



EIGHT STEPS TO DEVELOPING AN ENTREPRENEURIAL MINDSET

by Anne Bolender

Eight Steps to Developing an Entrepreneurial Mindset

Written by: Anne Bolender
Clarity Coach and Mentor

“If you want to change the fruits, you will first have to change the roots. If you want to change the visible, you must first change the invisible.”
~ T. Harv Eker

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Introduction

I've been a fan of the Law of Attraction, or Conscious Creation as I like to call it, for several years now.

In the beginning, my efforts often went in vain, becoming little more than a very effective exercises in how not to do the Law of Attraction. Turns out there were bits and pieces about the Law of Attraction that I hadn't got quite right, despite being well versed in a variety of methods and techniques.

What I had been doing became a rather lengthy list of what not to do, things like:

- Not being clear enough
- Not being consistent enough
- Not going deep enough into feelings and emotions
- Thinking in terms of 'becoming' rather than 'being'
- Focusing on what I didn't want, instead of what I wanted
- And so on...

I think you get the picture.

You might even find yourself doing some of these things in your attempts to achieve a goal or manifest a desire.

Well, a few years on, I've learned a fair bit about manifesting, I've diligently practiced my manifesting skills to the point where manifesting is getting easier (I'm not perfect at it, but I'm happy with it), and now I would like to share what I've learned to help you build your business, beginning with Self Love, which, to me, is the single most important characteristic that is shared by successful people.

Step 1: is about Self-Love. Self-Love is more than just pampering yourself with a day at the spa or a new pair of shoes. Self-Love is about developing a mindset geared towards deeply believing that you are worthy of being successful, of creating and running the successful business of your dream.

It's about shifting your identity and your mindset to one that easily and continually supports your growth and progress.

Step 2: Clearing Your Money Blocks, focuses on clearing any money blocks that you have. Money blocks have a nasty habit of undermining your ability to attract clients, to earn an income, to develop a business – basically everything you need to do in order to create a successful business. So with Step 2, we explore what money blocks are, how we develop our money blocks, how our money blocks prevent us from being as successful as we could be, and how we can start removing these blocks.

With **Step 3: Clarity**, we explore how to gain clarity around what you want in regards to your business. How do you want your business to look? Do you want a brick and mortar office, or are you wanting to become a location independent professional? Are you clear on who your ideal customer is, and on how you want to serve them? Are you clear on who you are and what type of business you want to create?

Once we have clarity we can begin to gain focus. **Step 4: Focus**, has us figuring out what to focus on. Decluttering, removing mental as well as physical distractions can often mean the difference between success and failure in any business. Trying to be too many things to too many people makes it very difficult, if not impossible, for people to know what you are capable of doing for them.

Along with clarity and focus, in order to build a thriving business, we need to be in “alignment”. **Step 5: Alignment** explores what alignment is and how we can achieve alignment while we build our business. So often self-help books and blogs talk about getting into alignment, but rarely offer advice on what alignment really is, how to become aligned, and what to align to.

Now come the fun bits. Steps 1 through 5 basically explore the ‘**what**’ of creating a business building mindset. With **Step 6, Being an Entrepreneur** we begin to explore the ‘**who**’ of business building. Step 6 looks as identity shifting, how we can become a successful business owner in high demand before we physically are a successful business owner in high demand.

An interesting characteristic that seems to be shared by most successful business owners is that they follow their intuition. **Step 7, Listening to**

Your Intuition, focuses on intuition, what our intuition is (there are several ways that our intuition gets messages to us), how we can determine if it is our intuition speaking to us and not our gremlin, etc....

Mastering every technique in this book, and every other manifesting technique there is, becomes meaningless if you remain invisible, if you aren't 'in the arena', as Brené Brown would say.

This final chapter, **Step 8: Taking Inspired Action** discusses what it means to open yourself up to being vulnerable, to being seen, so that you can build the "know, like, and trust" factor successful businesses have.

This Step brings us back full circle to Step 1. Without Self Love, without the ability to accept yourself as you are right now, in this moment, building a business becomes exponentially more challenging.

People need to see you, need to get to know you, get to like you, and get to trust you before they will do business with you. However, forcing yourself to do things to build your business that you really don't like (for example, running a webinar, or doing a Facebook Live) is not an act of self-love, it's an act of self-sabotage. But, you can't hide behind a computer screen if you want to build a business. This final chapter, Step 8, looks at what it means to take inspired action. Building your business by doing things (marketing, Public Relations, etc) that you enjoy doing.

By the end of this book, you should be able to begin building your business in a way that feels comfortable to you.

Let the adventure begin!!

Step 1: Self-Love

Everyone has heard of unconditional love – affection without any limitations, love without any conditions.

It's the kind of love we look for in soulmates. It's the kind of love we receive from our pets.

But is it the kind of love we have for ourselves?

I was reading Jeannette Maw's e-book 'The Art of Self-Love' the other day (if you haven't read this e-book yet, you really should!) and my attention and curiosity were caught by the following two quotes:

"It's a requirement to love yourself before the good things you want can come into your life." *and*

"Self-Love is how you create the vibrational alignment that is required in order to get what you want....If you're holding out the goods on yourself, the Universe will follow suit. In fact, it *has* to follow suit – because you set the tone as creator of your life."

So what is unconditional self-love?

For me, unconditional self-love begins by accepting myself as I am right now, (wrinkles, grey hair, extra weight, sometimes grumpy moods, and all) without judgement and without feeling the need to change a single thing!! Then once I can do that, to celebrate **me**, as I am right now in this moment, by doing things I love to do. Spoiling myself with flowers just because I love them, or by going on small adventures because adventures are a big part of what my soul loves.

Unconditional self-love is as simple as changing my vocabulary to add lots of positive words so I can use them instead of negative words, particularly when I am speaking or thinking about myself.

It's changing how I express myself from phrasing things negatively to phrasing things positively – i don't need to earn more money, I am enjoying an expanding abundance right now!!

Unconditional self-love is limitless and boundary free. It doesn't come with pre-set limits or pre-determined activities. Unconditional self-love can be anything I want it to be in the moment – feeling the abundance of indulging in a pound of the world's best chocolate, Leonidas' Manon White Chocolates, oh yummmmmm!

And as much as I want to have in the moment – believing that I am so worthy of amazing success as I define it.

In order for Law of Attraction to be its most effective what we think, what we believe, and how we feel need to be in alignment. When I think of myself in terms of unconditional self-love, when I believe I am worthy of unconditional self-love, and when I feel the feelings of loving myself unconditionally, I open myself up to the full expanse and potential that the Universe has to offer.

I am complete and whole and perfect just as I am.

I am infinite.

I am worthy of manifesting my heart's desires.

So, what does Self-Love have to do with business building?

Interesting that you should ask!

One of the key indicators regarding self-love is our self-talk – that never ending conversation that goes on inside our minds.

If your self-talk is all very positive and supportive (e.g. You go girl – you've got this!! or Hmmm, this is interesting. Now, how can I make it bigger or better or bolder?) then it's easy for you to feel worthy of enjoying building an amazingly successful business.

But...

If your self-talk tends towards the negative (e.g. I can't do that!! That's too difficult for me!! How could I possibly build a successful long-term business? Why would anyone want me to help them? What if my clients find out I'm an imposter and that I don't really know that much!! I'll just wait until I've: lost 10 pounds; learned this new technology; finished this new course; made major improvements in my life...) then feeling that you are truly worthy and capable of building a successful business is likely compromised. Or, at least, building a successful business will be challenging, like trying to swim upstream against the current.

Even reading these two paragraphs you can feel the difference in the energy that these different words and thoughts create.

The positive self-talk, reflecting unconditional self-love, is what's going to help you fall eight times and get back up nine! It's what is going to help you view failure as a learning experience and not an indicator that you shouldn't continue.

Positive self-talk and unconditional self-love is what will help you face vulnerability and stand visible in the arena for all to see – both your supporters and your haters – without backing away.

Changing your self-talk from negative to positive can be a bit of a challenge. I've tried using several techniques to do this, some more effective than others.

At one point I placed an elastic around my wrists with the intention of snapping the elastic every time I noticed a bad thought floating around my mind. What I discovered with this technique was that I was not very good at recognizing my own negative thoughts. They seemed to simply wander in, out, and through my mind at will, often without my noticing, but not without having their effect.

***“To be honest, in my experience, self-love is the only thing that helps women to transform their lives.”
~ Denise Duffield-Thomas***

The techniques that work for me in helping me develop self-love and feelings of self-worth include:

1) Journaling:

Start journaling by asking questions like:

- Who would I be if I accepted myself completely as someone who was worth of success, of wealth, of giving and receiving unconditional love? or
- What would happen if I truly started looking after myself, physically, emotionally, psychologically?

Then write uncensored until you have covered at least 10 pages of writing. Don't correct what you have written, don't edit what you have written, just write.

2) Making a list of how you feel about:

- Your body
- Your wellness/wellbeing
- Your relationships (friends, family, co-workers, bosses, etc)
- Your job (the company you work for, your bosses, your co-workers, how the company does business)
- Your career (the field you work in – e.g. accounting)

For everything you feel negative about, write/express gratitude for it. You might really dislike your job, but what aspects of your job are you truly grateful for? Even if the only you really like about your job is that you receive a paycheck, then express gratitude for that.

3) Start treating your body with respect, love, and kindness. Take an inventory of the type of foods you eat. Are they healthy and nutritious? Do you exercise regularly? Do you get enough sleep? Do you take care of yourself when you are not feeling well? Do you delegate chores around the house? Do you make time for yourself, to have fun, to just relax? Are you happy? If you are answering 'No' to these questions, then it's time to begin treating yourself with the respect, love and kindness that you are worthy of receiving.

4) Stop worrying more about what other people think about you than what you think about yourself? As long as you are comfortable with

what you are doing, then what other people think of you is there problem, not yours. And it's a reflection of them, of their feelings and beliefs, not yours. When you start taking on and believing what others think of you, all you are doing is taking on and believing their limiting beliefs, their lack of self-confidence, their lack of self-love. And you really don't need that.

***“Imagine what you'd do if it absolutely didn't matter what people thought of you. Got it? Good. Never go back.”
~ Martha Beck***



Step 2: Clearing Your Money Blocks

Ugh, I'm not a big fan of money blocks. This is one area of my life that I still struggle with. Unfortunately, money blocks are also one of the biggest limiting factors we can have when it comes to building a successful business.

Do you remember discussions your family might have had around money when you were growing up? Were there conversations around how there was never enough money to go around? Or on how underserving or unlovable rich people were? Or on how hard it was to earn more money so you could afford some nice things? Or how much better life would be if only there was more money?

We developed a lot, if not most, of our strongest money blocks while we are growing up. While we are still far too young to question, or even understand what is being said and what it all means. This is particularly true for anyone whose parents or grandparents grew up during the Depression and relived those days of hardship and struggle by telling stories and sharing memories during family gatherings. But inheriting strong money blocks while you are growing up is certainly not limited to those whose lives were touched by the Depression.

I would suggest that there are very few of us whose lives haven't been influenced by negative money blocks, regardless of how much money we grew up with in our families.

And this is one of the reasons why identifying money blocks is as much of a challenge as it is. The environment (i.e. family) you grow up in is your reality. For years, you usually have no other environment to compare your reality with, so you accept beliefs, customs, attitudes, as a normal part of everyone's reality. The money beliefs you inherit as a child become real.

***“One thing about which fish know exactly nothing is water, since they have no anti-environment which would enable them to perceive the element they live in.”
~ Marshall McLuhan***

Because your money beliefs become so deeply embedded in your reality, they can be difficult to uncover and explore.

Not long ago, I was really frustrated at my inability to get my online life coaching business to grow. In frustration, I turned to my Tarot cards and asked them what was going on. I had cleared a lot of blocks, money and others, so was really confused about why things weren't getting better.

The Tarot cards came back to me that day with the message that I held a strong fear that I had that I would be unable to sustain a successful business over the long term.

This was a thought/belief that hadn't even been on my radar so it took me completely by surprise until I started thinking about it and certain memories started coming back.

When I was around 10 years old my parents inherited some money at exactly the same time that the small business my father worked for was being put up for sale. Conversations took place between my parents around how buying a business was not a good idea. Around how difficult it would be for my father (who not only loved his job but was exceptionally good at it) to maintain the business long-term. Around how they could lose everything! This specific money block had become so deeply embedded in my environment and so deeply a part of my reality, that I didn't even remember the conversations let alone identify it as limiting belief.

Once that money block was exposed, I was able to work on dissolving it.

So, if money blocks can be buried so deep in our reality that we can't easily see them, how do we identify our money blocks so we can work on removing them?

Well, you could learn to read Tarot cards. For me, reading the Tarot cards for myself has allowed me to go deeper and more accurately into issues than any coach I've had. I've found that when I use Tarot cards for self-guidance, they become a reflection of myself. The images on the cards become stories that relate to the issue I am struggling with. But this is a whole other topic!

Other than accessing the Tarot, a great way to monitor your attitude towards money and uncover any money blocks you have is to start paying attention to how you feel about and around money.

What thoughts are you thinking when you pay your bills? Do you enjoy paying your bills? Or are you always stressing about not having enough money or not being able to hold onto money or not being able to ever earn enough money to be able to afford the luxuries you want?

If your thoughts are leaning towards the negative, then ask yourself "Why?" Why are you worried about not being able to earn more money? Why do you even want the luxuries you are feeling deprived of? When you receive an answer to these questions, ask yourself "Why?" again. "Why does this matter? Why would I care?"

When you do this five times, when you ask yourself "Why?" five times, you will eventually arrive at the real reason why you have this negative belief. The real reason for holding onto a belief is never the first answer that you have. You have to work through the layers until you arrive at the real limiting belief. It won't take more than five "Why's?" to get to the real answer, but it will definitely take a couple of tries to get there.

I first learned about this technique when I was studying Communications, and learning about Learning Organization Theory. Studies have shown that the first answer to why something is happening is never the real reason for the problem. You have to go deeper. Since then I have learned this technique in a couple of coach training courses. It's a very effective way to self-coach around an issue.

Another technique you can use is, when you see something you would really like to buy but you can't afford it, what is the first thought that pops into your mind?

Are your thoughts something along the line of “That’s way too expensive for me! It’s well beyond what I can afford! or “I’ll never be able to afford that, it’s way out of my league!”? If they are, then you might try simply changing the words you use on these occasions.

Instead, try acknowledge why you are drawn to that object and tell yourself that you **choose not to purchase it at this time**. Choosing not to purchase the item at that moment, puts you back in control of your abundance and leaves the possibility open that at some point in the future, if you still desire that item, you will choose to purchase it then. Money is no longer blocking you from doing what you want. You are choosing what you want.

Have a strong foundation of self-love goes a long way in helping you uncover and release money blocks. In fact, self-love that includes self-worth can remove a number of money blocks that you might not even know you have. It can reduce or eliminate feelings around the imposter syndrome, feeling of vulnerability, lack of confidence, etc. Which is why working on self-love and removing money blocks are important early steps to take when you are working on building a successful business.

Now that you have developed this fantastic foundation of self-love, and have been busy finding and neutralizing money blocks:

***“Tell me what do you plan to do with your one wild and precious life?”
~ Mary Oliver***



Step 3: Clarity

I've been adulating for decades now, and I still don't know what I want to be when I grow up!!!

The first coaching client who came to me was a women nearing retirement who was living on her own. She was fed up with her current job and knew she wanted a big change. She still needed to work because she had bills to pay, a mortgage that still needed to be paid off, car payments, etc., but she had no idea of what she wanted to do, what type of business she wanted build, what services she wanted to offer...

She had a really clear idea of what she didn't want, but no real vision of what she actually wanted to do with the rest of her life.

Does this sound familiar?

My first client had been a mirror of who I had been when I first started exploring the idea of becoming an online entrepreneur.

Back then, and this was about 20 years ago, I took courses on what was considered the benchmark method for creating an online business. We were taught how to use Google Analytics and Keywords to uncover what topics people were searching for answers on, to use this information to find a 'gap' in services being offered, and to build a business around what our analytics told us would work.

I'm not knocking this method; it can be a very effective way to determine what kind of business to create. The only problem for me was that "I" was left out of the analysis. Nowhere in the analysis was there anywhere to include whether the topic was something that aligned with who I was, and whether or not it was a topic I could feel passionate about over the long term, or if was just something to make a few dollars at, and then abandon. For me, if I was going to go to the effort of building a business, I wanted it to be a business that I was going to love working at long term, otherwise, what was the point. I might as well continue working as an employee!

There is a quote from Lao Tzu:

***At the centre of your being, you have the answers,
You know who you are, and you know what you want.***

For me, before I started creating my online business, I needed to get to know who I was and what I was passionate about. Once I gained clarity around who I was, then I could start working on gaining clarity around what I wanted.

That's when I started exploring personal core values and my personal preferences. Knowing what my core values are, and what my personal preferences are.

Becoming familiar with these my core values and personal preferences gave me the clarity I needed to begin building an online business that I love working on, year after year!!

What are Core Values?

Core values are indicators of what lights **you** up and what makes **you** feel alive, fulfilled, exhilarated, on top of the world. Core Values point to, or show us, who our authentic self is.

In this sense, a specific set of core values is fairly unique to each individual although shared core values can often be found at the center of strong partnerships and relationships of all kinds. And often, the larger the number of core values that are shared, the stronger the relationship or partnership that forms.

You know you have built your life around honoring your core values when your life is easy, full of joy, and when you know that there is very little, if anything, that you would change that could possibly make your life any better than it is right now.

You can also tell fairly easily when your core values are not being honored in your life from the negative feelings that will often show up. Even individuals who have amazing lives can still feel restless and unfulfilled if any of their core values are being ignored.

Core values are everywhere and can be found in the company you work for, the city and country you live in, your friends, your significant relationships, the groups you belong to, the stores you shop in, even the vacations you take all have core values.

The stronger the match is between your core values and the core values of these other sources, the stronger your relationship will be.

The weaker the match is between your core values and the core values of these other sources, the weaker your relationship will be.

When you are building a business, the more you take your core values into consideration, the more passion you will have for your business, and the more your work will feel like play.

The fewer of your core values you take into consideration when you are building your business, and the more your business will end up feeling like work rather than play.

What are Personal Preferences?

Your personal preferences are characteristics that indicate how you like spending your time. Do you prefer spending time with animals, people, numbers, writing? What type of environment do you prefer: a busy office, your home office, a barn, a local coffee shop? What is your learning style? These are examples of personal preferences. Knowing these can help you craft or style your business so you are working to your strengths, in an environment you love being in.

Unfortunately, going into detail on how to identify your core values and your personal preferences is a bit too detailed and lengthy for this e-book, but, I do have another e-book titled ***Dare To Dream*** that describes the process and techniques you can use to identify your core values and your personal preferences. A link to purchase the ***Dare To Dream*** e-book can be found in the **Resources** section at the end of this e-book.

Knowing who you are is one half of the clarity equation. The next step is to figure out what you want.

What Do You Want?

Clarity around what you want comes from understanding:

- what your reasons are for wanting what you want.
- what each reason means to you
- why you want to achieve each specific reason
- how you'll know when you've achieved each specific reason
- and, how you'll feel when you have achieved each specific reason.

Let's start with the ideal of building a business. Create a list containing as many reasons you can think of that support your desire to build a business. Often money is one of the first reasons people have for starting their own business, so let's explore this concept of money.

What does money mean to you? Does it mean freedom? Security? Autonomy? Success?

How do you know when you are earning enough money? Can you determine a specific dollar amount goal? Would it be \$10,000 per year, or \$500,000 per year? Why that specific amount?

How will you feel when you have achieved the earnings goal that you set for your business?

Other areas you should have clarity around are what your objectives are for your business. Who your ideal client is. What you want your business to provide your client with. What specific issues does your business address and what specific solutions does your business provide. Again, for each of these areas and objects you should go through the clarity list above to uncover your what's, your why's and your how's for each item.

This exercise might seem a bit arbitrary right now, but please bear with me on this. The more clarity you have around your goal, the deeper you understand what you are doing and why you are doing it the easier it will be to achieve your goal. This level of clarity will also be really helpful when we get to Step 6: Being an Entrepreneur.

You should now have two lists.

The first list contains who you are, basically your core values and your personal preferences.

If you do not know what your core values are, you can Google “Core Values List’ and download lists of core value concepts and how to determine which are yours. There are plenty of these easily available. Or you can grab a copy of my e-book **Dare To Dream** which identifies, in depth, processes for identifying your core values.

Information on how to purchase a copy can be found in the Resources section at the end of this e-book. In the meantime, think of concepts or personality traits that energize you, that you feel passionate about – like freedom, security, abundance, adventure, creativity, etc.

For personal preferences, think about the kind of environment you love spending time in. What type of office environment do you love working in – an open office space with lots of noise and energy around you, or a private office that is quiet. How do you like to learn – do you learn best by physically doing something, or by reading, or by watching a video, or by hearing someone explain the process. Do you prefer to work with animals? People? Numbers? Ideas? Adults? Children?

Again, my e-book **Dare To Dream** has a number of these preferences lists that you can use to help you gain clarity around how you would like to structure or shape your business.

The second list contains what you want, why you want it, and how you’ll know when you have achieved it.

The great thing about having this level of clarity around who you are and what you want is that now you can really begin to get focused!

There are few things more powerful than a life lived with passionate clarity.
~ Erwin McManus



Step 4: Focus

I have an incredible amount of admiration and jealousy for anyone who knows exactly what they want and are laser focused in on achieving it.

You know what I mean.

The person who knew from the age of 10 that they wanted to be a doctor, or a lawyer, or a dancer, or a musician, and focused their life on achieving that singular vision of who they are and what they want.

Yeah, that's not me. Never has been. Never will be.

I'm more of what's been described as a multi-passionate personality. Basically, I get what I want out of a topic, then I move on to another topic that catches my interest.

You should see the transcript from my undergraduate degree!! The subjects are all over the place with no logic, rhyme, or reason to why I took what I took except for the fact that I am a passionate learner and the courses intrigued me! But I always got great marks on essays, regardless of the subject I was studying.

As for my graduate and post graduate work, well that ended up being in an field that was completely unrelated to anything I had done at the undergraduate level, and in a discipline that allowed incredible flexibility. Again, both learning about the subject and writing essays were easy for me.

Bottom line is that for me, and I suspect for some/many of you too, long-term focus on one area does not come easily.

Unfortunately, to build a business that survives over the long term, you need to focus.

Gaining clarity around who you are and what you want will really help you get focus. And sometimes through the process of gaining clarity we learn that our overarching business-related passion is much bigger than we'd expected. For me, looking back over my academic record it became easy for me to see that learning and writing were where my passion could be found.

Barbara Sher refers to 'umbrella careers' in her books. For multi-passionate people, there is often a common theme that can connect multiple passions. For example, all kinds of writing careers/businesses can and have been created by people who enjoy more than one passion, either consecutively or concurrently. Think copywriting, travel writing, journalism, white papers, e-books, how-to books.... The list goes on. Someone with a passion for writing doesn't just have to write, they could also teach writing, they could create a membership site that helped, for example, fledgling travel writers earn an income.

So if you are being challenged finding one area to focus on, try expanding your view to see if your area of focus needs to be bigger.

Another aspect of focus that we often miss when we are building a business, is that our focus is not just guided by our clarity (knowing what we want), focus is also guided by our emotions (knowing why we want what we want, and knowing how we will feel when we have achieved our goal).

If we are not feeling emotionally connected with what we are focusing on, then our goals might not be the correct goals for us.

Let me explain.

Suppose you want to goal of your business to be helping women create financial independence. This goal should excite you and possibly scare you a little bit. These feelings (excitement and fear) indicate that that this goal means something to you, and you truly believe you can do this.

The same for a money goal. Suppose you set a goal of earning \$500,000 from your business in your first year, you are currently earning nothing from your business right now. This income goal should excite you and it should feel a little scary.

If this goal doesn't elicit these feelings, then either you truly do not believe you can achieve the goal, so there is no emotional attachment to it, or you believe this goal is too easy, so again there is no emotional attachment to the goal.

An emotional reaction or strong feelings of fear, excitement, joy, curiosity, etc., indicates that this is definitely a specific goal you should focus on.

No emotional reaction or strong feeling of fear or excitement or whatever, towards your goal indicates that you should probably rethink the goal, go back and do a bit more work on gaining clarity (particularly around the 'why's', and then refocus.

“Passion is energy. Feel the power that comes from focusing on what excites you.” - Oprah Winfrey

So: clarity – check; focus – check; now for alignment.



Step 5: Alignment

What is alignment anyway?

I'm sure that you've heard this term being used throughout the self-help community. "You need to be in alignment." "Once you are in alignment, things will begin to flow easily and effortlessly." "Align and thrive!" and so on....

***With the right alignment, everything you want makes its way into your experience. You are the keeper of your own gate.
~ Esther Hicks***

For someone who is becoming entrepreneurial, what is it exactly that you should be 'aligning' and what should you be aligning it to?

There are any number of answers to this question floating through both coaching and business information. For me, there are two main ways that I "align", and I am extremely excited about. Interesting, both of these methods work together, making both approaches even more effective.

There is a very powerful self-coaching model that is based on the simple formula that our circumstances create our thoughts; our thoughts create our feelings; our feelings create our actions; and our actions create our results; our results then become our circumstances. This circumstances creating thoughts which create feelings which create actions which create results process has been around for hundreds of years, so there is probably something to it!!

Basically, when our thoughts are aligned with our feelings which are aligned with our results we can create a new circumstance.

It often happens that when we are trying to achieve a goal, (for example, earning \$XX per month as an online entrepreneur) we might be thinking this is what we want, but we are also holding strong negative feelings towards money (here's those money blocks we looked at in Step 2 of this e-book.). When this happens the most likely action you will be taking is procrastination, or you'll find ways to subtly (or not so subtly) sabotage your efforts and end up getting poor results.

Or the results you think you want is to create a booming online business, which means you will have to take specific actions to achieve this result, but your thoughts and feelings are all focused on really wanting the security, companionship, immediate recognition you feel when you work full-time as an employee in a career you love.

Our thoughts are trying to create one set of feelings, but our limiting beliefs or blocks are actually creating a different set of feelings, which means our actions are confused, and our results are not that great.

So one form of alignment is to make sure that your thoughts, your feelings, your actions, are all truly aligned with the results you want. This is where the earlier exercises in identifying the feelings we get when we explore why we want something, rather than just simply identifying what we want.

When I first learned this coaching technique, I was really impressed with the power and elegant efficiency it had to identify where I was out of alignment in my efforts to achieve my entrepreneurial dreams and goals.

However, it wasn't long before I began searching to find what the best thing was for me to align my thoughts to. How did I know that the thoughts I had were in fact, in my best long-term interest, and not just based on a momentary desire?

As I mentioned earlier, I am a multi-passioned person and find that my thoughts can be easily distracted from my goals, and not often in directions that end up being any good. In fact, I often find that my thoughts, when left to roam free, will lead me down dead-end paths more often than they lead me to exciting new opportunities.

That's when I started aligning my thoughts with my core values.

When you know what your core values are, you can use them as a touchstone or core vision, something that you can always come back to when you find that your thoughts are taking you away from your more productive and prosperous entrepreneurial path.

Aligning your thoughts with your core values helps you create and maintain that self-coaching progress (circumstance – thoughts – feelings – actions – results) relatively easily.

When you find your thoughts and attention veering off into a new direction, simply pause and ask yourself “Does this new direction reflect one of my core values, and if yes then how does it reflect that core value.?”

If your answer has nothing to do with building your business, creating your community, or having fun, then maybe this new direction can be noted, set aside, and followed up on later. We don’t have to follow every interesting thought or idea or topic that pops up.

By aligning our thoughts to our core values, we retain both the clarity and the focus we need to achieve our dreams and desires.

Building a business that is aligned with our core values allows us to create a business we will enjoy and will grow with us as we grow and develop over the long term. This is particularly important for a multi-passionate entrepreneur who gets easily distracted!! (Oh look, a shiny new path....)

“Your values create your internal compass that can navigate how you make decisions in your life. If you compromise your core values, you go nowhere.”
— Roy T. Bennett



Step 6: Being An Entrepreneur

Clarity, focus, alignment, action next right?? Wait a minute, not so fast.

Even before you physically are an entrepreneur, you been to be an entrepreneur.

At least, you need to do a mindset shift from the identity of who you currently are (parent; student; employee; retired;...) to the mindset and identity of an entrepreneur.

We all go through massive identity shifts a number of times throughout our life – from young child to a student; from student to employee; from son or daughter to parent; from single to being in a relationship; from working to being retired. Each of these major changes in our life requires us to go through a massive mindset and identity shift.

Your growth and progress as an employee (needing to become self-motivated, self-empowered, pilot your own progress, etc) will not be as successful as it could be if you maintain the mindset of a student (where everything is planned out for you, and where your progress is determined by your teachers or by the program you are in).

To be successful as an employee, you need to have the mindset of an employee, not of a student – and the sooner the better!!

The same holds true for being an entrepreneur. If you retain the mindset and the identity of an employee (where the structure and work is provided for you), you will struggle at being an entrepreneur (where you develop your own structure and you find your own clients).

So how can you be an entrepreneur before you physically are one?

Simply. You change your thoughts and your beliefs around who you are. And you can start doing that now, regardless of your current circumstances.

When the feelings you have around what you are thinking (or visualizing) are strong, your mind cannot tell the difference between your thoughts and your reality.

This takes us back, again, to knowing not just what we want, but why we want it and how we are going to feel when we have achieved it. Clarity, focus, alignment.

When you know your core values, your personal preferences, specific details on what you want and why you want it, you can start visualizing the life you are creating even before you have created it.

This is why vision boards are so powerful. Well-crafted vision boards evoke powerful emotions in us each time we look at the images displayed on the boards. Those powerful emotions impact our thoughts and our actions, giving us more of the results we desire.

Vision boards are a frequently suggested and used technique to create powerful mindset and identity shifts, but there are a lot of other, just as effective ways to change your thoughts and make these shifts.

Writing something down can have a powerful impact on our mind and our thoughts, which makes journaling another effective mindset and identity shift tool. But not just any journaling.

There is a Law of Attraction technique that I refer to as **“As If” Journaling**. Basically, you write a daily journal as if what you desire has already been created in your life. So you would write a daily journal of what your life is like as a highly successful entrepreneur. What did you wear? What did you eat? Who did you speak with? What client work did you do? What did your bank account look like?

Another technique is to **immerse yourself in your new identity**. Keep little artifacts, souvenirs, posters, books, etc., that keep reminding you of you as an entrepreneur.

Set up a home office, even if it is just a table and chair, some file folders and notebooks, a computer with a calendar and files stored on its desktop, anything that helps you generate the feeling of being an entrepreneur. These become some not-so-gentle reminders of your new identity.

Throughout your day, whenever you have a decision of any kind to make, you can constantly be asking yourself questions like “What would a highly successful entrepreneur? e.g. have for lunch? wear to work? interact with people on the street? talk to members of their community?”

If you are currently employed, you could think of your bosses as your clients? If your bosses were your clients, how would you interact with them?

You can use ‘anchors’ to further immerse yourself in your new identity. Anchors are little reminders that have a specific meaning to you. A ring, for example, might remind you of a fabulous vacation you had, which might trigger certain feelings. These feelings might echo the feelings you want to have when you reach your goal of being a successful entrepreneur, reinforcing your goal of becoming a successful entrepreneur.

You could buy a pen, for example, an expensive fountain pen, and decide that the pen will be your lucky entrepreneur pen. Every time you use that specific pen, say an affirmation like “I am a brilliant entrepreneur in high demand” to trigger feelings of being a brilliant entrepreneur in high demand. Pretty soon, every time you use that special pen, you will automatically tap in to feelings of being a successful entrepreneur.

Although there are dozens more immersion techniques that you could use, a final technique I would like to offer here is one I was reminded of not too long ago, and it’s brilliant! Set all passwords for all of your electronic devices to be simple affirmations or anchors. For example, \$10000USD as an anchor to a financial goal. Or #lamawesome as a password.

You can also set your iPhone phone number id’s as affirmations or anchors as well. So your spouse could be “new life coach client” instead of their name. Your daughter could be “millionaires daughter”. That way every time your spouse or your daughter phones or texts you, you get a reminder of your new identity.

Remember that you are shifting your mindset and your identity to “Being” an entrepreneur, and not “Becoming” an entrepreneur.

“Being” means this is who you are right now.

“Becoming” means that this is who you plan to be at some undetermined point in the future.

This might feel like it’s a subtle difference, but it can have a powerful impact on your new identity.

Your thoughts frame your perspective. We are bombarded by billions of bits of information per minute, but are physically only able to process a few thousand bits of that information. What we perceive is filtered through our mind, which is programmed by our thoughts.

When we are thinking about ‘becoming’, our mind will continue to find information that will help us continue to constantly be in the process of becoming. We will continue to learn how to become an entrepreneur.

When we are thinking about “being”, our mind will find information that will help us be an entrepreneur. Opportunities and mentors who will help you grow your business will appear. Clients will appear. Because our mind is filtered by our thoughts to perceive the information we need to be an entrepreneur and to grow our business.

You have now got yourself to the point where you are an entrepreneur, at least on paper or on your vision board. Without the experience to help you identify profitable information, how do you make decisions in the real world?

The quick answer to this question is to listen to your intuition.



Step 7: Listening to Your Intuition

Do you listen to your intuition? Do you follow the nudging's and suggestions your intuition gives you? Are you aware of the many ways your intuition can 'speak' to you?

Intuition is a form of energy that is constantly impacting our lives, regardless of whether we are aware of it or not. Being consciously aware of our intuition can definitely add power and accuracy to any decision-making efforts we make while creating lifestyle transformations or building businesses.

Everyone is intuitive. Intuition is an innate, natural skill that we are all born with. Intuition is referred to as our sixth sense. Along-side hearing, sight, smell, touch and taste, intuition helps us understand and make sense of the world we live in.

Some people have allowed their intuition to be a big part of their life and have developed their intuitive skills, while others have put intuition aside in favor of developing other senses and skills.

Intuition can be used by anyone anytime a decision (in the broadest sense of the word) is being made. Intuition can be used to find lost people, pets, and items; to help make life-changing decisions (should I get married? have kids? change jobs? move to a new city? retire?); to analyze stocks, gold prices, investment opportunities; to pick winning race horses; to help determine health issues; to decide what to eat for dinner or what movie to watch; to decide what shoes to buy; to figure out whether to turn left or turn right at the next corner; to decide if this is the correct choice to help grow your business.

Even if you have never really been aware of your own intuition before and have never consciously used your intuition, it is relatively easy to engage with it, develop your intuitive skills, and begin using your intuition in a more conscious manner.

Have you ever tried to create something you believed you truly desired only to find your efforts falling flat? Nada. Nothing. Zip. No results, regardless of how focused your thoughts were, how strong your desire was, how often you visualized your success? Surprisingly, your lack of success, that indefinable “whatever” that’s preventing you from creating your desires, could be your intuition.

Your intuition may be stepping in and trying to get your attention because it wants to tell you that this desire you believe wholeheartedly is perfect for you, is actually not in your best interest after all.

When what you are trying to create, when the type of business you are trying to create, is not in alignment with your core values and your personal preferences, chances are your intuition will prevent your efforts from being successful. If you are successful and you do manage to create what you think you desire, it often quickly becomes obvious that it wasn’t really what you truly desired after all. You won’t see opportunities, you won’t feel nudges towards the right direction, the decisions you make won’t always turn out the way you expected, etc.

There is more than one way to receive messages from your intuition!

We generally refer to our intuition as ‘hearing’ our intuition, but did you know that there are several ways that we can receive information from our intuition?

When reconnecting with intuition, it's important to become aware of how you receive messages from your intuition. Not all intuitive messages come through as voices in our heads, or feelings in our guts.

Intuitive information comes to some people as visual impressions that are symbolic rather than direct images of the message their intuition is trying to send.

For others, intuitive information arrives as verbal impressions. Others might receive intuitive messages as feelings or emotions or smells or sounds that remind them of specific experiences they've had.

Some people receive messages from their intuition as a physical reaction, like joy or discomfort, or a strong emotional reaction, like anxiety or panic. On September 11, 2001, Sophy Burnham, the author of *The Art of Intuition: Cultivating Your Inner Wisdom*, was booked to fly from New Mexico to Washington, DC, but developed such a strong case of anxiety, a full-blown "tooth-chattering, gut-churning, sickening nausea" every time she thought about flying on that day, that she decided to change her flight and go home one day earlier. The minute she changed her flight, her anxiety about flying disappeared.

Sophy explains in her book that normally she is not bothered by flying but her reaction to flying on that specific day made her stop and listen to the message she was receiving from her intuition.

Research has shown that this type of intuitive experience tends to happen quite a lot. Public transportation companies have regularly recorded fewer than normal passengers on airplanes, trains, and buses that have some form of serious problem develop during a trip.

The way we receive our intuition is identified as a 'clair.....', for example clairaudience, or clairvoyance. 'Clair' is the French word for 'clear', so our intuition is through clear seeing, clear hearing, etc.

Although we each tend to have one dominant 'clair', each of us can receive intuitive messages through any of the clair senses.

Getting to Know the 'Clairs'

***Clairvoyance* means clear seeing.**

This is when visions past, present and future flash through our mind's eye, or third eye, much like a daydream. Many of us are highly visual and able to understand an idea best when we see it written or sketched out as an image on a computer screen or on a canvas. Visual people often choose to be artists, builders, photographers, decorators, designers and so forth. If this sounds familiar, your clairvoyance is most likely a dominant sense.

***Clairaudience* means clear hearing.**

This is when we hear words, sounds or music in our own mind's voice. On rare occasions, spirit may be able to create audible sound, though this takes a tremendous amount of focused energy. Some of us best retain and comprehend information when we hear it spoken aloud. Our natural talents tend to lie in our auditory faculties, often making us gifted musicians, singers, writers and public speakers. If this feels right to you, clairaudience may be a leading sense for you.

***Clairsentience* means clear feeling.**

This entails feeling a person's or spirit's emotions or feeling another's physical pain. Many of us are clairsentient without consciously being aware of it. When we get a strong "gut" feeling, positive or negative, about someone we just met or when we get the "chills" for no apparent reason, we may be tuning into the emotional energy of a person or a spirit around us. When we are highly sensitive and are in tune with not only our own feelings, but also the feelings of others, this makes us natural healers and caregivers. We often feel inspired to pursue careers as doctors, therapists, counselors, nannies and teachers. If this is you, clairsentience is at the top of your senses list.

Claircognizance means clear knowing.

This is when we have knowledge of people or events that we would not normally have knowledge about. Spirit impresses us with truths that simply pop into our minds from out of nowhere. An example of this would be a premonition: a forewarning of something that will happen in the future. Claircognizance requires tremendous faith because there's often no practical explanation for why we suddenly "know" something. Many philosophers, professors, doctors, scientists, religious and spiritual leaders and powerful sales and business leaders tend to be highly intuitive and seem to just know the facts with a sense of certainty. If this is you, consider claircognizance as one of your dominant senses.

Clairaliense means clear smelling.

This is being able to smell odors that don't have any kind of physical source. Instances of this could include smelling the perfume or the cigarette smoke of a deceased relative, used as a sign of their presence around us. When our sense of smell is strong and distinct, we may find that certain smells connect us to past memories or we may be drawn to working as a florist, a wine taster or a perfume fragrance creator.

Clairgustance means clear tasting.

This is the ability to taste something that isn't actually there. This experience oftentimes comes from out of the blue when a deceased loved one is attempting to communicate a memory or association we have with a particular food or beverage that reminds us of them. If we have a heightened sense of taste, this would make us natural chefs, bakers or food critics.

Clairtangency means clear touching.

Also known as psychometry. To handle an object or touch an area and perceive through the palms of one's hands information about the article or its owner or history that was not previously known by the clairtangent.

How do you recognize what your preferred or dominant style of sensing is?

Begin by sitting in a comfortable place where you won't be distracted for a few minutes. Scan the area around you, taking in all details and feelings of where you are.

Then close your eyes and focus on your breath. Breathe deeply and slowly as you mentally review what caught your attention when you scanned the room. Was it the *sight* of something that stood out, the *sound* of something that you heard, the *feeling* of something registering in your stomach or heart, a *taste* or *smell* that suddenly appeared or a strong *thought* about something that hit you from out of the blue?

Developing Your Intuition

Developing and reconnecting with your intuition is a relatively easy and straightforward process involving the following three steps: getting centered, getting focused, and getting the message.

Step 1 – Getting Centered

In today's hectic world, it's easy to get caught up in the noise, chaos, and complexity that is everyday life and to live our lives as if we were on autopilot, not really noticing what is happening around us. Unfortunately, intuitive messages either get completely drowned out amidst the other noises, or are ignored amid all of this chaos.

In order to become aware of the intuitive message we are receiving, we need to become centered. We need to still the internal chatter, to become relaxed, calm, and at peace with our self. We also need to become present and aware of the world around us in the moment, as we are experiencing it. So, the first step in reengaging with our intuition is to find ways to easily and quickly slip into this state of being centered.

There are two techniques, **Wordlessness** and **Mindfulness**, that are both quick and easy techniques for getting centered and connecting with your intuition.

Wordlessness is just what it sounds like – going to a mental state that isn't about words but is more about sensations.

Being in a state of Wordlessness quiets the chatter that constantly flows through our minds and creates a quiet space so our intuition can come through to our awareness. Achieving a state of Wordlessness is often associated with meditation. Unfortunately, this process can often require a lot of time and effort and practice to achieve, something not everyone is willing to do.

In her book *Finding Your Way in a Wild New World*, Martha Beck provides a simple technique called Open Focus as an alternative to meditation to easily and effortlessly enter a state of Wordlessness and get centered. Because you are still conscious and aware of your surroundings when you use this technique, once you have learned how to slip into Open Focus, you can use this technique anywhere, including while you are hiking, riding a bicycle, or even driving a car.

The Open Focus technique helps us shift our consciousness out of the verbal processing part of our brain and into the creative, intuitive, visual processing part of our brain. Here's how to do it:

1. Relax. Sit, stand, or lie still and focus your eyes sharply on an object in front of you.
2. Without moving your eyes, broaden your attention until you notice everything within your field of vision, including things in your peripheral vision.
3. Relax the muscles in your face, move your attention away from focusing on that single item in front of you so that you are focusing on all items within your field of vision equally. Keep the muscles in your face relaxed. When you do this, notice how the chatter in your brain reduces and quiets to the point of becoming Wordless or almost Wordless. In this state of Wordlessness, we can notice the messages our intuition sends us.

If you are finding it difficult to relax your visual focus, another technique that can help you achieve Wordlessness is to focus on your face and tongue and then relax them.

I first read about this Relaxed Tongue technique in the book *Become a Psychic Wanderer: Expand Your Mind & Soul Through Travel*, written by Kathryn and Jean Harwig.

Here's the process for the Relaxed Tongue technique:

1. Focus on your breathing, taking several deep breaths to the count of ten breathing in, and the count of ten breathing out.
2. Feel your jaw and face relax.
3. Let your tongue relax lightly against the roof of your mouth. Your teeth should be slightly parted.
4. Notice how few thoughts you are experiencing when you don't move your tongue.

Achieving a state of Wordlessness by eliminating the incessant chatter that runs like a ticker-tape through your mind opens up space for you to start noticing both the world around you and the world inside you – your thoughts, feelings, emotions, reactions, etc. You become focused on what is happening in the present moment and you become ready to begin experiencing the second technique for getting centered: Mindfulness.

Have you ever driven home along a familiar route and been so caught up in your internal thoughts, worries, stresses, and memories, that you didn't even notice driving home? Or have you ever gone on a walk and been so caught up with what is going on inside your head – the conversations, discussions, and arguments that were flowing through your mind – that you didn't notice a single thing on your walk, not a single house, or tree, or flower, or animal? This is not living in a state of Mindfulness.

Mindfulness is the ability to fully engage all of our senses and experience life in the moment. We are in a state of Mindfulness when we take our focus off the incessant internal chatter, enter a state of Wordlessness, and focus our attention on what is happening outside of us (aromas, sounds, animals, activities, buildings, etc.) as well as inside of us (our immediate thoughts, emotions, reactions to what we are experiencing right now).

That is a lot of information to process!

Unfortunately, too much information coming at us all at once can easily lead to information overload. How do we filter the information that becomes available to us when we enter a state of both Wordlessness and Mindfulness, and are fully engaged and present in the moment? Getting focused and centered can help.

Step 2 – Getting Focused

In an environment where we are subjected to billions of bits of information per second, every individual thing that our attention is drawn to is significant and in some way connected to our intuition.

This is where being centered helps. When we use Wordlessness techniques to stop the chatter in our minds so we can become Mindful, we can direct our focus to what is happening around us in the present moment, to what is attracting our attention, and to the messages that intuition is trying to give us. We become aware of what we notice in our inner and outer worlds, and we become aware of how we notice what we notice. What internal thoughts or visions, external objects or activities, are captivating us and holding our attention? How are we specifically noticing what we notice? Are we receiving verbal impressions, visual impressions, or hearing music? Are we telling our self a story about what our attention is being drawn to? Are we experiencing a physical feeling or emotion about what we are drawn to? Are we laughing? Are we curious? Are we revolted?

Noticing how we notice and being aware of our reactions to what we notice provides us with valuable information about how our intuition “speaks” to us.

For example, imagine that you are centered and in a state of Wordlessness and Mindfulness as you walk through an unfamiliar neighborhood on the other side of town from where you live.

As you focus on your surroundings, you find that your attention is drawn to a specific building that's run down and in desperate need of repairs. You notice that you begin to feel sad, downhearted. Maybe you ask yourself, "What in my life is run down, or worn out, or in need of repair?" and then you focus on becoming aware of the answer to your question and how it comes to you.

Or maybe the building suddenly reminds you of someone you want to get back in touch with so you can repair the relationship. The building has caught the attention of your intuition for a reason and your intuition is trying to tell you that there is a message there for you. Something about that building is reflective of something in your life that your intuition wants you to be aware of.

When you are centered and focused and aware of what is happening in both your inner and outer worlds, you will quickly begin to notice your intuition drawing your attention to whatever conveys the message it is trying to give you.

Your attention could be drawn to a specific book resting on a bookshelf loaded with hundreds of books; or your attention could be drawn to lyrics from a song that keeps repeating over and over again in your mind; or a snippet of a conversation that you happen to overhear in a crowded public space; or an image or a comment that floats through your mind unexpectedly and completely out of context with what you were thinking about before – these are all examples of how intuition constantly sends messages that require you to be both centered and focused to receive.

Another way to get focused is to ask open-ended questions (as opposed to yes/no questions), particularly "What...?" and "How...?" questions, because this is an effective way to focus attention and interact with intuition.

You can ask yourself questions like, "What is it about _____ that keeps attracting my attention?" and "How can I become more effective as a coach/teacher/parent?" to prompt your intuition to provide answers.

A great daily practice is to simply ask your intuition, “What do I need to know about today?” or “What do I need to be aware of today?” and be mindful of the impressions you receive immediately after asking the question.

Receiving messages from intuition is fine and dandy and can be quite exciting. However, unless we are able to interpret the message our intuition is giving us, we can't really use it. Intuition's messages usually require a fair degree of interpretation in order for us to fully understand them. With practice, this becomes easier.

Step 3 – Getting the Message

Here's intuition's tricky bit! Rarely does intuition tap you on the shoulder and say *“Right, then. I heard your question and understand that you are interested in knowing more about how your day is going to go. What you need to do is this, but first you need to know this, and understand this.”*

Wouldn't that be nice?

The language of intuition and how intuition sends messages to us is as unique to each individual as is their DNA. You might hear your intuition's messages as whispers, sounds, music, or verbal impressions. You might see images, colors, shapes, or receive visual impressions. You might hear melodies, lyrics, or musical instruments playing, or receive auditory impressions. Or you might feel intuition's messages somewhere in your body, or through your emotions, or receive kinesthetic impressions.

Only you will know how your intuition is connecting with you. Interpreting and applying intuition's messages takes practice.

Developing intuition and strengthening your connection with your intuition can provide you with amazing levels of clarity around every decision you make, every manifestation you attempt, and every conscious creation process you perform, regardless of how big or how small.

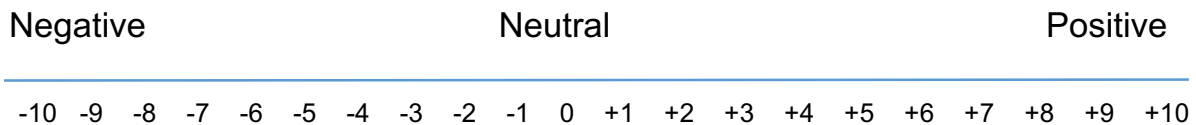
Your intuition will keep you fully aligned with who you are and what you want, even when you are tempted to wander off and get sidetracked.

The Body Compass

One of the easiest ways to connect with your intuition is to use your Body Compass. Not only does everyone have a Body Compass, but we use it all the time without even realizing it.

Imagine yourself standing in front of your refrigerator. It's lunch time and you're hungry, but you don't know what you want to eat. So, you look at what you have in the fridge, rejecting most things because "you don't feel like having that right now". Finally, you make your choice. You haven't tasted anything. You have no physical proof of what you want to eat, but you decide that what you have chosen is exactly what you want.....and it was!!

This scenario plays out in so many different situations, particularly when we are trying to answer questions regarding what we want. How often do you have this or a similar conversation with yourself: Do I want to go to the movies? No, I don't 'feel' up for a movie. How about watching TV? No, that doesn't sound interesting. How about reading a book? No, not right now. Hmmmm, I think I want to do some writing, that feels good, or sounds good.



The Body Compass Scale



Step 8: Taking Inspired Action

We live in a hustle culture. If you're not hustling, working long hours, refusing vacation time off, constantly tethered to cell phones and computers, then you are not working.

People talk about trying to find a work/life balance, this has been part of business theories for decades, but somehow work/life balance is still a remote dream for most people.

This hustle culture myth is particularly potent among entrepreneurs, among anyone trying to build a business.

On the other extreme, there are many people who criticize the Law of Attraction because they believe that the Law of Attraction is all about not doing a thing and somehow magically manifesting riches beyond measure!! Or some such nonsense.

Reality seems to live somewhere in between these two extremes.

Actions must be taken in order to build businesses, but working all hours of the day, seven days a week, 52 weeks a year, with no life outside of your business is not realistically sustainable in the long run. Nor is it a guarantee that the business you are building will actually survive, let alone prosper.

The key is in taking Inspired Actions. Doing what you enjoy doing in order to get the results you are looking for.

Webinars are big right now when it comes to online marketing. But Webinars are not something that everyone enjoys doing. All the prep work, the extreme vulnerable you face with each webinar. The stress of the launch, will people actually attend or not. Some people thrive on this process, so creating and presenting Webinars are easy and enjoyable to do.

For others, Webinars are part of “Hustle Culture”. Forcing themselves to spend hours and hours doing things they have no fun doing, in order to follow guidelines or instructions or techniques created by people who enjoy creating Webinars.

There are so many different ways to market a business, particularly an online business, that no one needs to take Actions that feel like work.

Taking Inspired Action means finding a marketing technique that you enjoy doing, and do that!

Inspired Actions could be running small, in-person workshops, or creating a podcast, or running FaceBook Lives. When you enjoy what you are doing, that energy comes across to people who consume your products.

Try this experiment: read this page with a frown and a scowl on your face. You might even try recording it. Now, read this page with a smile on your face and record it. Then listen to the two recordings one after the other. Can you tell which one you recorded while you were smiling?

Inspired action... is action that you take when you feel *inspired* to do it. This type of action is almost always accompanied by a rush of energy, and feelings of excitement, enthusiasm and joy.
~Nathalie Thompson

Don't get me wrong. I fully understand that sometimes we might need to take actions that aren't necessarily fully 'inspired'. I've been trying to get fit recently and have started doing a lot of walking to achieve this goal. At this moment, my thoughts when I think about actually getting up and going for a walk are not the friendliest thoughts I could have. Some might even say that walking is not an inspired action for me. Realistically, however, I do enjoy being on a walk and having had a walk, it's just the getting started doesn't fill me with joy, at the moment. I still have some mindset shifting to do here.

This is where both my self-love and my intuition kicks in. Walking isn't a 'heavy energy' for me. I don't have a strong resistance to doing it, maybe I have a wee bit of resistance, but not really very much. My mindset shifts fairly easily when I remind myself that I am worthy of being fit. The same holds true for any action you are thinking of taking regarding your business.

Does the action feel like ‘heavy energy’, like you are struggling to walk upstream in raging river? Does it take you a lot of energy just to keep going with what you are doing? Is there an alternative option to what you are trying to achieve that isn’t so challenging? Is there a way to make this action better, more enjoyable (like giving yourself a reward when you have finished)? Is there a way to have someone else for this for you (now that would be a really inspired action!!)

Regular action is all about the Hustle. Inspired action is all about the Flow.

Inspired actions can also often require you to be courageous, which requires you to be vulnerable. Brené Brown’s books delve into courage and vulnerability in depth and are well worth reading for anyone interested in exploring Inspired Actions.

Building a business on a strong foundation of clarity, focus, and alignment; knowing your core values and your personal preferences; connecting with your intuition; knowing who you are and what you want will all go a very long way in helping you identify and implement powerful and effective inspired actions.

Building a successful online business doesn’t have to be a long, complex, challenging process.

Sometimes building a successful online business is about having an entrepreneurial mindset in order to gain the clarity, focus, and alignment you need to fully know who you are and what you want, so you can take inspired actions – without the need to hustle!!



Conclusion

Building a successful, long-term business requires three things:

- 1) Having the knowledge you need to create the products, services, etc., that clients or customers want to buy;
- 2) Having the technology you need to market, to be visible so your clients can find you, and to sell your products or services; and
- 3) Having the mindset you need to be able to step fully into the identity of a successful entrepreneur – based on your definition of success.

You can begin developing the entrepreneurial mindset and identity right now, even with having all of the knowledge that you feel you need, or the technology you feel you need to physically open an online business.

By developing an entrepreneurial mindset and identity before you physically begin your business can easily reduce the amount of time it will take you to become successful – based on your definition of success.

Start developing your entrepreneurial mindset and identity now, and not only will you have a thriving business that you love, but before you know it, but you will have a thriving business that will continue to grow along with your personal growth well into the future.



Resources

Anne Bolender:

- 1) Dare To Dream. 2018 This e-book is only available on my website <https://www.annebolender.com/daretodream>.

Martha Beck

- 1) Finding Your Way in a Wild New World, 2013
- 2) Finding Your Own North Star: Claiming the Life You Were Meant to Live. 2002
- 3) Steering by Starlight: The Science and Magic of Finding Your Destiny. 2009

Brené Brown:

- 1) Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent, and Lead. 2012
- 2) Rising Strong: How the Ability to Reset Transforms the Way We Live, Love, Parent, and Lead. 2013
- 3) Braving the Wilderness: The quest for true belonging and the courage to stand alone. 2017

Sophy Burnham:

- 1) The Art of Intuition: Cultivating Your Inner Wisdom. 2011

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- 1) Practical Intuition: How to Harness the Power of Your Intuition and Make it Work For You. 1997
- 2) Practical Intuition for Success: A Step by Step Program to Increase Your Wealth Today. 1999
- 3) How to Rule the World From Your Couch. 2010

Denise Duffield-Thomas:

- 1) Lucky Bitch: A Guide for Exceptional Women to Create Outrageous Success. 2018
- 2) Get Rich Lucky Bitch: Release Your Money Blocks and Live a First-Class Life. 2018
- 3) Chillpreneur: The New Rules for Creating Success, Freedom, and Abundance on Your Terms. 2019

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- 1) Breaking The Habit of Being Yourself: How to Lose Your Mind and Create a New One. 2013
- 2) Becoming Supernatural: How Common People are Doing the Uncommon. 2017

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- 1) E² Nine Do-It-Yourself Energy Experiments that Prove Your Thoughts Create Your Reality. 2013
- 2) E³ Nine More Energy Experiments the Prove Manifesting Magic and Miracles is Your Full-Time Gig. 2014

Kathryn and Jean Harwig:

- 1) Psychic Wanderer: Expand Your Mind & Soul Through Travel. 2013.

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- 1) The Power is Within You. 1991

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- 1) Ask and it is Given. 2004
- 2) The Law of Attraction: The Basics of the Teachings of Abraham. 2006
- 3) The Essential Law of Attraction Collection. 2013

Byron Katie:

- 1) Loving What Is: Four Questions that can Change Your Life. 2002
- 2) A Mind at Home with Itself: How Asking Four Questions Can Free Your Mind, Open Your Heart, and Turn Your World Around. 2017

Jeanette Maw:

- 1) LOA for the Real World: 7 Big Fat Clues to Getting What You Want. 2011
- 2) The Magic of Pray Rain Journaling. 2011
- 3) Manifesting Made Simple. 2011

Dr. Sue Morter:

- 1) The Energy Codes: The 7-Step System to Awaken Your Spirit, Heal Your Body, and Live Your Best Life. 2019

Robert Moss:

- 1) Sidewalk Oracles: Playing with Signs, Symbols, and Synchronicity in Everyday Life. 2015

Penny Peirce:

- 1) The Intuitive Way: The Definitive Guide to Increasing Your Awareness. 1997
- 2) Frequency: The Power of Personal Vibration. 2009

Barbara Sher

- 1) Refuse to Choose: Use All of Your Interest, Passions, and Hobbies to Create the Life and Career of Your Dreams. 2007
- 2) I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It. 1995
- 3) Wishcraft: How to get What You Really Want. 2003.
- 4) It's Only Too Late if You Don't Start Now: How To Create Your Second Life At Any Age. 2013



Thank You

Thank you for choosing and reading this e-book. I hope you find the information contained here to be useful as you make your way through the challenges and transformations you're heading into.

Sometimes finding our way successfully through this type of book can be somewhat overwhelming. Despite our best intentions, we become lost in trying to work out what is meant or how to apply what we've learned to our own unique lives. I've been there. Sometimes all it takes is a quick conversation, or answer to a question to start moving forward again. With this in mind I have created three options for you, should you ever desire connecting with me.

First off there is my newsletter, where I offer weekly pep talks to help keep you motivated as you go through your transformations. You can easily subscribe to my [Monday Morning Magic Newsletter](https://www.annebolender.com/clarity-newsletter/), which is located online at <https://www.annebolender.com/clarity-newsletter/>

The second option is for anyone who is interested in more of an interactive connection. I can be found hanging out on Facebook, answering questions, creating motivational challenges, and sharing experiences at The Adventurous Woman's Club

<https://www.facebook.com/groups/theadventurouswomansclub/>

I can also be found on Facebook at <https://www.facebook.com/clarityalchemist>

The third option is for anyone who is interested in receiving coaching or mentoring from me. I am available for either one-on-one coaching sessions, or to take you through the steps outlined in this book and help you apply these changes directly to your life. More information on my coaching services and programs can be found at

<https://www.annebolender.com/>

I love hearing from you. If you have something you would like to share or a question you would like to ask, you can email me directly at anne@annebolender.com

May your life be filled with ease and abundance!

Anne Bolender,
Clarity Coach and Mentor

