

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

A business owner is an entrepreneur and an entrepreneur's number one downfall is themselves. The ability to have success comes down to seeing how an entrepreneur sees the world or a set of challenges. A challenge and an opportunity are the same; they're just seen differently. Anxiety and excitement are the same emotion.

And entrepreneurship is all about managing risk, overcoming obstacles, managing energy, and managing emotions. Difficult things are going to happen (and we can include handling success well as something that is often emotionally difficult). How are you going to handle these things as they come?

If there's a single thing an entrepreneur must have in order to achieve success, both in the short and long term, it's the ability to have a mindset that is growth-oriented and for that person not to hang on to an old set of beliefs and stories and for the person to allow for new information to change what they believe is law.

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

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

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

### **Your mindset will create your outcome**

The truth is this: your mindset will create your outcome. It will decide what you do, how you think, and you can typically see the success or failure of a business based directly upon the mindset of the owner. Think about it this way: the mindset, values, and beliefs that you have today have brought you to where you are. They've been formulated from your friends, parents, books, and those who you follow and surround yourself with. Most entrepreneurs who succeed are those who are open to change, and they see their beliefs as theory, not law. Inside of business, those who see what they believe as laws typically fail.

So there are two mindset shifts you must understand:

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

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

DNA has been developed over the years to protect us from all the elements outside of our comfort zone. That means the discomfort of success can seem like failure, if not worse.

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

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

### **How do I find my purpose?**

You may have no idea what your purpose is right now. (And if you believe that you currently do know your purpose, well, there is always more that can be revealed to you about it.) I believe our purpose is revealed to us over the course of our lives through what is called emergence. Similar to how the entire blueprint of a perfect oak tree is contained within a single acorn, the highest expression of your self exists within you (and always has). But if the mighty oak is going to grow from the acorn, it requires the right conditions to emerge. It needs to be planted in fertile soil, get plenty of water and sunlight, and not fall prey to natural disasters or to human or animal intervention of its growth.

If you are going to emerge into knowing and living your purpose, you need the right conditions too. The first thing you need to know about these right conditions is that it is impossible to truly know yourself when you're constantly stressing over the day-to-day concerns. You need to be able to take some longer-term perspective to see more of the full picture, and that is extremely difficult when these kinds of questions are always buzzing somewhere in the back of your mind:

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

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

### **How do I achieve 'freedom'?**

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

simply because I want to.” Having access to all the people, places, things, and experiences you most desire, without any of the emotional hang-ups around your worth or worries of whether you deserve the things you want or having the nagging feeling that you’re an imposter.

Having a real business that creates value and generates profit can provide you with true freedom and abundance if you have the right mindset and lay the right foundations.

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

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

I challenge you to start brainstorming on and researching into the ways you can deliver more value (as well as the offer(s) you can make to be the vehicle delivering that increased value). Also get clear on who you most want to serve in this deeper way. Figure out what values (or traits or attitudes) that exist among the people who have been energising for you to work within the past.

It’s important also to remember that it’s always helpful to have a clear vision of what the ideal life you’re moving toward is. The more vivid your vision is, the better you can articulate it for yourself. Start there. And make a commitment to revisit your vision at least once a week and to refresh it at least once a year (ideally once a quarter).

## **Confidence**

A want to finish this paper with a word about confidence. Ever since I started my programmes the one constant ‘problem’ people tell my they have is a lack of confidence. For some it’s fear, for others its not knowing what they don’t know and for many its not wanting to let themselves and their families down.

Now there are two types of confidence. There’s the confidence in your work and results, which, at the beginning, might be difficult. Then there’s self-confidence that you can make this work.

Each and every day will be a struggle if you don’t have the self-confidence that you can make this work. Keeping your self-confidence is one of the most difficult things you’ll have to deal with. Sometimes it will be hard to even look in the mirror and say, “I’ve got this”.

So right now tell yourself “I can do this”.

I’ve coached people of every type and seen people with little or no confidence in themselves blossom and grow into real entrepreneurs (and not just business owners). Anyone can do it, including you, with the right mindset.