understand the people in your life and how they influence your decisions is a very tricky thing to master. Learning how to decipher who are the positive, negative and toxic people starts with identifying who falls in to each category. This is not an exact science and the ratio of each type will differ from person to person, depending on who you naturally attract and feel comfortable with. Consider this when you think of the people in your own life. Also consider how these people interact with the other people in your life. Try to establish behavioural patterns before condemning someone or letting them into your inner circle. How someone acts directly around you may not be who they truly are. Sometimes a strong driver or motive can make someone mask their real self for years or even decades.

3% of people will be ‘Total Cheerleaders’. They will always have your back and will always support you even if they think you may be wrong or a little off the mark. This is not to say they will support you blindly as they watch you walk into a giant sinkhole. They will be there to hear your ideas, no matter how crazy or how far removed from their own perspective of the world and offer input to help you form a plan for success.

These are the people you can lean on, know will support you and can be held in your inner circle.

5% of people will be 'positive'. These people are worth keeping close, they fit into the second circle of people. They will support you and offer feedback even if they do not believe in what you are doing the same way you do. These are good people to get some perspective or traction to your latest idea or strategical move.

50% of people will be 'neutral'. The neutral people take up the largest percentage of people in your life. They may be the people from your local sports club, social club or the extended friends that make up part of your social circle. These people are not as close to you as the cheerleaders or positive but they still play an important role in your life. Neutral friends help you to de-stress from the full-on world of achieving your goals and realizing your dreams. They will be happy for you if you want to share a recent success story or lend an ear if you are bummed out. They are not really bothered with what you are or are not achieving because it does not directly impact on their lives. They do not directly support you but also do not try to bring you down, they are just there, and probably consumed with what is happening in their own lives just as much as you. This is perfectly OK, we actually need people like this in our lives, it helps to keep us balanced and in check.

40% of people are 'negative'. These people you will see often in your life, quite often family or close friends who live their lives like 95% of the population. They live their

lives split into two halves. They go to work, then come home to spend 'their time' living life wishing for more but not achieving their dreams, succumbing to excuses, procrastination and fear. They are not bad people and often do not even realize that they are being openly negative towards you. They see you striving and struggling for your dreams and want to 'help' you by offering warnings, stories of failure they heard and words of caution. They will project their version of the world onto you, not being able to see a different version of life than the one they are living.

2% will be toxic – These are the people out to hurt you or your business. They are only interested in their own self gain and self-worth. You need to carefully analyse whether someone is just a negative person or if someone is toxic to you, your business and your dreams. Be careful not to place a toxic label on friends or family that are just stuck in a negative mindset. These people do love you and do want you to succeed, they just may not be able to get out of their own way to be able to offer the positive reinforcement you want from them.

I am sure everyone has a story about a truly toxic person in their lives. You need to pay close attention to people, the toxic ones are very good at what they do and not easily recognized at first. They want to be your friend, they tell you they want you and your business to be a success, so on the surface they appear to have your interests at heart. But through their own actions and more so their words, the language they use, you will pick up the red flags that tell

you not all is what it seems. When you identify a true toxic person, you need to quickly cast them out of your life. Don't look back. This may seem harsh and can be a very hard thing to do, especially if they have wormed their way into your confidence but it must be done. If you do not walk away from toxic people, they will poison you, your dreams and what you have worked so hard to build.

MAINTAINING BALANCE -A SECRET TO ENTREPRENEURIAL SUCCESS

Hmmm balance, it sounds OK, but in reality, it is something that I constantly struggle with. I am like the energiser bunny, I can push, harder and for longer than most, however, this can only be done for so long before you end up sick and my body forces me to stop. This is not recommended, balance and learning when to tap out and take a break is so important. Part of my journey has been to tune into my mind and body, creating self-awareness around my health and putting positive action steps in place to maintain balance within my crazy schedule. I am a very driven and determined person, committed to delivering successful outcomes to everyone I work with. I love this about myself and I love what I do, I am so grateful to be able to do something that I love. With a large work load, 2 kids, a house to maintain and a husband that is FIFO to provide the best lifestyle for his family, I often lose sight of what balance looks like.

SO, THE QUESTION IS: WHAT SIMPLE STEPS CAN WE TAKE, TO HELP MAINTAIN BALANCE?

Practice self-awareness. Know your limits.

Prioritise your time. What is urgent and what can wait?

Take a breath and find a moment to do something for you. It could be as simple as singing along with your favourite song, or ensuring you get to drink a hot cup of tea at least once a day. Sometimes a little thing can make a huge difference.

Exercise when you can. It releases endorphins and helps lower stress levels.

Try to get enough sleep. Sleep deprivation can make small problems seem overwhelming. This can be hard sometimes, so it's about doing the best you can. Try to go to bed early a couple of times a week.

Eat good food. You are what you eat. Good nutrition can make a huge difference to your overall wellbeing.

So, the answer is, there is no easy answer. I know I will probably have work at creating balance most of the time. But I am working at acknowledging my limits. It's important to know your boundaries and most importantly practice kindness towards yourself. Let go of the guilt and the negative feelings associated with needing to tap out occasionally. I work some pretty crazy hours when I have big projects on, whilst trying to ensure my boys get enough special mum time, building memories with my family is so important. So, balance is about what works for you, if there are projects to be completed, I will do whatever it takes to deliver amazing work on time, as this is one of my values.

We had to work out what balance looks like for us. We now tap out for regular weekend breaks, taking the time to enjoy a couple of days away, having adventures with my family, switching off phones and computers. This is what balance, looks like for us, booking in time to stop, breathe and regroup. Taking the time to do switch off for a couple of days makes a world of difference

I have the potential to be a work acholic, just keep going. I am aware that I needed discipline around creating a solid break schedule. Overworked and out of harmony isn't good for you, your family or your business, remember that! We are all capable of being amazing and achieving amazing things, don't lose sight of what is really important. What works for us, may not work for you, there is no right or wrong. Self -love and awareness brings out the best version of you. What do you need to maintain balance in your life?

Create a goal for every area of your life. When I find myself feeling overwhelmed, I stop, breath and remind myself that I have got this. I then think of 3 things that I am grateful for today. Something so simple can make a big difference. Commit to working through this, it is a definite work in progress, it doesn't happen quickly and needs constant focus, however the important thing is being aware of your behaviours and creating actions steps to propel you forward. You have got this too!

RESERVE TIME FOR REFLECTION.

Life gets busy and often it feels like there just aren't enough hours in the day. Reflection on what you have achieved is so important. What has worked well? Where

could you improve? What action steps will you put in place to continue gaining momentum?

Achieving greatness takes work. Entrepreneur and businessman Bill Gates and his partner Paul Allen, founded and built the world's largest software business, Microsoft, through technological innovation, keen business strategy and aggressive business tactics. Achieving an accomplishment as big as this didn't happen instantly, it took time, focus, commitment and determination. Bill Gates stepped outside of his box, disconnected from the day to day distractions, taking a week regularly to reflect, read and strategize. This was his passion, his true gift, Bill was able to identify the benefits of tapping out of the day to day noise, giving himself the opportunity to innovate and plan for the future.

Scientific studies have proven that being outside can calm the mind and change the brain waves that improve our mental state of mind and learning capacity. Exposure to nature not only makes you feel better emotionally, it contributes to your physical wellbeing, reducing blood pressure, heart rate, muscle tension, and the production of stress hormones.

A clear mind is capable of achieving great things. Removing the day to day list of responsibilities, leaves your subconscious free to play, innovate and put action steps in place to achieve success.

CHALLENGE YOUR BODY.

Rest does not necessarily mean watching Netflix in a glassy-eyed trance lounging out on the couch. The most effective downtime involves physical exertion, be it a long walk, a hike or a bike ride. It can help to balance more brain-intensive work with restorative activities.

The ability to rest your body and mind has been proven to increase innovation and productivity. This can be different from person to person. I struggled to meditate and sit still. I found yoga. For the first time ever, my mind initially focused on the moves and then everything else disappeared. My mind was quiet, no lists, no deadlines, no boundaries, I was peaceful.

Your state of mind is critical to your success. Maintaining a positive mindset is the key to staying on the path. What do you need to bring you to your clam place?

Embrace the digital Sabbath.

Give yourself a break in technology at least one day a week. Cutting the psychological strings is not easy but going device-free on a day of your choice on a Saturday, a Sunday or another day can give your mind space to wander while enhancing your creativity. If you feel challenged by a full day away from screens and notifications, you are not alone.

Remember that fresh ideas cannot be generated by a stressed, tired brain. Also, when we have exhausted our mental reserves, we are more likely to make mistakes and

overcomplicate solutions. As Steve Jobs once said, "Simple thinking can be more difficult than complex: you have to work hard to make your thinking simple."

Work to live, instead of living to work.

We still tend to look through the lens of productivity even in a conversation about rest. We've become obsessed with maximizing every minute. That's fine, if we reclaim that time, working to live, not living to work.

Whether we're excited about our businesses or every new project, a rich life also includes family, friends, exploration, and adventure in whatever proportion you're looking for. I certainly don't want to regret the relationships that fell apart as I looked at a screen, or the opportunities that I missed outside my office in the world.

Know your priorities, what is most important to you? What is you Why? I am the best version of myself. Success involves balance, hours spent thinking and hours spent in motion. Listen to your body and it's needs. You have everything you need to achieve greatness. Live the life you choose, no regrets and amazing experiences.

Conclusion

It's not easy to be a successful entrepreneur, but it can be incredibly enriching. It not only gives you the opportunity to grow as a person and explore your passions, but it also has the potential to create a life you love. No arduous 9-to-

5 job, earning money for yourself, growing a dedicated team of employees, serving the needs of customers, and becoming a force to be recond with in your industry. It sounds good, doesn't it? Stop, breathe and imagine the possibilities.



If you've Made It This Far, Thank You.

Now go out to the world of business and multiply. Be that great entrepreneur you had dream to become.

I dare you!

Take action!