



good to grow

Cultivate Your Mindset and Habits
to Thrive as an Entrepreneur

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Table of Contents

i. Preface	xiii
ii. My Bumpy Road to Entrepreneurship	xxiii
PART 1: Start by Getting Clear.	1
Chapter 1: Stepping into the New You	3
Chapter 2: Know What Lights You Up13
Chapter 3: Paint the Picture of Your Vision.19
Chapter 4: Get Solid on Your Values27
Chapter 5: Clear Your Mental Clutter35
PART 2: Make Your Mind Work for You	41
Chapter 6: Embrace Your Magical Mind43
Chapter 7: Follow the Breadcrumbs.51
Chapter 8: Understand Your Hidden Superpower61
Chapter 9: Support Your Mindset69
Chapter 10: Know There Is Only One You77

PART 3: Create Good Habits for Self and Business	
Management	83
Chapter 11: You're Not in Kansas Anymore85
Chapter 12: Find Your People97
Chapter 13: Stay Focused.	105
Chapter 14: Keep Your Battery Charged	117
Chapter 15: Become a Master of Effectiveness	129
Chapter 16: Keep Your Financial House in Order	141
PART 4: Create Good Habits for Communicating and Connecting	151
Chapter 17: Get Inside the Mind of Your Client	153
Chapter 18: Communicate in a Way that Connects	161
Chapter 19: Be of Service and Provide Value.	169
Chapter 20: It's Your Time to Shine	173
Chapter 21: Work Your Network.	181
CONCLUSION	187
ABOUT THE AUTHOR.	189
WORKS CITED AND RESOURCES	191
ACKNOWLEDGEMENTS	195

Chapter 8

Understand Your Hidden Superpower

ONE OF THE MOST CRITICAL THINGS I'VE LEARNED in my study of mindset is the power of our beliefs. They are your hidden superpower! The thoughts you repeatedly think form your beliefs. What you believe defines how you experience everything in your life, including the decisions you make and the results you get.

What you believe to be true becomes true for you.

Unfortunately, many of our beliefs are self-limiting ones based on stories we have constructed in our minds that block us from moving forward. The good news is that when we can see our self-limiting beliefs for what they really are—false self-limiting beliefs—we can deconstruct them and choose new beliefs to build. We can open new levels of possibility for ourselves.

If you were leading a team of people, you are only as strong as your weakest link. If one person was holding back the entire team, you'd fire them, right? You would probably go on to hire someone else who will hopefully propel you all forward. This is exactly how it works with your beliefs. You have a group, or team, of beliefs in your head, and you will only be as strong as the weakest one. You

need to “fire” any beliefs that hold you back, and “hire” beliefs that will be valuable assets.

Believe for a moment that your business could fail based on statistics. Now, believe for a moment that your business is going to be successful and make a huge impact in the world. How did each belief feel? Which felt more empowering and motivating?

If you wake up every day believing that building your business is going to be hard, it is going to be hard. I do not wish to downplay the fact that a tremendous amount of effort will be required, but know this—the belief that you start off with will have a significant impact on what unfolds.

I urge you to be very aware of the beliefs you are holding. We all have the ability to choose our thoughts and beliefs in a way that supports our life. As you read on, I will share with you a few ways that your beliefs will have an impact on your business.

Build Your Belief in You

You need to believe in yourself and your abilities.

You can do anything that you believe you can, and that includes building a successful business. As Henry Ford said, “Whether you think you can or you think you can’t—you’re right.” While you might not have evidence that this is true yet, start by looking at your past experiences.

Did you get a job that others said was beyond your reach? Did you overcome an illness? Did you bring an idea for something into reality? Did you show discipline and stick with something when most people would have thrown in the towel?

The truth is that you can do anything if you believe you can.

With every step you take in building your business, you will be creating more evidence of your ability to be successful. You will gain momentum, and your confidence will keep growing. Someone told me that once I had my first client under my belt, it

would boost my confidence in my ability to build a business as a marketing consultant. It was true.

Sell to Yourself First

If you don't believe in your own abilities or what you are selling, nobody will buy from you. It doesn't matter if you are selling a sweatshirt or a business consultation. If you hold any negative beliefs or hesitation about the quality or value of your offering, it will affect your energy. This energy will come through in your marketing and sales conversations. Your lack of confidence will be felt by your customer, no matter how you try to cover it up. A buyer may have an uneasy feeling, or investors might not be willing to take a chance with you.

Think about a purchase you were hesitant to make. You needed to buy a new stove, and the salesperson helping you was very nice. However, as he explained about the stove, you noticed that he seemed to doubt the product. He trailed off weakly whenever mentioning the benefits of the stove, recoiled when you asked questions, and avoided eye contact. Were you sold? Were you ready to hand over your money and walk out glowing with excitement about your new stove? Probably not.

I recently had a conversation with a good friend who was selling spaces in a program. Her goal was to enroll six clients. She was doing all kinds of marketing, but nobody was signing up. She thought she had a marketing problem, but after digging deeper, I helped her see that her mindset was blocking her from attracting the right clients.

When she was honest with herself, she didn't feel comfortable with parts of the curriculum. Instead of adding more marketing activities, she made changes to the curriculum. The changes ultimately shifted her belief in the program, and wouldn't you know it, she soon signed up four clients.

Then she stalled again.

She went into push mode for the last two clients. With a desperate energy underpinning every action she took, she did everything she could think of. She couldn't decide if she would run the program with only four people. The indecision was leading her to feel anxious and unsettled, and this was the energy from which she was communicating.

Once she finally decided that she would run the program with only four clients, she felt like a weight had been lifted off her shoulders, and her entire perspective about the program changed. Surprise, surprise—the day before the program started, the last two clients signed up.

Build a product or service that you know in your heart will provide massive value for your clients or will enhance their lives in a meaningful way. Allow your genuine enthusiasm to shine through. You will be amazed at how that energy will attract the right people.

You Don't Need a Permission Slip

As women, we often hold the belief that we don't have enough authority or credibility. We don't believe we are experienced or qualified enough to go for things that men with far less experience or qualifications don't hesitate to put their hat in the ring for.

This belief shows itself when we believe we need to take another course or get another certification. While there is a time and place to pursue education and strengthen your skills, make sure that you do it with the right motivation.

Are you looking for a permission slip to do the thing that you know in your heart you are more than qualified to do? Do you feel like having that certificate will make you more worthy of bringing your expertise to the world? What if you decided to just start from where you are, with the underlying belief that you already have all the experience and wisdom needed inside of you?



ENTREPRENEUR INSIGHT

Powerful women in business are hyper-aware of the value they bring. Once women truly understand that their value comes from WHO they are vs. WHAT they do, a transformation begins to blossom internally. They are so well practised in how to feel full and therefore no longer feel the need to prove themselves to anyone. Once that happens, they start to feel in full command of their voices.

— Teresa Vozza, *Executive Coach*

Don't Put Yourself in the Box

Some women limit their belief in the possibilities and keep themselves in a box. I want you to consider this question: What do you believe about what is possible for you?

As a new business owner, you may feel inexperienced because you have never had a business. If you fixate on your lack of experience, you discount the wealth of expertise that you do possess and that you can bring to the world. This fixation can cause you to stifle your belief in what is possible and to keep your vision limited.

There will be a natural progression to the growth of your business, but don't get stuck in the mindset of restricting yourself from the most fully expressed version of the business you are creating. When you are spending time in your Visionary role, always continue to expand your thinking into all your business could become.

Build Beliefs to Support Yourself

How do we start building more self-supporting beliefs? The first step is to recognize when you are limiting yourself with a belief (often created based on a past experience or an assumption about what could happen). This awareness alone starts to open your mind to taking on a new belief.

I'd like to share a simple example to demonstrate how our beliefs affect our everyday actions. I was recently working with someone who needed to send an email to one of her clients inviting them to take an action. It was a very simple email, but every time I asked about it, she hadn't sent it.

She told me she wasn't sure if the language of the email was okay. I reviewed the three-line text, and it was fine. After some more probing, she shared that she got an angry response the last time she sent this client an email. She believed, based on this previous experience, that if she sent this client an email—any email—she would get another angry response. I helped her see that she was creating this story in her mind. She acknowledged what was happening and how it was holding her back, and finally let go of the belief that it would turn out badly. She sent the email and the client responded right away with a cheery note.

This may seem like a small, insignificant example. However, our beliefs hold us back from doing important things, from small actions like sending an email to making large, important decisions like going after a big client or increasing our prices.

The first step to shifting a belief is to decide on the belief you want to have. Beliefs are just thoughts we repeatedly think. They are often fictional stories that our minds hold onto, trying to keep us safe. We have the power to choose any belief.

Choose your new belief and set the intention in your mind that you are going to take on the new belief. If it is a small belief

like in the example I shared, simply setting the intention to have a new belief can be enough to experience a shift and take action.

Other beliefs are larger and more deeply fixed in our minds, such as believing that you are only capable of earning a certain sum of money, or believing that you are not the kind of person who does this or that. Imagine how shifting a larger belief like “It’s going to be hard to get clients” to “I’m easily attracting the clients I’m meant to work with” would support your mindset and impact the actions you take every day.

If you catch a belief that does not serve you beginning to come up, redirect your thoughts to the belief you’re adopting and use repetition of the thought to cement it into your subconscious mind, much like we talked about doing with your self-image script.

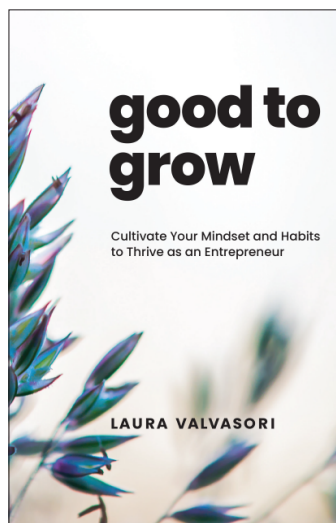
In the next chapter, we will explore more practices and tools that will help strengthen your mindset.

REFLECTIONS

What are your key takeaways from this chapter?

What new ideas will you commit to trying or implementing in your business?

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