

The Step-by-Step System to Building Your Small Business

**Helping small business owners build successful and abundantly
rewarding businesses**

Module 1 Build a Solid Foundation

Lesson 1 Decide, Believe, Dream

**Solutions and
Direction for tomorrow's possibilities**

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Introduction

Dear Small Business Owner,

When it comes to the construction of a building, laying a solid foundation is critical to the success of the project and life of the building. The same is true for your business. The success of your business is directly related to the strength of your foundation.

Do you want to “make it” as an entrepreneur? If so, the effort will require your full commitment because the task is not easy. And you have to really believe that you can do it. If you are like many, you haven’t fully committed to what you want, you probably have not clarified in writing what you really desire and/or you may feel your belief is not as strong as you would like. This is all normal. However, all are important components of success!

In this lesson, you will:

- Make a committed Decision about your business that inspires you to take action.
- Increase your belief in yourself by creating your Belief Narrative and Belief Statement.
- Write a clear, inspiring, vivid Dream/Vision Statement for your business and life that will literally pull you forward.

Before I continue, I want to be over the top honest with you. I know that there are a couple of things that can happen right now. You can skim through the material, or you can set aside time to roll up your sleeves and get serious about building the business and life you really want. I strongly recommend you choose the latter. I want you to succeed! Be a “True Business Owner” and treat this lesson with the importance it deserves.

I encourage you to schedule quality time this week and dedicate yourself to completing the assignments and building a solid foundation for your business.

Furthermore I encourage you to embrace how critically important these foundational pieces are to the success of your business and to develop and implement new habits that will help you strengthen your commitment, build your belief and connect with your vision.

It is really that important!

Best regards,

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Decide

To get new results, you must take new actions; and all actions are fathered by a decision.—Anthony Robbins

The Importance of Making a Committed Decision

A committed decision is one of the three foundational pillars upon which your successful business is built.

The first step in building a successful business is making a decision to do so! I want you to think about that for a moment. *The first step in achieving success is to make a decision to do so.*

I bring this up because so many small business owners jump into business and focus immediately on how to get clients, how to make money, how to market and how to close sales before they have fully committed to having a successful business to begin with.

Elements of a Powerful Decision

- **Clear**
It should be easily understood by a 12-year-old.
- **Concise & Memorable**
You should be able to easily recite your decision from memory.
- **Evokes Feeling**
The actual sentence isn't as important as the feeling behind it.
- **Inspires Action**
The best decision you can make is one that inspires you to take action, even when you don't feel like it.

Definition: To Decide

The word decision comes from the Latin root *decidere*, which means to *cut off from*. When you make a decision, by definition you cut off all other possibilities. Think about that. If you make the decision that you are going to succeed in business, then that means you are cutting off the very possibility of not succeeding.

For example, you could decide to do whatever it takes to build a successful business or to make a meaningful impact in the world. One of my favorite decisions to teach is beautifully simple but powerful nonetheless: I commit to being a successful business owner. I decide to be a successful business owner!

Unfortunately, a lot of small business owners who are “trying” to grow their business have not made a committed decision to succeed in business. They are feeling things out, waiting to see what happens, hoping to get clients, etc. There is no real commitment or determination. Don’t let this happen to you. The first step in moving from a place of “trying” to a place of “succeeding” is making a decision.

That’s powerful! And that is the kind of committed decision you have to make about your business.

Benefits of Making a Decision

Building a business is not easy. If you don’t fully commit to doing what it takes, you won’t succeed. It’s that simple.

When you make and connect with your committed decision, you will have more focus, clarity, purpose, inspiration and motivation. Let’s face it, obstacles and challenges will arise! If it was easy to build a successful and profitable business, everyone would be a self-employed professional.

Your decision should remind you of the reasons why you became a small business owner and why you want to succeed in this business. When you deeply connect with your decision and your reasons, you will be inspired to take the action necessary to succeed.

This may sound contradictory, but the decision, in and of itself, means nothing. It is the inspired action that results from you making a decision and connecting with it every day that really matters.

Ask yourself this:

What decision can I make right now that will spur me into action and help me stay committed to success?

Examples:

“I’m doing this and not giving up!”

“I commit to building a successful coaching practice.”

“I’m an amazing chiropractor with a huge practice and great life.”

“I commit to being a masterful psychotherapist, having a thriving practice and living the life of my dreams.”

What a Decision is Not

A Decision is Not a Goal

Goal setting is great, but the power to achieve your goals comes from your DECISION. Your first step is to make a committed decision, and then you set goals that are congruent with your decision. The decision comes first.

Decision: Declaration, commitment; general, comes before the goal

Example: I want to have a successful coaching practice.

Goal: Where you want to be; specific, measurable

Example: I want to have 10 new clients in 6 months.

A Decision is Not a Mission Statement

I do not want you to turn your decision into a long, flowery, descriptive mission statement. There is nothing wrong with having a mission statement for your business or life; it's just not what I recommend right now.

I want you to make a decision that stirs up your emotions. Your decision, when powerful, will connect you with your passion for your business. A powerful decision will strengthen your commitment and inspire you to take action even when it isn't easy.

Decision: Clear, concise, memorable, inspiring

Example: My life purpose is to coach. It is who I am.

Mission Statement: Narrative description of a purpose or aim

Example: I endeavor to manifest my destiny by enabling single women to achieve greater fulfillment while contributing to the peace and joy of humanity.

Assignment 1 Make Your Decision

The purpose of this assignment is for you to make a conscious decision, a real declaration about your commitment and desire to build a successful business.

Are You Ready? Take time RIGHT NOW, and make a powerful decision that inspires and motivates you. This is a critical piece of the foundation that will support your successful business and upon which you can build.

My DECISION

Believe

**If you can conceive something in your mind and believe it to be true,
then you can achieve it.—Napoleon Hill**

The Importance of Belief

Now that you have made a committed decision, the next step is to build your belief that you can achieve what you want in your business and life. The very fact that you can conceive of something in your mind and believe that you can do it *means that you can*. That is powerful!

If you have never read *Think and Grow Rich* by Napoleon Hill, I encourage you to do so. It is often considered one of the best personal development books of all time. The premise of the book is if you can conceive something in your mind and believe it to be true, then you can achieve it. Hill makes the case that it is scientifically impossible to create something in your mind, to believe that you can do it and then not be able to.

Another resource for strengthening your belief is *The Greatest Miracle in the World* by Og Mandino. Most of us have not begun to tap into our true greatness and all that we are capable of achieving. Who is the greatest miracle in the world? You are! One of the secrets to unlock your greatness is in your mind. Get Mandino's book, and you may never doubt yourself again!

In *Maximum Achievement*, Brian Tracy tells the story of a young boy who graduated from high school with straight A's. He took the SAT college entrance exam and received a report stating that he scored in the 99th percentile. He thought being in the 99th percentile meant that 99% of the kids who took the SAT scored better than he did.

That fall, the boy began college. He struggled, and his grades were awful. So his advisor asked, "How could you get straight A's in high school and do so poorly in college?"

The boy said, "I'm not as smart as I thought; 99% of the people who took the SAT did better than I did." The advisor immediately explained to him that in reality he had scored better than 99 percent of the people.

The next semester the boy started getting A's again.

When the boy believed that he wasn't very smart or capable, he behaved that way and got the corresponding results. Once he was told and once he again believed that he was gifted, intelligent and capable, he got A's.

Most people doubt themselves. For some, it's occasional; for others, it's often. We also tend to put other people on a pedestal. The funny thing is that the people we idolize often doubt themselves as much as we doubt ourselves. We all have problems, insecurities and challenges. What distinguishes truly happy, successful and fulfilled people is how they handle problems and challenges. Belief is a great tool!

The power of your mind is truly amazing. The more you believe in yourself and your abilities, the more likely you are to accomplish your goals and reach your dreams.

Assignment 3 Create Your Belief Narrative

This important assignment is designed to help you identify and embrace all the reasons why *you believe* you will succeed as a small business owner. Think of it as a resume times ten! For some, this is not the easiest assignment. If you sometimes struggle with acknowledging your gifts, talents and skills, embrace this opportunity to acknowledge yourself and all that you have to offer. NOW is the time for you to have a breakthrough!

Instructions:

1. Write an exhaustive list of the reasons why you believe you will have the life and business of your dreams. Include your skills, talents, education, philosophies, experiences, personal characteristics, etc.
2. Use complete sentences and the word “I.”
3. Write as much as you can. Allow your feelings and emotions to swell within you. Write until you can’t think of anything else to write.
4. Stop, take a break, come back to your Belief Narrative and start writing again.
5. Doing this three times is most beneficial because when you take a break and then return, you will be able to go much deeper and uncover things that weren’t right at the surface. Also, each time you continue with this assignment, begin by reading what you have already written. This practice will not only help you establish the proper mindset, it will also support you in fully integrating everything you have written!

Example:

“I will have a successful coaching business because I’m an excellent coach and completely believe in the value of coaching. I really care about my clients and their success. I’m a great listener and my positive, energetic and motivating personality inspires and encourages people. I have a great attitude; I’m persistent, committed and motivated....

I also have excellent sales and marketing skills, critical for growing a business. For example, I can...

I have numerous personal experiences that make me attractive to potential clients and are useful in coaching. These include...

I’ve planned for this and have enough financial reserves to live on while I grow my business. I have supportive friends and family, a great coach and a network of colleagues I can learn from...

I have already been successful in virtually every major endeavor I’ve undertaken, starting in high school and continuing until today. Some of these are...

I have successfully completed my coach training program and have already coached several people. I’m committed to continual learning and will never stop improving and growing as a coach.”

Assignment 4 Create Your Belief Statement

Now that you have written your Belief Narrative, the next step is to take its core essence and summarize it into a single statement. Similar to your Decision Statement, the objective is to create a Belief Statement that evokes feeling. When you say or think of your Belief Statement, you want it to remind you of what you wrote in your Belief Narrative—the reasons why you believe you will succeed as an entrepreneur.

Instructions:

1. Create a brief Belief Statement that captures and embodies the strong emotion and feeling of confidence you experienced when you wrote your Belief Narrative.
2. Memorize it.
3. Recite it.
4. Post it somewhere you can see it.
5. The goal is to feel the powerful emotions brought on by the Belief Narrative every time you state or think about your Belief Statement.

Examples:

“I can accomplish anything I put my mind to.”

“If I can conceive it and believe it, I can achieve it.”

“I can be, do and have anything I want.”

“Nothing can stop me when I go for something I really want.”

My BELIEF STATEMENT

Belief + Action = Success

Chances are that you will experience challenges as you build your business. As with any other endeavor, you will sometimes be rejected. You will sometimes make mistakes and fail more often than you like. And you will sometimes doubt yourself.

Your response to these challenges will determine your success. When you notice that your belief is waning, make this an opportunity to deepen your commitment!

Think about your Decision. Review your Belief Narrative. Meditate on your Belief Statement. Get in touch with the feelings you had when you initially did these exercises, and your belief in yourself will increase. Each time you perform this exercise, you add a layer of “muscle” to your belief.

Additionally, the best way to build belief is by getting into action. Lack of action is usually caused by fear. And you know what brings about fear? Fear stems from misguided belief, false belief or a lack of belief!

So when you take action, your fear diminishes and your belief returns and strengthens!

While these assignments may not stop doubt from creeping in, doing them will create a solid foundation. COMMIT to building your belief on a daily, weekly and monthly basis because it really is an ongoing, never-ending task. Virtually nothing is more important than belief. If you really believe, then you can and will take the action necessary to build the business of your dreams!

Dream

Nothing happens unless first a dream is created.—Carl Sandburg

Importance of Identifying Your Dream/Vision

Now that you have made a committed decision and built your belief, the third step is to create a compelling dream or vision of what you want your business and life to look like.

Why is this so important?

Perhaps Stephen Covey explained it best with the concept “begin with the end in mind.” Having a clear, specific, vivid and inspiring vision for your business and life is critical to achieving your goals.

It’s funny because you have probably already heard many times and probably know how important it is to clearly identify what you want and then to put it down in writing. Yet many of us, for some reason, don’t do it. Now is your chance!

Start thinking about your vision: How many people do you want to serve? Who are you serving? What are you doing for them? Are you traveling and speaking to audiences? Are you meeting with clients in person or over the telephone? Do you have employees? How would you describe your office and work environment? Do you have a view from your desk? What does your work week look like? When do you take time off? How much time do you spend with your family, your spouse, friends?

How vividly can you paint your dream? How clear can you get with your vision?

Mistakes to Avoid

There are several ways to identify your dream/vision. Before you move on to the exercises, here are some “mistakes” people can make when working on their dream/vision. Avoid these five traps!

1. Dreaming Too Big

Some people have a tendency to create grand visions without any intention or desire to take the actions necessary to achieve their dreams. There is nothing wrong with dreaming big. The key is to believe and then to demonstrate your belief by acting.

2. Dreaming Too Small

On the flip side, some people are afraid to dream big, so they settle and dream small. Don’t go to this extreme either! Think about what you really want. You can have it!

3. Basing Your Dream on “Shoulds”

Sometimes, we base our dreams on what other people want for us or what we feel that we “should” do, “have to” do or “must” do. When you think “I should do this” or “I have to do that,” you have automatically, as a component of how you framed the idea, created resistance to taking the action described. Instead, think, write and speak of what you want because your dream is all about what you want. There is nothing wrong with your dream—it is perfect.

4. Worrying About “How”

As you work on your dream/vision, do not worry about how you’re going to achieve it. Have you ever heard the saying, “When the why is big enough, the how will show up”? The same applies to your dream. If you identify what you really want and believe you can have it, the “how” will show up!

5. Choosing the Wrong Time Frame

You may want to write about your vision for your business when it reaches its pinnacle, which might be three to five to ten years in the future. If you can “see” that far into the future, great! If not, then pick a time frame as far into the future as you can see.

Assignment 5 Write Out Your Dream/Vision

Your goal is to identify and write down what *you really want* your life and business to look like. Think about the best vision you can imagine.

Don’t worry about how you’re going to make it happen. Instead, focus on what you REALLY desire for yourself and your life, both personally and professionally. Be as specific as possible.

You will want to strike a balance between what’s possible and what you believe is possible. For example, let’s say part of your long-term dream/vision is to write a best-selling book on your specialty, and you haven’t yet written a word and aren’t even sure about the way to make it happen. It would serve you better to write about what you believe you have accomplished (i.e., I have written the outline, gone to a writers conference, gotten a lead on agent, written 4 amazing chapters and sent 30 query letters) rather than something that is a huge stretch for your belief (i.e., I am a best-selling author). Of course, if you want to have a best-selling book under contract within a year and believe you can do it, then don’t hold back!

On the following pages are three exercises that will help you uncover, clarify and articulate *your dream* for your business and your life. Start with the one that feels most right to you.

Before we present the exercises, here are some questions to spur your thinking:

Your Business

- What are you doing professionally?
- How many clients do you have?
- What are your clients like?
- What kind of impact are you having on your clients and the world?
- What kind of income are you earning?
- What is your reputation in the industry?
- What is your work environment like?
- Are you working alone or with others?
- How is your office set up?
- Do you have one or more assistants?
- Do you have one or more partners?
- What systems do you have in place to support your business?
- How many hours per day/week/month are you working?

Your Personal Life

- What qualities do you possess?
- What are you learning? What skills have you mastered?
- Where are you living?
- How are your days spent?
- What are your relationships like?
- How is your health and wellness?
- How do you express your spirituality?
- Do you engage in some type of community service?
- What do you do for fun and recreation? What kind of toys do you own?
- What do you really love doing?
- How do you want to be remembered when you are gone?
- What causes do you support? How are you supporting them?

Your Dream

- Is my dream a reflection of what I really want?
- Is my dream congruent with my values and priorities?
- Does my dream inspire and excite me?
- Have I been as specific as I can be about my dream?
- Does it incorporate and balance all the important aspects of my life?
- Is it a dream I REALLY want and am willing to work to achieve, or is it a “pie in the sky fantasy” that is as likely to happen as winning lotto?

Now, review the following three exercises, and then do the one(s) you think will be most beneficial in helping you clarify your dream/vision of what you really want for your business and life.

Exercise 1 Identify Your Ideal Day

Isn't your life just a series of days? This exercise is designed to help you become clear about your ideal work day and ideal non-work day. When you do this, you will be a lot closer to identifying your dream.

Instructions:

1. Write out, in as much detail as you can, your ideal day.
2. I recommend starting with an ideal work day and then doing an ideal non-work day.
3. Be as specific as possible, focusing on things that make you feel great!

Example:

I wake to the sound of birds by my window; I'm well-rested and excited about starting my day. I begin by doing my morning yoga practice and get excited and motivated to take on the world. Next, I have a healthy breakfast with my family and have some quality time together before I start working. At nine o'clock, I go into my office, where everything is ergonomic—I have a comfortable chair; my computer is set up the way I like it; I have all the systems and technology I need to support me in my business. At 9:30, my phone rings, and it's my first client of the day. She sent me her prep form, and she's excited about getting going; we have a fantastic call...

Keep going and identifying every aspect of your ideal work day.

Exercise 2 Critical Areas of Life

Another way to identify your dream/vision is to look at the key areas of your life.

Instructions:

Identify what you want for each of the following areas of your life, being as specific as you can.

Love

Family

Business/Career

Finances

Health/Fitness

Peace of Mind/Spirituality

Physical Environment/Possessions

Recreation

Exercise 3 Future Letter

Here's another great exercise to help you bring your vision into focus. The goal of this exercise is to identify your objectives for the year. This format helps you connect with what you really want, as opposed to what you think you should do.

For maximum effectiveness, balance *what you would love* to have happen in your business with *what you believe* can happen.

Instructions:

1. Pretend that it is one year from now and you are writing a letter to someone you care about who would want to celebrate your success.
2. Share what has transpired and what you have accomplished during the past year in your business.
3. While you may write whatever is compelling to you, important areas to address are:
 - What your business looks like (number of clients, type of clients, revenue generated)
 - How you feel about your skills associated with delivering your service
 - Your business infrastructure
 - What your typical work day looks like
 - Anything else that is important to you regarding your business

Example:

To my coach,

It is New Year's Eve, and I am taking some time out before going to a NYE party with John to share some of the many wonderful things that have happened in my coaching business during the past year. You have always been so supportive of me that I knew you would enjoy hearing about my success.

I started off the year with a solid commitment to make it my best year ever, both personally and professionally. And you know what, it has been! I got really focused during the first 90 days and added 8 new clients by April 1st. My coaching practice grew throughout the year, and I am currently working with 18 wonderful clients and earning over \$10,000/month. I feel so blessed to be doing the work I love, and sometimes can't believe I get paid to do this!

In addition to my 1-1 coaching, I have formed a partnership with Helen, a coach in the area. We met in January at a local coaching chapter meeting and created a "buddy system" as part of this great 90-day business building challenge we both participated in. We really hit it off and ended up doing several workshops together throughout the year. We have a lot of fun together, and our workshops are one of the ways we each acquire new individual coaching clients. I feel so fortunate to have found a way to beat the isolation

that might have otherwise occurred if I did everything on my own and did all of my work from home.

As you know, I'm a firm believer in continuing to build my skills as a coach. So this year, I attended two powerful seminars. I love the sense of competency I have as a coach and know that I am on the way to achieving true mastery. Of course, as I continue to refine my skills, it benefits my clients, which is the real measure of my success as a coach.

One of my other huge accomplishments during the past year was making the transition to becoming a "True Business Owner." Early in the year, I realized that my success would be contingent upon really treating my coaching practice like a business, and I have. The guest bedroom has officially become my office, and it is set up exactly the way I like. I invested in the necessary technology, including a comfortable headset, a beefy laptop computer, a DSL connection to the Internet and of course, I had a separate business phone line installed.

Since organization has never been my thing, I hired a professional to come in and help me set up my files and my QuickBooks software. Once I got the systems in place, I've been able to keep everything up-to-date. I also got set up to take credit cards (and now most of my clients pay that way, which simplifies the billing process tremendously.)

This year, I also launched my website. I had it professionally designed and learned how to do simple updates myself. I love how it turned out! I didn't want anything too complicated, so it focuses on providing value to my visitors by providing a number of helpful resources, such as book recommendations and downloads of some articles I have written. People can also sign up for my free "More Energy Thru Healthy Living" Blog.

Speaking of my Blog, I launched it in the summer and have 350 subscribers! As you know, I specialize in coaching people who want to have more energy and lead a healthier life. I have so much fun writing the monthly articles; and from the feedback I've received, the tips, insights and strategies I share have been really beneficial to my readers.

A key component for making this year great was creating a schedule that works for me. It took a while to make it happen, but I'm now really pleased with the way my typical month and week looks! I generally coach my clients the first three weeks of the month. My coaching days are Monday—Thursday, and I use Friday for marketing, admin and complimentary sessions. During my week "off" from coaching, I write my newsletter and engage in other activities that help me grow the business, such as working on my alliance with the health club, contacting organizations about speaking engagements and meeting with Helen about our workshops.

Going back to the idea of being a True Business Owner, I finally realized that a business like this requires me to do continual marketing, so I picked specific things to focus on to build my business and have really created a system that

works. The best part is I no longer feel like my cousin Joe who is always prospecting for his multi-level marketing business. Remember when I first started coaching, I thought everyone I met was a potential client, and I felt like I was pitching my coaching to people I met at grocery stores, on planes, etc.? Well, once I figured out my target market and niche, I was able to develop specific marketing strategies that directly target people who want to have more energy and live a healthier life!

I've also continued to learn more about the sales, marketing and business side of coaching and really feel like my skills in this area have grown exponentially. In fact, much to my surprise, I love learning about these things and feel great knowing that it's key to my long-term success as a coach.

One of the other big factors in my success was really leveraging the power of my thoughts and feelings. While I've always known the importance of making a committed decision, writing out my goals and believing in myself, I had never really taken it to this level before. And boy, did it pay off!

In closing, I want to share the gratitude that I have for you and the many other people who have supported me in this endeavor. I appreciate it!

Happy New Year and hope to see you soon!

Love,
Sally

Your Turn!

Okay, RIGHT NOW begin working on your dream! Too many people don't do these types of exercises because they make it *such a big deal*. It doesn't need to be a big deal!

And it doesn't need to be PERFECT! In fact, there is no perfect. This is a "work in progress" and always will be. But the universe rewards focus, intent and action.

Pick one of the three exercises, and spend 15 minutes on it right now. You will probably find it easiest to use pages outside the workbook, so you will have plenty of room to write. Chances are good that you will enjoy the process and will either choose to keep writing, or you will want to come back and complete your writing as soon as you can!

Summary

Congratulations! You have completed the first lesson to establish a strong foundation on which you can build your business. You were exposed to a lot of material in this lesson, so here is a brief summary.

Key Points

1. Make a committed decision to succeed as a business owner. Otherwise, you won't succeed.
2. Read your Belief Narrative and recite your Belief Statement regularly. Building your belief is an ongoing process. Believing in yourself and your abilities to deliver value to your clients and grow your business is critical. Stay in action!
3. Clearly identify what you want for your business and life in order to get it! Getting clear about what you want, writing it down and visualizing yourself experiencing what you want are important steps to manifesting your dream/vision in reality.

Bonus Assignment Make a Tape Recording

This as a bonus exercise because I don't want you to stress out if you don't have a tape or digital recorder.

The goal of this bonus assignment is to help you keep strengthening the three pillars of your foundation. You need to connect with your decision, your belief and your dream every day! Listening to a tape recording is one method. Others are listed on the next page.

Instructions:

1. Read your Decision, Belief Narrative, Believe Statement and Dream into a tape recorder.
2. Listen to this tape every night before falling asleep and every morning when you wake up.
3. Do this listening exercise for one full month.

When you do this, you will feel and see the results. The pathways you burn into your subconscious will become so deep and strong that your commitment will be unshakable. Your belief will skyrocket. You will literally find yourself starting to live your dream!

Other things you can do to keep your foundation solid:

- Post your Decision where you can see it.
- Perform a meaningful ritual that deepens your Decision.
- Speak about your Decision to others.
- Wear a piece of jewelry or use an object to symbolize your Belief.
- Say your Belief Statement out loud 10 times in a row 3 times per day.
- Read your Belief Narrative once each day.
- Do a daily visualization to see yourself living your Dream.
- Create a collage as a visual representation of your Dream.

Whatever avenue you choose, get in the habit of:

- Speaking and thinking about your Committed Decision.
- Continually building your Belief and taking action.
- Visualizing yourself living your Dream.

For Inspiration...

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness, concerning all acts of initiative and creation. There is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events ensues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.”

“Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.”

“As soon as you trust yourself, you will know how to live.”

—*Johann Wolfgang van Goethe*

“Whenever you see a successful business, someone once made a courageous decision.”

—*Peter Drucker*

“Find a purpose in life so big, it will challenge every capacity to be at your best.”

—*David O. McKay*

“Find a job you like, and you add five days to every week.”

—*H. Jackson Browne*

“The minute you begin to do what you want to do, it’s a different kind of life.”

—*Buckminster Fuller*

“Doubt is often the beginning of wisdom.”

—*M. Scott Peck*

“Every thought you have makes up some segment of the world you see. It is with your thoughts, then, that we must work, if your perception of the world is to be changed. Nothing but your own thoughts can hamper your progress.”

—*A Course in Miracles*

“If one advances confidently in the direction of his dreams and endeavors to live the life he has imagined, he will meet with success unexpected in common hours.”

—*Henry David Thoreau*

“Somehow I can’t believe that there are any heights that can’t be scaled by a man who knows the secrets of making dreams come true. This special secret, it seems to me, can be summarized in four C’s. They are Curiosity, Confidence, Courage, and Constancy; and the greatest of all is Confidence. When you believe in a thing, believe in it all the way, implicitly and unquestionably!”

—*Walt Disney*

A Cherokee elder described his teaching to his grandson in this manner: “Inside of me there are two wolves fighting. One of the wolves is evil. He is anger, envy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority and ego. The other wolf is joyful, peaceful, loving, hopeful, serene, has humility, kindness, benevolence, empathy, generosity, truth, compassion and faith. The unhappy wolf fights the joyful wolf all the time.” When asked which wolf wins, he reflected for a moment and replied, “The one I feed the most.”

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

—*Mark Twain*

“Live in your imagination and not your memory.”

—*Steven Covey*