

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.

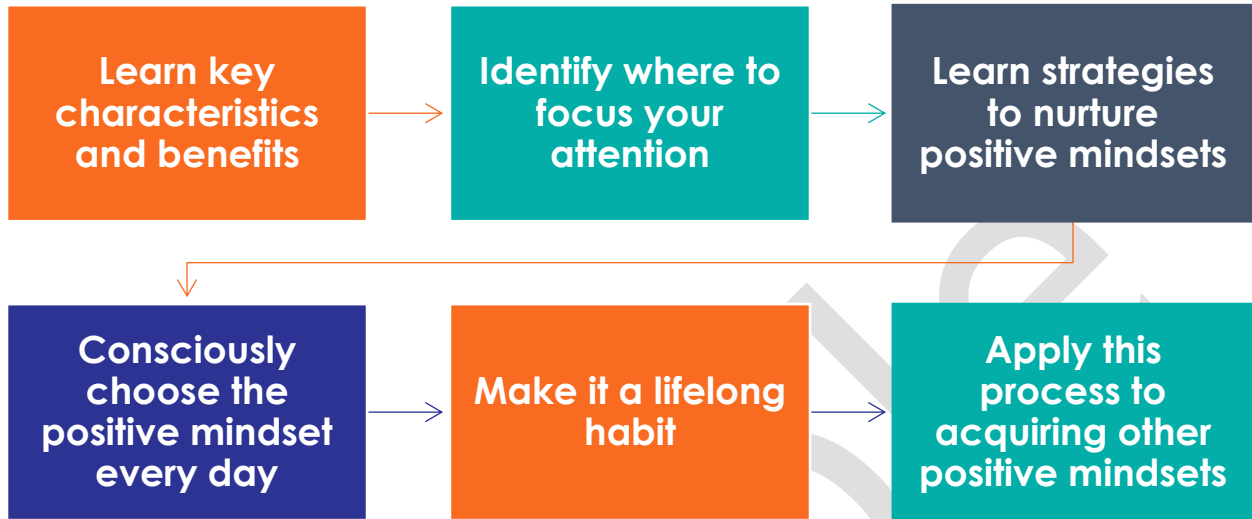
Creative Mindset. This mindset allows you to think, feel, and express yourself creatively. It fosters innovative solutions to business issues and allows you to develop products, content, and campaigns that resonate with your audience.

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:

- Recognize the difference between a fixed and growth mindset, discovering your default so you can improve your life.
- Determine how your fixed or growth mindset was formed, allowing you to uncover negative patterns and replace them with positive ones.
- Shift to a growth mindset, building a realistic view of your abilities, focusing on continuous, incremental self-improvement to increase the likelihood of success.
- Identify the difference between an abundance and scarcity mindset, recognizing which one has the greatest influence on your life so you can pave the way to prosperity and growth.
- Determine the sources of your abundance or scarcity mindset so you can make necessary adjustments and improve your life.
- Commit to an abundance mindset, gaining confidence in the availability of resources, creating win-win outcomes, and staying open to opportunity.
- Pinpoint the characteristics and benefits of a creative mindset, acknowledging your own creativity so you can boost innovation, satisfaction, and joy.
- Expand and develop a creative mindset so you are free to use available resources, skills, and materials to manifest your ideas into reality.
- Distinguish the traits and advantages of a problem-solving mindset so you can incorporate it into your life, using it to proactively find solutions and create positive results.
- Establish a problem-solving process that enables you to face challenges head on and consistently come up with effective solutions.

- Recognize the characteristics and myths of an entrepreneurial mindset to gain confidence in your ability to grow a successful business.
- Develop an entrepreneurial mindset so you can identify opportunities and act on them.
- Expand on the five mindsets in this course and apply what you've learned to nurturing and developing other positive mindsets.

Ready to get out of your comfort zone and change your mindset?

This course is broken down into 6 major modules, with individual lessons to take you step-by-step through the process of improving your personal and professional life by adopting the 5 mindsets critical to success.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each module.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Growth Mindset

A growth mindset lays the foundation for all change. Without it, you'll be hard pressed to adopt *any* positive mindset. Nurturing a growth mindset fosters success in all areas of life – it's what allows you to learn, explore, and test your limits.

Its opposite, the fixed mindset, can negatively impact your life. It restricts growth and hampers your ability to gain self-awareness.

In this module, you'll learn about both mindsets and identify your 'default setting'.

To make any change, it's necessary to identify your unconscious thoughts and beliefs and where they come from. With this in mind, the second lesson of this module will help you uncover how your mindset was formed and steps you can take to silence your inner critic.

You'll also learn how to move from a fixed mindset to a growth mindset. If you already have a growth mindset, you'll discover how to minimize any negatives (there are some!) and further develop your positive attributes.

- **Lesson 1: Growth vs. Fixed Mindset – What's Your Default?**
- **Lesson 2: How Was Your Mindset Formed?**
- **Lesson 3: Nurture a Growth Mindset**

Lesson 1: Growth vs. Fixed Mindset – What’s Your Default?

Growth Mindset

"I can develop skills and continuously learn."

Psychologist, researcher, and author Carol Dweck popularized the term growth mindset (and its 'shadow', the fixed mindset) in her book *Mindset: The New Psychology of Success*.

Her theory states that factors like intelligence and talent, while important, don't guarantee success. Rather, it is our mindset and our belief in our abilities, positive or negative, that fuels or discourages success.

As the name implies, if you have a growth mindset, you have faith in your ability to grow. You are confident that your talents, intelligence, personality, and skills can be developed through a combination of hard work, effective practice, and guidance from others.

Benefits of a Growth Mindset

From career goals and finances, to relationships and health, the benefits of a growth mindset can be felt in all aspects of your life. A growth mindset gives you:

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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