



# 60 DAYS TO LAUNCH A BUSINESS

— YOU *Love* —

# OVERVIEW

How to be successful

*In this lesson, you'll learn*

- 1. Why mindset matters**
- 2. How to develop a success mindset**
- 3. How to overcome fears**

# Why mindset matters

If your mind ain't right, ain't nothin gon'  
be right

# Developing a success mindset

## 1. **Discover.** What purpose drives you to succeed?

- WHY are you doing this?
- What's BEHIND the money and finances?
- What part of this work makes you “come alive”?
- What gets you out of bed in the morning?

# Developing a success mindset

## 2. **Decide.** Shift from interested to committed.

- Take responsibility for your success
- Make your success a priority (make time on the calendar!)
- Be patient with progress. Focus on growth.

# Developing a success mindset

## 3. **Determined.** Focus on the vision.

- Take uncomfortable risks
- Seek to excel
- Learn from mistakes
- Elevate your gaze

# OVERCOMING FEARS

- Your success will require your courage.
- Bravery is feeling no fear and doing it. Courage is feeling the fear and doing it anyways.



- Disregard Your Detractors
- You Need to Have a Big Dream
- Enforce Happy Hour
- Choose good company

# 1. Disregard Your Detractors

- Don't look for outside input on HOW until you have the WHAT.
- It can be tempting to think gurus or “experts” can tell us how to be successful, but we need to stay true to ourselves, as cheesy as that sounds. It's true!

## 2. You Need to Have a Big Dream

### EXAMPLE

Phase 1: I'm going to design and make bridal accessories and sell them.

Phase 2: I'm going to pay others to make bridal accessories I design and sell them

Phase 3: I'm going to build a business that can run without me at the center so I don't have to be a slave to this company.

Phase 4: I'm going to sell this company so I can do something new.

### 3. Enforce Happy Hour

- Be willing to take breaks even though there's more work to do.
- Force yourself to stop working at a certain time each night unless there is an urgent deadline
- Schedule self-care

#### 4. Choose good company

- Among the most important choices you'll make in business are the people you surround yourself with
- Find someone who will encourage you in this big dream.
- Minimize the voices of negativity in your life