

PROLOGUE

(FANCY FOR "INTRO")

The summer of 2019 is now a bittersweet memory, as it marked the end of an era before the seismic shifts of 2020. But for me, it was a transformative journey, a time when the universe conspired to unlock answers to profound questions I hadn't even dared to ask.

A dinner in late August of that year with my youngest sister captures the essence of this transformative period. My sister resides in a different state, making our meetings infrequent. Despite the distance, she and my youngest daughter keep in touch by frequently exchanging texts with what I am told is for a "reasonable and necessary" amount of time about essential pop culture-heavy shows like *The Golden Bachelor* and others, keeping me in the loop about my sister's life. Our family structure is somewhat unconventional; we grew up in different eras and locations and share the same father but have different mothers. Cue the violins.

Our father died years ago when my sister was relatively young and I was less old. When speaking about our relationships with our mothers, we each have our intricate trajectories of tragedy and "interesting" stories. It is not a competition, but we are both "lucky" to have plenty

of tales to tell. These stories often end with one of us reassuring the other that they "sound like a trauma response in the making."

On this particular summer day in 2019, it just so happened that my sister needed some advice. She felt I could help her, so she came to me, and this dinner occurred. It was the first time that we really got to sit down as adults with no agenda, no one else around, and simply talk.

As we sat there reliving memories regarding our Dad, childhoods, and early experiences separate from each other, I felt like we were telling the same story, almost living the same life. At one point, I commented that I remembered that our Dad turned everything into an educational or "teaching" moment (and I do mean everything); she acknowledged the same. She responded, "Because of that, I feel like I have a working knowledge of everything."

My eyes widened.

If you have any memory of late summer 2019 and hearing a loud screeching thud followed by feeling as if the earth had stopped moving on its axis...that was me. I apologize. At that moment in my life, the entire universe seemed to have come to a screeching halt. You see, ever since I can remember (and I'm going to venture out on a limb and say possibly as far back as "in utero"), I have always believed that I would succeed, not necessarily "be successful" but succeed. I have always felt I could do anything I put my mind to and that there was no situation I would ever walk into where I could not figure out a solution. Now, mind you, I have not always succeeded, but I have always believed I would. This perspective has profoundly influenced my approach to the unknown and uncharted territories.

"I Never Lose. I Either Win or Learn."

-Nelson Mandela

My unwavering belief in my abilities has been a driving force throughout my life, propelling me to take on challenges that I probably should not have, depending upon who you ask. It's not about arrogance but rather a deep-seated confidence that fuels my determination. This mindset has led me to embrace opportunities and tackle obstacles head-on, learning and growing with each experience. I firmly believe that one's perspective shapes one's reality, and my (possibly unrealistic) optimistic outlook has played a pivotal role in shaping the course of my journey so far. As I reflect on my past, I can't help but acknowledge the impact of this mindset on my achievements, underscoring the power of self-belief in the pursuit of success. Thanks, Dad!

"A bird sitting on a tree is never afraid of the branch breaking because its trust is not on the branch but on its own wings. Always believe in yourself."

-Charlie Wardle

I've come to understand that the phrase "not yet" holds much more power than the notion of incapability. It embodies a mindset that perceives challenges not as insurmountable obstacles but as opportunities for growth and learning. By viewing the unaccomplished as the yet-to-be-accomplished, I've developed a resilience that enables me to face the unfamiliar with curiosity rather than fear. The power of "not yet" has shaped my personal and professional narrative and influenced the way I approach problem-solving. Instead of being daunted by the complexity of a challenge, I see it as an invitation to apply my skills. My Dad learned to "adapt, improvise, and overcome" in the military, and from a very young age, he imparted that wisdom to me. This outlook has allowed me to lean into life with quiet confidence, devoid of the need for flashy displays and overt bravado. The subtlety of quiet confidence carries its own magnetism as I reach out to people with authenticity and genuine interest. Having a "not yet" mindset has also allowed me to create bonds built on substance rather than showmanship as I invest in others and share my eagerness to learn and explore my potential.

Moreover, I've learned to appreciate the journey as much as the destination. Whether traditionally defined as "successful" or not, each endeavor contributes to my growth and understanding of my capabilities. Failures are not seen as setbacks but steppingstones, guiding me toward a deeper understanding of my strengths and weaknesses and paving the path to the journeys ahead. The belief that my potential is limitless and any uncharted territory is simply a canvas for my capabilities propels me forward with a sense of purpose and determination.

This "not yet" mindset is a learned behavior developed over time through experiences, self-reflection, and an unknowingly conscious choice to expect a positive outcome. I firmly believe that this way of thinking is accessible to everyone, so it is not limited to a select few

with innate abilities. It's a matter of acknowledging one's potential and actively cultivating a mindset that focuses on growth, resilience, and a belief in the capacity for improvement. So, how does one develop a "not yet" mindset? I'm glad you asked.

In your hand, you hold the proverbial "brain dump" of my journey over the last 30 years of developing a "not yet" mindset. Here, you'll find the questions I have asked and the answers I have discovered. In some circumstances, the answers are things I tell myself as a placeholder as I realize I am only mid-way through a journey.

In Chapter one, you'll learn why reframing past experiences, intentions, desired outcomes, and thought patterns that no longer serve you is paramount to the freedom to believe in yourself and your abilities. Reframing will allow you to understand that "rejection is a gift," helping to guide you toward your goals. You will begin to adopt the phrase "what if, instead..." when reframing roadblocks as stepping-stones, and setbacks are no longer indicators of inherent limitations but rather temporary challenges on the path to growth.

Chapters two through four will challenge your idea of happiness as we dig out of negative emotions. Together, we may discover how easy it is to conflate happiness with safety. I am going to challenge you to believe in yourself, gain an understanding of how anger is a secondary emotion, how multitasking is a myth, and the simple steps to take to embrace "Imposter Syndrome." Then we will take a 40K foot perspective from the "cockpit of your life" for when things are "not working," to determine if your default is to assign blame or take accountability.

Chapters five through seven will help you learn to "perfect" your craft (through real-world experience and education) as you strive for excellence, not perfection, all while knowing you cannot pour from an empty cup. You'll learn to create deeper connections as you stop

focusing on influencing and start focusing on educating clients, as you remember that people want to be empowered, not sold. You will work towards surrounding yourself with a supportive environment, seeking inspiration from role models who foster a culture of encouragement so that you can model their behaviors and trajectories while challenging limiting beliefs, like comparing your "start" to someone else's "middle" or "end." Chapter seven will help you work on becoming crystal clear in your journey and practice the 3Ps of a work ethos; "Principled, Pointed, & Purpose-driven.

In the final three chapters, we bring everything "full circle" (ahh...t he corporate speak, I had to work that in somewhere...). Chapter eight will help you define your "avatar," your ideal client, as we drill down to exactly who you are called to serve. Chapter nine walks you through developing memorable marketing by "Perfecting your Pitch." We start with your "hook" by exploring your ideal client's story and identifying the need only you can fill for them. Next, you will create an offer that is scalable and easy to replicate, resulting in your clients looking for you. Chapter ten will help you tell your story in order to create the perfect "push/pull" balance when trying to pull people into your life's purpose and push them to excel in their own.

Whew, all that power in the palm of your hands? Yes! The "not yet" mindset is a formidable catalyst for achievement and an investment in success where future challenges are met with unwavering optimism. It recognizes current abilities as starting points rather than fixed limits, unlocking a realm of possibilities. With this mindset, we embark on a journey where the possibilities are endless, and encountering a "ceiling" has not happened and probably won't, at least "not yet."