

Mindset Mastery

Develop the 5 Strategic Mindsets for Taking Your Business to 6 Figures and Beyond



Course Book

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Introduction

There's a lot of talk about mindset in personal development and professional mastery circles: a positive mindset, a negative mindset, a success mindset. But what exactly is a mindset?

Mindsets are perceptions or beliefs that people have about themselves and their situation. These beliefs influence their behaviors, outlook, attitudes, and ultimately, their attainment of success and personal satisfaction.

Why Is Mindset Important?

Holding a particular mindset can affect your ability to learn, try new things, make progress, and build confidence.

Mindset impacts your relationships, career, family, business, and health – essentially, every aspect of your life. Positive mindsets enrich your life. They allow for expansion, personal development, and resilience.

Negative mindsets detract from your life, jeopardizing your ability to experience joy or fulfillment. They can create blind spots, shutting you off to possibility and new opportunities.

A positive mindset propels you forward, allowing you to:

Apply for that job

Go back to school

Ask someone out

Request a raise

Start your own business

- Apply for that job
- Go back to school
- Ask someone out
- Request a raise
- Start your own business

A negative mindset can stop you in your tracks, causing you to:

Decline a promotion

Stay in a dead-end job

Avoid meeting new people

Turn down a speaking engagement

Drop a course after 1 low test score

- Decline a promotion
- Stay in a dead-end job
- Avoid meeting new people
- Turn down a speaking engagement
- Drop a course after 1 low test score

Do You Suspect That You Might Have a Negative Mindset?

Don't worry.

First, it's not as black and white as all that. You can have a negative mindset in some parts of your life ("I am a klutz and 100% unathletic!") and have a positive mindset in others ("There's enough to go around. If I win it doesn't mean someone else has to lose!").

Second, and most importantly, mindsets can be changed.

With the number of things in the world we can't control, it feels good to know that mindset is a choice – once you uncover it. Things won't always go smoothly. We'll experience hardships and injustice at different times in our lives. But we always have control over how we view and respond to these circumstances.

The trick is to know how to make that shift and consciously choose your mindset. Often operating below the surface at an unconscious level, your mindset isn't always easy to spot. But once you identify it, you can take steps to change it.

That's what this course is all about.

You will learn about 5 mindsets that are essential to happiness, progress, and success – personally and professionally.

The Five Essential Mindsets

There are countless ways to classify mindsets, but these are the 5 key mindsets consistently mentioned by the experts. From these, you will have the tools to cultivate other positive mindsets – anything from a high-performance mindset or customer service mindset, to a gratitude mindset or productivity mindset.



Growth Mindset. This mindset is the foundation for all change. Without it, you'll have difficulty adopting other positive mindsets. If you have a growth mindset, you tend to believe that your talents, intelligence, and skills can be developed through a combination of hard work, effective practice, and guidance from others.

Abundance Mindset. This mindset is about more than money. An abundance mindset encompasses an openness to the 'riches' of the world. A key characteristic of this mindset is a belief that there is enough to go around for everyone. It embraces a win-win approach.

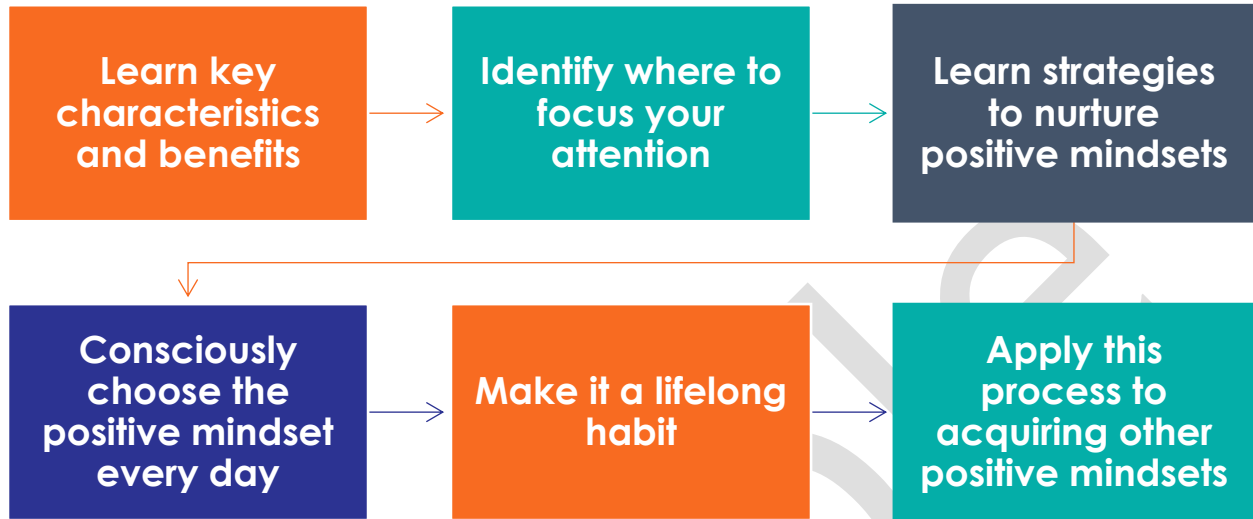
Creative Mindset. This mindset allows you to think, feel, and express yourself creatively. It fosters innovative solutions to business issues and allows you to develop products, content, and campaigns that resonate with your audience.

Problem-solving Mindset. If you adopt this mindset, you are ready to face facts and identify a problem, develop possible solutions, and act. Adopting this mindset helps you make decisions with ease, reach your goals, gain confidence, and be more effective in work and life.

Entrepreneurial Mindset. Entrepreneurship is about conceptualizing, developing, and bringing to life your own business. An entrepreneurial mindset is what powers startups and new business development.

This mindset is all about recognizing opportunity, taking the lead, and innovating in the face of challenges, mistakes, and change.

Here is your roadmap through each of the 5 mindsets in this course:



- Learn key characteristics and benefits
- Identify where to focus attention
- Learn strategies to nurture positive mindsets
- Consciously choose the positive mindset every day
- Make it a lifelong habit
- Apply this process to acquiring other positive mindsets

Learning Objectives:

By the time you complete this course, you'll be able to:

ATTENTION:

This is only an excerpt from our full course **Mindset Mastery**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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