
ACQUIRING A SUCCESS MINDSET



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Most people don't develop a success mindset during their educational years. In fact, some people have their creativity and drive silenced to the point they lose confidence in their ideas and abilities.

So when the time comes to pursue a job, very few have what it takes mentally to go after an entrepreneurial career. Most are content with a corporate position, where they're told what to do, when to do it, and how.

In order to be your own boss, it requires you to believe in yourself and know that you're capable of achieving your goals and dreams. You can systematically set yourself up for success if you take steps to mold your mindset for it.

Fight Back Against Your Negative Self Beliefs

Before you can fill your head with a positive mindset, you have to root out the negativity you're drowning in and silence it so that it can't taint your future happiness and self-assuredness.

Take time to analyze any saboteurs within your mental outlook about your career and potential for success. Do you live in extreme thoughts, using words like *always*, *never*, *can't*, and so on?

People always let you down. You'll never succeed. You can't do something. The list goes on. These limiting words and phrases prevent you from growing beyond the stagnant point you're at now.

You need to stop using language that diminishes your abilities. You have to treat yourself with promise, just as you would your own child if you were motivating them with uplifting words.

Start to recognize every time you have a dreary outlook about your career or projects. Stop it in its tracks and replace it with something more reasonable and reliable. You want to take responsibility and believe that you have the power to get on the right track.

Instead of saying people always let you down, think about how you're taking control to ensure you have the right people aligned with you. Instead of saying you'll never succeed, focus on your upcoming projects and visualize you hitting it out of the ballpark.

Eliminate the word *can't* from your vocabulary. If you choose not to do something, that's one thing. But with the right learning material, practice and time, you *can* do whatever you set your mind to!

Allowing negative self-beliefs to take root and thrive in your head is like poisoning the well before you have a drink. You don't want to set yourself up for failure before you even try – you want to have the door wide open for your success.

Surround Yourself with Winners

There's an old saying: "You are who you hang around." Or, as Jim Rohn once said, "You are the average of the five people you spend the most time with." And this is true, especially when it comes to your business efforts.

It happens with many things in life – even eating habits. It's been proven that people often overeat in social situations because subconsciously, they want to mimic the behaviors of others and fit in.

In work issues, things are often the same. So you want to make sure that the people you surround yourself with possess the same traits and qualities that you, yourself want to have.

Think about what you'd like to have in terms of work beliefs and abilities and then befriend people who represent those for you. For example, you might wish you were better at not abandoning projects in mid-stream.

Find someone who routinely launches products and follows their vision through to completion. Over time, you'll watch as their consistency and commitment allows them to achieve great success, and this will rub off on you.

Or maybe you wish you had the confidence of a success marketer. Pick out one of the people in your networking circles who has a healthy ego and watch how they post on social media, how they speak to their subscribers, and everything they do to show others that if they believe in themselves, then others can, too.

Success isn't just about money. You'll notice as you start investigating the wealthy marketers in your groups, that some people may have dollars in their bank accounts, but they lack true happiness.

What's the use of earning good money if you're miserable with it? So if you have a negative mindset, where you always feel grumpy and annoyed, surround yourself with people who project happiness.

At first, you might feel like a foreign object standing out among these positive influences. But give it time to seep into your own beliefs. Try not to fight it. Watch their behaviors and thought processes if they speak about them, and try to apply them to your own life.

Go one step further and watch how they live their lives. You may find that the best motivational friends exercise daily, eat healthier or get more sleep. The stability in other

areas of their lives may give you hints about how to craft one for yourself to support your business success, too.

Put Boundaries Between Yourself and Losers

At the same time that you're putting measures in to support a healthy mindset, you want to put a barricade between yourself and the losing mindset that plagues others. When we talk about losers, it's not from a bullying point of view.

This is simply a label to describe those who never think of winning – whose entire future is limited by their own inability to allow themselves to succeed. They are defined by their victim mindset, and if you let it be around you too much, it can infect you and become an obstacle in your own journey.

Limit the people around you who constantly complain about everything. They don't just complain about work or the industry, although they complain about that, too. These people wake up on the wrong side of the bed every day.

They gripe about their customers, their business partners, their affiliates, the platforms they sell on, their own work efforts. They complain about long lines at the store, traffic, or a meal. They simply cannot be positive, and it reflects in their lack of success.

Put boundaries in your life for people who mock your goals. These could be people online or off, including family and friends who don't understand your vision or the marketing world in general.

If you're pursuing a fiction writing career, they may balk at you actually believing you can succeed, even though thousands of indie self-publishers make amazing money on Amazon Kindle every day.

If you say you're starting your own business in a niche and they raise their eyebrows at you believing you can lead that niche, then begin limiting your exposure to these people who will put holes in your confidence.

Don't hang around people who think small and do even less. There are many people who are entrepreneurs, but who can't see themselves as big successes. Maybe they only have an idea to work for others as a service provider, and even then, they take on tiny projects so they don't have to put themselves out there.

You want people who aren't afraid to make a splash surrounding you. Stay away from scammers and shady individuals whose success is built on the pain of others, if it even exists at all.

Say goodbye to people who talk a lot, but can't take action. These people always have a project or dream in the pipeline, but nothing ever materializes. It might be five years later and they're still talking about a launch they're going to have *someday*.

Stop Buying Into Hysterical Thought Processes

Hysterical worry and anxiety when being a solo entrepreneur can occur when you're putting yourself out there and you know you don't have anyone to lean on during a launch, a live webinar or something else intimidating.

As an entrepreneur, you're going to be under a lot of pressure to perform. Since you don't have an entire team of people working for your company, the success or failure of your business rests solely on your shoulders.

This can cause bouts of hysteria, when everything that's been going along as planned suddenly becomes terrifying. You start shooting your confidence down and telling yourself things like your launch is going to flop miserably, that everyone's going to laugh at you, or that customers are all going to hate what you released.

This kind of over-the-top mindset can cause you to make dumb decisions in the middle of a panic. You have to keep a stable head when working as an online entrepreneur. That means that even if your site crashes in the middle of a launch, you don't lose it and begin crumbling.

Think of the worst-case-scenario ahead of time. Let's say you've worked very hard on putting together an amazing launch. You recruit some top affiliates and are pleased with the feedback you've gotten from preliminary reviews.

But on launch day, more traffic than you expected hit, and your site crashes due to the volume of traffic it's receiving. A mentally unprepared marketer would cry, post about this as a defeating moment, and maybe even abandon all hope of future success.

They would suffer severe shame and may not even have the guts to do a future launch after this one blip in the road. Instead of allowing hysterical thoughts to take over during a crisis moment in your business, prepare for situations ahead of time.

What are some things you could do to prevent this from happening or to alleviate the catastrophe once it hit? You could have a different site set up to redirect the traffic to. You could reach out to affiliates and apologize, and bump their commission for the next 24 hours.

Make sure you have the phone number of your hosting company on hand so that you can immediately call and get the situation remedied if you have to level up to a better hosting plan that can accommodate the traffic numbers.

You need to know that you're not helpless in any scenario with your business. You just have to act as an entire solutions team all on your own. That merely requires you to plan and prepare – and that is something you're capable of doing.

Be Consistent and Shine a Light on Your Accomplishments

Nothing defeats self-doubt quite like proof. Every time you complete a project, make a new connection, or go a day without giving in to any self-limiting beliefs, you're proving your old self wrong about you.

You can achieve this level of confidence by being consistent with your efforts. Look back on your track record for the past year. How many projects have you given up on? How often do you turn something down because you are too shy or don't believe you have what it takes to see it through to completion?

You want to change that track record from one of misses to one of many hits. You want to see consistency in your work. Day in, day out. You want to show up and serve your audience.

If you start something – whether it's a launch of your own or a course you bought from someone else to teach you something – you want to finish it. Even if you start a project and later don't feel like launching it anymore, finish it.

You have to become adept at being a closer, not a quitter. Consistent action taking, even if it's mere minutes per day, will allow you to see yourself in a new light. But someone who only works sporadically, who doesn't devote their time and efforts to working on their business, isn't taking this seriously.

Not only will *you* not take yourself seriously, but other marketers who might be affiliates and who see you constantly mention an idea and quit, won't take you seriously. Neither will prospective customers.

They see you constantly give up and they worry that if they *did* manage to buy your product, you'd abandon them and leave them floundering on their own with no customer service.

Shine a light on all of your accomplishments. These may be small in the beginning. It might be something as simple as outlining a product or responding to all of your emails. It could be bringing a single, big-league affiliate onboard.

Take note of these milestones that will add up to big success one day. When you start highlighting these, rather than the incremental failures you've had, it snowballs into strong momentum for you.

You become addicted to seeing how many more accomplishments you can add to the list, and it gives you a sense of pride, and ultimately, belief that you're capable of achieving any goal or dream that you desire.