The Secret to Success: A Positive Mindset

Discover how to take control of your life and get anything you want now

AARON PITMAN
The Secret to Success:
A Positive Mindset

By

Aaron Pitman
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Preface

With the purchase of this eBook you have picked up one of the most powerful tools available to help you turn your life around. The thoughts you think every day have the ability to determine if you will be successful or experience failure. By reading this book you have made the decision to take a step towards success. This eBook is a road map that will help you plan the course of your own journey into the world of positivity and success in all areas of your life.

Someone will most likely tell you that the journey you’re about to take is a difficult one—and it can be—but not with this eBook as your guide! I’ve been exactly where you are and I learned how to
overcome it through positivity. You will be prepared for every step you will need to take. I am here to instruct and encourage you, to show you new ways of doing things and remind you that you are a powerful person capable of soaring to new heights you never thought possible. Along the way, I will provide you with tips and checklists to help you stay on track.

Ideas, strategies and trends regarding success and developing a positive mindset are constantly changing, but this eBook will provide you the best of the best tried and true methods. This is going to change your life. Developing a positive mindset takes time and dedication but it is well worth it in the end. I have complete faith that you have the willpower and desire required to make these incredible changes to your life.

We will begin our journey by discussing the positive attitude that is essential to success in all areas of life. The purpose of this section will be to help you develop and grow in a positive mindset while simultaneously teaching you how to apply positivity to every area of your life. After this, we will dive into the world of positive affirmations—which have been around a lot longer than you might think. Positive affirmations are tools to be used and it is important that you learn the correct
way to use them. They will be unbelievably valuable to the journey you are about to embark upon. Finally, we will discuss the power of entrepreneurship, the importance of finding a mentor, and get you started on the path for developing and maintaining a successful career.

This eBook is going to empower you and I know for a fact it will change your life for the better if you follow the advice and instructions provided. The best decision you could ever make is choosing to lead a life filled with positivity. I am forever grateful that you have allowed me to be a part of your journey. I would like to dedicate this eBook to everyone who has ever struggled with positivity and success. Together, we will find the strength to overcome it and live happily ever after.
Chapter 1: Positive Attitude - An Introduction

If you had met me 6 years ago, chances are you wouldn’t have liked me very much. I was a crazy, energetic, somewhat obnoxious, and angry 20 year old. I had spent most of my teenage years being heavily picked on and shoved into lockers due to being really short; I’m 5’3, which means I can usually fit into kids’ clothes and am easily compacted into a locker. I had bad acne, and I started balding at 17. I was awkward around girls, and wanted so desperately to fit in, angry that I never felt that I could. All of those frustrations compiled over time and I began to put up a wall to shelter myself from any bullying or hurtful comments. I created defense mechanisms in that I
was quick to lash out with dismissive and rude remarks if I felt like anyone was even remotely picking on me. I didn’t let anyone in to see who I actually was; instead I put on this fake facade of a confidant guy that had it all together and would be a millionaire one day...with an attitude that said “No problems here, I’ve got it all under control, and one day I am going to be more successful than all of you!” When in all reality, I was miserable, pessimistic, angry, and excruciatingly lonely.

I continued to push people away, when all I truly wanted were genuine relationships and a fulfilling and successful career doing something that I loved. I hit rock bottom after my girlfriend, who I was head over heels in love with, broke up with me after just 10 months and told me that I was too negative and that I needed to change or people wouldn’t enjoy being around me. It was at that time that I began to realize that the problem was me; my horrible attitude was getting me nowhere, and if I didn’t change I would never find true success and happiness.

Attitude is defined as “a settled way of thinking or feeling about someone or something, typically one that is reflected in a person’s behavior.” Typically, an attitude is either positive or negative. Therefore, a positive attitude can be considered as the inclination that someone is functioning within an optimistic
state of mind. Positive attitude, positive thinking, and optimism are known to be the root of many positive life benefits. Studies have shown that positive people are more successful and better at coping with stress because they understand that positivity is more than just an attitude, it’s an entire lifestyle.

Overall people with a positive attitude believe that good things will come their way based on their reactions to what life throws at them. When something bad happens, a person with a positive attitude chooses to look at the incident as isolated and beyond their control while consistently searching for ways to make the best of the situation and remain positive towards the future. In my past, I was doing the complete opposite. I assumed that every bad thing that happened was because bad things always seemed to happen to me and would continue to always happen to me. I didn’t look for ways to make the best of the situation; instead I just got angry and more frustrated. What’s important to understand though, is that whether or not you currently have a positive or negative attitude, attitudes are habits and habits can be changed.

Creating and applying a positive attitude to everyday life takes practice. There are six useful steps and skills you can develop that I used which we will cover in this section that will help you develop a positive mindset and learn how to apply it
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to any situation life may throw at you. Your thoughts are always under your control. As you gain control of your mindset you will gain control of your actions, thereby enabling you to live the positive and successful life that you are meant to live.

Taking Initiative

Have you ever wondered what it is that separates the go-getters from the people who like to sit in their desk chairs just waiting for situations to present themselves? The go-getters are proactive people while the waiters are reactive people. Proactive people believe that success is of their own making; it’s their responsibility to make things happen. They also believe that they have the skills and ability to make things happen and get things done. Reactive people wait for situations to present themselves before addressing them. Reactive people tend to be a little less self-confident than proactive people.

If you’re going to embrace a positive mindset then you must start challenging yourself to take the initiative and make things happen. You can’t be afraid to fail. Have faith in yourself and your abilities. Ask yourself if you want to be the person who is making things happen and going places, or would you rather spin your wheels waiting for opportunities to present themselves. The following
guidelines will help you perfect your ‘initiative taking’ skills.

1. First things first; positive, proactive people start every day with a positive attitude. Proactive people speak and act with confidence. Self-confidence is extremely important for living a positive life. Self-confidence is readily achievable; all you need is the determination to achieve it. When developing self-confidence the first thing you should do is reflect on the things you’ve already achieved. Look back on the things you’ve done in life that you are most proud of and reflect on the success you’ve already had. Next, take the time to reflect on your strengths, weaknesses, opportunities and threats (SWOT). Use the SWOT analysis to assess what you’re good at (strengths), where you could improve (weaknesses), what opportunities are available for you to take initiative (opportunities), and use your strengths and consider what types of obstacles you are facing (threats). Once you’ve analyzed your strengths and weaknesses when it comes to taking initiative it’s time to eliminate negative self-talk from your vocabulary. Positive, proactive people practice building their self-confidence by consistently telling themselves “I can do
this.” This is called thought awareness. You make the choice to fill your mind with positive encouragements. Finally, practicing self-confidence and taking initiative means committing yourself to success. On your journey to success, you will have to face thoughts of self-doubt. When this happens, write out your negative thoughts and calmly tell yourself how you will overcome negativity with positivity and enjoy the fruits of your success. Take the initiative to develop a positive mindset and you will activate the proactive individual inside just waiting to get out.

2. Challenge your way of doing things. Remember, a positive attitude is more than just a mindset; it’s a way of living. This is a habit you have to develop. Some of the best initiatives you can take are making small changes to old routines. Look for ways to be more efficient, make what you’re doing a little more enjoyable and get acquainted with taking small risks that will be worth your time.

3. Always look for opportunities. If you want to be a go-getter you have to stay on your toes. Practice looking at what you’re doing, what others are doing, and what can be done for improvement. Positive people are constantly looking for ways to grow. The trick is to train
Learning to take initiative gives you the opportunity to practice your positivity. It takes self-confidence to be a proactive person and it often takes practice to develop this initiative. I know you have what it takes. As we progress through this section I am confident you will soon believe that you do have what it takes to be a go-getter and you will be creating opportunities for yourself (and your success) in no time.

**Accurate Thinking**

Accurate thinking involves thinking with our minds and not our emotions. Practicing a positive attitude requires learning to evaluate and react to events without allowing emotions to get in the way. Making decisions based on emotions has the potential to cause judgment and decision making errors, which in turn can create negative thought patterns. Accurate thinking places the situation you are facing into proper perspective and positive thinking replaces any negative thoughts with positive and structured thoughts. In order to develop accurate thinking (which will help influence our positive thinking) we need to understand that we are in control of what we think. When we use our minds to
control our emotions we are then able to control our actions. When we are in control of our thinking we are in control of our lives. This is of significant importance.

The next step in practicing accurate thinking involves learning that we are in control of our outlook on life. Our outlook on life is influenced by the events that induce our thinking; our basic life outlook is based off of past experiences. What we must understand is that our outlook on life is generally developed at a young age when we are most susceptible to influence. For example, my previous outlook on life was primarily negative after years of being bullied and picked on throughout my youth. What I realized though, and what we all need to realize, is that we have the ability now to take charge and change that outlook. This isn’t always easy but it’s not impossible to do either. Changing our outlook is achieved by training ourselves to focus on the positive rather than the negative. Developing a positive attitude lifts you up, while dwelling in a negative attitude is like pressing the self-destruct button over and over again.

Our attitude determines the person we are and the person that other people see. Our attitude is a reflection of our thinking and our emotions. When you are thinking accurately and positively, as we all should be, other people are going to see you as an
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upbeat and happy person who’s in control of their life. Once we have gained control of our thoughts (positive thinking) and emotions (accurate thinking) our attitude will automatically follow the path we are paving with positivity.

Accurate thinking is an incredibly powerful tool that enables us to strengthen our positive thinking and control our thoughts, emotions, and actions no matter what the situation. This removes the emotion of important decision making every time. We cannot control the actions, thoughts or words of others. All we can do is control how we conduct ourselves in response to other individuals and different situations as life presents them. Choosing to respond positively through accurate thinking is one of the best decisions you will ever make.

Self-Discipline

Developing and practicing a positive mindset involves a great deal of self-discipline. Self-discipline is defined as a positive effort in an attempt to develop new habits, thoughts, and actions toward improving yourself and reaching your goals. Practicing self-discipline adds the element of self-control to your life. It provides you with a type of inner strength and ability to stick to the decisions you make. Self-discipline helps you:
Avoid acting on impulse.
Overcome procrastination and negativity.
Fulfill the promises you make.

An easy way to practice self-discipline and work on taking initiative is to schedule a small task for a specific time of the day.

- Schedule a task that will take no longer than 15 minutes to complete during a specific time of the day; preferably in the morning or in the evening.
- When the time of scheduled task rolls around, begin the task. This could be something like folding laundry, reading, taking a walk, etc.
- Stick to the schedule for 30 days.

For this exercise you should only be focused on always starting the task. Learning to follow a schedule will help you focus on your priorities and build your confidence in your ability to get things done. Track your progress and keep a record of your accomplishments. This will help reinforce your positive thinking and attitude. Next take this practice of scheduling and completing tasks and apply it to your thinking habits.

- Schedule a time of day to practice the SWOT method.
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- Take 15 minutes looking for ways to use your strength, improve your weaknesses, pursue opportunities and overcome threats.
- When the 15 minutes are up encourage yourself with positive “I can” self-talk.
- Stick to this for 30 days and log any changes you notice in your attitude and how you are approaching different situations.

Self-discipline is all about cultivating the positive attitude you are teaching yourself to operate in. As with anything else, the only way to get good at operating within a positive mindset is to practice. Don’t put too much pressure on yourself to develop this attitude overnight. Though self-discipline takes practice it also takes patience; just like Novocain, with a little time it always works.

**Personality**

Everybody is unique and comes pre-packaged with their own personality. Mine happens to be very energetic and aggressive, and people usually realize this within the first few minutes of meeting me. You are known for who you are by the way you present yourself to others. If you’re always grumpy and talking yourself down, most likely people are going to perceive you as a negative person. If you choose to be cheerful and approach life with a positive
attitude people are more likely to view you as someone who is enjoyable to be around. Previously, my energetic and aggressive personality was accompanied by a negative attitude, therefore making me seem like a negative person. After some time and practice, implementing the steps I am teaching you here, I now tend to present myself as an optimistic, energetic and aggressive person. Developing a positive personality can lead to opportunities of growing, maturing, and improving your life. Here are some ways to develop a positive personality:

1. Practice having a positive outlook on life. Take some time to look at your life, the plans you have for yourself, and the way you deal with people and situations on a day-to-day basis. Do you always focus on the negative aspects of every situation or are you always looking for ways to improve them? Do you view your life as pointless because you can’t seem to get anywhere or do you refuse to give up and constantly strive to reach your goals? If you’re going to have a positive outlook you need a positive personality and vice versa. Consider what you would like to happen in your career, your relationships or your business. Develop a plan that is going to give you a sense of direction and a feeling of purpose. Look for steps you can take to
make your goals more attainable. Always believe that you are capable of reaching your goals because you are!

2. Keeping a positive attitude helps you set positive goals and develop your self-confidence. Trust yourself and visualize your ambitions. Create an action plan and take the initiative to pursue it. Don’t dwell on what you haven’t accomplished yet but rather tell yourself about all of the great things you are going to accomplish.

3. Encourage others. Showing appreciation, courtesy and encouragement towards others is a great way to develop a positive personality and enhance your positive thinking. Say ‘thank you’, smile often, and show positivity and sincerity in everything you do. Don’t get discouraged because something great happened for someone else before it happened for you. Congratulate them on their success and believe that your hard work is going to pay off. Everyone appreciates the person who stays positive and encouraging through their own success and the success of others.

Creative Vision

Creativity isn’t a skill specifically reserved for writers and artists. Creativity is about developing new ways
for solving problems and approaching situations. This is especially useful when it comes to fostering a positive attitude. If you want to boost your creativity and work on practicing a positive attitude here are some tips to help.

- Devote yourself to developing your creative skills. Don’t put this off. Take some time each day and put forth some effort trying to think of new and useful ways to create opportunities and approach stressful situations.
- Reward your curiosity. Give yourself the chance to explore new topics and approaches and reward yourself for taking the initiative to think outside the box and try something new.
- Take risks. When it comes to developing your creative vision the whole point is to take risks and try out untested waters. You may not always succeed but you are going to boost your creativity in the process and provide yourself with an opportunity to implement positive and accurate thinking. If things don’t go according to plan, congratulate yourself on discovering what won’t work and keep looking for things that will.
- Face your fear of failure. Don’t let mistakes paralyze your progress. Remind yourself that mistakes are just a part of the path to
progress and through your positivity and creativity you will reach your goals.

- Keep track of your progress and review it often. Intentionally build your self-confidence by reflecting on and taking pride in the things you’ve accomplished. Commend your efforts and stay on the lookout for even more ways to be creative.

- Make time to develop your creativity. Practice, practice, practice. I won’t be able to stress that enough throughout this book. Practice is good for everything we’re discussing.

- Realize that most problems have multiple solutions. Take the time to consider them all. Use accurate thinking to explore the possibilities and practice your creative thinking skills.

- Create opportunities for creativity by taking initiative and volunteering for new projects or to develop new tools for current projects.

You develop creative vision through the free and fearless use of your imagination. It takes guts to let your imagination run wild and go with your instincts; it takes a lot of self-confidence, too. If you believe in yourself and remain positive while searching for new ways to do things, there’s no way you can fail. Don’t misunderstand me, you may not always reach the goal you’re trying to
achieve on the first try—the point I’m trying to convey is that even if you try and fail, it doesn’t mean you didn’t learn something. I have failed on more business ventures than I can count, but from each and every one of them I learned something very valuable and applied those lessons to future endeavors. My success today is directly correlated to the lessons I learned and applied from my past failures. Creative vision and operating with a positive attitude involves taking everything you’ve learned, whether by failure or success, and implementing it into your strategy for next time.

**Enthusiasm**

Enthusiasm is a big part of having a positive attitude and staying motivated. In fact, enthusiasm and a positive attitude are the top two things most employers look for when hiring candidates. There are 10 methods for developing and practicing enthusiasm while practicing a positive attitude:

1. You have to be passionate. You need to be excited about what you are doing if you are going to outwardly portray enthusiasm. Passion and positivity are what keep your enthusiasm high even when things get a little
rough. Basically, if you love what you do enthusiasm won’t be a problem.

2. Show gratitude. One of the best ways to build up your enthusiasm is to remind yourself of what you have, what you’ve accomplished, and to be thankful for it. It’s so easy to get sidetracked and forget about the little things that make our lives enjoyable. Take the time to be thankful for who you are and for every experience that got you here.

3. Stay positive. Enthusiasm can’t thrive in a negative environment. If you can teach yourself to dwell in a positive attitude, enthusiasm will carry you towards your goals by helping you practice positive actions.

4. Take pride in what you do. If you want to build your enthusiasm for something, take pride in it. Talk about what you’re proud of and why you’re proud of it. Taking pride in your well-earned accomplishments is positive reinforcement for your self-confidence.

5. Be creative. You can never be too creative. Creativity builds enthusiasm and enthusiasm builds creativity. If you want a fast and effective way to boost your creativity or enthusiasm, practice the other regularly.

6. Strive to be the initiator. Just as we discussed earlier, being proactive will get you noticed.
People who are proactive show a sense of enthusiasm unmatched by people who are reactive.

7. Be understanding and reasonable. Enthusiasm won’t grow in an unreasonable or unrealistic environment. Keep a little flexibility, stay willing to compromise and be willing to listen. Enthusiasm grows with teamwork and a sense of contribution and belonging.

8. Don’t burn yourself out and learn to be patient. You want enthusiasm that will last forever. If you only have day-to-day enthusiasm, you’re not sincere in your efforts and you need to reassess what you’re doing and why you’re doing it.

9. Realize you don’t have to be agitated, stressed or on a sugar high to portray enthusiasm. Enthusiasm can be experienced in stillness and contentment with what you have achieved and what you hope to achieve.

10. Evolve. When you understand that you are taking steps to get better at what you do every day and are always looking for ways to grow and improve, it’s hard not to get excited. Be aware of the purpose and meaning of everything you do. When you’re enthusiastic about what you’re doing the only thing that can stop you is yourself.
Enthusiasm and a positive mindset go hand in hand. You can’t have one without the other. Actually, you can’t have anything listed in this section without the rest of it and this is due to the law of attraction.

The Law of Attraction

The Law of Attraction states that, “Every positive or negative event that happens to you is attracted by you.” Simply said, we attract what we think about. So how are we supposed to practice the law of attraction? First, you begin by situating yourself within a positive mindset. If you think positively you are going to attractive positive things. To be clear, the law of attraction is about changing the way you think. Focus on what you want and start using the law of attraction by following these simple steps:

1. Take at least 10 minutes each day to relax your mind and focus on the things you want. Visualize your goals, whether it be a new car, better relationships, or a trip to Europe. Imagine that you are currently, or have already accomplished these goals. Doing this will increase your enthusiasm, brainpower, and positive thinking.

2. Don’t doubt yourself. Know exactly what it is that you want and show enthusiasm. By doing so, you are sending out a clear
frequency for the positivity and success you want to attract.
3. Believe that you will have what you want.
4. Release your fear and have trust that by being positive you will attract the things you want and need.
5. Receive what you are given and make the very best of it. The answers we want may not always be the answers we get. We must trust that what we are given is what we need and receive it as such.

Developing a positive mindset and practicing the law of attraction will help you grow and develop the skills that you need to obtain your goals. The keys to having a positive mindset include being enthusiastic about what you’re doing and being confident in your ability to reach the goals you set. By practicing the law of attraction you are trusting that your positive mindset will make all of these things attainable. Taking control of your mindset and making the choice to be positive empowers you to take control of your life. Developing a positive outlook will give you everything you need to be successful and reach your goals.

In association with a positive mindset, positive affirmations are another part of living a happy and successful life. In the following section we will talk about what positive affirmations are and how we
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can apply them to our lives and enhance our positive way of thinking. Positive affirmations are also useful for practicing the law of attraction. We will continue to build on these concepts as we progress.
Chapter 2: Positive Affirmations

In this chapter we are going to discuss positive affirmations and how they work. We will look at how they can be used to bring positive changes to all areas of your life, discuss tips for implementing them into any situation, and practice this positivity through the perfect day exercise you will find at the end of this chapter. Before we get started I want to make sure you understand what positive affirmations are. Once you understand what affirmations are and how to use them to your benefit you will begin attracting positivity like a magnet.
What Are Affirmations?

Every thought that you think and every word that you speak is an affirmation. Our thoughts and words are continually affirming our subconscious and creating every moment of our life experience. Every affirmation that we say or even only think is a reflection of our beliefs. Our subconscious uses behavior patterns (often learned in childhood) to automatically react to things that happen in our lives from the monumental to the mundane. However, if these beliefs were formed from a distorted perspective, problems can arise that can hinder us from responding appropriately to difficult situations and will then impede our success as adults.

You can use positive affirmations (short positive statements) to target and challenge any subconscious set of beliefs that might be negative and replace them with positive ones. It’s kind of like putting your brain in a washing machine to get all the stains (negativity) out. Using positive affirmation statements will help you stay focused on your goals and will remind you to modify your thoughts and words in order to reflect positivity. How these statements are structured is very important. The more determined you are to make changes and leave negativity behind, the better
positive affirmations will work for you.

In my early twenties, I realized that most of my thought patterns were very negative and were affecting my daily relations with my friends and family and my business. I read a few books and realized that positive affirmations were something that I needed to embrace. I thought it may be a little hokey, but I was so desperate for change that I decided to try them anyways. Within just a few months, people started telling me how positive and optimistic I was. I was shocked! Things started to go my way, and my business took off. After about 6 months of stating my affirmations out loud daily, I had completely changed my thought patterns and outlook on life. I felt unstoppable and my friends began calling me “Mr. Positivity”, a nickname that has stuck with me since!

When you make the choice to think positively and speak positive words you are forcing your subconscious to accept the affirmations as truth. Continually repeating affirmations will chip away at any underlying negativity and result in feelings of joy, positivity, and an overall sense of wellbeing. The way you feel and think about things soon begins to change when you are making a consistent effort to think and speak positively. This is because positive affirmations reprogram your
thought patterns. Once you’ve formed the habit of operating positively you will begin to see great changes in your life.

No matter who you are or what you’re dealing with, positive affirmations have the power to change your life for the better. Changing the way you think will enable you to achieve the life you have always dreamed of. Positive affirmations are about more than just repeating words. They’re about challenging any negativity you may have and replacing it with positivity and joy.

Career Affirmations

Positive career affirmations will open up your eyes and help you develop a clear vision of your attitude, goals, career, and relationships with bosses and coworkers. A career can be a profession, a job or even a business. Regardless of what you do for a living you have something in common with every other worker on the planet: you want to feel the satisfaction of a job well done and receive good monetary compensation for your work. Hard work, knowledge, vision and planning are all important, and we will discuss these things later on; but the most important thing you can do is adopt a positive attitude. Positive career
affirmations can benefit our work attitudes and contribute to our success.

This list of career affirmations has been provided with your success in mind and the hope that you will use them daily. Repeat them to yourself as often as you need, repeat them even when you don’t think you need them, look at yourself in the mirror and repeat them over and over again. Get into the habit of telling yourself that you are successful and developing the right mindset for a positive career.

- I love my career.
- My career gives me complete job satisfaction.
- I love my career because it consistently provides me with opportunities to grow and keeps me financially secure.
- I am able to balance my career with family and friends so that all are in sync with each other.
- I am a valued person at my workplace.
- My voice and opinions are respected at my work place.
- I have great relationships with my coworkers and my boss.
- My job offers me fantastic promotional opportunities and career prospects.
• I am so happy that the work I do benefits others and myself.
• I attract the best projects and assemble the best teams to work on projects because of my positive mental attitude.
• I am enthusiastic about work, which makes my coworkers enthusiastic about work, which makes the workday enjoyable for all of us.
• I seek out opportunities and seize them when they appear.
• I am skilled at what I do. Everyone I come into contact with loves and trusts me because of my positivity.
• I am self-disciplined. When I’m at work, work is my priority.
• I am diligent, honest and positive. My attitude is constantly opening doors for growth and promotion.
• I am respectful to my boss, friendly with my coworkers and I lookout for my juniors.
• My career makes me happy.
• I am doing my best at work and the fruits of my labor are sweet and abundant.
• My main goal is satisfaction of the customer and the company. Self-satisfaction follows.
Wealth Affirmations

It’s possible to achieve almost anything when our subconscious thoughts are in sync with our conscious thoughts. Affirmations about wealth will reprogram how you think about wealth. Money is an issue everyone must deal with at some point. By thinking about wealth positively, you will attract wealth. Affirm your way to financial security using the following affirmations.

- I am capable of creating assets that make me wealthy.
- Every day is a wealthy day.
- I am good at creating wealth.
- I am immersed in wealth.
- Being wealthy is in my nature.
- I will stay wealthy.
- I create wealth no matter what I do.
- Wealth flows into my life because my positivity attracts it.
- I am positive towards wealth and reject all negative thoughts about wealth.
- I enjoy being charitable with my wealth.
- My wealth is always increasing.
- I am happy and have peace of mind in my financial security.
- I am happy to distribute my wealth to those in need.
• I have been chosen to be wealthy.

Whenever you receive wealth repeat a positive affirmation to yourself. This will help your subconscious make a connection between your positive affirmation and wealth. Doing this will attract more wealth and the act of associating positive affirmations with wealth will become second nature to you.

Health Affirmations

When you’re thinking healthy thoughts you make it a lot easier for your body to stay healthy. Emotions can be controlled by thoughts, thoughts can be formed at will and affirmations can create positive thoughts. Our body’s immune system is affected by emotional stress making us susceptible to disease. To protect both your mental and physical health, practice repeating the affirmations that follow. If you are currently on any medications, do not discontinue using them. Affirmations are meant to complement medicine and not replace it.

• I am healthy.
• I am mentally healthy because my thoughts are positive and optimistic.
• Every fiber of my being vibrates with good health and energy.
• I am stress free.
• I stay healthy because I eat healthy.
• I sleep well every night and wake up completely rested every morning.
• I love to exercise.
• I am grateful for my healthy mind and body.
• Perfect health is my right and I will claim it every day.
• I have a strong mind.
• My immune system is strong.
• Every organ in my body functions properly.
• Deep breathing is good for me and energizes me with every breath I take.
• My metabolism is perfect and provides me with the energy I need every day.
• I have the power to determine my health and I choose good health every day.
• I am radiant.
• I release anger, hurt and resentment easily.
• There is no place for disease in my body.
• I love myself. I nourish my mind and body.
• Abundant health is my right.
• I love taking good care of myself.
• Every day is full of good health and happiness.
• I am perfectly healthy.
Health affirmations are important for living a positive life. Keeping your mind and body in good health will benefit all other areas of your life and make your life much more enjoyable. Embrace positivity and enjoy a long, happy, healthy life.

**Relationship Affirmations**

The relationship between any two human beings is a beautiful and dynamic thing. People who are interconnected—lovers, siblings, friends—have to act and react positively within the relationship for it to flourish. Relationship affirmations help us maintain healthy relationships and communicate with each other in a positive manner. Radiating loving thoughts towards the people we care about will help us connect with them on a deeper level. Especially when they choose to radiate loving thoughts back to us. Use the affirmations below to improve your mental attitude and ability to communicate in all of your relationships.

- I love myself and approve of myself.
- I express myself easily.
- I am open to communication.
- I am a positive and loving person.
- I deserve love and happily accept love.
The Secret to Success: A Positive Mindset

- People enjoy being with me because I am a happy person.
- I am grateful for my loving, supporting family.
- I am grateful for my loving, supporting friends.
- I am grateful for my loving, supporting partner.
- I am a good listener.
- I encourage and support my loved ones.
- My heart is open when interacting with other people.
- It is easy to talk to my loved ones.
- My partner and I are physically, intellectually and emotionally compatible.
- I am loved. I am appreciated.
- I love and appreciate my family.
- My relationships are filled with love, joy and fun.

Remember to speak these affirmations into your life daily. More so, act them out. Kiss, hug, appreciate, listen, touch and demonstrate your feelings through outward actions regularly.

All Purpose Affirmations

The key to leading a successful and positive life is
making a habit of using positive affirmations daily. If you’re faced with a situation and you’re not sure what type of affirmation you need to set up a positive mindset, the best thing you can do is focus on positivity itself. You can do this by reiterating the fact that you are a successful person and can handle any hand you are dealt. If you ever get stuck and aren’t sure which affirmation to use from your arsenal, you should consider repeating one of these and boost your positivity.

- I am a success magnet.
- All problems are solvable.
- I have an eye for spotting opportunities and making the best of any situation.
- I only embrace positive thoughts.
- I am in charge of my life.
- I am in charge of my emotions.
- I control my success.
- I am always prepared.
- I am a proactive man/woman.
- I am inspired and I am creative.
- I am enthusiastic.
- I deserve to be successful and I am successful.
Tips for Putting Affirmations to Work

Using positive affirmations to train your mind is like using a weight lifting routine to strengthen your muscles. You have to use your affirmations every day just like you have to lift weights if you want to get stronger. Here are some tips for putting affirmations to work and living a positive life.

- Pick 10-15 affirmations from the previous lists that you feel apply to you. Write them down or print them out and practice saying them every day. You can tweak them to make them more applicable if needed.

- Dwell on your positive attributes and build your self-confidence. The first thing you should do every morning is look at yourself in the mirror and say out loud all of your affirmations. I know this may sound weird and will feel very awkward the first few times, but trust me, it works. My wife thought I was crazy when I first started to do these, but as each of my affirmations became my reality, we realized the importance of saying them daily!

- Prioritize the things you want to work on and replace them with positivity. Concentrate on the affirmations you need to use to reach your goal and operate...
positively within the areas you currently struggle with. Practice repeating these affirmations every day.

- Write your affirmations on sticky notes and stick them to places you will see regularly as a reminder of all the good things in your life and the good things you want to attract. Include a lot of “I Can” statements on these notes.

- Make a vision board featuring all of the things you want to achieve. What is a vision board, you ask? It can be a poster, a Photoshop document, a collage of pictures...something that displays what you want to get out of life. My wife and I did this at the beginning of every year and put everything from cars we wanted to have, to countries we wanted to visit, to activities we wanted to do, to positive sayings we wanted to embrace, to health and relationship goals etc. We hung ours in our bedroom and our offices so that we would see them every day. We have since looked back at previous boards in awe of the amount of things we have been able to accomplish!

- Keep a journal of the affirmations you are using and the progress you make so you
can reflect on all of the positivity and success in your life and share it with others.

- Meditate on your affirmations and use them daily. Share your joy and positivity with others.

**The Perfect Day Exercise**

The perfect day exercise will help you learn a lot about yourself and what you enjoy doing. It’s designed to help you become a more conscious thinker and help you make positive changes in your life where you need them. The more specific you can be when answering these questions the greater the benefit will be.

*If you had financial and time flexibility...*

Where would you live?

What would your house look like?

What would it smell like?

What would you do in the morning?

What would you eat for breakfast?

What would you think about?
Get a blank sheet of paper and write out your answers to these questions. What does the perfect start to your day look like?

- Where would you spend the first half of your day?
- What would you eat for lunch?
- Who would you eat with?
- What would your friends be like?
- What would you do for personal fulfillment?
- What life purpose would you strive towards?
- What would your business be?
- What time would you start work?
- What would you actually do at work?
- What are your clients like?
- What is relationship like with spouse? Family?
- What would you do for family time?
- Where would you eat?
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- Who would you eat with?
- What would you talk about?
- Who would you do it with?
- What time would you go to bed?
- What would your room look like?
- What would you think about when you go to bed?
- Who would you be next to (if anyone)?

This is a fast and powerful exercise that will help you keep your vision and mind what positive aspects you want your life to include. Affirmations, accompanied by performing the perfect day exercise and positive attitude make up the road map to living a successful life and having a positive mentality. To help you get started and give you some ideas, here is the perfect day I wrote a few years ago at my low point when I was alone, single, broke, and miserable. Reading it now, I am amazed to realize that almost all of it has come true to this day (minus living on the beach, my wife shot that one down to be closer to family).
My Perfect Day

“I wake up and stare out the window as I lay in my King sized bed. The sunshine fills the room and the ocean smells so nice. I feel appreciative to be living in this wonderful dream home in San Diego. I look over to see my babe lying next to me still snoozing. She is so beautiful. I kiss her on the forehead and get up and stretch. I go down to my study, sit down in my big comfy chair and open up my book. I read for an hour and journal on what I just learned. I get up and decide that I am going to go for a morning run on the beach. I change into my running clothes and head for the surf. I admire my home and the modern furniture perfectly placed throughout. I walk by my swimming pool and remember to call the pool boy so he can clean the pool. The reach the sand and feel a rush of energy as my toes make contact. I feel alive, energized and ready to work out. I start my run. I’m listening to T.I as I make my way through the few miles of beachfront. I take in the view and feel very blessed to be living the dream life I have always wanted. As I run, I acknowledge all of the things I am grateful for….I am grateful for my team, I am grateful for my thriving and growing business, I am grateful to Robbie for showing me a better way, I am grateful for my babe, I am grateful for the lifestyle I get to enjoy with my friends, I am grateful for being able
to grow and develop from a punk, lost, insecure boy to a wise, appreciative, caring, loving and driven man. I finish my run, jump into the ocean and start my trek back to my house. I take a quick shower and fire up the stove. I am going to make breakfast for her this morning. She is wonderful – she deserves this. I start the eggs, the bacon, and the waffles. I cut the fresh fruit and squeeze the oranges to make juice. As bacon starts to fill the air, I write her a simple note. I am the luckiest man on the planet, thanks for sharing this journey with me. You da best. I gather everything on a tray and start to walk upstairs. I bent down on the edge of the bed and start to tickle her until she smiles and awakens. She looks up at me all blurry eyed and laughs when she sees her breakfast. I give her a passionate kiss and let her know to eat up as I have plans for us today. I jump in the shower and start to get ready for the day. An hour later we go down to the garage and choose the car we are going to take. I smile as we stare at the Audi R8, the Aston Martin, and the Range Rover Sport. Audi R8 today I say. We get in the car and start up the engine. Vroooooom…. I still get giddy everything I hear the roar of this machine. My babe laughs at my little boy enjoyment. Off the mall I say, time to shop! We spend the day going from shop to shop, store-to-store carrying bags of clothes. A|X, Gucci, Prada, D&G to name a few. We get hungry and
decide to go to grab some Korean BBQ. The food is delicious and the owners of this favorite spot of ours are always polite. We fill our bellies and hit the road. I laugh as we enjoy the breeze from the windows being down and the tunes turning up. Wicked, some T.I, some Rent are a few songs that play through the amazing sound system. We arrive back at home and decide to lay out and catch some rays. We change into our suits and head to the sand. I love how we can walk outside and be right there at the sand. My babe walks in front of me and I admire her beautiful figure. I affirm. ” I am so lucky. I am so in love. I am living my dream life.” We relax on the beach chairs; take a dip in the ocean and I get a thought. I could use a massage so I text my friend who owns a massage clinic to send over two of her best therapists. I eventually let the massage therapists in and call to her to come up to the house. I yell; “MASSAGE PEOPLE ARE HERE!” We sit down to the get the most wonderful, deep tissue, pressure point massages ever. They finish the massages and we head into the house to start up dinner. I cut up the veggies and she cuts up the chicken as we cook an amazing healthy chicken pasta cheese dish. We enjoy our dinner and I get a call from a friend as we finish up. It is a friend who is in charge of my charity foundation. He gives me an update on the progress of the new facilities being built in Brazil
and in Kenya. He asks for $200,000 more for work needed in 4 more countries. I let him know my assistant will wire the money to the accounts on the next day. Just as I finish up that call, I get another call from Susan. She is one of my leaders. She let me know she just hit the qualification for the White Diamond Rank. She said two of her leaders moved up to Blue Diamond as well. I congratulate her and organize a trip for her top leaders to come out and spend time with me at my home. We say our good byes and I hang up. I smile as I think...man this is Tuesday and how wonderful of a day this has been so far. I love Beach Money. The sun starts to set and I start a fire up in the fire pit on our deck overlooking the ocean. I grab a bottle of Dom Perignon and two champagne flutes and head out the deck. I call my babe to join me. We sit there in each other’s arms, sipping our glasses, talking about life, talking about future plans, and talking about where we feel like traveling next. She says lets go visit Matt in Australia. We haven’t seen him in months. At that exact moment I place a call to my assistant. I ask her to arrange a private jet to Perth, Australia for tomorrow afternoon. My babe looks at me and says, “You have fun doing that don’t you?” I laugh and say, “That is what we worked so hard for...enjoy it!” I stare into the flames - cuddling with her, feeling her warm body on mine. I smile
again. Ha, I smile a lot. I think to myself I am lucky, this is a perfect day. We start to get tired and go up to our room and throw on a movie. I start to fall asleep...slowly I start to drift off. I think to myself wow; this truly was just another perfect day. I am glad I took the advice and created a Beach Money life.”

This chapter is full of tools and positivity intended for you to use and apply to your life. I practice repeating positive affirmations daily and have experienced the benefits that come with it for myself. In fact, I’m always reaping the benefits of positive affirmations. You have the power to control what happens in your life. All you have to do is make the conscious choice to harness it, believe in yourself and live positively.

Now that you have an understanding of the importance of positive mentality and how to train yourself through affirmations to operate positively in every area of your life, we can move on to discussing the power of entrepreneurship. Your potential is great and your hard work will soon pay off. Applying your positivity to your passion can make you more successful than you could have ever imagined. How this becomes possible and more is explained in the following pages.
Chapter 3: The Power of Entrepreneurship

An entrepreneur is someone who recognizes great opportunities and makes plans. Entrepreneurs organize, start, manage businesses, and receive profits based on the success of their business. To be an entrepreneur you have to be a positive and proactive person. If you want to be an entrepreneur, first and foremost, you will need to operate within the positive mindset you have developed. Second, you will need to know how to operate every aspect of your business. Usually, this includes:

- Managing the business daily
- Advertising and marketing
• Keeping solid financial records
• Hiring personnel
• Producing finished goods or services
• Being a positive & proactive risk taker
• Being motivated by achievement

A good entrepreneur possesses leadership skills, self-confidence, the ability to listen, a positive attitude, and a proactive mindset. To be an entrepreneur requires taking on a great deal of responsibility because you ultimately hold all of the power in your business. People will be looking to you for direction and counting on you to provide the quality product or service you’ve promised to provide. You have already laid the foundation for the single most important part of being an entrepreneur: you have made the decision and effort to live a positive life. Once that decision has been made and you have taken the steps to begin living in a positive state of mind (steps such as using positive affirmations) you can then focus on finding and developing your passion and ideas.

In this chapter, I am going to provide you with everything you need to get started and all the tools you’ll need to live out your dreams. Throughout this chapter, I want you to remind yourself with positive affirmations that you are successful, you love your job and that you are going to attract an
abundance of wealth. Trust your dreams, trust your positive attitude, and trust that by the end of this chapter you will know what it takes to be a successful entrepreneur. I want you to do this because by the time you reach the end of this chapter I want you to recognize that you are already successful just by consciously making the decision to be positive and act on that positivity.

Finding Your Passion

Before you take off on a business adventure you can increase your chances of being successful by taking the time to uncover your passion. The quickest and most efficient way to do this is to use the five exercises provided below.

1. Reflect on what you loved to do as a child. Begin by making a list of the things that you loved doing the most when you were a kid. After making the list tick off the items you would still enjoy doing today even if they no longer seem practical. Ask yourself how you could implement these things into your life now and which items could help you shape your career choice.

2. Make a creativity poster. Posters are cheap and it doesn’t have to be anything fancy;
purchase one, bring it home and place the words “New Business” right in the middle of the poster. Get creative with it: Write it, cut the letters out of an old newspaper or magazine and stick it to the middle, do whatever you would like to do to get started. After you have your “New Business” poster, start surrounding the “New Business” wording with ideas. You can do this by using sayings, articles, images, or anything that inspires you. By surrounding yourself with visual aids of your intentions—and thinking positive thoughts—you make yourself more aware of what you would like to accomplish and your passion will grow.

3. **Study people who have been successful in the area you want to succeed in.** Make a list of people who are where you would like to be. Do your homework, study these people and figure out what they’re doing differently from everyone else to stay on top being the best at what they do.

4. **Test doing some of the things you love before making a plan to pursue it.** Create a mock business, think high school project, and play with your ideas. Ask for feedback and suggestions and discover if there is value in what you would like to do. If you’re
still convinced you have a good, positive plan after testing it, pursue it! A lot of people jump right in without testing the waters and discover they probably would have been happier pursuing their backup plan instead of the main idea. Get a good feel for what you enjoy and there will never be room for second-guessing or negative thoughts.

5. **Take a break.** If you intend to be successful and remain positive throughout the entire process you will have to give your mind a break from business mode every once in a while. Taking a break and indulging in a little fun can help you produce fresh ideas regularly and make you even more passionate about the work you are preparing to pursue.

Rediscovering what brings you the most joy in life and the things you are passionate about is a crucial first step to becoming an entrepreneur. A positive mindset will make your work more enjoyable and productive no matter what you are doing. But, if you combine that positive mindset with something you already love, your success will multiply in ways you haven’t even imagined yet. After you have discovered your passion the next thing you should do is make sure you are prepared
to pursue it.

The Opportunity Checklist

The opportunity checklist provided below is a set of simple yes or no questions. This checklist was developed by the Professor of Management Practice at Babson College, Daniel Isenberg.

1. Does your business idea sooth someone’s pain, discomfort, frustration, or dissatisfaction?
2. Are there lots of those people out there?
3. Do these people (or companies, or governments) have money to pay for it?
4. Will they be able to decide quickly to buy your product or service?
5. Does your idea exploit something about you that is outstanding or unique?
6. Are there important assets you have that no one else has? (money, access to customers, technology, leadership skills, execution, location, salesmanship, etc.)
7. Can you think of at least two people who might join you?
8. Do their skills complement yours?
9. Do they have the same values as you do?
10. Do the majority of people whose opinion you highly respect think your idea is a good one?
11. Does at least one person (and not more than three people), whose opinion you highly respect, think your idea is a bad one?
12. Is there something about the idea or its implementation, that compels you to really devote yourself to it?
13. Can you sneak by the big competitors without them noticing you for awhile?
14. Can you find a potential customer who will take your calls, give you feedback, try a pilot out?
15. Can you start up without huge gobs of money?
16. Can you keep your fixed costs low during launch?
17. Does your idea lend itself to small incremental steps that can inexpensively generate valuable information as well as at least a little cash?
18. Can you think of something that Isenberg has forgotten? (and it is....)
According to Babson, if you score 16 “yes’s” or higher you’re ready to do some serious planning.

The Planning Process

In order to be successful, an entrepreneur must follow a four stage planning process. This process has four very distinct phases that we are going to discuss here. Before we do so, you should know that although these phases are to be approached in the order they are listed, no one stage is totally complete before moving to the next. The phases are progressive but each phase is also dependent on the other phases.

1. **Identify the opportunity.**

   Most business opportunities don’t just fall into your lap. Opportunities are often discovered because of the entrepreneur’s awareness, positivity and proactive actions. For example, I didn’t just end up in the Internet Domain Investment field. I regularly visit the same Starbucks and began to notice a young man coming in that always drove nice cars. One day it would be a Maserati, the next a Bentley.
And the interesting part was he always looked like he had just rolled out of bed. So finally one day I decided to ask him what he did. He then told me he bought and flipped domain names, and on a good year would make 1.5 million, and on a bad year would make $500,000. I was shocked, as I thought that industry had died off in the 90’s. So I asked if he would teach me, and upon him kindly saying “no”, I began to do my own research and a few years later I have built a multi-million dollar company in the Internet Investment field.

An entrepreneur is always looking for needs that have yet to be met and ways to improve products that may already be on the market, but are lacking in what they provide. Successful entrepreneurs look to consumers for ideas. Becoming aware of what the consumer wants and needs can inspire you and boost your creativity. Once you have identified an opportunity, evaluate it. Question its’ perceived value, real value, risks, growth potential and project duration. After evaluating the opportunity, you should focus on discovering the market size and competition. Finally, before making the decision to pursue the opportunity you
have identified you need to analyze the amount of time you are willing to put into the project and how passionate you are about the project. Then you need to decide if you believe in this project enough, and if so that you are willing to make the necessary sacrifices for developing the business. You should also consider using an opportunity assessment and ask yourself for the following questions:

- What need does this fill in the market?
- What social conditions underlie this need in the market?
- What patents are available to meet this need?
- What kind of competition will I be up against?
- Where is the money to be made in this venture?

1. **Develop your business plan.**

   Once you have discovered your passion and uncovered an opportunity you are positive about pursuing you need to develop your business plan. This is a time-consuming process. A good business plan is essential to developing your idea and managing your business. An entrepreneur,
especially a new one, rarely has any experience in developing solid business plans. The solution to this problem is enlisting the help of a coach and or/mentor that will help guide you in the right direction. This is such an important part of success that the final chapter in this book has been dedicated to the subject of obtaining a mentor.

2. **Determine the resources you need for developing your idea.**

   The process of this phase begins by assessing the resources you already have available. Once this assessment has been made you will need to make a list of necessary resources and separate them from resources that are just helpful. In this phase it is vital that you do not underestimate the variety and amount of resources you will need. Risks should be assessed in this phase as well. Another important part of this phase is developing an understanding of the resource supplier’s needs so that deals can be made to acquire resources at the lowest possible cost. This will also aid you in maintaining as much control over your business as possible.

3. **Execute the plan and manage your business.**
Once you’ve acquired your resources it’s time to use them in your business plan. According to a research paper published on entrepreneurship, “This involves implementing a management style and structure, as well as determining the key variables for success. A control system must be established, so that any problem areas can be quickly identified and resolved.” (Entrepreneurship. 6 ed. New York: McGraw-Hill Irwin) Learning to manage a business takes a great deal of hard work. However, when you come to the table equipped with positivity, you are generally 10 steps ahead of everyone else and on the cusp of great success.

The Building Process

Building a business requires planning, making financial decisions, and going through a series of legal activities. The 10 easy steps I have provided for you here will help you prepare for building your business.

1. Develop your business plan. When you’re just starting out you won’t have as much information to include as an established
company. Don’t get discouraged. Remind yourself through positive affirmations that you have the skills to pursue this opportunity and that your positivity will attract everything you need to be successful. While developing your business plan think about your strategy and what you want to achieve. Promise yourself you’ll review your plan every month and plan ahead to create time to do so. List any important dates or deadlines regarding what is supposed to happen, do a sales forecast, and make a budget. A basic business plan includes:

- Your mission statement. This is where you get to explain what your business is all about.
- Your company information. List where your company is located, how it was formed, founder roles and names and how many people you employ. If you have just started you can use this part of your business plan to write positive projections for what you would like to accomplish in the near future.
- Your services/products.
- Your financial information.
- Your future plans.
2. Get assistance and business training. (see mentorship chapter)
3. Choose a location for your business that is consumer friendly.
4. Finance your business by researching grants, reaching out to angel investors, and finding government backed loans.
5. Determine which type of ownership is best for you: sole proprietorship, partnership, nonprofit, Limited Liability Company (LLC), cooperative or corporation. Contact a local accountant for help here to determine the best structure for your business.
6. Develop your business name and register it with your secretary of state. You can contact a local accountant or attorney to handle this for you (this will cost more than doing it yourself online, but will help to make sure it is done correctly). I used an attorney the first time I registered an LLC because I didn’t have any idea of what I was doing.
7. Get a tax ID number by going to IRS.gov
8. Hire an accountant to help you register for local and state taxes.
9. Obtain all of the licenses and permits you will need to run your business by going to your local city office.
10. Understand all of the legal steps you will need to take if you want to hire employees. Consult your accountant and attorney for help setting up payroll and employee benefits.

The Growth Process

Most entrepreneurial businesses need to acquire strategic talent in order to see success and growth. Basically, this means you need to have the right people in the right department. This presents the question, “How do I assess these things and attract people with the talents I need for my team?” Step 1, always be positive. Step 2, use the following to assess and hire individuals for the job you need to get done:

- Knowledge. Ask yourself what kind of customer, industry, products, service and strategy knowledge your team needs to possess.
- Skills. Are skills such as problem solving, technical, communication, etc. needed to perform this work?
- Behavior. What type of leadership, values, ethics and decision-making will be required?
The Secret to Success: A Positive Mindset

- Results. What do you expect your team to accomplish and how do you expect them to accomplish it?

The other four keys necessary for success and growth include:

- Developing tangible tactics and strategies for you and your team to follow as stepping-stones towards achieving your business goals.

- Develop customer management. Tweak your strategies to appeal to everyone inside and even outside of your current market. You can’t do this by being robotic and reusing the same ads and sales pitch over and over again. You’ll need to be constantly updating and adding to your marketing plan.

- Define and develop your business process. Is everyone in agreement with how the business operates? Are you always looking for ways to improve your products/services?
Entrepreneurial Self-Assessment – Do you have what it takes?

The following assessment will help you understand how entrepreneurial you currently are and what you need to work on before seizing the opportunity to pursue your own business.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>1</td>
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<tr>
<td>3</td>
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</tr>
</tbody>
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1. I am willing to work 45 hours or more per week.

2. My family will support me pursuing my passion.

3. I am willing to accept both financial and career risks when necessary.

4. I don’t need all the benefits provided by conventional employment.

5. I will take full responsibility for the successes and failures of my business.
The Secret to Success: A Positive Mindset

6. I will be financially successful by running my own business.

7. I feel a great deal of pride when I complete a project successfully.

8. I have a high energy level that can be maintained over a long time.

9. I enjoy controlling my own work assignments and making important decisions.

10. I believe that I am responsible for my own successes and failures.

11. I have a strong desire to achieve positive results even when it requires a lot of effort.

12. I have a good understanding of how to manage a business.

13. I can function positively in all situations.

14. I am willing to learn anything that will be essential to my success.

15. I believe that I possess exceptional skills and abilities.
16. People trust me and consider me reliable and honest.

17. I always complete the projects I start.

18. I know I will be successful pursuing my dreams.

19. I can make decisions quickly.

20. I have a good network of friends, professionals, and business acquaintances.

TOTAL: _____

Total all of the numbers you placed in the space provided for each statement.
Score Assessment

80 – 100: You have outstanding potential to be an entrepreneur.

60 – 79: You have satisfactory potential to be an entrepreneur.

40 – 59: Self employment may not be an appropriate career for you at this time; consider taking a class or hiring a coach to better prepare you for the endeavors you wish to pursue.

0 – 39: With some hard work and a positive attitude you can turn this around in new time and continue walking the path to successful entrepreneurship.

Being a successful entrepreneur takes a lot more work than most people realize. When you’re first getting started it’s important for you to take the time to assess how much time and effort pursuing your passion is going to take. Approaching the situation positively is the best way to start this process. After assessing where you are as an entrepreneur, what you want to do and how you want to achieve it, you will be ready to execute your plan.
By enlisting the help of a positive mentor or coach you will enhance your chance of success. In the following chapter we are going to discuss the importance of finding a mentor and how they can help you be successful. Mentors can help you develop anything you need to better manage your time, money, business, and life successfully. You may also want to consider hiring a coach to guide you through the process of operating within a positive mindset and running a successful business.
It’s hard to believe now but I wasn’t always a positive person. I spent most of my childhood being bullied and pushed around and for a long time I let those experiences negatively impact my life. When I was introduced to entrepreneurship, I was faced with a very important decision. I could dwell in my negative state forever or I could change and embrace positivity. It wasn’t long before I made the transition from a broke and angry college kid to a positive and successful businessman. How did I do this?
I began reading books, attending conferences and seeking out mentorship from successful and positive business people who were living the life I wanted to obtain. I became a student of positivity and practiced being positive daily by implementing everything I have taught you in this book. Over the years I have spent tens of thousands of dollars investing into myself by hiring coaches, mentors, and attending leadership conferences. I bought lunch for successful people so that I could pick their brain for an hour. I purchased book after book that I knew would help further develop me. At the time, it was a stretch financially, but I knew it would pay off in the long run...and it absolutely did. My point in telling you this, is don't be afraid to invest in yourself!

To recap, remember to practice the most important steps I've introduced to you in this book:

1. Write down at least 10 positive affirmations that you wish to achieve and practice saying them out loud daily, for at least 30 days. Find out for yourself how quickly you can turn your mind and life around.

2. Use the perfect day exercise I have provided you and believe that your
The Secret to Success: A Positive Mindset

thoughts will lead you to the actions you need to take to achieve your goals.

3. Surround yourself with positive people.

4. Find a mentor, and/or hire a coach.

Step 4 is what this chapter is all about. Seeking out people you can learn from and surrounding yourself with positive, successful people will affect your own success in a positive way. One of the best places to start is finding a mentor. A mentor is a wise and experienced person who has been where you are, knows what you’re experiencing, and knows how to help you overcome your situation and achieve your goals. They have already overcome their own difficulties and become successful, and will be able to help guide you through the process. A mentor is someone who wants to help you succeed.

The Power of Finding a Coach

Finding the right mentor isn’t about just tracking down someone you admire and asking advice. Finding the right mentor is about finding someone who’s tasted failure, overcome it with positivity, and now dwells in success. A good mentor will know the ins and outs of the industry you want to
get involved with and be willing to foster a real relationship with you while assisting you on your journey. You should seek out someone who can connect with your vision and what you want to accomplish.

I know what it’s like to be on the outside looking in. But I also know what it’s like to be at the top. Would you like to:

- Start moving forward?
- Improve your own performance and the performance of your team?
- Communicate and delegate effectively?
- Stop feeling overwhelmed and out of control?

Many entrepreneurs develop their businesses and get plagued with issues they don’t know how to solve. For example:

- Do you want to take your business to a new level but don’t know how?
- Are you working too many hours week after week?
• Do you get nervous when you think about delegating tasks and just try to handle everything yourself?

• Is your business running you instead of you running your business?

These are common issues that all entrepreneurs must face. If you’re ready to make changes and think positive and start moving forward, then finding a mentor is your next step. I provide business and leadership coaching services to entrepreneurs and executives seeking greater control and freedom. I've faced every one of these problems and I have overcome them with positivity and moved on to great success. I want you to feel what it's like to be an expert at creating change and attracting positivity into everything you do. I am available to help coach you to be the entrepreneur you have always wanted to become.

**Personal Development**

If you have a desire for personal development and peak performance, take the next step toward creating lasting change. As an entrepreneur, you are going to want to make the most of your time and money. Working with a coach will help you
learn how to make the most of each. You should also be prepared to dedicate a budget to items that will help you get started in your pursuits. You don’t just buy a surfboard and know how to surf; you need to hire an instructor to teach you how. The same principle applies to becoming a successful entrepreneur. It’s important for you to take the time and invest into developing yourself. There are several ways to do this, all of which I recommend.

1. Read books. Get your hands on everything you can find related to entrepreneurship, developing a business, time management and self-confidence. Successful entrepreneurs are students who constantly seek knowledge.

2. Invest in some type of audio (CDs, DVDs, etc.) as a tool for practicing positive affirmations. Listening to positive affirmations and repeating them habitually will help you train your mind to operate positively no matter what situation you are faced with.

3. Attend entrepreneurial and positivity conferences. This is one of the best investments you will ever make.
Attending conferences gives you the opportunity to network, get a step ahead of the competition, and surround yourself with positive and successful people that will have a great impact on your life.

4. Hire a coach.

Hiring a Coach

The most successful people in the world today have a mentor and/or a coach. A life and business coach will help push you farther than you ever thought possible and will help recognize your potential. A good coach will:

- Offer encouragement and accountability to get you to work hard and maximize your peak performance
- Enhance your performance through sharing skills they learned themselves and the expertise they developed when they were in your shoes
- Offer realistic and honest assessments of where you are right now and what you can do to improve
Aaron Pitman

- Help you identify your strengths and weaknesses and show you how to use them to your advantage
- Help you brainstorm, plan, and change for the better.

If you are interested in learning how to grow your life, your income, and your business then I am available. I want to help you make a breakthrough and see real results, just as my mentors and coaches have done for me on my journey to success. If you want to discuss developing a partnership, I would love to talk with you. For more details, please visit my website:

http://www.aaronpitman.com/coaching/
Conclusion

Before I sat down to write this book I couldn’t help but look back over my life and reflect on where I’ve been and where I am today. After this nostalgic moment I was reminded of how truly blessed I am to live the life I live. I wanted to put a tool into your hands powerful enough to help you turn your own life around. After all, that is why you decided to read this eBook, right? I wrote this book for you with hope that your eyes would be opened just as mine were 5 years ago and discover that through your thoughts, you have had the power to change your life all along.

As I began to write I strived to provide you with the very thing I spent so long searching for before my success: a roadmap. I hope that this has been
the roadmap you were searching for to reach your destination. This book was written to help prepare you for the journey you have decided to embark upon. It was written to encourage you, guide you, and help you develop the positive mindset you have been longing for.

The ideas, tips, strategies, assessments, and quizzes provided were assembled with the utmost care and thought in mind as they are meant for you to use whenever you need them as you move forward in your life. Developing a positive mindset and business takes time but it is all attainable. I have had faith in you from the beginning that you would reach the end of this eBook enlightened, encouraged, and ready to take the next step toward success. We embarked on this journey together and I am so proud of the progress you have made.

I would like to thank you for making the incredible decision to be a positive person and I would also like to thank you for giving me the opportunity to encourage you as you have progressed. Making the decision to read this eBook was just the first step of a long and prosperous journey. Now that you’ve read it, the next step is to enlist the help of a coach and mentor. If you are seeking an experienced businessman who will listen to your
ideas, help you discover your own strengths, and
guide you through an action plan that will assist
you with achieving your goals, I look forward to
continuing our journey together. For now, I wish
you the best of luck in your endeavors and will be
sending positive thoughts your way.
About the Author

Aaron Pitman is a highly regarded Internet entrepreneur, business builder, manager and senior executive. He is an expert at teaching small business owners, executives, and sales representatives on how to become more productive and increase revenue through digital marketing. He is considered a pioneer in the Domain Name Industry and is the Founder of RA Domain Capital, an Internet media company that owns and grows a portfolio of web businesses in some of the world’s most premier categories.

Aaron has built multiple 7 figure Businesses in the areas of Digital Marketing, Distressed Internet Investments, Real Estate and Product Placement Consulting. As a consultant, Aaron has worked
with dozens of businesses and specializes in online marketing, business development, lead-generation, business growth, strategic acquisitions, exit strategies and turning website rankings into revenue.

Aaron has been featured in numerous publications such as Fast Company, Forbes, Mashable, INC, Yahoo, Small Business Trends, Under30CEO, Life Hack, Upstart, The Huffington Post, and more. He is Co-Author of the forthcoming book Power Principles with Steve Forbes. Due out this Summer. He was voted Top 10 Digital Entrepreneurs of 2012 by MO.com. Aaron also sits on the Young Entrepreneur Council for the most successful entrepreneurs in America under 35 years of age. He is often quoted as a creative thinker, idea man, innovator, investor, and dealmaker. Aaron loves to support charities advocating for Autism and International Orphan Care. Aaron and his wife Rachel reside in Mason, Ohio with son Noah & dog Simba. He welcomes anyone to visit him directly at aaronpitman.com.
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