

# WEALTHY ENTREPRENEUR MINDSET



*How to Attain It, How to Develop It*

BY CAROLYN HANSEN

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# About

## — Carolyn Hansen

**C**arolyn Hansen is a noted Holistic Health and Wellness Coach who hails from Whangarei, New Zealand where she owns an Anytime Fitness Gym. She has gained a reputation online as an authority on health, exercise and weight loss matters and is the author of several thousand health and fitness articles along with eBooks and programs that can be found [here](#).

She has devoted more than three decades to the fitness industry, both offline and online, teaching people the simple secrets to getting into better shape, losing weight, and improving health.

Her main goal is to change the paradigm of health care from sickness care to wellness care and will be showing people how to live longer, healthier lives while avoiding the many mistaken beliefs and practices that diminish health and longevity.

She will encourage you to become stronger and stay that way through each decade of your life maintain your health, wellness and vitality and to ensure your “health span” matches your “life span”.





# Introduction

**M**ost small business owners I know are just like me. They are passionate about what they do. I bet you are too. This is one of the main reasons why many of us chose to go out on our own. We love being our own boss with the flexibility that it brings. It also gives us the opportunity to be creative, and the possibility of shaping our own future

But on the other side of the coin, many small-business owners do not truly understand how to think like an entrepreneur. And, because of that, the vast majority of small businesses—and the people who create them—remain today what they were when they were started: jobs for the people who created them. They are not really entrepreneurs at all, but are instead are “technicians daydreaming about an entrepreneurial vision.”

Around seventy percent of all small businesses are sole proprietorships meaning that their owners are self-employed. They have created a job for themselves, but have mostly not learned how to create a business, meaning they could step away and still have the thing run without them.

Many of these small-business owners do not seem to understand what it truly takes to invent, design, build, grow, and maintain a thriving business or company. Even those who consider themselves to be highly skilled at their craft or information junkies seem to miss the point by a wide margin.

In short, entrepreneurship is not about skills or information; it's about perspective.

Some call it “mindset.”

## *What is a truly entrepreneurial mindset?*

In order to develop a truly entrepreneurial perspective, you must begin again. No matter how long you have been in business, it's important that you take on the perspective that you are starting it anew today.

So, when you start your company, you must think of it as though you were about to write a book. What would that book of yours say? What would you, as the author of your book, wish to impart to your reader that would hopefully transform the way they think about their life, about their success, about their future?

That's the point of your business, isn't it?

Your business is a product of how you, its creator, think about it—what it sells, what it does, how it does it, who your people are, and how you help them grow.

It's why Starbucks is such a wonderful example of an entrepreneurially designed company. Look at how the founder of Starbucks has made its mission, to expand the economic viability of small family growers throughout the world, a part of everything Starbucks does.

It's why causes are important to entrepreneurs in this Age of the New Entrepreneur. Causes add dimensionality to your business. Causes add meaning to your business, beyond simply making money. Which is not a cause in itself but a necessity. A necessity does not need to be stressed every day. But a cause must be.

As you go to work on your business, you must think beyond what the day-to-day reality of your business calls you to do. As an entrepreneur, you must rise above the stuff of doing it, doing it, doing it. It means you must ask meaningful questions about your role in the world, your community, and how you can institutionalize your new-found perspective into the genes and the heart and soul of your company, so that it lives, speaks, and demonstrates it in every action it takes.

Which means that every single entrepreneur on the face of this earth, in this Age of the New Entrepreneur, is actually writing a book. If he or she is truly determined to create a great company, that is.

And the nature of that book must begin right now. Where you are. With the question—What do I wish to say?

# Two Types of Business Owners

## —Self-employed and entrepreneur

**S**elf employed people are those who have a skill or talent and they know there are people willing to pay them for their time, product or service. So they employ themselves rather than work for someone else. They get themselves set up with an office, business cards, and stationary. They begin marketing their services and after a while they have some customers.

Before too long, they find themselves working too many hours, constantly trying to fill the pipeline with new prospects, and sometimes wondering if they have bought themselves nothing more than a glorified j-o-b.

They cannot take too much time off because without them there is no income or business. Even franchisees, who have the support of proven business systems, can find themselves in this category.

Certainly many home based businesses, coaches, consultants, infopreneurs and service professionals end up on this treadmill. And we are talking about highly skilled and talented professionals—people who like you and I work hard, are committed and deserve success! Unfortunately, a majority of small business owners fall into this category.

**The entrepreneurs**, on the other hand, are the business owners who seem to grow their businesses effortlessly, and maintain steady growth. They are the ones that although they work hard, they are off travelling or enjoying long weekends at the beach or weeks on a Caribbean cruise. They seem to have lots of time for themselves and their families and participate in frequent activities with them.

What do they know that the rest of the self employed business owners do not?

They have gained what we call the Entrepreneurial Mindset. An entrepreneur is a great strategist and a master at getting others excited and committed about helping them grow their business.

They know they need to develop multiple profit centers in their business, not just one or two, so they are constantly looking for creative opportunities and people that can help them to do so. Some of those profit centers need to be passive income that is not dependent on their time.

In other words they are not always selling time for money. In addition, the entrepreneur knows how to make the most of every opportunity to bring in new prospects, convert them to paying clients, and get them to buy repeatedly.

That means carefully planning, strategizing, testing and measuring results against expectations and re-adjusting. It means taking calculated risks and learning from the ideas that fail—and there are always ideas that fail.

So they need to have the attributes and traits that enable them take the necessary risks to test and weed out non producing results from the profitable ones.

## *The Entrepreneurial Mindset*

Developing the Entrepreneurial mindset is one of the best self growth programs in the world. Who you are, what you think, your personal habits, your attitude, your thoughts, the way you think and your beliefs absolutely determine the results you get no matter what you do in life.

Challenging yourself to recognize, overcome and change what is not working is **CRUCIAL** along the way.

## *What is an entrepreneur?*

**An entrepreneur is someone who:**

- § Can turn a bright idea into a successful business
- § Can identify a niche in the market—an entrepreneur can spot business opportunities that will fill gaps in the market
- § Can identify key people to help achieve goals
- § Takes risks—even if you have carefully researched the market, there's always a chance that customers may reject your product or service
- § Shows drive and initiative—if you are launching a business you need determination and energy to overcome any obstacles
- § Is resilient—all entrepreneurs have failures and successes. Your ability to learn from mistakes and move on is key to the success of your business.



## *What is the “entrepreneur’s mindset” and how important is it in building a business?*

Let’s face it; your mindset **IS** your business. It denotes where you will go and how quickly you will get there.

***The entrepreneur’s mindset begins with their excitement about the success that is still to come.***

The entrepreneur sees the opportunity put before them and spends countless hours daydreaming thinking about the success and how it will FEEL when it comes. It fuels the fire. Without this gas in the tank the stimulation for any entrepreneurial effort quickly empties.

Entrepreneurs don’t think about failure.

**You see, an entrepreneur by definition is a person who offers a solution to a problem at a cost.**

At first, the problem that an entrepreneur faces in is how to solve their own immediate problems. How do I make a sale? How to get a lead? How to get a new team member? How to help that new team member duplicate their success quicker than he or she did it?

When they solve these issues he or she benefits monetarily for the growth of the team, but metaphysically they profit for knowing they have added overall value to the task and process at hand for many others to follow.



**The entrepreneur is not done at this point**

There is more to be done. The entrepreneur sees the opportunity and sees that there is more value to be added. The people directly associated are not the only people to have the problems they began with so ways are devised to help more than the immediate inner circle.

The entrepreneur sees no failure. The entrepreneur detaches his emotions from all outcomes, be they positive or negative. He/she sees the results of actions as merely observable data to improve upon.

The entrepreneur always asks himself **“How can I do better next time?”** And then sets out to improve upon their most immediate results for their personal growth and the benefit of all those associated with him.

The entrepreneur realizes that there is no such thing as “enough.” The belief is that just like an apple tree he/she too must grow as large as possible then bare seeds.

**An entrepreneur must ALWAYS grow.**

If there is any one quality that the entrepreneur has that sets him apart from the average person it is their confidence. Their confidence often exceeds their competency. The entrepreneur sees the opportunity before him and he knows he must grow into it regardless of whether or not he knows **HOW** to do it.

He just has confidence that he will.

The entrepreneur asks everyday what it is that he wants and then sets out to get it with excitement.

## *The 80/20 rule*

The entrepreneur also knows deep inside that the 80/20 rule is the one to go by. This means eighty percent of what he/she does will be successful. Twenty percent may not be but he/she knows they can fix that or take whatever steps are necessary to solve/sort it. This may also mean abandoning the project before too many resources are invested, which could be time, effort or money or all of these.

Knowing when to make changes including to pull out, step back or even quit is an important attribute to have or develop so positive and sometimes prompt decision making is employed.

## *So, how do I come up with a bright idea?*

Creative thinking allows you to come up with new ideas, or an innovative approach to a problem.

With businesses, new ideas can result in a new product, or a process that cuts costs or improves quality, for example. Fresh ideas give businesses a competitive advantage, and help make goods and services stand out in the market.

Different ways to generate ideas include: lateral thinking—solving problems through an indirect and creative approach. Often referred to as thinking outside the box, blue-sky thinking—open-minded thinking where everything is possible and you are not restricted by realities.

An entrepreneur might drive past a new supermarket and see an empty section close by and think of what could go there to capture and share in the customers from the supermarket. A person without that entrepreneurial mindset would just see a bare piece of land and nothing more.

## *What can hold you back?*

**Some of the attitudes, habits and beliefs that can sabotage people from reaching their potential are:**

- § **Money fears**—that prevent you from investing in your business, that hold you back from charging what you are worth because you are afraid people won't pay it, among others.

- § **Procrastination and lack of focus**—this can cause you to work hard but produce poor results.
- § **No planning**—this random approach will have you shooting darts at a dartboard blindfolded and hoping to hit the target.
- § **Low self confidence**—this will affect everything you do in your business and how others perceive you. It will also make it difficult for you to ask for the sale.
- § **Bright shiny object syndrome**—going after what seems like the newest, hottest idea or strategy but never sticking with one and following it through to the end.
- § **Lack of action**—being a perfectionist, or someone who fears what people think can prevent you from taking regular, fast action in your business, which is the **ONLY** way to succeed.

Begin to seriously address these issues with the help of a coach or mentor and it's like breaking through a wall and seeing the light on the other side. Small business growth usually explodes.



People who are willing to get outside their comfort zone and stand in their own truth to work on these issues (and everyone needs to do this) are the ones who achieve a Big Vision for their business and life.

If you find yourself thinking you do not have the time to work on your mindset and to get rid of the habits and beliefs that are not working for you, try

thinking about where you will be a year or two from now if you don't. Maybe the thought of continuing to be self-employed will motivate you.

How much better would it be to spend some time getting your mindset right so you can become excited about the potential of your business? Become even more excited about being a leader. Become determined to think like an entrepreneur.

# Develop an Entrepreneur's Mindset

## *—The first step to succeeding in business*

**W**e may wonder why some business owners are extremely successful, while others struggle to make ends meet. When people are asked why they think some people are successful while others struggle, the common responses include: rich parents, good luck, higher education, smarter, great sales people, hard working and risk takers.

The answer could be any of the above, but no one has ever come up with what may be the real main reason, which has everything to do with attitude.

When the successful entrepreneur first decided to go into business, many people wished them well but others told them all the reasons why they would fail. So, before they even started their business, they were busy defending their ideas to their spouse, friends, family, banks, accountants, suppliers, customers and employees.

As the business owner they were responsible for everything. Even if they didn't know the answers, they often had to feign knowledge, stand by their decisions and get the business moving.

So, what is the most important reason why some entrepreneur's succeed and others don't? It is attitude to learning and knowledge and we may call this the Entrepreneur's Mindset.

### *What is the Entrepreneur's Mindset?*

Most people just don't get what is required to succeed in business because they focus on the wrong things.

We need to keep in mind that most small business owners are not really entrepreneurs; they are technicians merely dreaming about being an entrepreneur. The builder, plumber, hairdresser, accountant, butcher, baker and candlestick maker all wake up one morning and decide they are sick of working for the boss.



So they quit their job and set up their own business doing the technical work they did as an employee. It is only on the first day in business that they realize that being able to do the technical business work has nothing to do with actually running the business.

Sales, marketing, human resources, accounting, management, money, strategy, technology etc. is all learnt on the run. However, this is so often the road to mediocrity and often failure.

At some stage successful entrepreneurs realize that they “don't know, what they don't know” and most importantly, they understand that it is OK not to know. Often after losing money, going broke, or poor health, they realize that although they were the best person doing the work, that wasn't good enough.

They needed to develop an Entrepreneurial Mindset and learn how to run the business without doing everything themselves and risk burnout.

The first step to doing this was to admit to themselves (and to others) that they “don't know what they don't know” but want to learn. They were prepared to ask the “dumb questions”, employ people better than themselves, delegate to others, attend seminars, watch DVDs, read books, employ business consultants and ultimately leave behind the technical work they know so well and move on to properly focusing on managing and driving the business forward.

Here is a proven method for creating an Entrepreneurial Mindset.

### *Prepare your mind*

- § Admit that you “don't know what you don't know”.
- § Accept that this is okay (often people can feel the weight lift off their shoulders.)
- § Be prepared to start learning.

### **Do your research, learn and “Just Do It”.**

1. List your three key challenges or frustrations.
2. Decide if you **REALLY** want to fix **ONE** of them. Focus is the key.
3. Pick the one you want to tackle first and write it down in a notebook.
4. List what you need to know to give yourself a chance of solving it.
5. Start looking for information and record it in the notebook as you go.
6. Start making changes. (There is never a right time—just do it!)

Within one week you should be well on the way to finding an answer by spending 30 minutes to an hour each day doing some research in any one of the following sources:

- § Ask an employee
- § Use your network. Call your accountant, lawyer or another business owner who has had a similar challenge. Then, ask them if they know someone else you could talk to.
- § Search engines i.e. Google
- § Business magazines or newspapers
- § Seminars
- § Books, audio or DVDs
- § Industry association
- § Find three experts—meet with each one, discuss your issue and ask for a proposal.

The first step in developing an Entrepreneur's Mindset is to admit that you “don't know what you don't know” and ask for help. Once you free yourself up and stop pretending you know, you will be amazed how open your mind becomes and what answers, people and success (and potentially millions of dollars) will come your way.

### *Success is all in the attitude*

We know that knowledge, skill and talent are important to the success of small-business owners and entrepreneurs.

However, many competitors have the same traits you do. The key to beating the competition and achieving success is mental, reflected in one's attitude, totally controlled by the individual and requires no cash. This holds true in most human endeavors besides business—in sports, the arts and politics.

How many times have we seen the underdog team or player win over the more talented opponent? The difference is often attitude.



**These 12 attitude attributes can put you in the right mindset for achieving entrepreneurial success.**

**1. Have passion for your business**

Work should be fun. Your passion will help you overcome difficult moments and persuade people to work for you and want to do business with you. Passion can't be taught.

When it wanes, as it surely will in difficult times, take some quiet time. Whether it be an hour or a week, take inventory of all the reasons you started the business and why you like being your own boss. That should renew your passion.

**2. Set an example of trustworthiness**

People have confidence in trustworthy individuals and want to work for them in a culture of integrity.

**3. Be flexible, except with core values**

It's a given that your plans and strategies will change as time goes on. This flexibility for rapid change is an inherent advantage of small over large business. However, no matter the pressure for immediate profits, do not compromise on core values.

**4. Don't let fear of failure hold you back**

Failure is an opportunity to learn. All things being equal, venture capitalists would rather invest money in an individual who tried and failed founding a company than in someone who never tried.

**5. Make timely decisions**

It's okay to use your intuition. Planning and thought are good. But procrastination leads to missed opportunity.

**6. The major company asset is you**

Take care of yourself. Your health is more valuable than the most expensive machinery or computer software for the company. You don't have to choose between your family or your company, play or work. Maintain your health for balance and energy, which will, in turn, enhance your mental outlook.

**7. Keep your ego under control**

Don't take profits and spend them on expensive toys to impress others. Build a war chest for unexpected needs or opportunities. This also means hearing out new ideas and suggestions no matter how crazy they sound.

**8. Believe**

You need to believe in yourself, in your company, and that you will be successful. This confidence is contagious with your employees, customers, stakeholders, suppliers and everyone you deal with.

**9. Encourage and accept criticism graciously. Admit your mistakes**

You need to constantly work on convincing your employees that it's okay—even necessary—to state their honest opinions even if it conflicts with the boss's opinion. Just stating it once or putting it in a mission statement won't cut it for most people.

**10. Maintain a strong work ethic**

Your employees will follow your lead. It will also help you beat your competition by outworking them, particularly when your product or service is very similar.

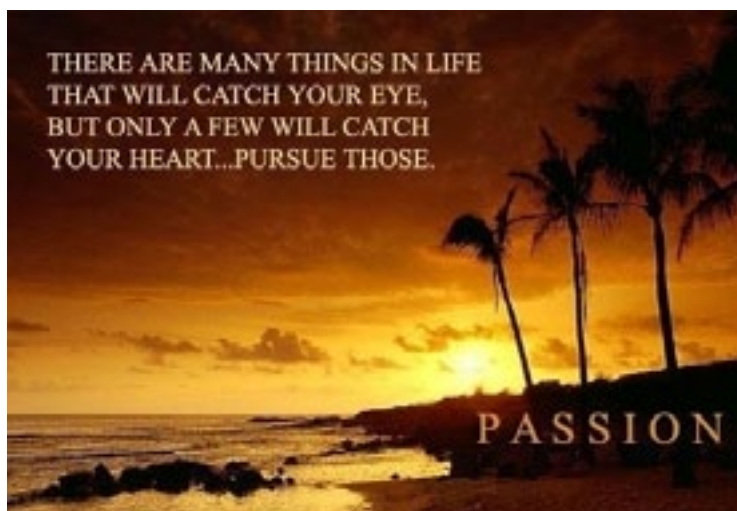
**11. Rebound quickly from setbacks**

There surely will be plenty of ups and downs as you build the business. Learn from the setbacks and move on. You can't change the past.

**12. Periodically get out of your comfort zone to pursue something important**

Many times you will feel uncomfortable in implementing a needed change in technology, people, mission, competing, etc. For the company and you to grow personally, you sometimes have to step out of your comfort zone.

Many organizational and leadership shortcomings can be overcome or mitigated with the good attitudes described above. All can be learned except passion, which comes from within. Take time out of your hectic schedule to periodically reflect on these attributes. You may be inspired to act.





# Further Developing

## *—That wealthy entrepreneur mindset*

**W**e have already discussed how an entrepreneurial mindset refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes. People with entrepreneurial mindsets are often drawn to opportunities, innovation and new value creation and they have characteristics that include the ability to take calculated risks and accept the realities of change and uncertainty.

A wealthy entrepreneur mindset is mainly about two important things—keeping a positive attitude and achieving your goals. Let's look at each in a bit more detail.

### *Keeping a Positive Attitude*

If you engage in entrepreneurship without the utter conviction that you will succeed no matter the obstacles, you are likely to stumble at the first hurdle you come across. We all know that it is difficult to keep a positive attitude in today's world. Numerous businesses fold daily. People lose money. There is so much competition. The list is endless.

So how do you set yourself apart and make sure all these happenings do not affect the way you think about your business and your life in general?

**Try these tips:**

#### **Get rid of limiting beliefs about money**

Money is a means of exchange. It's a means to an end and not an end in itself. Some people have guilt feelings about money; they may think there is not enough to go round, they feel guilty when they think of themselves having lots of it, or are jealous of people who are wealthy.

How can you get money if all your mental associations with it are negative? They say that lack begets lack. And lack in this case, is negative thinking. Be positive. Imagine yourself with lots of money, and using it to better yourself and others.

**What kind of messages are you sending to your mind about money?**

**Keep away from negativity.**

The single most negative source of negative feelings in the world today is the news. An hour of it and you will know every possible kind of bad and evil that has cut across the globe in the last 24 hours.

What does that do to your mind?

It keeps you in a constant state of negativity. Your subconscious mind acts like a sponge—it absorbs whatever is out there indiscriminately.

Change your focus to more positive things. Surround yourself with people who are positive and who have the same goals as you. Associate with successes. Learn about the failures but shelve them away as lessons.

**Stop undermining yourself.**

It usually comes from the past, where it was put to you that you are no good at some things. Or maybe you tried something and failed. Again, shelve this stuff.

Every day is a new day. Use it for a new beginning, keeping in mind that great things have been done by people just like you.

**Treat yourself well**

You deserve it. If you have read the famous story, “The Richest Man In Babylon” you know the value in this. He kept away a portion of his income for himself. Every time. And it was not savings—no, savings imply an upcoming rainy day. He was simply paying himself for his efforts.

You may not stash away dollars like him but use some of the income you make on yourself. Reward yourself and you will feel much better about your work. It doesn't have to be \$1000 worth of something. If there is something you really wish you had and its \$10, go out and get it for yourself.

### **Achieving goals**

Goals are tricky, mainly because they have a way of disappearing into thin air. Many people at some point have set goals, and then wondered where they went as time went by. There is an exact science to goal setting—and that is the part that most people know as they go about setting goals. Here it is:

### **Adopt the entrepreneurial mindset**

Before you start setting goals, you need the mindset for it. And since you are setting entrepreneurial goals you need an entrepreneurial mindset.

You need to think like the best entrepreneur. Seek them out. Read their books and start to understand how they think. When you feel you are now in tune with their thinking, you are ready to start setting goals.

### **Write about your new mindset**

Take out some paper and start by writing about your mindset now. What advantages or capabilities would processing this new mindset have? What would you do now that you have this entrepreneurial mindset?

Whatever you come up with is good, so long as it is in line with the mindset you have now adopted. This part requires total honesty. Don't get lost in the details – you can add those on later.

### **Write down and internalize your goals**

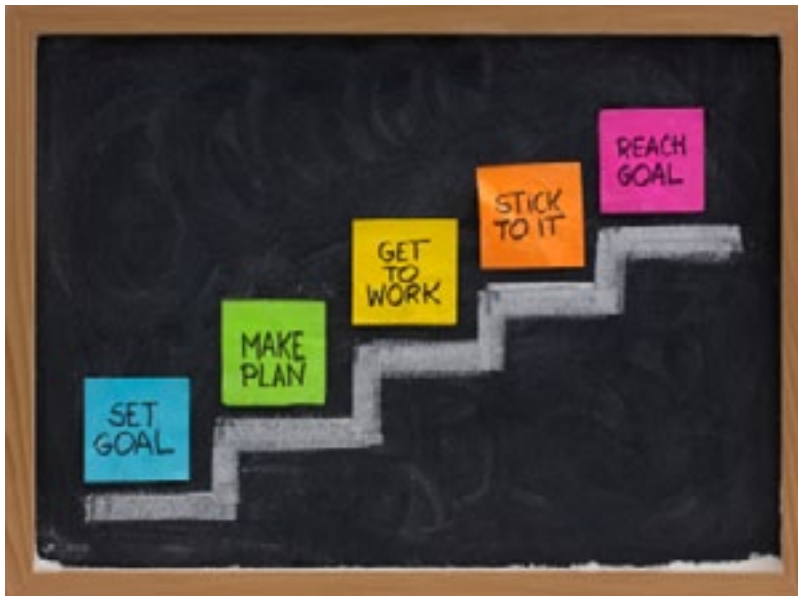
On another sheet of paper, outline in points where you want to be in 5 years. I have seen many creative and different ways of doing this. I have seen people who cut out an image of their dream house and paste it close to the written goal.

Whatever works to help you believe and do what is needed, use it. Nothing is out of this world. If you can conceive it and believe it, you can achieve it.

### **List down the steps**

Take each goal and break it down into what you need to do to achieve it. What actual steps you need to follow to achieve a great business? List them.

After you break it down, it starts to look easier. Not easy enough yet? Break it down further into bite sizes—what you know you can do in step-by-step fashion to get there.



### **Attach a timeline to each goal**

It doesn't have to be a specific date. A month is good enough. Done? Paste it on your fridge, on your office board or wherever you see it all the time. And then commit to it. Focus and patience are the driving factors to goal achievement.

You may not achieve each goal in the time you have set against it, but that doesn't mean that you have failed. Maybe a little reorganization of the goal is all you need.

Remember that entrepreneurship is a mindset. Some people are born with it as a gift, but you can develop it and get it to work for you.

### **Always live the life of a successful entrepreneur**

Surround yourself with empowering messages and people and avoid negative voices and mediocre minds. All the challenges that are faced by those working their business are eventually overcome by getting rid of those ineffective habits and renewing their life with a set of new productive habits that are the building blocks to a successful and well-balanced life.

Building a successful business is an achievable feat for anyone—you do not need to start off with special skills or have a lot of money in the bank and you do not need to have everything figured out. Learn as you go and be open to change, especially the change that needs to take place in your mind to think and execute plans like a determined entrepreneur.



Take risks and try new things that have the potential to get you in a position of growth and wisdom. Gain knowledge wherever and whenever you can to keep motivated and informed. Planning out various aspects of your business, being effective in your approach and having a life that is balanced in all areas will provide you a clear path to complete life of fulfilment.

Don't count on the success of your business niche, count on the success of you. If you focus the right attention and determined attitude to keep at it and do not get stuck in a rut or a process that does not work, then you will always be able to roll with the punches and keep on keeping on.



# Do You Have the Entrepreneurial Mindset?

## *A self-assessment tool for you*

You have always wanted to be an entrepreneur, but you wonder if you have what it takes to succeed.

Discover if you have the mindset of an entrepreneur with this assessment. Not only will it help you evaluate your readiness, but it also will help you identify if you have the personality, characteristics and skills to go out on your own.

## *Questions to Ask Yourself:*

- § Have you ever worked in a business similar to what you are planning to start?
- § Would people who know you say you are well-suited to be self-employed?
- § Do you have support for your business idea from your family and friends?
- § Have you ever taken a course or seminar on starting and managing a small business?
- § Have you discussed your business idea, business plan or proposed business with a business coach or some other person suitably qualified?
- § Do you have a relative, friend or mentor who is an entrepreneur?

## *Evaluate Your Personality Characteristics:*

Take a look at these questions and the more you can answer favorably the more prepared you are mentally to begin:

- § Are you a self-promoter?
- § Are you a self-starter?
- § Do you plan and organize well?

- § Can you handle pressure?
- § Are you comfortable with risk?
- § Are you physically healthy?
- § Can you work with opposite personalities?
- § Are you passionate about your product or service?
- § Is your drive strong enough?
- § Are you encouraged by setbacks/challenges?
- § Are you competitive?
- § Are you optimistic?
- § Can you handle criticism well?
- § Are you patient?
- § Are you decisive?
- § Have you considered how the business will impact your family and if you have their support?

### *Trait Similarities of Successful Entrepreneurs*

**How many of these positive traits do you have?**

- § Persistence
- § Desire for immediate feedback
- § Inquisitiveness
- § Strong drive to achieve
- § High energy level
- § Goal-oriented behavior
- § Independent
- § Demanding
- § Self-confident
- § Calculated risk taker
- § Creative

- § Innovative
- § Vision
- § Commitment
- § Problem solving skills
- § Tolerance for ambiguity
- § Strong integrity
- § Highly reliable
- § Personal initiative
- § Ability to consolidate resources
- § Strong management and organizational skills
- § Competitive
- § Change agent
- § Tolerance for failure
- § Desire to work hard
- § Luck



# So, You Want to be an Entrepreneur?

— *Changing your mindset from employee to entrepreneur*

**T**o become an entrepreneur you need to operate without the safety net of an employer. Therefore mindset shifts are required to leave the constraints of “employee thinking” behind so you can progress in your career and business.

Unlike employees who work for others, entrepreneurs are in charge of the future success they will enjoy and the failures they will experience.



Depending on your viewpoint, this is either terrifically liberating, or an overwhelming responsibility, in which case you must acquire a different mindset that enables you to see the world through a business owner’s eyes.

So here are nine of the most critical mindset changes you will need to make if you are to free yourself from the constraints of “employee thinking.”

**Learn how to set your own priorities** and take complete personal responsibility for all your actions rather than blame others when things go wrong. As an entrepreneur you don't have the luxury of being able to pass the buck: this is your business and you are the one who has to carry the can.

**Make education your life-long ally.** Employees are generally told what is important to the company and accordingly given limited training that is related only to their job. As a business owner you will need to determine your own “entrepreneurial curriculum” so you can make ever-improving decisions about what is best for you in both the short and long term.

***Become a master of implementation.*** Understand that you cannot wait for things to happen. So while ongoing learning is important, to be a successful business owner requires you to take action—frequently. With no one to tell you what you should do, each morning you must wake up with a plan, not only for the day-to-day management of your business, but also for moving you ever closer to your personal and professional goals.

***Start to think big picture and see yourself as the business owner you want to become.*** In a job, it's very easy to become embroiled in the finer points and details of getting things done, filling in paperwork, tinkering at the edges, ensuring that every “i” is dotted and “t” crossed.

While you still cannot ignore essential details, as an entrepreneur you need to think beyond the obvious and the small, so that you spot both the opportunities and traps that lie ahead. Spending more time on “big things” and the “big picture” will accelerate your business success.

***Refocus your efforts on seeking valuable “outcomes” and not just on completing tasks.*** As an employee you were part of a larger machine, responsible for undertaking a particular activity. If you did this to the correct standard, then you had done your job. But an entrepreneur's mentality is different—now just doing something is no longer good enough if it doesn't move you closer to where you want to go.

***Aim for progress not security.*** Be willing and ready to embrace change. When you are an employee you become accustomed to the status quo, so when things change uncertainty follows. At its worst, this could even mean that redundancy follows.

However, the entrepreneurial mindset not only must seek out change, but in fact encourage it to happen because only by doing this can opportunities be created and leveraged.

***Be ready to step outside your comfort zone.*** Running your own show isn't easy. There is no place to hide, and that means that from time to time you will have to do things that you don't like. The entrepreneurial mindset has to be ready to take on the role of debt collector, disciplinarian, or salesperson, and all manner of other jobs as well.

This can often mean pushing yourself beyond what you are used to, but only by doing this will you go beyond mediocrity and achieve excellence.

***Don't try to please everybody.*** Niche marketing is the key to success these days, so creating a recognizable personal brand that makes you unique in your market place will ensure you stand out from the crowd.

***Be competitive.*** Only by setting yourself ever-higher measures of success, will you push your business forward. But don't measure your success by comparison with others, as this can lead you to make the wrong decisions.

Can anyone acquire an entrepreneurial mindset after years of working only for others? The answer is yes, if you choose to and are determined enough.

But don't try and transform yourself all at once. Place emphasis on just one or two areas at a time and work to improve in these. Then continually monitor your performance, so that you become more aware of when you are falling back into old ways of thinking.

Do this consistently, and over time you will find that your mindset is no longer that of an employee but of a true entrepreneur.



# Planning and Getting Organized

**S**uccess in any aspect of your life is a result of planning out your goals and utilizing your creativity. The entrepreneurial life is a blessing and perfect personal growth opportunity that allows you the flexibility of working your professional life around your personal life instead of having to work your personal life around your professional life, as it often is when you are working for someone else.



Operating and growing as an entrepreneur takes some serious self-discipline. While any business poses some challenges, there are unique challenges that face those that are running the bulk of their business from home and online.

Taking business online is an easy concept for many people to get started with, but not always seen as regular and devoted

business, many online entrepreneurs are trying to “fit in” their online business in a busy life and not making the complete commitment to the business.

Although the ability to work from home provides a great deal of benefits that effect much more than just your work life, the challenges that come up can make the ideal of working from home an extremely difficult endeavour.

Any business needs to be taken seriously to succeed. Even if you only have 10 hours a week to work your business, you need to be consistent, plan out your progress, stay focused and remember all the other parts of your life that need attention too!

Gaining the right kind of knowledge and putting that knowledge into practice will set you up for a happy and productive work life that will wonderfully mesh with your personal life.

Read the following tips and advice with a determined mind that will see each idea as an opportunity to try new activities and open the door to a clearer picture of how you can use your time wisely to run an online business from the comfort of your home.

## *Planning—15 Tips to Organize Your Business*

Being a productive entrepreneur takes a great deal of planning, but don't let this discourage you if planning and organization has not been your strong point. Most of the planning gets done occasionally to whenever-you-deem-it-necessary and once you learn some effective methods of planning then it will become a natural task for the operation of your business.

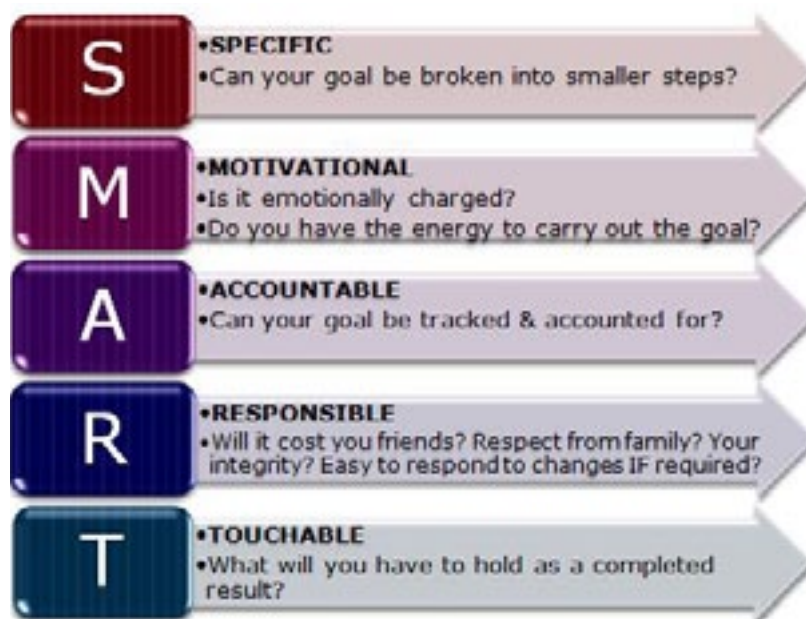
The following tips will help in creating goals and implementing strategies to see them realized along with maintaining the motivation to keep yourself on track.

### **1. Set short-term and long-term goals**

Goal setting is effective in every area of your life. Giving yourself a clear picture of what you really want in life—in the immediate future and years down the road—is an excellent way to keep yourself motivated and energized to take action. Start the process by asking yourself:

***“What do I really want to do with my life?”***

Do not allow limitations of time and money distort your answer. Just assume that there is nothing that can stop you from eventually achieving and having what you truly want.



These goals do have to be written down and kept somewhere you can look at the regularly. Put your goals into concise sentences using the “SMART” system as outlined:



## 2. Brainstorm strategies to achieve your goal

Once you have defined some short-term and long-term goals you will want a list of possible strategies to achieve the results you are looking for. Create a list of strategy options that encompass various alternatives you could use deliver the results you are looking for.

Move beyond your comfort zone and think of any wild idea that comes to mind—you want a large list of ideas to work with. Keep this whole list to refer to in the future, but pick a few ideas from the list to schedule in and add to your To Do list now.



## 3. Strive for greatness and don't compromise

I am sure you have heard of many stories about people achieving great success both in an online business or offline. Perhaps you have even thought that they had something you didn't or were in a better position to start with than you. Or maybe you even discredited the story as some marketing ploy and their "rags to riches" story was not true at all.

While there are a lot of schemers out there, there are also a lot of people that have genuinely focused on a goal and worked hard and smart to achieve it. You can do it too.

You can achieve whatever great things you put your mind to. When you are adding value to other people's lives, it is just a matter of making a plan, getting organized and never giving up until you can make your mark in whatever area is meant for you. If you are interested in working in your own business then you have already made the decision to be your own boss.

Find your niche, explore the opportunities and do not settle for a mediocre business that doesn't have a soul. Do not ever compromise on your opportunity for greatness!

## 4. Counteract procrastination

Procrastination is one very bad habit. It affects most self-employed people from time-to-time due to the fact that there is not always someone expecting you to produce something. It is fueled by fear, lack of confidence, and disorganization.

Putting things off is a sure way to produce an ineffective business.

Beat procrastination by building up new habits that make you get tasks done, like scheduling in time to do the things you have put off.

Breaking old habits and creating new ones takes about 21 days to take effect, so keep this in mind as you are struggling to stop your learned habit of procrastination and creating a new habit of getting things done.

### **5. Grow from the accountability effect**

Create accountability in your work life by joining or creating a group of like-minded entrepreneurs where you share plans, ideas and goals in weekly, biweekly, or monthly meetings. You can also gain this same effect with a one-on-one accountability relationship such as with a business coach.

This type of set-up creates an inner desire to report back the results of your objectives and gives you that little extra incentive to get your plan in action. Additional benefits of being accountable to others are: gaining inspiration from the insights of others, being in the position to assist others in their business focus, and developing deep and trusting relationships.

### **6. Use the power of your mind to your benefit**

The human mind is an extremely powerful tool in your business and that does not mean just intellectual abilities. The subconscious mind is your motivator, your dreamer and your source of productivity. It can also be your discouragement, your criticizer, and your source of inactivity.

Used properly, the power available in your mind will have an extraordinary effect on your life and your business. Keep your thoughts positive, keep them creative and, most importantly, keep away the damaging and defeating thoughts that are passed on by your environment!

### **7. Create flexible schedules and adaptable to do lists.**

Unless you are the type of person that loves to stick to a specific routine and can adhere to a strict schedule, then you will really want to cut yourself a bit of slack and create schedules and to do lists that allow for shifting of times, and deferring tasks.

If you are working from home it can involve work time getting delayed from the original plan and projects taking longer than anticipated. Just be aware of not letting work always get put on the back burner, which is very easy to do in home office. Working from home does allow for a different approach to planning and scheduling.

When creating a schedule for a day, week, or month in advance, (whatever is the best process for you) don't schedule the whole day hour by hour. For example, plan for marketing tasks Monday morning, website maintenance Tuesday afternoon, social media tasks Thursday evening, etc.

Whenever you have time for business block it out for the morning, afternoon or evening instead of 9–11 am.

### **8. Use online resources to create a schedule.**

It only seems appropriate that business should use effective and time saving online resources. This is effective as you can keep focused on what you need to do with a click into a browser instead of switching your focus to paper, another program or another device.

This is also great for anybody that happens to use more than one computer or device for their work as you can quickly access your schedule, as long as you have got an internet connection, which is most likely to be necessary for your business anyway.

Google Calendar is a great option for this. You can sync Google Calendar with an iPhone or Android device and set it up to notify you in different ways of upcoming entries in your schedule.

Create a strict or casual schedule—whatever you feel is best for you—and if you tend to like the paper approach you can print off your schedule as well. As with most Google products, it's quite customizable to your preferences.

### **9. Use online resources to create a To Do List.**

All the little jobs that you want to do or need to get done should be written down on a list. This list will be comprised of thoughts and ideas that pop into your head, tasks to do to move toward your goals and regular tasks that you need to do in the operation of your business. Using an online program for this has the same benefits as using an online calendar

Trello is a flexible and user-friendly option for organizing your ideas and projects in one area. You can create many boards and different organizations, which is very helpful when you want to start a new project in your business.

A board consists of a 3 column listing of "To Do" "Doing" and "Done" (which you can change the names of) and you can add in comments, checklists, due dates, files and customize to your liking in several different ways.

You can also share a Board or Organization with other people, so you can collaborate with others on a project and see what has been done, who has done it and what needs to be done. It's also beneficial to share your task list with some that can simply check up on your progress to add that bit of accountability motivation.

### **10. Make it official and make a business plan**

Many businesses never get the benefit of a well thought out approach to operations and expectations. Although business plans are especially popular for those who are in search of financing, every person that would like to make money with their business should have spent the time creating some type of business plan.

You don't need to focus on the financial details as much as a traditional plan would, but you want to create a plan of how your business will operate and what the products and/or services are.

A business plan makes you think about various parts of running a business and clarifies its viability in the marketplace. It may also force you to think of a more viable business venture if your original idea does not look as good written down as it did in your head. The Internet is full of great resources to assist you in creating an effective business plan.

### **11. See each day as a fresh start to your business**

Don't let any set-backs from yesterday or any point in the past allow you to judge your effectiveness for today. Only focus on what did work and what has been going well for you so far and leave all the negative stuff behind you.



Each day will have a new plan of attack that you use to your advantage in building your business. Frustration and defeating thoughts are BIG productivity stealers and have no place in growth of a business.

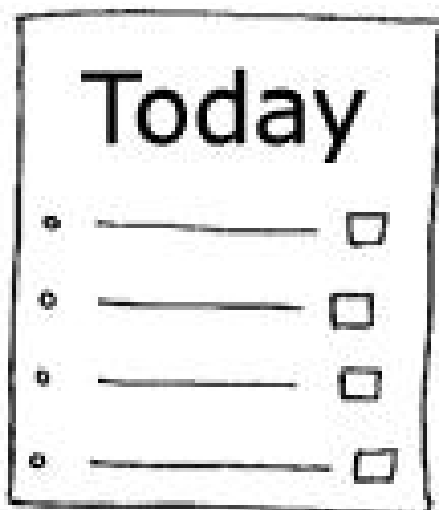
## 12. Create a small routine to get you “in the mood” to work

If you were leaving home to go to work, you would have a transition period of getting ready for work at home and traveling to a location and then settling into your work space. If you are working within your home, you need to create some type of routine that becomes a subconscious signal for your brain to get focused on work. As an example, you might prepare yourself a drink (coffee, tea, smoothie), bring it into your work area to help you get prepared.

## 13. Make a Today List

Similar to a To Do List, a Today List is an informal yet intentional way of thinking about what you want to accomplish in your day. Get yourself a pad of sticky notes of whatever size you would like to be able write down daily tasks. You may want to consult a “master” To Do list or some type of schedule that you have created to be aware of what your overall tasks are.

Write down short, to the point notes of what you plan to accomplish in your day then stick this somewhere where you can easily glance at it throughout the day.



You can add to this list as the day goes on as you might think of a phone call you need to make or new task that comes up. ***The most important part of this exercise is the conscious thinking about your day and writing down your intentions as you begin working.***

This little list should get chucked at the end of the day and don't make any judgments on yourself about whether you did what you had planned to at the beginning of the day or not.

Start a new list at the beginning of a new working day. If there are tasks that you want to remember to do that didn't get done from your Today List then just transfer them to your schedule or business To Do List.

## 14. Do the small but essential tasks first

Attending to email, making phone calls or updating your social media accounts may be possible essentials that need daily attention. They are also things that can be distracting if you are returning to them throughout your working time so that is why it is effective to do these jobs to begin with and possibly to finish off with as well.



You will likely have other responsibilities that fit into this category, depending on the type of business you run—think of all those little things you do that take focus away from other jobs.

**15. Don't get caught up on getting everything perfect.**

Many precious hours can be wasted on spending too much time perfecting something. Although you want to portray a certain level of professionalism, do not be overly concerned with getting the perfect look, the perfect words or the perfect plan.

You can always add something on your To Do list if you are not really satisfied with how it initially worked out. This allows you to at least complete the task at hand and move on to other productive tasks.

# Effectiveness

## — 15 strategies for getting results

**T**o be productive you must approach your business with a specific mindset that is relaxed, determined and open. It is most helpful to create processes and delegate when needed and keep focused on the task at hand while avoiding distractions that take that focus away.

Being effective at everything you do and with the thinking you do is a major contributor to a productive and prosperous business. Use these following ideas to get the most out of your work day.

### 1. Keep your desktop free of clutter.

At the end of office time for the day put everything in its place, which can be a combination of drawers, shelves, wall files, filing cabinets and any other organizing elements you are utilizing.

Clutter in your environment, clutters your mind and can lead to inefficient practices from disorganization. Keep this great little saying in mind: “Everything has its place and there’s a place for everything. If there is not a place for it then you don’t need it!”

### 2. Create a space to put papers that you need to deal with eventually.

This may be a box (sized slightly larger than standard letter sized paper and 3–4 inches in height) on your desk, a set of stackable organizer inboxes, or a multi-pocket/single pocket wall file (great for freeing up desktop space.)

Unless you feel that you need the separation, do not create one space for work and one for home. Consider this a one-stop drop for anything you can deal with later and schedule a regular time that you attend to these papers. Do not let it pile too high so that you feel daunted by the effort to go through it.

### 3. Create systems for your business.

The most efficiently run businesses are made up of a regulated and unique group of tasks that are created once and repeated again and again and again. If you have been in business for any length of time you probably have a few systems in place already, even if you don’t realize it.

Make the time to write down a step-by-step guide to the mechanics of your business; what you do in your home office that affects your business. This process will not only help you in defining and organizing the tasks you do (or should do) as an entrepreneur, but will also allow you to have someone else keep your business running if you're unavailable for various reasons, which moves us on to the next tip...

#### **4. Outsource business tasks that you don't need to personally do, or don't want to do.**

Every entrepreneur has “stuff” to do that isn't part of their skill set and isn't enjoyable to them. Generally, finances don't allow them to pay others for essential business tasks, especially when starting up, yet many people will find that as soon as they off-load those unappealing chores they become more efficient at other jobs and their business really starts to flourish.

In our multi-communication society, outsourcing business projects is easier than ever and definitely has various benefits to hiring an employee. You can find freelance professionals that are eager to do any project you may have through a variety of avenues.

Whether you post a job on one of the many freelance bidding sites (Elance, oDesk, Freelancer, to name a few), search for a virtual assistant online or through your local resources, or just have a friend or family member complete some work, you can put yourself in a position to achieve more with less time.

#### **5. Pay attention to business tasks during your business time—and do them only during business time.**

This may seem like it's an opposite of being productive. After all, with our technology at the level that it is we can have the devices and access to our business 24/7. And why not attend to a few emails or phone calls if time permits during non-business hours?

First of all, because those business matters won't really have your full attention if you are out shopping or visiting with friends, and secondly, just as you should give your business your full attention, you should also give the other areas of your life your full attention.

This advice may not be for everyone, but perhaps it's just something for you to think about for now.

#### **6. Be devoted to just one project at a time.**

Whether it be work or personal and remove all other programs and browsers that are not related to what you are working on. As well, clear your desk/working space of anything that is not related to the task at hand.

### **7. Set boundaries of when you answer emails and telephone calls and any other form of communication you may be connected to.**

Try to keep in mind that these various forms of communication are for your convenience and not for the convenience of others. You cannot be as focused and efficient when you are letting distractions always take you away from the task at hand.

Schedule in a period of time once or twice a day to respond to and initiate conversations, whether it be through email, texting, phone calls or any other form of communication with customers, business associates and personal contacts.

### **8. Use the Pomodoro Technique**

This technique was created in the 1980s by Francesco Cirillo, which assists in achieving greater focus and better time management. It is a fairly simple concept of breaking down your work day into blocks of 25 minutes and builds on that main practice to teach more in-depth techniques of blocking out distractions, accurately estimating the length of time to do a task, and other organizational tips.

You may not want to be a true “Pomodoro” follower, but reading the details about this technique will definitely provide you with some insightful ideas to better manage your home business.

### **9. Schedule closed-door and quiet periods of time**

While it can be good to be accessible to staff or family members if needed, you may need to make at least a couple of “no interruptions” times in your week.

Some tasks just need your full uninterrupted attention and if you can do them without any chance of an interruption, then you will be able to produce much better results.

Not everyone will need to use this tactic, but if you find that you are less productive due to minor interruptions then stand-up for yourself and your business and make your family aware of the times you have set aside to complete your high concentration tasks that may also mean a quieter time for everyone in the house.

### **10. Do productivity checks**

This will be a great new habit to foster that will help to keep you focused and stopping lots of those time-wasting activities. Every hour or two check in with yourself asking “Is this the best use of my time?”

Set an alarm to go off, set up Google Calendar to send a notification to your desktop or simply stick a note on the wall in your direct sight with this question on it. Eventually you will get in the habit of asking this question regularly without external prompts and not get into unproductive work to begin with.

### **11. Don't get lost in multi-tasking**

Creating an environment that is extremely efficient involves a sustained time of focused work. It can be difficult to really get focused when, each day, you are switching from one activity to another, just to get things done.

Being able to schedule your time so that you complete a months' worth of blog posts in one day or set up some email broadcasts for the next two weeks allows your brain to really get into the one project and produce better work in less time than if you broke up the same kind of job over several days.

### **12. Always generate a growing sense of optimism**

Expect that good things are going to be plentiful. Have the sense that life will bring good rather than bad outcomes and that when you encounter less than ideal situations you will be able to overcome it. Living your life with an optimistic mindset will allow you to see the possibilities and take advantage of opportunities that come out of hardship.

### **13. Create your business around your passion**

The most successful people have attested to the fact that their passion for their business drove them to be innovative, determined and keep focused on their tasks. Be sure that your business focus is somehow connected to something you are passionate about and you will find that staying motivated and productive feels much easier.





**14. Schedule your more challenging work during your prime time**

Are you a morning person, or does your energy rev up after 6pm? Determine when you are at your peak performance and schedule the more difficult work, or the stuff you are not so keen on doing, during these times. The routine tasks and more enjoyed activities can then be scheduled for the other times of the day.

**15. Incorporate a reward system for a job well done**

Although you have got “the big picture” incentive of having an awesome business for long-term motivation, it is useful to create some short-term incentives to help you get through a challenging undertaking or detailed project. Gear the incentive to your own preference of what you see as a reward.

# Energize

## — 15 strategies to energize your work life

**U**se the following tips and advice to create a more well-rounded life. Working for yourself affords you the luxury of taking longer breaks, creating a unique home life and fulfilling your desires related to every part of your life while running a successful business.

Your life goal should be to have a prosperous life, and although this can mean financial prosperity, it more importantly points to prosperity in all areas of your life that will result in an increase in your enthusiasm for your business.

Strive for balance and creating harmony between work and life. The following tips focus on creating balance in your life that will directly influence your business.

### 1. Always be learning and growing

Always have a book on the go. Reading is a vital component to self-development, which you should be making time for on a regular basis. This is to enrich both your personal development and your professional development. Just making time to fit 15 minutes of reading in will benefit you greatly in all areas of your life, which will directly result in better results in your business.

### 2. Schedule your time for business matters and don't let it impose on your personal time

Do not let all the “to dos” get in the way of your personal life. Working from home can end up with some people working all the time, which sort of defeats the purpose of being self-employed.

Make that schedule for business tasks and work within that schedule. There can be the occasional exceptions of course, but when you find that you are not sticking to the flexible schedule that you had created, you either need to re-think your time or be more disciplined in your approach to working time.

### 3. Don't aim to please everyone

Be clear on what your motives and intentions are and don't let someone else's opinion sway your informed decision. This relates to people in your personal life and in your business. Whether it is customers that want more time from you or quicker responses, or a spouse that feels your business pursuits are taking up too much time or simply does not understand your level of passion.

Do not let the opinions of others change your business process when you know that is what you want. Don't be completely close-minded either. Hear people out and consider their opinion, then stand up for what you feel is right.

#### **4. Share your work schedule with your family**

Posting a print-out of your weekly schedule on the fridge, office door or other visible area will let your family members know when you have planned to work and even what kind of work you will be doing.

This helps to avoid someone in your house planning something that requires or requests your involvement during your work hours and allows you to share a bit of your business life with your family.

#### **5. Discuss your business challenges and accomplishments with family and friends**

Have one or two people that you can regularly talk to about what is happening with your business. Especially when you are first starting out, it can be discouraging to feel like you don't have anyone to share the achievements and the frustrations with.

Even though you can connect with many other people in the same situation as you (which you should do) it is much more effective to get to vent and share with someone you already have an established relationship with.

#### **6. Take at least a 15 minute break every 2 hours of work**

When you are mainly focusing on your computer screen, you can get fatigued much more quickly than if you are moving around. After sitting at your computer for an hour or so, get up and get a drink, have a stretch, take a walk, anything that gets you on your feet and not staring at a screen.

You will find yourself more focused and refreshed after a short break. Ideally you should be on your feet for at least 5 minutes for every hour of sitting time.

#### **7. Make sure you have breaks regularly throughout the day**

If you are working a number of hours in your business then take breaks where you can possibly do some personal errands for an hour or two to take in some physical activity or meet up with someone.

Shifting your focus for a longer length of time and creating a day that is filled with a variety of activities provides a greater feeling of satisfaction with your day, as you have been able to give attention to several areas of your life.

**8. Take a reading break**

If you have not made the time in any other part of your day to devote to your personal growth through reading then take a reading break. Find yourself a comfortable spot to lounge in, go outside if possible or just locate yourself in a different spot than where you were working. It is good to get a change of scenery and fit in the always important element of learning.

**9. Use your work break to give attention to the other areas of your life**

The most effective kind of break to take is a break that has you giving attention to some other areas of your life. Using your time wisely in this way will create a more productive life and not just center on a more productive work life.

As the points above described more specific things you can do with your essential break, it is important to keep in mind that making your work break a short and sweet time to see family or a lengthy outing to experience various other things is an integral aspect to creating a balanced life that will have a direct result on the productivity in your business.

**10. Be nutritionally conscious**

Eating right is essential on so many levels, but you will find you are so much more motivated and productive if you are feeding your body the right kind of fuel. Get educated on what the best diet is for you and eat a variety of foods that are providing your body with the appropriate nutrients that it needs to function at an optimum level.



Try to eat with the focus that food is for the proper functioning of your body and not just for your taste buds. Of course, moderation is the key and having little treats now and then is acceptable, but make the majority of meals and snacks about providing your body the right fuel.

### **11. Engage in fun and rejuvenating physical activity**

Physical activity is a great energizer and provides your whole body with overall feeling of satisfaction. Although any type of exercise is beneficial, it is an added bonus when you can get some exercise while having fun and possibly spending some quality time with family or friends.

A few examples of this type of invigorating exercise is biking, brisk walking, playing sports, skipping—just to name a few of your options.

These activities are considered recreational activities which are great as part of an overall active lifestyle. You still need a regular and consistent (2–3 times a week) strengthening exercise program.

You can do this at home or by visiting your local gym where you have a vast array of equipment to make your workouts enjoyable. The overall point here is that exercise can and should be integrated into your life. A strong body is necessary for a strong mind.

### **12. Nourish your spiritual side**

You are a spiritual being that needs to regularly nourish that aspect of yourself. If you do not feel drawn to an organized faith or religion, just be connected to the spiritual nourishment of nature.

Realize that there is more to life than just what you see and think about and take time every day to become aware of your inner spirit through meditation, communing with nature, or learning about various spiritual aspects of humanity.

### **13. Make time for face-to-face socialization**

Get connected face-to-face with people in all aspects of your life, whether they be family, friends, business associates or casual acquaintances. Try to make brief encounters and lengthy visits a chance to really connect with someone and not just a passing of time. You never know what may come of a conversation where you are truly in the moment and making the most of your time with someone.

### **14. Schedule in time to nurture the most important relationships**

Just being around your spouse or your children, or any other vital people in your life, is not going to be an effective way to value that relationship. You have to spend quality time with the people you love and this is easily left out if you are not aware of the lack of connection you may have.

If you find you are not connecting with those special people in your life on an intimate level then schedule in a weekly “date” where you spend time with one another and get a chance to openly talk.

**15. Be an ongoing source of inspiration for others**

Be an encouragement to other people to have great aspirations, be persistent in achieving their goals and to be open to new opportunities creates a greater sense of ownership in all you are planning to achieve in your business and personal life.

Keep the momentum by reaching out to other people that you know personally and that you connect with. When you are constantly inspiring others you will be building a habit of determination and success that will lead you to living your life to its fullest potential.



# Proper Exercise and Healthy Eating

*— How these can help you make more money*

## *Our most important business asset is our body*

Many people leave paid jobs because of the limited time and room to honor personal needs and self-care strategies such as proper exercise and healthier eating. But, if we are not careful the exact same thing happens when we become our own boss and we end up doing the same thing to ourselves. That old saying never rings truer—wherever you go, there you are.



In today's technology driven busy world our self-care habits are often the first to go and end up getting pushed down the totem of priorities. Yet often the people who can choose their own hours, schedule and the ones with the most ability to choose how they spend their time are often the ones most frequently missing exercise and healthy eating routines.

Yet we all know how important it is to move our body and keep it strong as it has been designed to be. Exercise is the very most important thing you can do for a healthy mind and body affecting everything from how you look and feel physically as well as the state of your mental and emotional health. Nothing contributes more to both the quantity and quality of your life.

It is hard to imagine how any business venture, any job or career could be more important as without health everything else is rendered irrelevant. Yet eight out ten people do not get enough proper exercise so clearly it does rate highly on their priority lists.

Maybe it is because a no-exercise lifestyle and eating whatever whenever requires absolutely no effort or “work” at all. Is this how we want to live our lives?

Have we made them so “easy” and “comfortable” that we expect everything to be obtainable without effort, without sacrifice, and without any commitment what-so-ever?

We tend to take the health of our brain for granted but working our muscles with proper exercise is the oil that keeps the wheels turning in our control center—our brain. Our modern world is often busy and frantic which can cause us stress that can drain and fatigue us to the point it can limit and prevent us from reaching our full potential in life.

If we dare to complain we get handed a bottle of pills which may help in the short term but are not a long term solution. The best option is to look to physical activity that can relieve stress and anxiety calming us from the inside out like no pill or drug ever can. Everything from managing stress to processing emotions is enhanced and boosted with each exercise session.

You could liken your exercise session to a house cleaning session or cleaning out the attic. Junk thoughts, negative emotions and sad moods are chased away; the slate is cleaned off ready for another day. If this is not done things pile up like an untidy desk and this causes us stress, anxiety and frustration.

If we give our body what it needs to keep itself healthy—proper exercise it can easily cope with the stresses and pressures of our busy modern lives. When we keep these things under control we can work more productively and fruitfully in our job or chosen career and be happier, healthier spouses, parents, workers and friends.

### *Too much busyness — not enough self care*

Many of us are so busy and have so many responsibilities in life that we forget to take care of ourselves. Be honest now... where does exercise fall on your list of priorities? Is it even on your totem pole of priorities? Hang on you say, “I don’t exercise because I don’t have time, but I will get started when I am less busy”.

So how do we get from the “too busy” place to a program of proper exercise?

You have to make your own self care a priority. Everybody is busy and everyone has career and family obligations, yet someone who is busier than you is exercising right now. “I don’t have time to exercise” is not something you will ever hear from a strong, fit person as they make time for exercise no matter what.

People committed to their exercise regime tend to have one major thing in common; they know the true value of real health and understand how strength and fitness plays a big part in that.

They understand the total “big picture” health benefits and enjoy how exercise makes them feel better physically, emotionally and mentally and how it gives a much greater quality of life that enhances your business and personal success.

The key to finding the time for exercise is to put it at the top of your priority list and then say it is not optional. You need to do it, will do it, must do it. Think of it as a gift to those that love you. It will help keep you around for them for a long time and what better gift could you give them?

## *How exercise can help you make more money*

There are certain traits/behaviors that cross-correlate between working out and working.



## *Discipline*

When we have some self-discipline in our lives it spills over into many other areas of our life and improves them. When you make promises to yourself and keep them you will feel a sense of accomplishment and pride.

The skill of self-discipline is not so popular now as it used to be. Many people believe that it will mean getting out of their comfort zone or is something for the “too hard” basket. Yet the self-discipline of a couple of exercise sessions each week will actually give you more tools and the power to reduce failure in lots of other life goals.

You can see that giving your body the vigorous physical movement that it has been designed for is much more than just about the physical aspect. Do you have other goals in life that you wish to be successful at – career, family, relationships or hobbies?

When you practice self-discipline you will be developing the finest autopilot or cruise control system you could wish for—something so priceless that no amount of money can buy.

Then you can use it to make your life better in other areas with boosted automatic drive, focus, motivation and energy. With the confidence and discipline you acquire through achieving better health through a regular exercise program, you will know deep in your heart that you can overcome any obstacles that life throws at you and accomplish anything you set your mind to.



## *Intelligence*

When you exercise, your brain releases chemicals called “growth factors” that help create new brain cells and connect brain cells together that help you learn. Researchers in Germany studied high school students during 10 minutes of complex fitness routines compared to 10 minutes of regular activity. Those who did the fitness routine scored better on high-attention tasks, and those who didn’t scored the worst. If you learn better and perform better, your business will grow. Exercise is a tool to help you do that even more.

## *Confidence*

Confidence is key in business—in negotiations, key decision-making and selling. If you present your proposal to a prospective client and are timid and not sure of your solutions to their problem, you will not land the job. If you do it with confidence, and instill assurance to your prospect that you can solve their problem, they will buy from you.

One of the biggest challenges every business owner struggles with is self-doubt. Either it is having a great business idea and being too afraid to take the risk and try it, or investing in something new for your business, or even changing something in your business model—if you do not have the confidence to make it happen, it won't happen.

Having confidence opens up so many doors. Exercise is one way to harness it improving how you look and feel about yourself thereby giving you increased self-confidence. You look better when you are in shape. Staying active helps you tone muscles and maintain a healthy weight, improve your posture and the way you hold and present yourself to others.

### *Take Action*

This is the game changer. You get so used to taking action both with your exercise program or making yourself a healthy meal from scratch that taking action becomes really easy and natural. You “just do it”.



We constantly hear about the benefits of exercise, yet many of us don't really make a commitment to exercising regularly. Why not? The simple explanation is that we get busy, and we get lazy.

We know that exercise is good for us, but it seems like too much trouble and too much work. To really get the benefits of exercise, you have to make a commitment to doing it. You can't just wait until you feel like it.

Many people do not get enough exercise because after a whole day of sitting in front of a computer, they only have enough energy left over to sit in front of a TV set at home. Switching over to a lifestyle that includes exercise does involve a decision, and a commitment to do so.

If you are telling yourself that exercise is hard and that it's boring change the messages that you send to yourself.

Tell yourself frequently that exercising your body is fun. And take the time to make a mental shift within yourself.

Turn off your thinking brain, and feel your body. Feel it as it moves. Learn to feel what your body really needs, and what messages your body is really sending you. Chances are that the secret your body is trying to tell you is “I REALLY need exercise!”

## *Perseverance (stickability)*

Stickability is something that is easier said than done. Everyone loves to start new projects but give up near the end because they get distracted and start another different project and **DO NOT** follow through with their original idea.

So many people continue to buy products, books, programs, courses, memberships and so on and fail to take action. This bad habit drains time, energy and your life away and denies achieving success. After all, you do not get paid for knowing things; **you get paid for taking action** with your knowledge.

A structured exercise program is a solid and real-life way to teach yourself how to persevere through thick and thin and how to take responsibility for what you set out to do. When you have an exercise regimen that is challenging yet attainable, in order to develop perseverance, however, you must stick to it.

There will be days when exercising will be the last thing in the world you want to do, but doing it when you feel like this is what builds character and enhanced perseverance which spills over into every other part of your life. This is what separates the winners from the losers in every aspect of life and in particular business.

Perseverance is part habit and part attitude, and it is easier to change your habits than to change your attitude overnight. If you can develop good habits and work at it your attitude will be altered over time.

### **People who have “stickability” are able to:**

- § finish things they start
- § turn up every day
- § stick with a task in order to achieve success
- § suffer lots of failures before they achieve success
- § resist being discouraged when they don't get instant results



- § continue with the task despite failures / the lack of positive results
- § follow through and complete a task—even if it takes a long time
- § do what it takes to get to where they want to be

It's the reverse of “quitter's disease”—people who expect to get what they want right away and give up if they don't get it or it's hard to achieve quickly.



### *Those who exercise more, make more money*

People who are strong and fit, physically, mentally and emotionally (and they are all closely interwoven) can play harder for longer and recover quicker from the knocks of the game. When you can play harder—you win.



When we are fatigued, we make poor decisions. Athletes don't just train so that they start their game in their best shape. They condition themselves so that in the last quarter of their game when others are falling by the wayside they are able to make good and fast decisions because their bodies and minds are still fresh.

Exercise is your secret weapon for success, could just be the catalyst to get you moving if you aren't already.

## *Increases Productivity*

Ever heard of “if you want something done, give it to a busy person?” It’s a proven fact that productivity begets more productivity. When we are productive and efficient it propels us to succeed more.

When regular exercise is undertaken work performance is increased and time management is improved. All these amount to a more productive day – all from a couple of exercise sessions each week.

“A strong body makes the mind strong,” Thomas Jefferson once said.

## *Sharpens Focus*

That's why you are likely to feel calmer, yet more alert—and better able to focus—after exercise. Exercise also helps the brain—and body—cope better with stress. That’s good news for people who work in high-pressure environments.

Modern technology with cell-phones, faxes and computers have pushed people into being expected to multi task and work at a fast pace. People today can and do absorb more information in one day than our ancestors absorbed in an entire lifetime.

With our mentality of moving quicker and constantly doing things people tend to forget that down time is needed to recalibrate the systems and is in fact vital to mental and emotional health.

## *Life satisfaction*

How about you, is there a gap between where your actions are taking you and where you really want to go? Life satisfaction does not come from being passive and enjoying a movie. Pleasure might come this way, but life satisfaction is more than that.

To be properly satisfied with your life, your actions need to be true to you. If you truly want to live that long, healthy and vital life then yo-yo exercise (if at all) and poor eating habits are not congruent with what is really important to you. You will need to step up and follow through.

So if you want all of these benefits you only have to do two things get started on a proper exercise program and support that with good nutrition.

Exercise is not just a way to keep our butt smaller, it is a way of priming your brain for success, a secret weapon to help you be more successful and make more money. The end result is that you will be happier and healthier and so will your business.

### *Getting yourself fit for business*

Exercise is a readily accessible tool that will allow you to keep up a warp speed pace as well as the necessary balance in your life to achieve the personal performance your business and you demand. You need to be mentally sharp and agile in order to make good decisions all day long.

### *Eating clean*

What does it mean to eat “clean”?

Eating clean is about choosing the least processed, most nutrient-dense foods available to you. This means stepping away from the fast food, shopping in the outer aisles of the grocery store, and choosing fresh foods over boxed alternatives.

Many packaged products are loaded with chemicals and hard-to-pronounce ingredients. If you cannot decipher the ingredients, why would you want to put it in your body?



A clean diet focuses on choosing foods that are low in fat, high in fiber, and loaded with essential vitamins and minerals and minimizing or avoiding processed foods and refined sweeteners. Eating the least processed foods helps control blood sugar, stabilizes energy, and provides your body with sufficient amounts of fiber to help keep food moving through your digestive tract keeping you healthy inside.

The less processed these foods are—this means the less they have been cooked, peeled, mixed with other ingredients, stripped of their nutrients, or otherwise altered from the way they came out of the ground—off the tree or the vine, the better.

Nine out of ten Americans are deficient in 11 key nutrients, two thirds of them are overweight or obese and 50 percent of them suffer from a chronic lifestyle disease such as cancer, heart disease or diabetes and many suffer multiple conditions.

Proper exercise combined with nutritious food improve your mental fitness as well as your physical fitness, making you sharper, smarter and giving you more energy for your life as a busy business person.

Remember a happy, healthy life is what you are here for. Being a great leader or successful business person comes an important second. So take the time to lead a healthful lifestyle to protect what you have achieved and have yet to achieve and ensure you will enjoy the fruits of all you have earned. Whether it is 5 or 25 years down the road make sure you will be ready.

# Top 30 Quotes

— *Every entrepreneur should live by*

**T**he idea of creating your own business or even working at home with only your computer, an internet connection, and only minimal time input is really enticing. This is especially true in cities wherein employees are more and more stressed with their jobs.

Success stories found on many web sites also add fuel to the fire. It all appears that online marketers are enjoying the best of life: no boss, minimum time input, and large income. However, this is only possible with the right kind of attitude and rightly directed effort.

Yes, you will also hear a lot of failure stories. And this is no surprise. Given the eye-candy status of online businesses, many are likely to try and many among them are also unprepared. As a result, the number of failures is increasing.

But this should not discourage you but you should take it as a caution. Most of those who fail did not succeed not because they did not employ the right mindset and they do not have enough necessary background.

If you want your venture to be any different from them, all you have to do is avoid the pitfalls which many wannabes fall for. By implementing all that you have learned in this eBook, you will be well-equipped to take on the challenge. There are many difficulties that you will face out there and some are unexpected. Use what you have learned here to come up with solutions of your own.

You will soon gain experience and you will know instinctively how to deal with each problem that you will face. Who knows, you might also write a book like this one in the future. And if you manage to find a good teacher, you will surely learn a lot and increase your chances of succeeding. When the time comes, it might be your turn to teach the new generation the experiences that you have learned.

Just always remember not to rush things, to approach things prudently, keep an open mind to new ideas, and always employ the right mindset. And also, never let your guard down even when it appears that your foundation is already rock solid.

The nature of being an entrepreneur means that you fully embrace ambiguity and are comfortable with being challenged regularly. Starting a business or company is a riveting roller coaster of emotions with tremendous highs and at times, difficult lows, but one thing that always helps me through the ups and downs is to connect with some of the greatest minds. Below are just a few of my favorite quotes:

**“The best way to predict the future is to create it.”**

— *Peter Drucker*

**“Winners never quit and quitters never win.”**

— *Vince Lombardi*

**“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”**

— *Steve Jobs*

**“My biggest motivation? Just to keep challenging myself. I see life almost like one long University education that I never had—everyday I’m learning something new.”**

— *Richard Branson*

**“Every time you state what you want or believe, you’re the first to hear it. It’s a message to both you and others about what you think is possible. Don’t put a ceiling on yourself.”**

— *Oprah Winfrey*

**“It’s fine to celebrate success but it is more important to heed the lessons of failure.”**

— *Bill Gates*

**“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”**

— *Warren Buffett*



**“One of the huge mistakes people make is that they try to force an interest on themselves. You don’t choose your passions; your passions choose you.”**

— Jeff Bezos

**“I have not failed. I’ve just found 10,000 ways that won’t work.”**

— Thomas Edison

**“Logic will get you from A to B. Imagination will take you everywhere.”**

— Albert Einstein

**“As long as you’re going to be thinking anyway, think big.”**

— Donald Trump

**“Success is walking from failure to failure with no loss of enthusiasm.”**

— Winston Churchill



**“Genius is 1% inspiration, and 99% perspiration.”**

— Thomas Edison

**“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”**

— Mark Twain

**15. “The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”**

— Vince Lombardi

**16. “If you cannot do great things, do small things in a great way.”**

— Napoleon Hill

**17. “I don’t know the key to success, but the key to failure is trying to please everybody.”**

— Bill Cosby

**18. “Success is not what you have, but who you are.”**

— Bo Bennet

**“If you can dream it, you can do it.”**

— Walt Disney

**“I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them!”**

— Madam C.J. Walker

**“Don't ever let anyone tell you that something is too competitive. Once you subtract the people who don't work very hard, or the people who aren't as good as you, your competition shrinks dramatically.”**

— Maggie Mason

**“It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because all that matters in business is that you get it right once. Then everyone can tell you how lucky you are.”**

— Mark Cuban

**“The most valuable thing you can make is a mistake—you can't learn anything from being perfect.”**

— Adam Osborne

**“Policies are many, Principles are few, Policies will change, Principles never do.”**

— John C. Maxwell

**“I find that when you have a real interest in life and a curious life, that sleep is not the most important thing.”**

— *Martha Stewart*

**“Entrepreneurs are risk takers, willing to roll the dice with their money or reputation on the line in support of an idea or enterprise. They willingly assume responsibility for the success or failure of a venture and are answerable for all its facets.”**

— *Victor Kiam*

**“Business opportunities are like buses, there's always another one coming.”**

— *Richard Branson*

**“When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone.”**

— *Mary Kay Ash, founder of Mary Kay Cosmetics*

**“Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure.”**

— *Mary Kay Ash*



For more tools and resources from Carolyn Hansen to assist you in attaining your goals and achieving the success you desire in life, please visit:

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