CHAPTER 1
THE MINDSET FOR SUCCESS

“MINDSET + SKILL SET = RESULTS” – Tiffany Peterson

Before we begin with sales, marketing and business training, let’s discuss building a mindset for success.

A presenter asks a room full of adults, “How many of you can draw?” and about 10% of the hands go up. A presenter asks a room full of elementary school kids, “How many of you can draw?” and almost 100% of the hands go up. What happens to us over the years that determines our belief system about what we can and cannot do?

Perhaps some are told, “You can’t draw.” Others may be told, “You can’t draw as well as Jessica.”

Regardless of what you were told, you started to sift through what you could and couldn’t do.

Let’s put drawing aside for a minute. What things have you been told about success or building a business that could put your brain into “I can’t do this” mode? (We told you this would be workbook style, we’re diving right in!)

Check any that you have heard or felt:

- Building a business is difficult, and you have to sacrifice relationships and hobbies to succeed.
- Building a business takes too much time.
- Making money or being rich is bad.
- Being a salesperson or asking people for money is pushy.

Can you start to see the power in your mindset? Remember Henry Ford’s adage, “If you think you can, or you think you can’t, you’re right!” Tell yourself you can and you will! You can focus on negative outcomes, or you can commit to building a business that fits your lifestyle, maintains your priorities AND provides a generous income. It’s possible!

Consider that what you see in the media about successful people is more about celebrity than it is about fulfillment. Many successful entrepreneurs and business owners build strong businesses and enjoy a meaningful personal life, they just aren’t public. Success isn’t about fame. Success is about building your ideal life on your terms.
DOES STARTING THE JOURNEY OF BUILDING A NATURE’S SUNSHINE BUSINESS EXCITE YOU OR SCARE YOU (OR MAYBE BOTH)? WE’RE GOING TO TRAIN YOUR MIND TO SUCCEED.

We KNOW you can succeed...
...despite what others may have said
...despite failures or mistakes from your past
...despite whether you’re excited or feeling a sense of fear

You can succeed, and the first step is simple: choose it.

Open your mind up to the possibility that you can create your future success, and it can look as fulfilling and lucrative as you imagine it to be for you.

In the next chapter, we’ll go deeper in creating the vision for your life and your business. We’ll provide tools and questions to help you discover what you want most. But before we can do that, we need to clear out old thoughts that may impede you from being able to dream.

Think of your mind like a “mental movie.” You’ve probably been to a theater or watched a movie at home, and it played in front of you with little effort. Our thoughts are similar. They play in our mind with little effort. The movie in our heads may be recalling past experiences or things people have said, but it also has a “mind of its own,” and the words you tell yourself determine your mental movie.
Consider for a minute, what is your mental movie currently playing? Read the following questions, and open up to thoughts or comments that might be sabotaging your vision for the future.

When you think to yourself, “I’m ready to take my Nature’s Sunshine business to the next level” what thoughts come to mind?

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Our own thoughts can be debilitating, but only if we let them! Make the decision today to keep your thoughts in check by changing your mental movie. It’s time to retrain your brain to play what you want it to play!

Consider: “What have others said to you about building a business? Are these positive or negative?”

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Many people may give you well-meaning advice. They may even say, “I want to tell you something for your own good.” Whenever those words come out, immediately put on a filter. Bring everything in, even let it stay with you for a few days to stew, but then become a filter. Let go of unwanted advice and only keep words of wisdom that you feel will help you on your journey.

What words of advice or comments (from yourself or others) do you need to let go of so that you can move forward?

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Now that you’ve considered your current mental movie, think through what you’d like your new mental movie to include. Consider what you need to play in your mind so that you can receive greater levels of success and happiness in your life.

What thoughts or affirmations could you say anytime one of the above statements comes to your mind?

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OVERCOMING FEAR

It’s normal to feel fear as you consider taking steps to change your life or your business. In fact, you’ll probably face fear at different points in your journey. Life, business ownership and even relationships all have a roller coaster type feel. There will be ups and downs, but you can still enjoy the ride! Here are four tips for working through fear.

1. **Acknowledge it.** Verbalize your fears and even write them down if you need to. Sometimes we allow fear to take over our brain space, and our “mental movie” turns into a thriller! If you don’t acknowledge it, it can get worse. Don’t let it! Just tune in to what you’re feeling and get as specific as possible as you try to explain it in detail.

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<tr>
<th>FEAR</th>
<th>FACT</th>
<th>FICTION</th>
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2. **Separate fact from fiction.** Sometimes our fears come from real sources that need to be addressed. But often, when you’re growing into a new space in your life or business, the fear of the unknown is not real. After you’ve written down your thoughts, write “fact” or “fiction” next to each item. For example, you may be fearful that working on a business will take too much time and that growing a business will negatively affect your personal life and relationships. Sometimes our fears creep in before we even start, and they hold us back from moving forward. In this example, while the fear may be real, it’s fiction because it hasn’t happened yet. This leads us to step three...

3. **Next to the fiction items, write down what you can do to make sure this fear isn’t realized.** Keep your thoughts in check and work through them so they don’t keep you from what you want the most. This is a great way to set your mind up to succeed.

4. **Feel the fear and do it anyway.** Don’t discredit your feelings. One of the joys of our human experience is that we get to feel joy and sadness, excitement and trepidation, contentment and anger. One thing is certain, fear isn’t a sign of weakness. It’s a test. Are you willing to move past the fear to get what you really want? **YOU CAN!**
Make a commitment today that you won’t let fear hold you back. Make the commitment to work through it, and you will be unstoppable in creating the next chapter (and every chapter) in your life and business.

OVERCOMING NEGATIVE OR FEARFUL THOUGHTS

Get a notebook that you can keep with you to jot down ideas and thoughts that come to you in the coming days and weeks. Now that your mind has opened up to this conversation, you’ll be more aware of your thoughts and limiting beliefs.

1. **Notice the negative thought and call it like it is.** Whether fact or fiction, its intention is to hold you back. Identify it as a limiting belief and become aware of it.
2. **Write down the limiting belief.**
3. **Work through each limiting belief.** Next to each thought, write a powerful reframed success statement that will help you create a new belief system in your brain.

**FOR EXAMPLE—**

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<tr>
<th>LIMITING BELIEF</th>
<th>REFRAMED SUCCESS STATEMENTS</th>
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<td>I’m not smart enough to grow a business.</td>
<td>I have access to everything I need to grow my business.</td>
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<tr>
<td>If I make too much money, I’ll become a bad person.</td>
<td>As I build my income, I’m able to provide for my family, save for the future and use my resources to help others in need.</td>
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<tr>
<td>I don’t know very many people, I’d never be able to build a very big team.</td>
<td>I make friends quickly and easily. The right people are put in my path to be part of a thriving team.</td>
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<tr>
<td>If I work on my business, I can’t be a good mom.</td>
<td>I own my day and create routines so I can grow a thriving business without sacrificing my family.</td>
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4. **Anytime the same limiting belief comes up again, say your success statement out loud.**

Most of us have been repeating lies in our brains for many years. It may take some time to turn from a pattern of limiting beliefs to success statements. But like any muscle, the more you work it, the stronger it will get. Pretty soon, you’ll go through the process quickly, and it will be second nature to reframe negative thoughts.

**NOW, LET’S MOVE ON TO DISCOVERING YOUR VISION!**
**ACTION ITEMS**

1. Work through the questions in this chapter and write down what initially comes to mind.

2. Get a notebook that you can keep with you to jot down limiting beliefs and reframed success statements. Find something you can tuck into a purse or laptop bag that you can easily access and use.

3. Create a visual reminder that will help you work through fear. Find a picture or quote online, or create something on your own that you can post where you can see it often (bathroom mirror, desk, fridge, etc.). Posting visual reminders will help keep you focused on your journey throughout the day.