



10 MINDSET MANEUVERS FOR SUCCESS



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Set realistic goals

The number one way to fall out of love with the process is to hold ourselves to unrealistic standards or set unrealistic expectations based on mass marketing and business porn “case studies.” You know, where they show you a 100x ROAS but accidentally leave out all of the ad spend from the top of the funnel? Don’t be fooled. Good things take time.

Expect the stretch

The best way to take yourself out of the game is to underestimate the challenges we’ll face. But there’s a saying about how we get to choose our hard. Being in a shitty job is hard. Being underpaid is hard. Not reaching our full potential is hard. The beauty of *this* hard is that it will reap the most rewards for you personally. And collectively, for your community and future impact on the world.

Have patience

With yourself, with the process, with the results. If you’re ever complaining (internally or externally) or experiencing dissatisfaction about your progress, the first question I want you to ask yourself is whether or not you’re being patient. If the answer is no, take a beat with your why and recalibrate your realistic expectations.

Don’t compare

It’s not enough to say it, in today’s environment this needs to be a daily practice. Friendly reminder: There is no such thing as behind when the game you’re playing is you against yourself. When you’re overwhelmed or feeling like there is no space for you, get into your 90-day goals. What is the very next, single thing you need to do? Get it done tomorrow.

Meditate on your why

Always remember why you started in the first place. Get personal with this. Draft up a morning affirmation that is not based on a chapter out of some book that someone else wrote – write it for yourself. Detail out where you’ll be in 6 months – the money you’ll be making, the amount of sleep you’ll be getting, the way you’ll be speaking to yourself, the impact you’ll have on your family – write it all down in present tense and read it every single morning. If you miss a morning, relax, read it tomorrow. Revisit this every single time you hear yourself saying “wtf am I even doing this for”?

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Set your own pace

One way to take ourselves out of the game is to move at someone else's pace and wonder why it's not working for us. Our journey will be as unique as our damn fingerprint, the makeup of which includes where we want to go, where we are, what we're selling, who we're serving, how fast we want to get there (with all of the sacrifices it'll take to move however fast we choose to move). Do not pace against anyone but yourself. Only compare your progress to where YOU were a week ago, a month ago, a year ago.

Give yourself space to make mistakes

Practice reframing your mental response to your mistakes. How should you have known better before if not for this experience? Think about how to treat yourself in a way that would make you want to work for you... Reframe from "how could I be so stupid" to "how quickly can I bounce back?"

Let yourself be human

More than allowing yourself space to make mistakes, this means also feeling all the feelings that can come up when we challenge ourselves, stretch ourselves, and invite in imposter syndrome by doing things we've never done before. Don't rush yourself or beat yourself up for feeling anxious; replace the thought of "wow I'm just not cut out for this" with a recognition that the most difficult moments are building your capacity. Remember that resistance is greatest right before breakthrough and learn to reframe the most trying moments as a mile marker you must pass to achieve that next level.

Ask for help

The more overwhelmed we get – or the more trashy our mindset is at a given moment – the more likely we are to retreat and keep to ourselves. Sometimes things can get so overwhelming that we can't even articulate what the problem is. Then – right then – is the most important time to try. You'll think "I don't have time to explain myself" and that's your sign that you can't afford not to. The practice of articulating the problem will help you to think through it in a new way that presents simplifying logic; plus, this is the moment you need an outside perspective to help you decide where to focus first, and what to tackle next. One thing at a time.

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Revisit your why – early and often

The more you grow, the bigger your why can become. Any time I feel uninspired or like I want to give up, this is a clear sign to me that I need to spend time revisiting my why and asking myself if it feels big enough or if it needs to be adjusted to accommodate the new reality I've built – with all my new capacity and learnings. As we grow, there are more opportunities for our why to extend beyond our own personal gain or immediate family in order to involve a greater good. Don't give up – just revisit your why.

WANT TO BREAK
THE GLASS CEILING
AND MORE?
THEN LET'S TALK,
SUPERSTAR!

Let's connect on Instagram @coachkeren

