

The Mind of A Entrepreneur How to Be Successful In Your Life and Have Everything Go Your Way Vol.4



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Introduction

The entrepreneurial industry is one that attracts hundreds of thousands of people every year. Everyone wants to own their own business. Everyone wants to reap the rewards that come with independent success which include financial freedom, more time to spend with your family and the ability to work for yourself rather than someone else.

But becoming an entrepreneur isn't easy. If you want to become financially independent and get more time to spend with your family, be prepared to spend some money and hardly spend any time with your family at all while you work towards your goals. The rewards are great, and certainly worth it, but it's going to take some hard work. This book is about making that

process as painless as possible and giving you the tools and information that you need to be successful more quickly.

What Exactly Is an Entrepreneur?

An entrepreneur, basically, is anyone who starts a business. However most people don't consider those who start a business, such as a website with little or no investment, and then don't do any work on the business, to be entrepreneurs; in order to be a true entrepreneur, you must be actively working toward success with your business.

The National Federation of Independent Businesses reports that around 4 out of every 10 businesses actually make a profit. That means 6 out of 10 actually cost their founders money or lose money for the investors. This flies in the face of conventional wisdom that says only 1 out of every 10 businesses are successful. Obviously, there are people out there that are making money and creating successful businesses. You definitely have the ability to be part of those statistics.

If you look at data from the Census and Bureau of Labor Statistics you'll see that five years is the approximate time that it will take to know whether or not you are part of the successful businesses or whether your business is going to fail. What you do in those five years is going to determine your success or failure and it's not about your product, it's not about your customer base, it's not about your website; it's not about anything except how hard you're willing to work to make this happen.

What You Will Learn in This E-Book?

1. Do you know what the most important factor is when it comes to your success? This ultimate factor is the difference between a successful person and a failure.

2. You'll learn what your current strengths are and how they're going to help you be successful as an entrepreneur, as well as how to develop new strengths.

3. Figuring out what your weaknesses are and how you can make up for them. You'll learn exactly how you can identify each and every weakness that has kept you from being successful in the past and then create a plan to combat them so that they don't stop you this time.

4. You get motivation to succeed like you've never had before. You'll know that you have the tools, the information and the ability to make success happen and for the first time in your life you'll believe that you have everything it takes to make it: consciously and subconsciously.

5. You'll learn how to create new habits that will keep you on the road to success without even trying. You'll be able to develop these habits so that you automatically do the things that you need to do to be successful.

6. You'll learn how to let go of the past and not allow past mistakes to influence your current successes.

7. You'll learn how to recognize successes in the past and allow them to motivate you so that you can reach your current goals.

8. You'll learn how your scheduling habits are killing your business and how you can find time to be successful even if you don't think you can fit it in.

9. You'll learn how to be the best self that you can be and you'll be able to use that knowledge to create the best business that you can create.

10. You'll learn how to be grateful for the opportunities and knowledge that you have.

Chapter One: The Ultimate Factor To Your Success

Have you ever wondered why some people are successful over and over again, while other people just can't seem to catch a break? You can take two people; give them the same skills, the same opportunities and ensure that everything is equal between them, and one person might succeed while the other fails. This is not really a hypothetical example. People do this all of the time. One person sees that someone they know or admire is becoming successful by doing A, B and C, so they will try to replicate that person's results by also doing A, B and C. But does that guarantee that they will have the same success? Almost never; so, what is the difference? What is the ultimate factor that determines whether or not a person is successful?

What Does a Mindset Determine?

Your mindset may be the most important asset that you have and the way that you look at the world is going to influence many things in your life. A mindset can also be thought of as a window that you see the world through, a paradigm or the attitudes that you have. You could almost argue that if you had the right mindset you would be successful even if all of the other factors were dead set against you. Of course, that is not exactly the case because your mindset determines how and if you see opportunities when they come along.

Changing your mindset isn't actually that difficult. Think of it sort of like mining coal. Once you can dig down deep and find out what your current mindset is you'll be able to change it. But the hard part is getting past all those defenses and convincing yourself that you not only have the power to change your attitudes but that you have the responsibility as well, to yourself and to those who are trying to help you be successful. There are a few things that you want to understand about mindsets so that you can have the best chance possible of changing yours and avoiding the pitfalls that plagued so many other people on this path. Let's discuss a few things to keep in mind.

It's Never off – It's Always Working

The first thing that you need to understand about your mindset is that it's always on. No matter what you're doing, no matter where you are in the world and no matter how you may be currently feeling your mindset is still working, positively or negatively, for better for worse. What this means, of course, is that everything in your life is affected by your mindset. Even your family life is affected by your mindset. The way that you handle yourself with members of the opposite sex, the way that you present yourself to those you consider above or even below you, the way that you view yourself and the way that you view other people who have had success.

Meet Frank. Frank is a middle-aged office drone who has been looking into starting his own business online. He has researched some of the people who have been successful at various forms of Internet marketing and Frank thinks that the reason that he hasn't been able to be successful at it is because they have more free time than he does, they had money to actually run their company and they were better informed when they started than he is. That's why Frank thinks that he's not successful. The truth is, Frank hasn't even tried one single Internet marketing method. Frank's mindset is that he's already at such a disadvantage that he might as well just give up before he even starts. The amazing thing is – Frank doesn't even realize that that's the problem.

Mindset and Your Subconscious or Unconscious Mind

You might think that you get a break from a destructive mindset when you're sleeping, but sadly, this is not the case. No matter if you're awake, asleep or somewhere in between, your mindset directly affects the kind of things that your subconscious mind tells you. If you have a negative mindset, your subconscious mind could be reinforcing negative attitudes at night while you're sleeping. Even your dreams could have an impact.

Suppose that deep inside, you don't really believe that you have the ability or power or skill or whatever it is that you believe you are lacking – to be a successful entrepreneur. Until you change that mindset, you'll be getting it from your mind when you're awake, when you are asleep, and pretty much always, for the rest of your life until you're dead, and who knows, maybe not even then. While you're unconscious your subconscious mind will be working overtime to plant seeds of doubt that will keep you from success.

The Cost of Making Big Changes

Are you a smoker or have you ever been a smoker? If not, do you know someone who has? If any of those are true you might be aware that when people desire to quit smoking one of the biggest barriers that stand in their way is that they believe that they will be sacrificing something if they give up cigarettes. Their brain somehow convinces them that they're going to be giving up a huge part of themselves – a vital part of themselves – if they quit smoking. Of course, the truth is, that all the things that they'll be giving up such as poor health, difficulty breathing, increased risk for lung cancer and the rest, are all things that they want to give up anyway. They're not giving up a part of themselves and all. In fact, they're getting a part of themselves back.

But the mind isn't an easy thing to convince. Defense mechanisms are built up, pathways in the brain are forged and that metaphorical wall is built, reinforced and then surrounded by a dozen snarling Rottweilers. When you

want to change, you have to make it through these defenses and although it definitely is doable, it isn't going to be easy. But getting rid of the failure mindset and giving yourself the entrepreneurial mindset is worth it.

Chapter Two: Utilizing Your Strengths

What's the first thing you do if you want to climb Mount Everest? While you might jokingly respond that the first thing you would do is get yourself a CAT scan the fact is that climbing Mount Everest – or any other difficult feat of physical endurance – can easily be compared with entrepreneurial success. If you're going to scale Mount Everest the first thing that you would do is take inventory and find out if you had the tools to climb it. You would need food, climbing gear, water, medical supplies and many other things. With striving toward entrepreneurial success (which can seem as insurmountable as climbing Mount Everest) you are also going to take inventory of your assets. What are your current strengths and how can they help you reach your goals?

Do You Think You're Better than Everybody Else?

The first thing that we are going to do is make a list of things that you do better than anybody else. This is not a list of things you do better than anybody else in the entire world, this is a list of things that you do better than the people that you know or the people you're surrounded by. Also, we are not going to include things that aren't actually going to help you on your road to success. For example, you might be the best sous chef in three counties but unless you're planning on opening a restaurant it's not going to help you with your entrepreneurial goals.

However, it is going to include things that might not be directly related to being an entrepreneur or to being successful, but are strengths that will still help you get where you're going. An example of this would be if you are good at inspiring people. This might not seem to directly relate to your success as an entrepreneur but if you are trying to launch a successful ecommerce website, the fact that you are good at inspiring people could be used in all kinds of ways. You can inspire people to share your products on social media. You can inspire people to participate in and spread the word about contests that you run. As you are making your list, if you come across anything that you think might be even be slightly related, err on the side of caution and write it down anyway.

You're also going to be careful about adding things to your list that might be thought of as strengths at first glance but are actually reasons that you have failed in the past. One example of this might be an attribute like flying by the seat of your pants instead of planning out in advance. This could go on your list as self-starter or ready to jump in at a moment's notice but if it hasn't served you well in the past, it probably isn't going to do you any favors in the future and you should avoid putting it on your list of strengths.

You are also going to want to include technical or artistic skills that might not seem to directly relate but could come in handy later on. For example, you might be really great at graphic design. You might simply be a natural technical wizard. You might even be a writer. Think about some of these strengths as they relate to your goals of being successful, including the earlier example of sous chef. While culinary arts might not help you start an e-commerce website, the patience that you have cultivated as a sous chef could definitely help.

What Are the Attributes of Success?

The next thing that you're going to do is determine what sort of attributes the most successful people in the world have, or especially, the people that you admire. Especially, you're going to make a list of things the entrepreneurs have to have in order to be successful. These can be

both wide and specific depending on what your particular goals are. For example, they need to be good at whatever industry they are in and they are probably also going to want to be skilled in things like social networks, choosing products, building business relationships and marketing.

You're going to want to be as specific as you possibly can because at the end were going to compare the two lists and try to find how many strengths you have already that can help you be successful. The more things you list, the more things that you're going to discover are actually true about yourself. This exercise isn't actually about finding all of the qualities that entrepreneurs need to succeed; it is about realizing that you already have the attributes that it takes to be successful. You do have the attributes that it takes to be successful. This is readily apparent, because you're reading this book. People that are interested in success or aren't motivated to better themselves and reach their goals don't read books on success. In fact, they tend to avoid the subject as much as possible because it reminds them of their failures.

Here are some of the more apparent attributes just to get you started:

- **Determination:** you have the idea or attitude that you are going to succeed no matter what, no matter who stands in your way and no matter what obstacles you encounter.
- **A Passion for Entrepreneurship:** if you aren't passionate about working for yourself and owning your own business, it can be almost impossible for you to be successful at it.
- **Optimism:** you are optimistic about the future. You believe that good things are in store for you and your outlook is almost always a glass half-full kind of mindset.

- **Patience:** you are willing to work over a long period of time to get the results that you want. You're not going to give up if it doesn't happen quickly.
- **Reliable:** you will be able to handle the responsibility of being an entrepreneur. You have a reputation for being reliable so people are willing to work with you.

Chapter Three: Your Weaknesses

You know the story of Superman. You're familiar with the boy from Krypton who was sent to earth and took on the job of a lowly newspaper reporter at the Daily Planet, hiding behind a pair of thick framed glasses, while at the same time dashing off to the nearest phone booth to save a plane that was falling out of the sky or help the police catch a bank robber. With all of the strengths that Superman has there is still one tried-and-true way to bring him down: a radioactive piece of his planet known as kryptonite. What about your kryptonite? What are the weaknesses that have prevented you from being successful in the past and, unless you overcome them, are going to keep preventing you from being successful in the future?

Okay, here's where you're going to need to be honest. Don't worry, no one is going to grade this after you finish it; no one is even going to see it. You can be honest with yourself here because if you can't be honest with yourself, who can you be honest with? If you really want to improve your life and start achieving your goals you are going to have to take a good, hard look at some things that you might not be proud of. If you procrastinate doing work on your online business because it interferes with your primetime television shows, be honest about it. If you are terrible at managing your time and whatever spare moments you might have had in

use during the day get lost in the shuffle, be honest about that as well. We're going to split these weaknesses into three different categories.

Interpersonal Weaknesses

The first type of weaknesses that we are going to discuss is interpersonal weaknesses. These are weaknesses that come from other people. Most of the time, you will not actually have people stopping you from achieving success, you will just think they are stopping you. This is a form of the mental block rather than an interpersonal one. You can identify when interpersonal weakness is actually a mental one, because the person that you think is keeping you from achieving success actually hasn't said or done anything to prevent you from being successful. An example of this would be someone who is afraid of taking a leap of faith because they don't want to disappoint their parents, when they actually haven't discussed the matter with their parents and don't know for sure what their reaction be at all.

The actual interpersonal weakness, when you really have someone that is impeding you, is more difficult to get past. This usually comes in the form of a spouse. The spouse may not understand what it is that you're trying to do, they may have fears that you aren't going to be able to pay your bills; they might even be fearful that you, yourself, are going to change and they aren't sure where that leaves them. Most of the time, this impediment comes in the form of anger. Rarely does a personal block like this resort in a major life change such as a divorce thought.

Physical Impediments

The next type of weakness that we're going to talk about is the physical one.

Depending on the exact type of physical problem this can be easy to

resolve or can be nearly impossible. If you want to understand how this weakness works, imagine that you wanted to become a graphic designer.

However, you didn't own a computer; you had no access to Photoshop and you wouldn't have known how to create something in Photoshop even if you did. In this situation, two of the physical blocks could be solved with money. You could buy a computer to do graphic design on and you could buy a copy of Photoshop, or sign up with Adobe's monthly subscription program to get access.

However, the last one is a little bit more difficult to manage. It is actually one of the biggest reasons that people put off starting their online business or their road to success for so long, because they think they don't have the appropriate training, schooling or experience. In the case of our graphic designer, they could develop the skills that they need by watching online tutorials and by starting to create graphic designs. However, that would depend on whether or not they had a computer and access to the software.

Mental Blocks

The last type of weakness that we will talk about is probably the most difficult to face. These are the mental blocks; the things that you believe or think that keeps you from achieving your goals. Mental blocks can be difficult to overcome because the first step is to identify them and this can be extremely hard to do. Facing the facets of your own personality that are self-destructive and are keeping you from being successful is a scary proposition. In fact, figuring out what these mental weaknesses are is probably the hardest step.

Once you've figured out what is mentally keeping you from success then you can start to take steps to remove these mental blocks, one by one.

What you will normally find is that these blocks aren't helpful and they certainly aren't logical. You might have a fear of failure that is based on some past event that has no real bearing on your life today, but since that mental block is always been there, it seems like it belongs. You have two choices when it comes to these mental blocks: you can cultivate a failure mindset, reinforcing it every single day with negative self-talk – even subconsciously – or you can chip away at those mental blocks every day until you have removed them completely. What is interesting is that both of these take about the same amount of time. You just have to decide if you're going to shore up your mental blocks or work on removing them.

Chapter Four: Healthy Mindset Habits

So, we have discussed the fact that your mindset is the most important factor when it comes to achieving success. You also should have identified some of your strengths and a few of your weaknesses. So where do you go from there? The very next step is to start yourself on the path to healthy mindset habits. Habits are a funny thing. Your habits are things that you do without even thinking about them. Each morning (hopefully), you get up, brush your teeth and take a shower. You do these things without thinking too much about them. You can be worried about something at work, dwelling on a personal issue or even deeply engrossed in a great novel and the subconscious part of your brain will still nudge you every morning until you jumped in the shower and brushed your teeth or completed whatever other morning routines that you have.

So, should be quite obvious that habits are one of your biggest assets when it comes to being successful. The people who are successful in this world are the people who developed the right habits. They don't have to think about doing things that make them successful; they just get up every morning and do them, which of course, gives them the results that they

want in the long run. In this chapter we're going to discuss how you can create habits that will allow you to change your mindset from a negative, self-destructive one to a healthy mindset that is ready for success.

Start Your Day with Positive Affirmations

Have you heard the term self-talk? Self-talk could be more accurately described as internal memo-ing, or the constant communication between your conscious mind and your subconscious mind. For people who are not having success, and in fact, are having problems, negative self-talk is likely the reason why. Their subconscious is telling their conscious mind all these negative things and that just reinforces the idea that they aren't successful and are never going to be successful.

You're going to do something different. You're going to wake up each and every day and give yourself positive affirmations. You've probably heard of these before and you may think they're silly. That's perfectly okay to think that they're silly, but still do them because silly-sounding or not, positive affirmations actually do work. Remember that your subconscious mind is like a sponge. It soaks up information and then informs beliefs which then drive your thoughts and your thoughts control your actions. If you change a belief with positive affirmations, you will be changing your actions as well.

Find a place where you can actually say your positive affirmations to yourself, where no one will overhear you and where it is something specific and meaningful that will say to your subconscious mind: "Hey! Pay attention!" For example, some people stand in front of a mirror so they can look themselves in the eye and say their affirmations. Some people want as much privacy as possible so they do it in their car on the way to work. It doesn't matter how you do it, as long as you pick a place and a time that is meaningful to you and do it every day. Create a routine that will develop into a solid habit.

Spend Time with Your Feelings

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