

MAKING THE SHIFT

Notes taken from Darren Hardy's audio, *Making the Shift*
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The Key to wealth is to own your own business, and you have decided that is for you. CONGRATULATIONS!

At the beginning, you feel unsure/uneasy/off balance. *Did I make the right decision? Can I do it? I don't have the time?*

THESE THOUGHTS ARE NATURAL AND EVERYONE FEELS THOSE SAME THINGS WHEN THEY ARE FIRST GETTING STARTED.

These notes will empower you to get going. The unsettled feeling will soon subside. Your mind can play tricks with you to "protect you" and will invent reasons not to move forward with the business.

This is your WARNING. It will happen to you, but you can use these notes to stop your mind from sidetracking your dreams and goals that you have for your life. Thousands of people have already done this business and been successful at it. You will look back in 3-5 years and think about the time you started this business and the feelings you felt, and you will look at your life and think that you are so glad you overcame the negative feelings and made the shift!

- The only thing that will determine your success in this business is YOU! These notes will help you become the person you need to become in order to achieve the success you seek in owning your own business.

Discovering Your WHY & Your Passion will Fuel your Business & Breathe Life into your Dreams, Goals and Ambitions

You need a strong enough WHY in order to succeed in having an entrepreneurial mind set and to succeed in this business. If desire is not hard enough you will be the same as the person who starts a new diet and gives up and falls back into their old life. Your powerful why will be your fuel to your entrepreneurial engine.

AVOID THE LANDMINES

Once you have your powerful why you need avoid the 5 landmines of business start up. Need to make a mindset shift in order to navigate around them.

LANDMINE NUMBER 1

Success Factors depend on you being coachable and being able to duplicate Anything you have achieved up until today is not useful. Your previous career or business was based on what YOU did and YOUR efforts. But this business is the opposite model.

It's not about what you can do it's about what you can get others to replicate others to do. You will want to do it your way but there is a simple system already planned out and so you need to duplicate your sponsors and then you will succeed. -

- ☐ Be coachable. Be a student. Trust and plug into the system. Use the tools don't be the tool
- ☐ Read 20 pages of a book from the book list and/or listen to an audio a day.
- ☐ Tell 2 people a day about this business and book in 5 one-to-ones a week.
- ☐ Get as many people as possible to your launches, the opportunity meetings and the car (?) presentations as possible
- ☐ Affirmations and goals: Picture the life you want so crystal clear and then make the picture bolder and brighter because that is absolutely what you are going to have!
- ☐ Commit to getting a little bit better every day, step out of your comfort zone every day, and build your business brick by brick.

LANDMINE NUMBER 2: Lack of structure

If you have given up work to do this then the lack of structure will be scary to some. A foreign territory and uncomfortable. At school you are given a syllabus, at work you are told where to sit, how long to sit there, when you can go lunch under the watchful eye of a manager. When this is removed and the new entrepreneur is left standing alone without the structure they can freak out or be unproductive. End up making lists or getting ready to aim aim aim but never fire. They feel like they have worked all day but they never actually did the basics like introducing the business to new people or following up on previous 121's. Do not confuse activity for productivity or movement for achievement. If you spend a few weeks or months like this most people go running back to the corporate bosom as its familiar. -

Always start part time- work full time on your job and part time on your fortune. But it won't be long until your working full time on your fortune.

- Call a family meeting and show them what benefits the family will have. They have to be supportive of you doing the business. Spiritually on board together to keep your focus on your business. The short term sacrifice you may have to give will be worth it!
- Create your space where you work so you can focus
- Create set hours- block out key spots throughout the week and protect those times and maximize your productivity.

When it's not time to be doing the business 'shut down'. The only way to sustain the effort you need over a long enough period of time is by maintaining the rest of your life along the way. Otherwise, it becomes to tiresome and burdensome and you will end up quitting before the magic of consistency and compounding had kicked in.

- Chart your course. Set your goals. Plan to help you achieve your why. Set, stick to and achieve your goals.

LANDMINE NUMBER 3: Commitment

Its too easy/cheap to get into this business and so its easy to get out. This is why this business has a revolving door. It's not the business that is the problem it's the people or their lack of commitment is the problem. This is the only thing that stands in the way of someone being successful. The business model is proven and has already worked for thousands of others. All it requires is commitment to see it through long enough for the business model to work. But few make the commitment to see it through.

"commitment is doing the thing you said you were going to do, long after the mood you said you were going to do it has left you".

You may be fired up to do this business and feel you will never never give up . But this mood will wear off and you will start to go back to your normal life, with your regular friends and be hit with the complexity of life and it is then that your commitment will be tested. Your mood will be different but your commitment can not be. Whatever business you signed up for.... Be hear a year from now! Its that simple.

And in the meantime...

- 1. Follow the system**
- 2. Use the tools**
- 3. Structure your time**
- 4. Do the top fundamentals over and over again, consistently!**

If you do the above you will have success. Make a commitment to do it for a year and follow the system and do the simple activities all year long. You and your personal development are the key to your success as an entrepreneur. You have to become bigger than your problems. Don't give in to your problems.

Network marketing is a personal development programme and a support group of people who want the best for you. But you have to give your best

also. So commit for one year and I promise you will be a different person. Be patient, give yourself and the process time. It takes time to figure it out and get good at it.

LANDMINE 4: Self Image

When you haven't got the results yet and you are vulnerable at the beginning of any new venture this land mine can really catch you off balance. The rest of the world has been conditioned, as you have, by academia, media, society norms. Being an entrepreneur can be met with great antagonism. This is where friends and family try to talk you out of your new venture. You need to understand the emotions of rejection. Rejection from friends and family can be harder than rejection at work. When friends and family reject you or your new business it feels more personal. It feels like they are saying no to you. They are not rejecting you, they are saying no to themselves. Saying no to their inner voice which is saying they should be stepping out, taking risks like you.

When you make the shift to entrepreneurship, you are stepping out of the herd and moving away from social norms. 90% of the population are employees and that is what they have trained as good and normal. Only 10% own their own business. When you walk out of the pack of 90% they are going to shout warnings of fear and danger and hardship...

WHY? -

- They are not as courageous as you and cannot understand why you would leave the corporate bosom, weekly paycheck and benefits. Love them anyway but don't let them drag you into the pack.
- You make them look bad. They know they should be doing what you are doing and you doing it makes them look bad for not doing themselves. Instead of joining you it is easier for them to make fun of you and make you feel bad, stupid, foolish, in hope you will give up and come back to the pack so they no longer look at you and feel bad.

- Whoever is rejecting you... look at that person and never accept advise from people that are more screwed up than you are or are not living the live you want to live .

Your time is limited so don't waste it living someone else's life. Don't be trapped with living with the results of other peoples thinking. Don't let the noise of other opinions drown out your own inner voice, heart and intuition. They somehow truly already know what you want to become.

LANDMINE 5: The Product You are Sharing is YOU

Yes, you are showing the opportunity and products, but they are *looking* more than they're *listening*. You are the billboard, brochure and shop front. What gives your words power is who you are behind your words. This is why your personal development is crucial in the success of your business.

Personal Development is Key

- If you want more you have to become more.
- For things to improve, you have to improve.
- For things to change, you have to change and when you change, things change around you.
- Its not DOING more its how you do it.
- Work harder on yourself than you do on your business.
- The more you grow the more your business will grow.
- ★ The Key is nurturing your positive attitude. It's what separates the super achievers from everyone else.

Bolster Your Positive Attitude

- Read 30 pages of a good book a day and this will effect you more positively than watching the news or reading the tragic newspapers
- Listen to 30 mins of an audio a day- in the car/whilst cooking the dinner. Your hands can be busy but your mind free. Leadership/sales success.

- Regular exposure to positive material. The mind is like a computer. What you input is what you output. It acts on the input. You get in life what you create. You create what you expect. You expect what you think about. What you think about, comes about.

What controls what we are thinking about??? Whatever input we are feeding our ears and eyes is what is putting this creative process in motion.

I will leave you with 2 suggestions for making your shift into this business.

1. DO IT NOW!

Fear keeps people from taking action and moving forward. Your produces a thousand excuses to why they are not ready. "I will start Monday, I need to get my business cards first, I need to know the presentation first."

The hardest step to take is the first one but destroy that fear and take it quickly. Just lunge your body forward and then your right foot will lean forward to take you forward followed by your left and then your right again and then you are running! Even if you trip you will get back up again. Once in motion you will stay in motion. Most give up before they try even though they want to change your life. The time to begin is when emotions are high and intention is strong.

NOW is the time to act. NOW not later this week. ACT today. Ignore this thought: "*I don't know what I'm doing yet.*" Now is a great time . A friend of mine is doing this business and she is really excited about it. I've heard all about it too, and I think I'm going to do it. You want to hear about it too? Come to my launch/business presentation....

Go get your first 10 NO's in the first 7 days. Make the goals your no's. Get as many no's as you can because this means you will be one step closer to achieving your goal. For every 10 no's you get... you will get 2 yes'.

Some Will, Some Won't, So What, Next: Just move on to the next person.
Think: *"I'm gonna be successful in this with or without you. Either way it's no skin off my back"*.

2. RESOLVE

I will do it or die! This business is your mountain.

When you go off and tell people about this mountain you're going to climb they will say, *"Hey you're crazy. You don't know how to climb mountains. It's dangerous. You should just stick to your job. You're lucky to have a job in this economy."*

You're going to have to look them in the eye and say, *"I'm GOING to the top"*. Some may say, *"You know, I've heard that mountain is NO good. I heard others tried to climb it and fell off then got badly hurt. You should not climb that mountain because you will probably fall off and get hurt too. Be safe and get off that mountain."*

You're going to have to look them in the eye and say, *"I'm GOING to the top. This is my mountain and I'm going to the top! You're going to have to see me lying dead on the side or waving at the top."*

This resolve is what I wish for you.

- Mixed with your WHY power, your undying commitment to the process for at least a year, and your jump-start to grab 10 no's in the next 7 days = You are going to the top!

Use these notes over the next 7-day dash to keep you mind elevated and your spirit invigorated. Read it over and over again to prod yourself to move forward!