



Open the Door to a Bigger Small Business



Unlock your Mind

*Think Bigger Thoughts.
Climb Bigger Mountains.*



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WELCOME, KEY COLLECTOR

At Keys to your Brand, we firmly believe there are no limits to the success of your Small Business. There are only doors that haven't been opened yet. Our purpose is to drop the keys that help get you further along the path of your dreams.

This Mindset Tip Sheet will help you:

- Identify your Personal Models of Thinking
- Articulate a Bigger Thought or Two
- Start to Retrain your Brain

Let's get started.

WHO DO YOU ADMIRE?

It might be Elon Musk or Michael Jordan. A Leader in your Industry or your Uncle Dave who owns his own business.

Who are the people you aspire to be more like in your successes?

List them Below

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next Step:

Narrow your list to your Top 3 Thought Leaders

WHAT WOULD _____ DO?

Consider the Top 3 Thought Leaders you selected on the last page.
And complete the following:

Thought Model 1

What does this person Love? Believe in? Say? Dream of? Stand for?

Thought Model 2

What does this person Love? Believe in? Say? Dream of? Stand for?

Thought Model 3

What does this person Love? Believe in? Say? Dream of? Stand for?

*Example: Elon Musk loves innovative thinking, Believes in doing what seems impossible.
Dreams of a cleaner planet. Stands for seeing failure as opportunity to try again.*

ADOPT THE THOUGHTS YOU LIKE

As you consider your mentors, what thoughts can you adopt as personal affirmations. Start with "I am Someone Who..."

Example: I am Someone Who... Believes in Doing What Seems Impossible

+

I am Someone Who...

+

I am Someone Who...

+

I am Someone Who...

+

I am Someone Who...

Repeat these to yourself Daily. Post them where you see them often. Retrain your Brain.

OTHER KEYS AVAILABLE

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