

*CREATING YOUR*  
**SUCCESS**  
*MINDSET*



**DSOF** DIRECT SELLING  
EDUCATION FOUNDATION

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# *Creating Your Success Mindset*

## **Introduction**

The success of your business has everything to do with you. As a business owner, it's up to you to give it your all, day in and day out. There's no one telling you what to do or when to do it.

So how do you stay motivated? How do you encourage yourself to overcome obstacles and keep driving toward your goals?

It's all about mindset. If you have a winning mindset you can overcome obstacles and use them to motivate yourself to push forward and succeed. The key is knowing why you want to succeed, and being prepared to sacrifice and work hard for what you want.

This e-book is designed to help you create that winning mindset for yourself, so you can enjoy the success you're striving for. It will be helpful for you to use a journal in addition to the worksheets in this book as you complete your journey.

To continue to learn and develop the skills you need to succeed in your business, we invite you to follow us on our Facebook Page at [www.facebook.com/TheDSEF](http://www.facebook.com/TheDSEF). There you'll find daily inspiration, links to our latest blog posts, and lots more designed to help you grow your business.

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# Creating Your Success Mindset

## Step 1: Define Your WHY

Your WHY is the reason you get up in the morning. It's the reason you started this business, and the reason you give it your all every day. Specifically defining your why and referring back to it often when times are tough can be an important strategy in helping yourself overcome obstacles and reach your goals.

So what's your WHY?

In the form below, list three top reasons that you want your business to succeed. The first reason should be personal and for yourself, the second reason can be based on loved ones and the third reason can be for anything important to you.

Write these down and post them where you can look at them daily. It will keep your business in perspective, and is the first step in creating a Success Mindset.

1. For myself: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. For others: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Any other reason: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Step 2: Tune Out Negativity and Commit to Positive Self-Talk

Successful people are positive people. Even if being positive doesn't come naturally to you, it's possible to develop this skill, and it is an essential component of a Success Mindset.

Sometimes it is difficult to avoid hearing negative opinions from others. Perhaps those around you doubt your abilities, maybe they're trying to prepare you for failure, or it could be that they simply don't understand your desire to be your own boss. The good news is that none of this matters.

As long as you believe in yourself, you can succeed. Learn to tune out the negativity that others put out by creating positive self-talk, developing a mantra, and reminding yourself of your own strengths and accomplishments. Seek out others who share your goals and views and who will add to your self-confidence, not diminish it.

To develop the habit of a positive mindset, make time daily to follow these steps. It may be helpful to do this in a journal that is specifically for this purpose.

1. Identify negative thoughts and opinions. What is trying to pull you down, both inside your own head, as well as things others have said? \_\_\_\_\_

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## Step 3: Make a Plan

There's a saying that goes "Those that fail to plan, plan to fail." The next step in achieving a Success Mindset is knowing what you want, and having a plan in place to achieve it. Your plan helps you determine whether each step you want to take will move you closer or further away from your goals.

Your plan should include short-, medium- and long-term goals, as well as the steps you will take to achieve them. Your shorter-term goals may be steps towards completing your long-term goals.

Use this worksheet to write down the goals you have. They can be business goals as well as personal goals. Use the worksheet on the next page to make a plan for each goal you list on this page.

- **Short term goals**—Goal(s) to be accomplished within the next month (i.e. Increase awareness of my business in my community).

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- **Medium term goals**—Goal(s) to be accomplished within the next six months (i.e. Increase sales by 10% over last year's sales).

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- **Long term goals**—Goal(s) to be accomplished in a year and/or years (i.e. Take my family to Disney World).

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## Goal Planning Worksheet

Fill in this worksheet for each of your goals.

Goal: \_\_\_\_\_

Goal Type (*circle one*): Short-term      Medium-term      Long-term

Why do you want to accomplish this goal? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

When do you want to accomplish this goal?

(*Specific date*) \_\_\_\_\_

What will you do to accomplish your goal? (*Specific actions you will take to achieve your goal. Include a completion date for each step.*)

(*Completion date*) \_\_\_\_\_

(*Completion date*) \_\_\_\_\_  
\_\_\_\_\_

(*Completion date*) \_\_\_\_\_

(*Completion date*) \_\_\_\_\_  
\_\_\_\_\_

(*Completion date*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Who will you ask to help you achieve your goal? How can they help you? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### **Step 4: Build in Accountability**

Now that you've defined your goals, share your plan with a friend or family member who is willing to cheer you on and be honest with you. Even better, create a small accountability group of supportive, positive people who will hold you responsible and keep you on your plan, while you do the same for them. Make sure at least 50 percent of your time daily is devoted to achieving your stated goals.

In order to ensure that your time is well-spent and focused on your goals, it is important to plan your schedule ahead of time.

#### **Do this:**

Before your week begins, map out your tasks in an electronic or paper calendar. Estimate how long each activity will take, and build in some windows for unexpected tasks that may come up.

Share your weekly schedule with your accountability partners, and get their feedback on your plan in order to ensure that you are making the most effective use of your time. Also share your schedule with your family and colleagues, so they know when you will be available to them.

### **Step 5: Use Visualizations**

It's often said that what we experience is based in large part on what we expect and how we view ourselves. It's as if our brain subconsciously works towards what we imagine. By harnessing this fact, we can use our subconscious to help us along the path to our goals.

A Success Mindset requires you to see yourself reaching your goals before you actually get there, and reveling in the feeling of accomplishment that comes when you achieve what you've set out to do.

#### **Do this:**

In your mind, picture yourself reaching each of your goals.

In your journal, write down what it will look like and feel like when you achieve each of your goals. What will happen because you've achieved your goal? Be as detailed as possible in your writing.

## Step 6: Make a Plan for When You Fall

Even with the most positive mindset, there will be times when you experience setbacks. Your response to these challenges can be a huge factor in your ultimate ability to achieve your goals.

Put a system in place that you're comfortable with to help you evaluate and learn from your mistakes. You could keep a journal, take a walk or draw a map. See mistakes as detours that help get you where you want to go more quickly.

Here are some questions to explore when you experience a setback.

1. Identify the setback. What happened? \_\_\_\_\_

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2. Why did the setback happen? \_\_\_\_\_

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3. How can I use this experience to grow and improve? Do I need to make changes? \_\_\_\_\_

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## *Creating Your Success Mindset*

4. Where can I find help so I can move forward? \_\_\_\_\_

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5. What is (are) my next step(s) ? \_\_\_\_\_

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*Recommit to your why and  
move forward toward your goals.*

### **Step 7: Focus on *Excellence* Rather than Perfection**

If you set out to be perfect, you are setting yourself up for failure because *nobody is perfect*. Even the most successful people in the world didn't get to where they are without making mistakes along the way. So instead of focusing on perfection, strive for excellence. You will then be able to celebrate your own personal and professional victories, large and small, and continue reaching for more. You may be your own worst critic, but you should also be your own best cheerleader.

So how do you ensure you are focusing on excellence instead of perfection? Here are some steps:

1. Establish what needs to be done this day. Be sure it is written down in your planner (paper or electronic). (See step 4)
2. At the end of each day, ask yourself: Did you do your best on each task you listed in your planner? Make a notation by each task, evaluating your effort. What could you do better next time? Make a note of it and focus on those improvements.
3. Reward yourself! Once you've completed your daily evaluation, reward yourself for giving each task your best effort. Perhaps you'll give yourself time to read a book you've been looking forward to, spend some time surfing Pinterest online, or take a walk with your family on a beautiful evening.

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## **More Resources:**

Ready to learn more? The following posts on the DSEF blog are a great place to start. And be sure to [subscribe](#) while you're there, so you're notified of all our new content.

**Habits to Build Your Business** — <http://www.dsef.org/2012/03/02/habits-to-build-your-business/>

**Making More Time** — <http://www.dsef.org/2011/12/19/making-more-time/>

**Tips for Improving Your Communication Skills** — <http://www.dsef.org/2011/09/01/tips-for-improving-your-communication-skills/>

**8 Ways to Develop Good Habits and Overcome Bad Ones** — <http://www.dsef.org/2011/12/01/8-ways-to-develop-good-habits-and-overcome-bad-ones/>

**How to Mentally Reboot** — <http://www.dsef.org/2011/11/21/how-to-mentally-reboot/>

**How to Become an Expert** — <http://www.dsef.org/2012/01/18/how-to-become-an-expert/>

**How Are Those Goals Working For You?** — <http://www.dsef.org/2011/10/06/how-are-those-goals-working-for-you/>

**How to Build Your Brand** — <http://www.dsef.org/2011/10/20/how-to-build-your-brand/>

**Quick Start to Your Day** — <http://www.dsef.org/2012/05/14/quick-start-to-your-day/>

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**20 Keys to Becoming a Successful Entrepreneur** — <http://www.dsef.org/2011/10/26/20-keys-to-becoming-a-successful-entrepreneur/>

**Impress For Success** — <http://www.dsef.org/2011/11/09/impress-for-success/>

**Stepping Out of Your Comfort Zone** — <http://www.dsef.org/2011/12/21/stepping-out-of-your-comfort-zone/>

**How to Surround Yourself with Success** — <http://www.dsef.org/2012/03/29/how-to-surround-yourself-with-success/>

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### **About the Direct Selling Education Foundation**

The Direct Selling Education Foundation (DSEF) was founded in 1973 to serve the public interest by standing up for consumers and championing ethical entrepreneurship. Through its partnerships with consumer advocates, educators and students, public policy officials, and members of the small business and entrepreneurship community, DSEF engages and educates the public on the ways direct selling empowers individuals, supports communities and strengthens economies worldwide.

To learn more about the Foundation, visit us online at <http://dsef.org>.