



HOW TO EXPLODE

Your Impact, Influence & Income

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18 Tips To Explode Your Impact, Influence and Income

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Introduction

I'm excited to share this ground breaking report with you that, when you take action on the steps outlined in these pages, will make a profound difference in your business and your life.

As a Mindset Coach, Transformational Leader and Light Worker, I believe we all have infinite power and potential and the ability to achieve anything we set our mind to, when we take the right steps and have the right belief systems in place.

Having had a tumultuous entrepreneurial journey myself, it took me several years to figure out this thing called 'business'. I was a terrible business person when I started and I have fallen on my face so many times I think I've spent more time eating dirt than breathing air. I was doggedly determined to figure out this beast and bring it to heel. And I did it the hard way!

For many years, instead of paying for a mentor who could help me avoid the pitfalls and potholes, and I believe I've fallen in just about all of them, I spent years trying to put the pieces of the puzzle together for myself. I finally got wise and decided to invest in various systems, tools and mentors to help me put all the pieces together so they work.

There is always something else to learn and master. As our world changes at an increasingly rapid pace, we must evolve, adapt and not just keep up, but do the best we can to stay ahead of the current trends and latest technological developments.

It's unfortunate that a big heart, good intentions and hard work alone will not create the success and wealth that you truly desire and deserve. Because if it did, I have no doubt you would have been sipping Long Iced Tea with Richard Branson on his Virgin Island a long time ago. But there's more to it than that. A lot more! And it's nothing you can't achieve, and the steps in this report are going to give you the strategies you need to navigate the business landscape and make this journey a lot easier for you.

I can't tell you how many times I've spoken with beautiful conscious entrepreneurs and gifted people who desperately want to make a positive impact and have incredible skills and talents. And then, when I ask them about their profitability it doesn't even begin to reflect their ability and potential, and often it's non-existent. Then I begin to dig a bit deeper and find a pervading philosophy of 'If I build it, they will come'.

I am sorry to shatter this belief if you have it, but this is a complete fallacy. We live in a complex world and business is a complex landscape. Competition for peoples attention and

money is fierce and you must have a strategic action plan in place to be able to cut through all the noise, reach your tribe, transform lives, and be appropriately and handsomely rewarded for your brilliance and dedication.

This is what this report is designed to give you: A series of steps you can take to help you avoid a lot of the pitfalls, mistakes and failures that people like myself have already endured so you don't have to.

I encourage you to take what is in these pages to heart and implement each strategy one step at a time. Knowledge is not power until you use it and apply it in a deliberate plan to achieve a particular result.

These steps are just the beginning of you creating a hugely successful and profitable conscious business that supports you, whilst you serve others and make a bigger impact in the world. Implement them into your business and you will see a significant return on your efforts.

You were born rich. What you do with your birthright, and how you manifest wealth in your life, is your journey. Make it wisely.

1. Ignore Your Problems and Pay Attention To Your Dreams

When I ask most people what they want in life, they proceed to give me a list of all the things they don't want. And this is the very reason they keep getting more of what they don't want.

We get what we focus on, and if you are busy focusing on your problems you are just going to get more of the same problems. You must put the majority of your attention onto your dreams and take continuous action to move forward toward them.

Whilst your problems are not going to go away by themselves, they are in fact a critical part of your journey of creating the life you truly desire. By putting your focus on your dreams, you will naturally become solution focused, instead of problem focused. This means that you will easily find ways to overcome the challenges you are facing and you won't get stuck in them.

You need to get crystal clear on your vision, write it down and review it often. Go into as much detail as you can about your perfect life.

- Where you living?
- Who are you spending time with?
- What awesome things are you doing?
- What are your relationships like?
- What is your health like?
- What are people saying to you?
- How do you feel?

Go wild and don't allow yourself to be limited by what you think is possible. This is your time to create the life of your dreams and you are capable of creating anything you put your mind to, so dream huge and don't settle for anything less than what you really want!

And as well as your vision of what you want for yourself, create a vision of how you want to help others and what difference you want to create in peoples lives. Make it so amazing, so grand and so compelling that it creates a wave of excitement within

you when you imagine having achieved it and the impact it's going to create for the group of people you're going to help.

This has two effects. Firstly, when you attach to a vision that is beyond your own needs, wants and desires and is bigger than you, you are far more likely to go above and beyond and do whatever it takes to achieve it. We become used to disappointing ourselves, but when we make it about serving others in a grand way, something deep within us is stirred to new levels of commitment and determination.

Secondly, the level of your impact will determine your level of income. So the greater your positive impact on the world, the greater your income will become. So as your grand vision to serve others will make a positive impact on the world, it will also make a very positive impact on your life financially, not to mention the overwhelming feeling of satisfaction and fulfillment realizing this kind of vision will bring. And you can't put a price on that!

Update your visions regularly with more details and new ideas as they come to you because as you expand so will your vision.

As you get more and more inspired by your vision, you will be better able to solve whatever problems come your way and you will move forward more quickly toward your dreams.

Once you have crystallized your vision, write down the goals that are going to help you get there for the next 2 years, 1 year, 6 months, 3 months, 1 month and 1 week. Chunking it down is the best way to achieve this, like reverse engineering. You will need to review these from time to time, preferably every week, but my advice is not to labour over them too much.

We can get so caught up in our short and long term goals and whether we feel like we are on track, that they can be more of a hindrance than a help because of the stress we feel about them. So whilst it is very important to have goals and have them written down, release them to the Universe and ask for all the guidance, situations and tools to be provided to you to achieve them. The only reason you review them is as a brief reminder about where you are headed and to make any adjustments to them, and your strategic action plan, as you need to. Of course weekly you will have a new set of goals, so reviewing them weekly is essential.

Now, create a strategic action plan that will get you on the way toward all your goals quickly and efficiently. You won't know how to achieve your goals, but with some careful consideration and guidance, you will be able to put some effective action steps in place immediately to help you start moving toward your goals right away.

Putting all your attention on your dreams also has another very powerful effect. It gives the Universe a clear message about what you want to create. The Universe will do 80 to 90 percent of the work for you, but it must get a clear and consistent message about what you want, or it is unable to deliver it for you.

The way you communicate to the Universe is through your subconscious mind, and your subconscious communicates in pictures and feelings. This is why visualization is so powerful, and the thing that puts your creative ability on turbo charge is adding your positive emotions to your visualizations. This is the power of the Law of Attraction in action. The more you are emotionally engaged in your vision, the more quickly things will fall into place and the Universe will bring to you the inspiration, people, events, information, connections, skills and tools you need to create whatever your heart desires.

Nothing great was ever achieved without a vision. Study any of the super achievers and you will find this was an essential part of their success.

Make sure you take the time to create your vision and stay connected to it. Not only is it crucial to your success, it's a whole lot of fun as well and will make your journey to success and wealth a great deal easier and more enjoyable.

2. To Get What You Want, Help Others Get What They Want

Making money requires a value exchange of some sort.

You sell them a product or service that provides a solution to someone's problem and they will pay you money for that solution.

So, in order to get what you want; in this case more money, you help others get what they want, which is a solution to their problem.

It sounds logical when you put it that way, but most people don't actually realize it's really that simple.

Don't overcomplicate the transaction process.

You were born to serve. We all were.

We are here to serve a particular purpose and collection of people by providing the answer to their problems and challenges.

Just like a doctor or healer provides relief to their patient's pain, so you provide relief to your perfect customer or client by serving them with your product or service.

The more pain the problem causes for potential customer or client, and the more effectively your solution provides that relief, the more they will be willing to pay for your solution.

And you must believe in your solution with absolute conviction.

If you're at the beginning of this journey, and you're wondering what you could possibly provide that could be of so much value to others that they would be willing to pay you for it, here's a number of questions you can ask yourself to start that discovery process.

- What challenge or issue have you successfully navigated in your life and created or discovered an effective solution to?
- What are you passionate about helping people with?
- What legacy do you want to leave?
- What problem or situation in the world breaks your heart?
- What information, skills, gifts and talents do you have?
- Who were you born to be?
- What were you born to do?
- Who were you born to serve?

These powerful questions will start to put you on the right track to discovering the solution you provide to others.

Then the trick is to determine how to find your perfect client or customer, get their attention, and articulate your solution to them in a way that their decision to buy it is obvious.

This comes down to your value proposition, and we're going to explore that further in the coming pages.

3. Identify Your Perfect Client / Customer

This is a step the majority of business owners fail to do and it costs them a ton of time, business and money. Particularly heart centered entrepreneurs who have gifts, talents or products that they feel can help anybody, and they probably can. However, if you are trying to talk to everybody with your marketing, then you are talking to nobody.

The critical piece with marketing is that you need to have a conversation with people who are naturally drawn to your message and feel as if you are speaking directly to them. If your language and your message is too broad, you will largely be ignored.

Remember that people are drowning in information that is constantly in their face. Everywhere we go there are headlines, messages, billboards, advertising that are all screaming for our attention. So we become blind to it because it's the only way our poor brains can cope. It's overwhelming and we are being over stimulated to the point of exhaustion and collapse. Think about it. If you stop for a moment and notice how much marketing material is in your environment at any given time, online and offline, it's literally mind blowing.

That's why your message and your marketing must cut through this clutter and speak directly to your perfect client to the point where they recognize themselves in your marketing and they feel like whatever piece they are seeing was written specifically for them.

Most people are reluctant to do this because they feel that they will be eliminating hundreds if not thousands of potential clients from their business. In fact the opposite is true. By clearly defining your perfect client and starting a conversation with them, you will find you receive a flood of clients that are rushing toward you so fast you will barely be able to keep up. This is because, when you know your client intimately, and you speak their language and address their specific problem, which is another critical part of your marketing, they feel the connection and they want the solution that you have and they want it fast.

Also, you aren't necessarily saying that these are the only people you can help. However, when you are building your business with these clients and get great word of mouth referrals because you so expertly solved their problem, you will find other

people with other problems come to you as well. It's a win / win situation. In fact instead of closing doors, this one strategy will open them for you. Ignore this step and you are leaving truck loads of clients, and money, on the table!

This process will take you a little time initially, but it will save you a gazillion hours on the other end of your business.

Start defining your perfect client by answering the following questions.

- What gender is my ideal client?
- What age bracket are they?
- What kind of income do they have?
- What TV shows, movies, magazines, books, publications, websites
- Do they watch, read or frequent?
- Where do they shop for groceries, clothes, self-care?
- How do they like to spend their spare time?
- What clubs are they a member of?
- What kind of routine do they have during their day?
- What are their greatest fears and frustrations?
- What is causing them the most pain in their lives?
- What keeps them awake at night / stresses them out?
- What do they care about the most?
- What do they really want?
- What are they thinking about?

This may sound exhaustive, but the more specific and detailed you can make your definition about your ideal client, the more intimately you will know them. Also, you will know where to market to them.

If your perfect client is vegan, then you wouldn't advertise in a butcher shop would you? And this is the same principal. This process is also critical in allowing you into their hearts and minds to speak to your ideal client directly, let them know you understand their pain, and that you have the perfect solution available to them now.

It's been proven over and over in marketing circles that the vast majority of people are motivated to move away from pain more than they are motivated to move toward pleasure. Use this to your advantage and you will help many, many more people in your business.

And one last thing: Remember that people aren't necessarily looking for what they need. They are looking for what they want.

Clearly communicate the solution you provide in terms of benefits, benefits, benefits. How will they feel when they have experienced your solution to their problem? Do not market the specifications of your product or service, how it works, or what it does. Your ideal client doesn't care about any of that. What they most want is relief from their pain, so talk to them in those terms.

And then when you have sold them on what they want and provided it to them, provide them with what they need to give them the relief they are seeking.

You need to be able to engage in an intimate conversation with your ideal customer or client in your marketing so they feel you are speaking directly to them. Once you have nailed this you will have a steady stream of hungry customers who can't wait to pay you for the solution you have to their problem.

4. Master Your Psychology

The only thing that is getting between you and your ideal life is your subconscious mind. The negative belief systems, conditioning, paradigms and neural pathways that developed after you were born purely because of your environment, your experiences and how you interpreted those and the decisions you made because of them.

You really are capable of achieving anything you put your mind to, but your fears, doubts, self-esteem issues and emotions are all having a critical impact on your results.

Your subconscious mind is determining 96 to 98 percent of your results. It's an illusion that you are living your life from a conscious place. Even though you feel like you are making your own decisions and are in complete conscious control, it is your subconscious beliefs that are determining almost all the decisions you make, the actions you take and the results that you achieving. It's happening automatically, every single second of the day.

The good news is there is something you can do about it. We are in the middle of a transformation revolution, and by utilizing any of the dozens of very powerful transformation techniques now available to you, you can begin to clear your subconscious blocks to wealth and create a new mindset and success blueprint right now.

Emotional Freedom Technique, or EFT Tapping, is one of my favourite techniques for releasing negative beliefs, emotions and conditioning and installing new paradigms that will support you in your goals instead of sabotaging you. I have quite a collection of techniques in my tool kit that I use regularly with my coaching clients, and EFT is one of the ones I use most frequently not only because it is so fast and effective, but also because my clients can continue to use it on their own, unlike some of my other techniques which require my involvement to facilitate them.

My unique form of sound healing is also a powerful form of vibrational healing that directly transforms you on many levels by speaking directly to your higher consciousness and your cellular memory to create healing and change on a very deep level of consciousness.

The subconscious mind is very complex. You have approximately 60,000 programs installed in it, and they are running the show. The trickiest part of this whole process is actually uncovering what these programs are so you can release them and install ones that support you instead of sabotaging all your good intentions and hard work.

The most effective way to do this is to work with someone who knows what they're doing and can help you uncover whatever is holding you back.

You see, your subconscious mind is programmed to keep you safe. So whatever beliefs and paradigms it has installed are a result of something that happened that you interpreted as 'bad' and your subconscious is going about doing what it does best and making sure you don't put yourself into that situation again. It is 'keeping you safe', so of course it doesn't want you to find those belief systems because it knows you want to eliminate them and it is of the opinion that that will put you in danger. Consequently it will do whatever it can to continue to hide them from you.

This is why working with another person is so powerful and essential to your progress and your future.

The 7 most common conditions that are blocking you from achieving all your goals and dreams and causing you to self-sabotage are:

1. Fear of Change
2. Fear of Success
3. Fear of Failure
4. Fear of Loss
5. Fear of Rejection
6. Lack of Self Esteem, Self Worth, Self Belief, Self Confidence
7. Trapped Toxic Emotions
 - Anger, Shame, Guilt, Resentment, Grief, Revenge, Frustration, Overwhelm, Regret, Disappointment, Etc

Of course there are hundreds, if not thousands of more subtle distinctions around the experiences you have had, but the majority of them will come under one of these main categories. The more specific you can be with finding what is holding you back, the better your results will be with clearing these blocks to your success and wealth.

And we're all a work in progress. We never get it all done. Working on your own stuff is a never ending, continual process that must become a part of your lifestyle, a daily routine. This is the way you will get lasting results and keep growing and improving on your results as you move through life.

Your personal growth and professional development are the most important components to improving all areas of your life. Make them a priority starting today and you will never look back!

Don't wait. Start right now using whatever techniques you like to transform your mind into a super achieving rock star in your industry. You owe it not just to yourself, but to your potential customers and clients who need the solution, service or product that you have! It's your destiny and your responsibility.

5. Marketing and Branding

Believe it or not, when you're in business, your number one job and role is as a marketer.

Ignore this critical part of your business at your peril.

The more effective you are at this part of your business, the more customers you will serve, and the more money you will make.

As all marketers will attest, this is a very complex subject with many moving parts and a wide variety of ways to market to your audience.

Identifying your target audience is the first part of this equation.

The art and skill of defining your message and articulating it in such a way that your customer hears it and is eager to buy is what marketers grapple with and get paid big bucks for by companies of all sizes.

As a small business owner, you have one distinct advantage.

Whilst big companies have an external entity and must orchestrate a persona that becomes their business brand, which they must market to their customers to build and nurture a relationship with, you can build your personal brand just by being YOU.

Your personal brand is YOU.

People buy from people they know, like and trust.

By building your personal brand you create a powerful know, like, love and trust relationship with your customer that, once established, you can nurture for years to come to have a community of raving fans who will ultimately do your marketing for you because of the rapport and relationship you have built with them.

It's extremely difficult, and a lot more expensive, to do that with a business brand.

Look at the tens and even hundreds of millions of dollars companies like Coca-Cola, McDonalds, Budweiser, Apple, Microsoft, Nestle, L'Oreal, Mercedes and Ford Motors have to spend to win your custom.

These companies are competing against other similar organizations who provide similar solutions. So they have to meticulously craft their message, branding, campaigns, and everything they can to get that competitive edge. The market research is exhaustive and never ending.

Your advantage with your personal brand is that there is only one of you.

There has never been, and never will be, anyone exactly like you. And that's your advantage because you don't need to compete as you are extraordinary and special just as you are, and your perfect customer or client will be naturally drawn to you because of that.

You don't need to devise a persona for your brand, you just get to be authentically you.

If you try to be anyone else, your customers are going to smell a rat.

Audiences these days are extremely perceptive, and in a world where authenticity has been scarce, it's a commodity that is precious and incredibly valuable because when customers find it, they will gravitate toward it like bees to honey.

So, KNOW YOURSELF!

It's critical you get to know:

- Your strengths and weaknesses
- Your values and ethics
- What you stand for
- Your specific gifts, talents and core genius
- Your skills and talents
- Your passions
- Your purpose
- Your vision, hopes and dreams for your future

- The impact you want to make
- The legacy you want to leave
- Your truth
- Your infinite power

When you know who you truly are, and you successfully package that up into your Signature Wealth Formula, learn how to effectively market it through your personal brand, and deliver it with love, passion and authenticity, there is no limit to what you can achieve.

How awesome that you can get rich by just being YOU!

6. Social Media

Just 20 years ago, marketing was extremely expensive.

You had to participate in advertising that wasn't all that targeted and was extremely expensive.

Print, television and radio media were the only real marketing options that were available and for those you needed deep pockets and blanket marketing campaigns to create top of mind awareness for your customer or clients to grab a decent market share.

Over the last couple of decades, the internet has revolutionized advertising for small and micro businesses so even solopreneurs are able to build highly targeted campaigns for a fraction of the cost.

First came Google Ads, which were a massive game changer.

And then came social media.

With a small budget, even the most cost conscious entrepreneur can identify and market to their target audience so effectively that, provided you have the message to market match right for your perfect client, your return on investment can come in a matter of days and require very few resources in comparison to the 'old days' before Facebook, Instagram, Linked-In and YouTube.

Let's take Facebook as it's the biggest beast of them all.

With over 2 billion regular uses, do you think it's possible that your audience spends some time on Facebooks billion dollar platform?

And with the ability to target their specific interests and preferences down to an extremely narrow focus, do you think you might be able to put your advertisement in front of them?

Of course you can.

And because you can do it from your desktop or mobile device, you can have an effective marketing campaign up and running in just a couple of hours.

There's also something called retargeting, which means that, after you've been advertising for just a few days, you can specifically target those people who have previously shown some form of interest in your campaign, which means your cost per sale / cost per acquisition, is significantly lower than blanket advertising to a cold audience.

You literally warm your audience up by doing an awareness campaign before retargeting them with a call to action.

Of course, like anything, there are specific skills you need to learn to master social media marketing. There are still a lot of advertisers out there you're competing with for your customer's attention.

Attention is the most important commodity in the business world.

So to get your audiences attention, you must get your campaigns right.

The advantage with social media is that you can do that by creating great content.

Social media doesn't exist without the user providing content.

And when you provide content that your audience likes and consumes, the social media platforms will reward you with lower cost advertising.

The right content also means that your audience is building that critically important know, like and trust relationship with you, because as they get to know you through your content, their skepticism diminishes and they will be much more likely to buy from you.

Whether you like or loathe social media, there is no arguing that for marketers and advertisers, they have revolutionized marketing and provided the powerful ability to grow your target audience very quickly, for a tiny fraction of the cost of what it used to cost businesses pre-social media.

7. Be Prepared To Fail

This of course is strongly related to the previous step on Mastering Your Psychology, but it is so important I thought it deserved it's own heading.

Somewhere in human history, thousands of years ago, we were conditioned to believe that failure was a bad thing. Maybe it's related to our primitive cousins when failure and success meant the difference between bringing home a feast when hunting, or ending up on the menu of a Sabre Tooth Tiger.

When this trend began is irrelevant. The fact of the matter is that it is one of the most damaging mental conditions that we have and you must let it go immediately.

The truth is, failure is an essential part of success. And you will fail many, many more times than you succeed. It's inevitable. And the best part is that this simple truth is what makes success so incredibly sweet. If it were too easy, it just wouldn't be worth it, and it wouldn't be as satisfying.

So the more comfortable you can get with your failures and drop all your judgements and perceptions about them, the more successful you will be.

Think about it for a moment. How many times do you think you might have fallen down when you were learning to walk? How many times did you bump into things and hurt yourself? Once or twice? Dozens of times? What about hundreds? And did you ever reach a point where you made up your mind that "That's it. I'm done. It's too hard! I'm obviously just not meant to walk so I'm going to crawl my way through life!". Of course you didn't.

Unless you have a physical disability that prevented you from learning to walk, you tried and failed, tried and failed, tried and failed, until you finally learnt how to walk and now you do it unconsciously without even thinking! And walking is by no means an easy accomplishment. The coordination required between the brain, nervous system and muscles to enable you to walk is extraordinarily complex.

In this instance, everyone around you is walking, so the model of the world you are surrounded with is that walking is the mode of transport you need to master and if they can do it so can you. Also, the adults around you who are already walking

continually encourage you to walk. They pick you up and dust you off when you fall and tell you that it's okay just try again, so you do. They did it, they know you can do it, and you need to do it, so they actively insist that you do, AND, very importantly, they celebrate every little success you have as a massive milestone and congratulate you accordingly.

What happens beyond these essential tasks that we need to master to survive and integrate optimally into society is a far different scenario. Sadly many people are more discouraging than encouraging when we aspire to do things they haven't achieved and are difficult and challenging, and they try to convince us they are 'out of our league'. They haven't achieved it, so they don't believe we can either because we're 'one of them'. Sometimes this discouragement can actually be because they love us and don't want us to be hurt and disappointed, and sometimes it's because subconsciously they don't want to feel like failures in our presence when we achieve something they didn't because they believed they couldn't, so they just didn't try hard enough.

We are also conditioned through society to experience failure as something that's painful and even shameful. Failure is associated with people ridiculing us and making us feel bad about ourselves. Some parents even reward their children for winning but actually punish them if they lose, or didn't live up to their expectations. This is a travesty of human nature and you must make sure you do not spend time with people who are prone to this kind of response to winners and losers, or at least don't share your dreams and aspirations with them.

We all experience 'dream stealers' in our lives. If you want to be successful, surround yourself with people who understand the principals of success and encourage you to go for your dreams no matter what; console and support you when things aren't working out; and celebrate with you when you have even the smallest of successes.

Our nature is competitive. All you can do and be expected to do is give it your best every time. If you do that, then you've already succeeded and don't let anybody tell you any different!

8. Extreme Ownership

Extreme Ownership is a phrase I discovered through author and leadership trainer Jocko Willink.

Jocko Willink is an ex-Navy Seal, and he has used the leadership training and experience he gained in the military to become one of the most respected trainers in the western world for corporations and leaders in developing their leadership skills.

This philosophy of Extreme Ownership, otherwise known as radical responsibility, means taking ownership or responsibility for everything that happens to you in your life.

If you play the blame game, and blame other people or circumstances outside of you for the results in your life, you are choosing to play the role of the victim. The victim has no power to take control of the ultimate outcome because they have given away their power to an external person or situation.

However, if you take full ownership for EVERYTHING that happens in your life, and recognize that you are at cause for creating your life, you take your power back and you have the ability to turn almost any situation around to your advantage.

Of course, shit happens in life and in business, and you might be thinking, well how can I take responsibility for something that was caused by something else when I didn't actually cause it.

This kind of thinking is common, and is what brings most people unstuck in achieving their goals and dreams. If you believe you're at the mercy of all the forces outside of you, your chances of success are significantly diminished.

You are either at cause, or you are at affect.

If you want to achieve anything at all, you must be the one who is causing their life, because that is the only way to win in the face of adversity.

Another way to think of this is that you have the choice to either react, or respond to all the situations that arise.

When you react, you take action from a place of fear and anxiety without thinking through the consequences of your actions.

When you respond, you carefully consider your options, and devise a plan to turn your adversity, into your hero story where you are become the victor, instead of being the victim.

When you acknowledge that you are the ultimate creator of your reality, and your beliefs, mindset and focus are the direct cause of what happens to you in your life, you have the power to change any or all of those things, and make magic happen, even in the most dire of situations.

At the time of writing this report, it's April 2020. Most of the world is in the middle of a crisis that none of us saw coming. We're in lock down due to Covid-19, the virus that spread so quickly across the world leaving tens, maybe even hundreds of thousands dead, in just a matter of weeks.

The subsequent global health and financial crisis has changed the world as we know it forever.

Businesses and entire industries are collapsing as 'social distancing' prohibits us from gather together, or even being less than 1.5 metres from other people who we don't currently cohabit with.

And whilst some businesses are being devoured by this insidious, invisible virus, there are industries and business ideas being born, some established businesses are creating entirely new streams of income, and fortunes are being made, not just in spite of, but because of this global pandemic.

There are people, businesses and industries who are allowing themselves to be at the mercy of the situation, and there are those that are seeking and finding incredible opportunities to reinvent and position themselves to take advantage of it.

That is what an experienced and determined entrepreneur does.

It's much easier for small businesses than it is for large corporations.

And it's certainly easier for some industries than others, particularly those with millions or billions of dollars in assets that are lying dormant such as airlines, event and sporting venues, hotels, commercial real estate, travel companies, etc.

But for every challenge there is always an equal or greater opportunity. And more millionaires are made in times of economic crisis than at any other time in history every single time.

It all comes down to your focus and your mindset and your commitment to find opportunities and possibilities in the face of adversity.

So, stop blaming external people and circumstances for the results in your life, and take extreme ownership of everything that happens to you period, and you will be able to turn your greatest adversity into your biggest blessing.

9. Leverage Your Superpowers

You were born with a unique suite of gifts and talents that nobody else has or can deliver in the way that you can. They work together to form an outstanding package that you are probably undervaluing, or perhaps even ignoring. This package of gifts is distinctive to you and forms the basis of your mission, your purpose and what you were born to do here on this planet.

Most people don't realize they have these gifts because they come so naturally and easily that they simply fail to recognize them. They think that because those things come to them so easily that anyone can do them. This is a great travesty and a massive fallacy.

The things that come to you most easily will not come to others that easily. Some people may share your gifts and talents, but very few, and nobody has the same combination of innate gifts that you do.

Take some time now to identify what comes most easily to you and what things give you the most joy. What do you do without even thinking about that you have seen others struggle with, and wondered why they can't do it because for you 'it's so easy'? What do others compliment you on and say you do really well, and you hardly even have to try? What can you do for hours and hours and be having so much fun that it feels more like 5 minutes has past.

Answering these questions will help you to identify at least some of the elements of your gifts and talents. Now it's up to you to think about how you can apply them in your business to deliver a service or product unlike any other, and better than anybody else.

A big part of what stops you from owning your brilliance is of course lack of self esteem, self confidence and self worth. Every one of us has developed some negative belief in this area, some more than others, and if you are affected by it too much, it will sabotage your progress and your success forever if you let it.

Thoughts such as 'I'm not good enough', 'I don't know enough', 'I don't have enough experience', 'I'm not smart enough', 'I'm not old enough', 'I'm too old', 'I can't do

that', 'I'm not tough enough', 'I'm just not cut out for it', etc, will not only prevent you from achieving your success, they may even stop you from getting started.

Any thought that says you are not good enough in any capacity is a complete and total lie. You were born perfect in every way and nothing has changed, except your belief about it.

You are whole, you are complete, you are perfect, and you have all the knowledge, skills, talent and ability you need to start becoming a rock star doing what you love. It's no mistake that you find the things you have identified in this chapter easy. And if you aren't owning them and sharing them, then you are doing yourself and the rest of the world a great disservice.

You were born deserving and worthy and ***YOU WERE BORN GOOD ENOUGH!*** Nothing will ever change that. The only thing you need to do to reconnect with that truth, is to eliminate all the negative belief systems, fears and paradigms you have buried it under!

Use the transformation techniques we spoke about in Chapter 2 to release these negative beliefs about your being worthy and deserving and reconnect with the knowing that you are whole, complete, perfect in every way, and let your brilliance shine for all the world to see!

Love yourself unconditionally and you will find miracles and magic just happen and you will become unstoppable.

You do deserve to have everything your heart desires, and so much more. You just need to give yourself permission and step into your brilliance and doors will fly open for you.

Leverage the things that you find easy and use them to your advantage, because they are the things that will make you millions.

10. Deep Faith and Trust

You can put a lot of effort into setting your goals, and focusing on your dreams, but if you don't believe you can achieve them, then all of your efforts are likely to be in vain.

Take one of your big goals for a moment and think about how you feel about achieving it. Do you feel like it's a no brainer, bring it on? Or do you feel like 'Holy Towering Skyscraper Batman, I really can't see how I will ever be able to achieve that goal'?

It's okay if you can't see 'how' you will be able to achieve the goal because 'how' is actually none of your business. But if you don't have the faith that you can achieve it, even just a little bit, then you probably won't. If you feel like it's just not possible for you, then you will maybe try a few things, but you will eventually give up thinking it's just all too hard and pointless.

‘Whether you think you can or think you can’t, you’re right.’ ~ Henry Ford

If however, you know in your heart of hearts that you can achieve anything you set your mind to and that the only unknowns are how long it will take and how you will get there, then nothing will get in your way because you will just keep doing whatever you need to do until you do achieve what you set out to. It's a done deal, a no brainer, 'fait accompli', inevitable, your destiny, whatever term you want to use to describe it. You just know that there is nothing that will be able to stop you from achieving it and you are capable of overcoming any challenge that appears on your journey.

It's also helpful if you trust that the Universe is on your side. If you are of the mindset that everything is against you and external forces are at work to prevent you from achieving your goals, then you will have a feeling of disempowerment and helplessness and again you will probably give up. Also, if you believe everything is against you, it is likely that you will have experiences that make it seem that way. Remember, you get what you focus on and what you believe.

You will encounter challenges. it's an inevitable and essential part of the process. Choose to see every challenge as an opportunity and just another step in the journey on the way to achieving your goals.

Of course, flexibility is the key to achieving your goals as well. Sometimes challenges are not just for us to overcome, but guiding us in a different direction. You don't want to spend years climbing a ladder and overcoming obstacles and challenges just to discover when you get to the top that it was leaning against the wrong wall.

If you're experiencing constant struggle and challenge, re-evaluate your direction and your goals and, if you feel guided to, make a slight, or even major adjustment in your direction. Revise your goals and see if they are still in alignment with what you truly want, or if they have changed.

One key indicator about whether or not you are on the right path is if you are having fun. Whilst challenges are inevitable on your way to achieving your goals, if your journey stops being fun then this is a definite sign that you have taken a wrong fork somewhere and you need to adjust your course. Think deeply about why you embarked on this goal in the first place and what it is that brings you the most joy and satisfaction, and make the necessary adjustments to get you back on track.

Again, use the transformation tools we spoke about earlier to develop a deep sense of faith and trust in your ability to achieve anything you set your mind to, because I know for certain you absolutely can. The only question is whether or not you believe it!

11. Work Less – Play More

Most of us have been conditioned to believe that work needs to be hard and laborious. That we couldn't possibly do what we love and get paid to do it! That would go against the way the Universe works, wouldn't it?

Fortunately we are now coming to the realization that what we love to do is exactly what we are meant to do and get paid very well to do it. In fact, we will get paid much more doing what we love than we will doing anything else.

What we love to do comes very easily to us. As alluded to before, these are our gifts and it was the Universes intention when we were bestowed with them that we would spend our lives giving that wonderful gift to the world and getting handsomely rewarded for it. The things we don't like doing are things we will not do anywhere near as well.

If you don't like keeping books and crunching numbers, then guarantee you won't be very good at it and I advise you not to become an accountant. If you hate gardening, then don't become a horticulturist. If pouring over Petri dishes and lab experiments is not your thing, then don't become a scientist! What you loathe is what someone else will love, so why take away someone else's potential joy by taking a job that you're going to end up resenting and loathing and is going to make your life a misery?

Make the decision right now to play, play, play. Give up the idea of work altogether. Whatever you play at is where you will make your most money, and you will never work another day in your life!

Take some time right now to identify the things you love to do so much that if nobody ever paid you for doing them, you would enjoy doing them just as much anyway. And then imagine getting paid to actually do these things!! This is the secret sauce to a satisfying, fulfilling, truly wealthy life. You were meant to play and get wealthy in the process.

Is that a paradigm you can embrace? Yeah! Me too!

12. Optimize Your Environment

There are several different parts to your environment that have the potential to either make or break your success.

Firstly there is your physical environment. This is where you live and work, sorry, play! If you have an office that is dark and dingy, disorganized, chaotic, too cold, too hot and altogether miserable, how likely are you going to want to spend time there? Are you going to dive out of bed in the morning eager to enter your den of doom? Or if you are working in a place that is noisy and distracting, how conducive is that to you being able to concentrate and produce your best work? If you are a country person and detest the city, is a city office the best place for you? If you hate the cold, is living in Siberia the best climate for you to thrive and live life to the fullest? I think you get where I'm coming from.

It's important that you have a dedicated workspace that reflects your personality, is organised just how you like it, and has items that make you feel warm and content inside. For example I have plants on my desk and crystals on my shelves which are organised neatly and everything I need is close by when I need it. I have had cups and a mouse pad made with uplifting messages that remind me of my infinite power and potential; my uplifting power words are on my wall in clear view; my mission statement is also on my wall above my desk and my vision board is directly above my computer where I can look up and gaze at it at various intervals. It doesn't take much for you to create a space that you love to work at, and you will find it enjoyable to do so.

Secondly, there is your mental environment. What books are you reading? What audio programs are you listening to? What television shows are you watching? What publications are you reading? Is what you are filling your mind with uplifting, or depressing to your mood? Is it enriching your mental state or bringing it down? Is it expanding your consciousness, or contracting it? How you spend your time and what you expose your mind to is a critical part of you achieving the success you want. The more you enrich your mind with uplifting and expansive content, the more empowered and unstoppable you will become.

Thirdly, there is your technological environment. Do you have all the equipment you need to achieve what you want to the best of your ability? This doesn't necessarily mean that you need the best of the best and the latest and greatest. Too many people have become obsessed with technology to their detriment because it has become a distraction.

But if your technology is super outdated and unable to support you in the way you need it to, then maybe you need to look at upgrading it. For instance, if your computer is super slow and it is taking you 4 to 5 times longer to complete various tasks than it would on a new computer, then you are wasting precious time that you will never recover. I had this experience once and I could not believe the difference in my productivity when I finally upgraded. Plus I didn't get all angry and p'd off anymore because my computer was taking forever!

Finally, there are the people in your environment. If you are surrounded by people who are unsupportive or even critical of you or what you are trying to achieve, they are going to negatively impact your ability to achieve what you want. So much so, that you will probably never even get off the ground.

You must surround yourself with like minded people who encourage and support you, uplift you and celebrate your wins and help you to overcome challenges and pick you up when you are down, and give you a loving kick in the behind when you need it!

Also, whenever you can choose to spend time with people who can mentor you and who are the perfect representation of what you want to achieve and the kind of person you want to be. We are a product of our environment, so if we are hanging around people who are struggling and blaming others for their situation, we will experience the same thing. However, if we honour ourselves by spending time with those who take responsibility for their results and are continually striving to achieve more and who are actually getting better results than us, then it will definitely rub off.

If you can't spend time with these people physically, immerse yourself in their material online, offline and wherever else you can expose yourself to their influence.

The people in your life are representative of where you are heading. Take care that they are either where you want to be, or heading in that direction.

13. Delegate

Particularly when we are starting out in business as solopreneurs, we have a tendency to do everything ourselves. This is practical, but ultimately it is not optimal.

As I alluded to earlier, your money activities are those that you absolutely love, and when you start to get some momentum in your business you must look at delegating those things that you don't love, or are really consuming a lot of your time and not earning you money, to someone else.

There are several reasons for this. Firstly, when you are doing what you do best, you're able to charge your time out at a premium price. If you have a product that you sell, is the part of the business that you love marketing, sales, creating new product, sourcing new distributors? Or is it a combination of those? If you love the sales side of the business then look to outsource those tasks that are not sales related.

For instance, say you can make \$1000 in one sale which might take you a couple of hours, why would you spend your time taking care of the administration when you can outsource that at \$15 - \$20 an hour whilst you get busy making more sales?

Or if you provide a service and you can charge \$150 - \$200 per hour for that service, again wouldn't you be better off providing that service to another client instead of phoning current clients to confirm their appointments.

And depending on the nature of your business, you don't necessarily have to go to the trouble and expense of hiring a full time employee to do these things for you. There are plenty of Virtual VA solutions ranging from \$5 per hour through to \$60 per hour, depending on their location and level of expertise, that will be able to fulfil almost any service you require ranging from general administration, book keeping and customer service, transcription services, through to website development and management, online and offline marketing, social media management, entire online marketing solutions for your business, sales, etc.

Another factor is the Pareto Principle, also known as the 80 / 20 rule.

It's a well documented phenomenon that 20 percent of your actions will produce 80 percent of your results. So identify what those 20 percent are and concentrate as much of your time and energy on those things and you will quickly experience an increase in your productivity and results.

Here is a way to identify the most lucrative way to be spending your time. Make a list of all the different tasks and responsibilities you have in your business. Now label them 1, 2 or 3 according to how much you enjoy doing that task. For example, if you loathe updating your website put a 3 beside that and if you love sales put a 1 beside that. For the tasks that you feel neutral about, so you don't mind them, but you don't love them either, mark them with a 2.

Go ahead and do that now.

Now circle all the 'ones' and you have your money making activities. That is where you are going to be spending the majority of your time. Now outsource all of the ones you have marked with a three, and as many of the ones marked with a 2 as possible.

Of course this is all subject to the cash flow you have in your business as to exactly how much you outsource. But if even if don't feel like you can spare any money for a VA, take the number 3's that are your biggest time suckers and essential to your business and look for an outsourcing solution that you can live with financially.

Of course, the less you pay, the more time you will probably have to spend training your new VA. But there are a variety of great companies and solutions that will do some of the hard work for you.

Here are some options for you to check out.

<http://www.odeskwork.com>

<http://www.freelancer.com>

<http://www.upwork.com>

14. Build Strategic Relationships

The value of your business is directly related to your ability to establish and maintain relationships.

This statement is true across all businesses and no more so than in a Conscious Business that is literally built on its relationships with others on a variety of levels.

Your business is not an island and building it will require collaboration. Firstly, there is the direct relationship with your clients and customers whom without you don't have a business. In a world that is constantly shrinking because of our global connection through the World Wide Web, and in particular Social Media, your relationship with your customers has never been more crucial to your success.

Word of mouth advertising has always been the most powerful of any marketing method as we are much more likely to act on the recommendation of someone we know, like and trust than we are on an advertisement from a stranger. And people are much more likely to speak about a negative experience with a company than they are a positive one, so taking care of your customers and ensuring their experience with your business is positive is now more important than ever before.

Engaging with your potential customers on Social Media is one of the most effective ways to nurture and build that relationship to the point where they consider you a 'friend' they know, like and trust and will buy from you based on your recommendation directly rather than waiting for a third party endorsement. And whilst some have avoided this powerful way of connecting with their customers for fear of having someone cause negative publicity through this medium, this is the perfect place to take care of any complaints swiftly and publicly so people recognize your customer service philosophy. If people are going to complain about you, they will do it anyway, so you might as well give yourself the right of reply and the opportunity to rectify the situation through direct engagement with your customer.

Another type of relationship that will be crucial to your success is other business people who are able to support you and your business in its growth and expansion. Whilst it is possible to begin a business as a one person operation, and probably necessary in the beginning due to cash flow, maintaining a healthy and steady level

of growth beyond a certain point will become impossible as demands on your time, skill level, knowledge and expertise in various areas that are not your specialty become increasingly more intense. The world of business today is becoming increasingly more complex with many different demands and responsibilities for businesses to fulfill.

This is where the previous step of delegation comes into play and your relationships with those people you outsource to can assist you greatly as a good relationship means they are more likely to go out of their way to assist you when you need it and go above and beyond their required job description. As humans we are more likely to actively help those people we like than those we don't.

Establishing supportive business relationships in a variety of other capacities can also make or break your future success.

Aligning yourself with businesses who already have an established relationship with your potential customers, and developing mutually beneficial relationships with those businesses, can save you a truck load of time and money in entering the conversation with your potential customer. By offering their clients exclusive benefits for doing business with you, you are acquiring a recommendation from a friend they know, like and trust. You can also establish some sort of commission based referral system for the business in question. And here it is essential that you look after their customers exceptionally well to maintain this very important relationship.

Establishing a Mastermind Group with like minded business people will also pay dividends as this group will provide a support system for you when you need it in a variety of ways. They can suggest solutions to problems that they may have already encountered or have a level of expertise in. They can provide a collaborative force to brainstorm solutions to challenges you may be experiencing. They will provide encouragement and support when you are finding things difficult, which you most definitely will on occasion. They can be used as a place of consultation and collaboration in a wide variety of ways. This group must be carefully chosen as they could potentially provide you with just the right support you need at crucial times in your business.

Also, nurturing relationships with professional services who could potentially play a supporting role in your business expansion in future such as banks, accountants, legal firms, marketing agencies, PR firms, media contacts, etc, could ultimate be crucial to the future of your business.

Networking is a well established and recognized practice that can help you to make the connections you need to support your business on an ongoing basis. In any major metropolitan precinct you will find dozens of networking groups who meet on a regular basis to connect and collaborate.

This is a primary place that you could find potential allies and even customers for your business. Seek out networks that you feel are best aligned with your type of business and with people whom you would like to have an ongoing relationship with.

This is by no means an exhaustive list of how your relationships with people and businesses on a variety of levels could be the difference between success and failure for you going forward. Take the time to align yourself strategically with potential allies and nurture your relationship with them over time and you will find them an invaluable asset to your business success in the future.

15. Double Your Fees / Leverage Your Time

In business there are 4 ways to directly increase your profit margin.

Increase your fees / prices

Increase your number of sales

Reduce expenditure

Leverage Your Time

In this section I'm going to talk about 2 of these. Firstly, you're fees. Most people are of the mindset that to be competitive they have to meet market expectations with pricing and are afraid to overcharge for fear of potential clients going to their competitors.

This is a very limited perception and in fact you should never compete on price. It's important that you position yourself according to quality and value, not price. You do this by making sure that what you offer is a superior product or service, or both, in the market place. What do you do better than any of your competitors and what distinct benefit is that to your customer? If you haven't thought about this before, then it's time to position yourself differently and rethink your business and what you're offering.

Whilst there will always be a certain sector of the market that buys purely based on price, they are not your target market. This is why clearly defining your perfect client is absolutely essential.

You want to target more discerning customers who are more interested in their buying experience during and following the purchase than how much it costs. These buyers will choose a provider who goes out of their way to make them feel good about themselves and have an enjoyable buying experience and pay a premium for it. You can do this through improving the sales experience and the after sales service as well.

Obviously you still need to ensure your clients and customers are getting value for the money they're spending, and by identifying what your ideal client values, you will be able to over-deliver every time regardless of price.

Take some time now to write down 10 ways you can improve your product and or service that would make it not just great, but exceptional, and stand out above every one of your competitors.

Another way you can substantially increase your fees and still have an eager group of people who are clamoring to pay you, particularly if you are in a service based business, is to position yourself as an authority in your chosen niche. There are a variety of ways to do this including write a book, release a series of videos on your particular subject or expertise, start a podcast, write a blog, start a radio show, conduct a telesummit, become a speaker or a combination of all of these platforms. Each time you present yourself in one of these mediums you will be establishing yourself as an expert by giving valuable tips, information, tools and strategies that will have a positive impact on the lives of your readers, viewers or listeners.

The only rule here is give, give, give and always give your best information. Just because you're providing your best information doesn't mean you are making yourself redundant. Quite the contrary actually. By giving your best material you are building such a close relationship of trust that your audience will want to be a part of your tribe and some of them will be willing to pay you a premium to help them to achieve the results they want.

The second way to increase your profit margin that we are going to discuss is by leveraging your time. For instance, if you're providing a service and you're working one-on-one with clients, then your ability to increase your profit margin is determined purely by how much you charge and how many hours you are prepared to work. You are trading time for money and this is not the ideal model for an increasingly profitable business.

Think about how you could offer a service one-to-many. If you are a massage therapist you may find this idea a little challenging and you need to let go of the model that you have. For instance, could you give workshops that show people how to take better care of their bodies so they don't get all tense and uptight? Could you teach couples how to give each other soothing massages that aren't therapeutic, but effective for what they want to achieve whatever that might be? I mean, who doesn't want a nice soothing massage from their partner?

If you are a personal trainer, look at taking more group classes over doing one-on-one training. Or, depending on your business, could you employ someone to work with you so you can service more clients?

Leveraging your time also goes back to delegating so you are spending your time doing what you do best.

What about creating a passive income stream by creating some sort of information product that people can buy, like a book, home study program, or self-paced workshop that you can sell online 24 x 7 and set and forget? Creating the product and the system to sell it will be the most time consuming part of this process, but once you have it in place, it will continue to bring in money passively whilst you get on with doing the things you love.

Leveraging your time also goes back to delegating so you are spending your time doing what you do best.

Whatever your business, there will be a way that you can leverage your time and improve your service or product to increase your profit margin. You just need to get creative and innovative and think outside the square so you generate a uniquely positive experience for your perfect client.

One rule of thumb is that you should never discount your price to get more customers or clients. What you want to do instead is value add. For instance if you are selling skin care products, approach your suppliers to see if there are any samples that you can obtain to give as a gift pack for people who buy over a certain amount of product. Or enter your customers into a draw for a great prize when they spend above a particular dollar amount, and see if you can get that prize donated by another business who wants some promotion.

Is there another service you can provide complimentary with each purchase that either doesn't cost you anything, or very little? What about buy 2, get another product free, and make sure you choose a product that compliments that product, that the customer may come back to purchase more of so it ultimately increases your sales.

There are hundreds of ways you can improve the buyers experience. Get your thinking cap on now and write down at least 5 ways you can increase the perceived value of the product or service you provide. The more the better. Don't hold back, just grab a pen and start writing. Then take action on the top 2 or 3 action steps that appear to have the most potential.

16. Ask Better Questions & Take Action On Your Inspiration

As mentioned before, your subconscious is responsible for 96 to 98 percent of your results, which means it can make you, or break you.

The language you use is a very important part of this equation, and the quality of questions you are asking. Most people ask questions like, 'Why does this always happen to me?'; 'Why am I always broke?'; 'Why do I always get the bad end of the deal?'; 'Why do people always treat me that way?'; etc, etc. You get what you focus on and you will always receive an answer to your question, so if you are asking those kind of questions, you will get more of the same that caused you to ask that question in the first place!

The type of questions you want to start asking are, 'What do I need to do to turn this situation around?'; 'Whom do I need to meet to help me get the result that I want?'; 'What do I need to know that will help me solve this problem?'; 'Where can I find the perfect solution to this situation?'; 'How can I achieve the result that I truly want?'; 'What actions do I need to take to attract more money?' etc.

Do you notice a theme here? These are better quality questions, and the great part is that you don't have to come up with the answers because you are asking the Universe to provide you with the answers. So you ask the question then pay attention to what answers turn up. And remember, they will turn up in all sorts of ways. You might speak with someone who happens to mention a book, service, course, or something that is just what you need.

You'll be watching television and the solution will be mentioned. You'll be surfing the web for something unrelated and stumble across a website that has just what you need. The important thing is that you are paying attention to what turns up.

And then, this is the critical step, you need to take action on the inspiration that arrives. There is little point in having the solution if you don't do anything about it.

This simple and highly effective system needs to become a part of your everyday life. No matter how big or small the problem, if you are unsure of how to handle it, defer to your subconscious connection to Universal Intelligence. Remember, the Universe knows the answer to every challenge or question you will ever have.

There cannot be a problem that doesn't have a solution, that is just how the Universe works. And no matter how aligned, how positive or how successful you are, there will always be challenges as they are a part of the secret sauce of your wonderful evolution here on this planet.

Consequently, this skill will be one of the most valuable you will ever develop in being able to breeze through any challenge that comes your way by being solution focused, connected to Universal Intelligence, and acutely aware when the answer you require comes your way.

Like any other skill it will take practice, and the more you employ this in your life, the better you will get at it. One of the major differences between yourself and someone who is super successful is your ability to solve challenges that come your way. People like Richard Branson, Oprah Winfrey, Donald Trump, Bill Gates are superb at solving problems, and surrounding themselves with people who help them solve problems.

There is no option, you **MUST** get good at this skill if you want to achieve your goals and dreams. And it isn't as hard as you might think. First, take notice of the nature of the questions you are asking and the statements you are making aloud and in your head. If they have a negative quality about them, then immediately turn them around so they have a positive connotation and influence on your life.

Then pay attention to what answers the Universe brings in all manner of ways. You will be amazed how many times (actually every time) and in how many different ways the Universe will answer you.

The key to this skill is that you become much more aware and pay attention through all stages of the process.

So, now it's your turn to go ahead and develop and engage this new skill in all areas of your life. When you do, the landscape of your life as you know it and your future will never look the same again.

17. Play A Bigger Game

This step is related to Step 1 about your vision taking it to the next level.

The vast majority of people are stuck because they believe they are limited by what they perceive to be the circumstances of their reality. This is just an illusion and something you can let go of immediately if you choose to, and you must if you want to achieve great things.

The truth is, you only believe yourself to be limited because you are seeing such a miniscule portion of the possibilities available to you and you are allowing yourself to be restricted by your past experience and conditioning about what is possible.

Let me shed a little light on this for you ANYTHING IS POSSIBLE I MEAN ANYTHING!

The real truth is that you are not limited by anything unless you choose to be. Once you get in touch with the infinite possibilities of the Universe, let go of your limited perception and trust that miracles and magic happen when you allow them to, you will be truly astounded by what events, situations and circumstances evolve, as if by magic, when you know and trust deep in the core of your being that anything is possible, and that the Universe is always conspiring in your favour.

What most people do is they think about their goals and dreams only to analyse them according to their current situation, previous experience and negative belief systems and conclude that what they want isn't possible so they will settle for something less.

Please, please, please, please, DON'T SETTLE!

The Universe wants great things for you and the more you set big goals, the more it will conspire in your favour. If your goals are too small and not truly inspiring, in alignment with your potential (which you have not even begun to realise), even a little bit scary, the fact is that your motivation to achieve them will not be present and you will not engage with them fully. This means they are doomed to never be realised before you even get out of the starters gate!

Set big goals. Huge! Shoot for the stars and if you hit the moon fabulous, but I guarantee you will ultimately go way beyond that.

Do this right now before you read any further. I'm serious. Don't go past this point without spending at least 15 minutes on this exercise.

Think about what you really truly want in your heart. What vision really makes your heart sing and your mind ascend to a place of bliss and euphoria when you imagine it. Write down what you're doing, where you are, what you see, who you are with, what you hear, taste, touch, smell; what conversations you are having; and best of all, what it feels like. Go into as much detail as possible with this exercise and let your imagination run wild.

Believe me, you are completely, totally and utterly capable of achieving this, and a whole lot more. You have no idea what you're able to achieve until you set your heart and mind on something big and just go for it!

Did you do the exercise? If so, you are someone who is going to achieve great things. If you have skipped this thinking you don't have time now, or you will do it later, stop, go back and do the exercise, so you too will be someone who achieves more than you ever imagined possible.

If things aren't turning out the way you want them too, it's probably because you aren't playing a big enough game.

'Whatever your mind can conceive and bring itself to believe, it can achieve.' ~ Napoleon Hill

What have you got to lose by putting this theory to the test? A little temporary failure? Big deal. Everybody fails! Everybody! And the bigger the failure, the bigger the success on the other side of that failure.

How big do you dare to play this game? Or are you content with playing small and living a mediocre life, exiting without having achieved all that much and regretting opportunities missed and that you didn't give your dreams everything you had? If you're reading this, I know that you're ready to play a bigger game! Give it everything you have, and then give it some more. You deserve it!

18. Get A Coach

Success is a team sport! And who you have on your team is as critical to your success as it is to any professional sporting team or corporation.

One of the most powerful steps you can take on your journey to achieving your dreams and so much more, is to hire a coach. This person will be your greatest ally on your journey and, whilst you will be the one to actually achieve your dreams, they will be the person in the background guiding you, supporting you, encouraging you, holding your hand and keeping you accountable and in forward motion.

It's too easy to give up on your dreams, but a good coach won't allow you to do that and they are often the difference between success and failure.

A great coach will help you to be the grandest version of you that you can possibly be. Coaching is largely underestimated and misunderstood. A good coach will:

- believe in you every step of the way, and help you to believe in yourself;
- help you to develop a vision for your future that is in perfect alignment with who you are and your mission;
- work with you to develop a strategic action plan for you to follow on your journey to success;
- brainstorm with you to help you find solutions to any problem or challenge that comes your way;
- help you master your psychology by uncovering and helping to clear the blocks and hidden beliefs that are between you and your dreams;
- help you to embrace empowering beliefs;
- expand your horizons;
- guide, encourage and support you every step of the way;
- help you to enjoy the journey along the way;
- uplift, empower and inspire you;
- reframe your failures and challenges so they simply become opportunities and stepping stones;
- guide you to find the tools, information and resources you need to achieve your goals;
- pick you up when you're feeling low;
- celebrate with you when you succeed;

- and so much more!

In other words, a great coach is your turn key solution to putting everything in this report in place, plus a bunch of other stuff that is unique to your journey and your path to success that you don't even know about yet.

Everything you need to achieve what your heart desires is within you. A coach can't give you that and doesn't need to, it's already there. But a coach will bring out the best in you and help you to achieve your dreams in a much faster time frame because of the tools they have available to them and their ability to help you access power and potential you don't even know you have.

Many people will overlook this step because they make the decision that they can't afford a coach. The truth is, if you have grand dreams, and you don't want to die with your song inside, wondering what might have been, you can't afford not to.

To find the best coach for you, you must 'interview' them for the privileged position of being your coach. You need to be able to have an intimate rapport and level of trust with them. This may not be immediately evident, but you will know from the initial consultation if the potential is there for that kind of relationship. This is essential because your journey to success will be challenging on so many levels that you need to be able to trust your coach and feel safe to share what you're experiencing and feeling so they can determine how best to help you. You must feel like they understand you, and believe in you and your dreams.

It is also important they have similar core values. This can be a deal breaker. For instance, if you have enormous integrity and they don't, and they insist you to take action that you don't feel is in alignment with who you are, this is a recipe for disaster.

Your coach must also have processes and techniques that you feel are your best opportunity for helping you to overcome any internal blocks that you will experience.

You must be able to communicate with them in such a way that they understand you and vice versa. They must be willing to listen, listen, listen.

And they should believe that anything is possible for you and everybody they come into contact with.

Your coach can't do it all for you. That's your journey. But as they bring out the best in you, you will find that your dreams will turn from what used to be unachievable mountains, to minor hills that simply pave the way to much bigger dreams.

And whilst they will help you to get from where you are to where you want to be much more quickly than you will on your own, you must remember that this is a journey and there is no such thing as an overnight success. You must be prepared to follow the process, use the techniques, and employ a certain amount of patience as you build the foundations you are going to build on to scale heights that you never even knew existed or that you were capable to achieving.

A coach is a guardian angel in disguise. Choose your coach wisely, but most importantly, choose one and do it as soon as you possibly can!

Conclusion

I trust you've found this report enlightening and helpful. I know if you implement what's contained here you'll experience a very positive transformation in your business profitability as well as in many other areas of your life.

Of course, don't try to do everything at once. Identify which step is most likely to give you the biggest bang for your buck right now and just take action. Once you have done this, then take action on something else.

Investing in yourself and your business is not an option, it's essential if you want to be successful. Choosing where to invest and how much can be daunting, particularly if you don't have much capital, or are just starting out. Evaluate what you need most right now and invest wisely. You may have to stretch yourself and your resources which can be scary, but unless you do this, it is highly unlikely you or your business will ever reach it's full potential, and it may not even get off the ground.

The actions in this report are not something you do once and never do again. These are steps to revisit over and over in your business in order to continue to grow and become more and more profitable. There's no limit to how big you can grow.

If you're not a part of our Wealth Consciousness Movement yet, then I invite you to join at www.WealthConsciousnessMovement.com where I have provided a stack of free resources, tools and transformational content to help you to develop into the most potent and powerful version of you so you can make your dreams a reality and live life on your terms

Believe in yourself and let your imagination go wild as to what amazing things you can achieve, then take a structured, consistent approach to making it happen and prepare for magic and miracles to abound in your life.

Remember, you have infinite powerful and potential and you deserve to have everything your heart desires and so much more.

Dream HUGE! Be Brilliant! Expect Miracles!