

Participants Guide

'Fear Less' Group Mentoring



DREAM
MENTORING

To You, The Winner,

Welcome to this new chapter in your life – the chapter that transitions you from where you are now to where you want to be, living the life of your wildest dreams.

Throughout the next 16 weeks you are going to be empowered with a bullet-proof mindset, a universal toolbox of strategies and tactics to springboard your life and your success. But most importantly, over these next 16 weeks, you are going to step into the best version of yourself and align yourself to your full potential. Anything is possible. Believe and you will receive.

This programme is designed to equip you with the ability to overcome adversity in every shape and form and to give you the power to take massive action daily as a way of life. You will build unstoppable momentum and break through all your internal limitations while following the steps I have provided for you. This is a game changer.

These strategies, tactics and success principles have led me through life as a 10-year-old boy working in a chip shop to a multi-million-pound business owner and entrepreneur, father and husband.

It is my privilege and calling to help guide you through to the next level of your success, to motivate and inspire you and to witness the growth of establishing your true potential.

Thank you for believing in yourself and putting your trust in me.

Tom Smyth

Table of Contents

Lesson 1: Goal Realisation, Statements, Mantra & Gratitude.....	4
Lesson 2: Vision Boards, Self-Belief & Self-Talk.....	11
Lesson 3: Know Your Worth & Daily Rituals.....	16
Lesson 4: Accountability & Communication.....	22
Lesson 5: There Is No Box.....	27
Lesson 6: Taking MASSIVE Action & Laws of the Universe.....	33
Lesson 7: The Balancing Act.....	39
Lesson 8: Omnipresence.....	43
Lesson 9: There Are No Friends In Business & The Speed Of Trust	47
Lesson 10: Switching Off & Resetting Your Routine.....	51
Lesson 11: Failure = Growth & Overcoming Adversity.....	54
Lesson 12: Support Network / Masterminding & Networking	59
Lesson 13: Overcoming Self Sabotage.....	64
Lesson 14: Attitude & Thinking Strategically, Acting Tactically.....	69
Lesson 15: The Impression of Increase & Leadership Mentality.....	74
Lesson 16: The Lost Laws.....	79

LESSON ONE

Goal Realisation, Statements, Mantra & Gratitude -

Understanding the power of true goal setting and how to manifest
your desired reality through the power of affirmations and
gratitude



LESSON ONE

Goal Realisation, Statements, Mantra, Gratitude

“Those who reach decisions promptly and definitely, know what they want, and generally get it. The leaders in every walk of life decide quickly, and firmly. That is a major reason why they are leaders. The world has a habit of making room for the person whose words and actions show they know where they are going.”

-Napoleon Hill

If you trust the information you get from me and apply the teachings in this programme you will find yourself living the life of your wildest dreams. This has been working for me my entire life. I fully believe in this process. I know it works. When you put the work in the universe will give you what you want in return. Place 100% trust in this and you WILL get the results. It really is that simple.

This programme has been written to guide you through the steps of enhancing your professional & personal lifestyle. Some of these lessons will seem familiar to you and some of them will be brand new to you. As a Business and High-Performance Mentor, I want to put these ideas in the right order for you. To help transition you from the level you're at right now to a brand-new level of success and fulfilment. No matter what your goals are, if you want to make 6,7,8 figures a year or if you want to become a better leader and a more effective entrepreneur – no matter what your goals and your challenges are. This programme will enable you to operate at a higher level. Your goals will become your reality when you follow this material properly.

Everyday when I wake up, I make sure to put my armour on. If you want to change your life and achieve your goals, you need to be aligned with success on a daily basis.

First of all, success is different for everyone. No one other than yourself can direct you to your personal, unique, true success. In order to move towards this, you must identify what success looks like and define what it means to you:

What does success look like to you?

Once you know what success looks like to you, you must start breaking that down into goals. It is vital to flick out any internal chatter or self-doubt that might be telling you that your dream isn't possible to achieve. That's nonsense. The purpose of a goal is to inspire us to do things we haven't done before. We grow into the versions of ourselves that are truly living and not just existing. The power of putting pen to paper is astronomical. This is not new, even going as far back as the Ancient Egyptians who drew what they wanted in hieroglyphics. They put it out to the universe and the universe delivered. Something I repeat to myself often, "Universe, how does it get any better than this?" Every time I say this the Universe just keeps giving and giving. You truly can live the life of your wildest dreams.

So, let's take what you know about simply 'setting goals' and expand on what you would normally write, let's create great detail and make sure to dream BIG. This will give you what I call a goal statement. A goal statement must be clearly detailed and signed off on with a date in mind to ensure that it comes into realisation.

Goal Realisation

For this lesson to become a functioning part of your life you will need a journal to write in daily.

This lesson is the foundation for the rest of the programme. Please make sure you take your time and complete it fully.

Use your imagination and picture in your mind the kind of life you want to be living. Picture what you see in your bank account, the car you want, the people you're surrounded by, the location you're in etc. Let yourself fantasise about how that life feels, what you can smell, what you can hear, what you can touch..

Don't let anything hold you back! Be crazy. Be obsessed. This is YOUR life.

Flick out any internal self-doubt as you identify your goals. There is nothing other than yourself that will stop you from identifying what you truly want and being able to go get it. Be fearless in asking the Universe what you want. Winners win no matter what.

Goal Statements

If you don't have goals that feel out of reach to you then they aren't the right goals; they're tasks that you believe or already know you can achieve when you set your mind to it. A goal is a dream that is outside of your current reality. I write my goals like my life depends on it, why? Because it does.

I have learned through life that in order to achieve the next level of success I needed to dream bigger and reach for things I had never reached for previously. This is the same for you. In order to change your results, you must change your actions. In order to change your actions, you must get clear on what you're working towards.

Look at your success statement and break that down into a number of different goals:

I am so happy and grateful now that... _____

To achieve goal realisation, you can't write just one sentence. My goals are a minimum of six sentences and anything up to two pages. Don't worry – this will come to you in time. So take the goals you have written above and expand on them, clearly define every aspect of the result you want. Write down the facts of your goal. The universe loves detail. Write them as though they have already happened. Play the movie in your head of the success that you desire and very quickly your single sentenced goal will be able to turn into a paragraph. Once you get clear on what your desire, put a date on it and sign it. Putting a date on your goal is essential, it's what makes this real. This is your contract with the Universe. If you don't write the date on it then you'll be living in manana manana land, and tomorrow never comes. You need to believe that this will happen for you. In the same way you trust McDonalds to deliver a Big Mac when you order it, you have to trust the powers of the universe that once you have made your order you will receive it. Don't be afraid to dream big and 10X your goals. I'll say it again, this is YOUR life! Make it one that you love.

To make this feel real in your life I you to write your goals every day until they show up. Every day when you are writing your goals it is important to remember that you are writing them in an attitude of having them. At the top of each goal page please write "I am so happy and grateful now that..." This means you are writing your success in advance of having it. The Universe will always give you what you order.

Add the details to your goals & sign off on each one "It's Done":

I am so happy and grateful now that... _____

LESSON TWO

Vision Boards, Self-Belief & Self-Talk –

Allow yourself to lean into your desired reality

that is fine. That will actually add to the feeling of it being real even more. With each picture that you put on your vision board it is essential that you write a date on it and write "It's done". This process lends itself to goal realisation in the previous lesson.

For this to really take hold in your mind make sure you have your vision board somewhere you will see it constantly & take massive action to make the things on it happen. Once the vision becomes a reality remove the image from your board and put it somewhere like a journal to reference back to in the future.

Do not hold back on this. Look at your vision board multiple times a day.

I have followed this process many times and the feeling of fulfilment I have had from being able to rotate the goals that have come true is incredible. I have a vision board in my office and at home. I strongly recommend you take part in this exercise as it will develop your imagination and perception of what is possible beyond belief. You will know that you can. You will be inspired to make it all happen.

"Imagination is everything. It is the preview of life's coming attractions"

- Albert Einstein

Self-Belief & Self-Talk

"No one can make you feel inferior without your consent."

- Eleanor Roosevelt

Change your words, change your world – This is something I say to my staff every day. It's very simple and very effective but you need to remind yourself constantly until you 100% believe in yourself.

Your biggest hurdle in life will be yourself. You will hold yourself back by either not believing in yourself fully, talking yourself out of something or following the thoughts and ideas of others that try and play it safe.

No matter what people say or do, you will always be your own worst critic in life. In the same way that you wouldn't want to listen to someone talking negatively about someone you really love, you shouldn't ever talk about yourself like that either. Why? Because YOU are listening to yourself.

Correcting negative self-talk in your mind is essential to overcome the hurdles that self-doubt and outside criticism bring. Your self-talk should fill you with confidence, not discouragement. So, if you find yourself using frequent derogatory phrases (no matter how innocent they may seem) such as: "I'm so stupid, my apologies" "I'm struggling on" "I don't know what I'm doing" "I can't do that". If you find yourself using these phrases, then stop it. You need to take time to correct your self-talk. You see, because you are always listening to yourself, including anytime you linger on a negative comment that is made by someone else towards you – the more you do this the more you believe it and eventually this will give you a negative outlook towards yourself which will stop you from becoming able to become the best version of yourself.

LESSON THREE

Know Your Worth & Daily Rituals –

Building habits that align with your true
potential

LESSON THREE

Knowing Your Worth & Daily Rituals

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”

-Ralph Waldo Emerson

“The best investment you can make, is an investment in yourself... The more you learn, the more you’ll earn.”

-Warren Buffet

It is so refreshing to know already that you know your worth to an extent. I know this because you are part of my mentoring programme and are therefore investing in yourself. An investment in yourself is never wasted. It is important to identify WHY you have invested in yourself and to commit to the return so that when you have a low day you get right back up again. Know your reason why.

I invest in myself because...

Know your worth both professionally & personally and get what you deserve. Do not settle for less. When you settle for less you simply give others permission to treat you poorly. You are actually training others on how to treat you and they continue to do this repeatedly. **Your Value Is Priceless.** When you learn to build a daily routine that brings you into alignment with your goals & really experience the power of morning mantra, goals and gratitude you will naturally see your worth developing.

Allowing people to treat you poorly without realising it is relevant to all aspects of life:

- Under-pricing your work
- Allowing customers to haggle down the price too much
- Accepting no effort from the other party in a relationship while you are putting all of your effort in

Some people around you in life will often try to convince you that you aren't good enough or that you dream too big. Let them. Only you can show them that you are extraordinary.

My personal strengths are...

My professional strengths are...

"Do unto others as you would have others do to you."

- *The Golden Rule*

How do you currently treat yourself? Describe a recent example:

How do you believe you should be treated?

How do you treat others? Describe a recent example:

When you know your value it will shine through in your vocabulary, your business deals and in your interactions with other people. Writing out your mantra every morning is essential to reinforce positive self-talk. Smash self-doubt by feeding positive self-talk. Remember that you need to see others at the same level with the same amount of potential as you have within yourself. The Universe brings everything back to us that we give out.

In knowing my own self-worth, I therefore know your individual worth and potential.

My energy makes people feel...

Give yourself the time to write who you are. You will never do this too many times. The hardest days are the most rewarding days. The Universe recognises what you deserve. Get in the habit of making Goals, Gratitude & Mantra a non-negotiable daily ritual. I promise you this will improve how you see yourself and the world drastically. Correct your negative self-talk habitually to sky-rocket your results.

This is relevant in all aspects of life, for example if you are 'struggling' to fight clients who are underpricing work, allowing customers to haggle down price too much or accepting no effort from your significant other within a relationship while you put all your efforts in, etc. This bleeds into every single aspect of your life and is therefore crucial to master.

Take pride in your work. Never compete – just dominate. When you know your value both personally and professionally this will become natural. Professionally speaking, you must understand the value of your unique product/service. What you offer is superior to others. Avoid compromising the quality of your service because of other factors - cost/time. You are extraordinary and your work should reflect that. Referrals are important and one job compromised could result in lost future business.

Areas I am competing in...

Ways I will now dominate these areas...

If there is a job you don't want, a client you don't feel would be a great match, a deal that's not profitable – don't take them on. You have the power to set the boundaries of what is acceptable and what is not. Never let the weakness of others, or the negative opinion/suggestion of others; never let that define you.

You never need to compare yourself with your 'competitors' when you are focused on creating your own way and dominating it.

"The individual who wants to reach the top in business must appreciate the might and force of habit. He must be quick to break those habits that can break him – and hasten to adopt those practices that will become the habits that help him achieve the success he desires."

- J. Paul Getty

Building the habit of your daily rituals including writing out your mantra each morning as discussed in the first lesson will help bring you into alignment each day. Read the answers to the questions you have just answered each day. Channel the feeling of empowerment that it brings you each day.

As you continue exercising the power of mantra and correcting negative self-talk as discussed in the second lesson you will feel your self-worth increasing. As these lessons become non-negotiable daily rituals your results in life will improve drastically.

For me I get a daily routine of waking up at 4am, 6 days a week, doing my mantra, goals and gratitude and doing two gym sessions all before 8am because for me, it's all about building the right habits and making healthy decisions. The secret of success is consistency. I do one thing as I do everything. This is relevant in all aspects of life and is crucial to master.

LESSON FOUR

Accountability & Communication –

How to master your productivity through taking personal
responsibility for your success

Get a system in place that works for you. For me, right now, WhatsApp, photos, videos, and voice messages are what works for me to manage multiple businesses. You need to find what works for you. If that means putting reminders in your calendar or setting alarms – do what will work for you.

Identify ways to keep track of what has to be done that is relevant to my business...

Do not be afraid to cut off time wasters. In order to be accountable, you must realise the buck stops with you. If you have people on your team or in your personal life who are holding you back, not holding to their commitments, being lazy, wasting time – cut these people off. Your time is priceless!

With that being said, it is important to support your staff and keep them accountable so that they can see you are all in. For hard workers, this will build respect and a positive company culture. For instance, if I set a deadline with a member of my team for 9.30am, I will send them a message at 9.15am and let them know I am looking forward to their update at 9.30am. I will then be ready to chase them up at 9.35am if they haven't met the deadline.

Be in control of your life. Accountability must be based on facts, you have to guarantee that the tasks of your day are moving forward – don not rely on what people say because talk is cheap. Rely on getting the facts and proof to back them up.

Be accountable & keep your team accountable. Accountability makes you as sharp as a tack.

Commit yourself to being accountable:

Communication

Communication is not just conversation; it is mutual understanding.

Do you know how to communicate effectively?

Effective communication begins with trust. Having a trusted team is not only essential when it comes to productivity and accountability, but you must trust the team you have. Transparency gives you ease, and confidence and it protects your time.

Trust has to be massively earned for those who have broken your trust at one stage or another, but it is your privilege as a leader to be the example. As your team see you staying accountable, they will learn to follow suit and trust your process of operation. Do not believe everything you are told until you are shown that everything is being done consistently. When your team work as effectively your company becomes more profitable.

I use WhatsApp, photos and videos to stay in communication with my teams. I make phone calls when it's the more time efficient way to get an update and then I continue working. Communication is about getting on the same page. If you waste your time with idle chit-chat, you will find yourself working a lot longer than is required. Learn to be able to get the point quickly in conversations to save everybody's time.

Communication is the most important part of accountability – I always tell my team to feel free to ask me any questions as their managing director. You don't always need to ball bust people, there's a way to communicate with everyone. Some people need a softer approach to get the same amount of work done as someone who needs a harder approach. As long as the communication and understanding is there you will be able to hold yourself accountable.

Remember: "I am responsible for my life... for my feelings... for my personal growth... and for every result I get."

LESSON FIVE

There Is No Box –

Identifying your God-Given, limitless potential

LESSON FIVE

There Is No Box

“You are beyond limitations and belong where infinite possibilities exist”

-Hiral Nagda

Have you ever been told to “Think outside the box”? If not, are you familiar with that phrase? The idea of there being a box suggests there is limitation. It suggests that there is a cap on what can be done and what can be thought. People in life, the news and the media – the majority of society will try to tell you there is a limit to everything in life. They will try and tell you that there is a cap on what you can earn, how often you can travel, how much time you have left etc. In reality there is no box.

You and I see people living the life of their wildest dreams all of the time. We see people on jets, in yachts with financial freedom, people who have their businesses running themselves so that they can travel and spend time with their families – so surely we know that it is possible if we’ve seen it.

The fact is that there is no box. You are limitless. We all have the same amount of infinite potential. There are no conditions. There is no cap on how much you can achieve or on how much you have to give to the world. Life is what you make it.

When you operate in a state of knowing you are limitless you will feel what it feels like to fly. The only difference between us all is how we use and exercise our potential and if we can acknowledge that it is there.

Some people will walk through life being average because no one ever told them they could be extraordinary. Other people massively excel because they know. It’s my aim here to make sure you realise that you too, can do anything you set your heart and mind to. Nothing can stop you.

There is a trick to staying in control of your life and tapping into your full potential no matter what the circumstances are. The higher faculties of the mind are what subconsciously bring out the best of us. We all possess them, but we don’t all consciously address and utilise them. You will be familiar with what they are, but I am going to remind and explain them to you:

- **Imagination: The ability to create realities within our mind.**
- **Perception: The way we process information.**
- **Will: The internal power that enables us to move forward.**
- **Reason: The ability to determine what choices we make.**
- **Memory: The way we recall moments in our life.**
- **Intuition: The guidance of your inner perfection (your sixth sense)**

As you are building the person you want to be it will be of major benefit to you to apply this lesson to your thought process and develop your higher faculties.

Never underestimate the power of the mind – Thoughts create feelings, feelings promote actions and actions produce results. It really is a life hack to exercise how you think. In the same way you exercise your body to stay physically fit, you also need to exercise your mind to stay mentally fit; that doesn’t

just mean read books and watch educational videos. You need to APPLY what you learn to truly exercise your mind. (This is a major contributing antidote to mental health problems).

About 11 years ago I was told I was an unconscious competent and at first I didn't know what that meant. All it means, is that I was able to make things happen in my life and achieve a massive level of success without understanding that there was actually a method I was following.

When I was around 18 / 19 I used to sit in the pub with my friends. While they were having a few pints I was reading through property brochures. I had left school with no qualifications, and I worked on a building site but unlike my friends around me, I knew that I had to actively become the best version of myself. So, I started eating books and consuming knowledge like my life depended on it because I wanted to learn and I still to this day have a burning desire to succeed. I came up with a mathematical equation in my head that if I owned 20 properties with X amount of rent per month that I would make Y amount of money and therefore be able to live off passive income for the of my life. I made it my goal to retire at the age of 30. This reality of financial freedom would only be a short time frame away once I got my first 20 properties. When I turned 30, I had become a multi-millionaire, I had achieved the dream that my 18-year-old-self had.

Let me show you how this example applies to my success to help you apply it to your own –

- Memory: Having worked on building sites I knew there was an opportunity to make money. My family came from nothing which inspired me to break the chain.
- Imagination: My imagination led to the idea of being the one who owned the houses and in turn, making money from them
- Perception: Having no academic qualifications didn't mean I couldn't learn. I taught myself what I needed to learn every day in order to close my first deal. I didn't not accept the projected limitations of my friends and associates.
- Reason: I worked out a mathematical equation that would enable me to have financial freedom.
- Will: My burning desire to succeed anchored me in taking massive action to own 20 properties
- Intuition: My timing when getting onto the property ladder was perfect. Little did I know that the universe would have a part to play in how profitable my first house would become. 12 months after my first property closed for

Why do people talk about 'the box?' What does this suggest? It suggests limitation. We now know there is no logical justification for limitation. There is no box. The people in life who will tell you something isn't possible or that you cant do something are the exact same people who are afraid to take massive action. They are the people who do not think or believe in a big enough way that living the life of your wildest dreams is possible.

It's up to you to take control of all situations and to take your power back when life throws you a curve ball. Being prepared to do whatever it takes is a mentality practiced only by the successful in

life. Nothing limits or stops you other than yourself – say no to negative self talk and lack of self-belief. Know your worth and keep moving forward.

Think of your goals now and reflect on how your higher mental faculties are operating:

Describe in a short paragraph a situation that isn't going well for you right now –

What is your self-talk about this situation? What way are you mentally handling it? What actions are you taking because of your thinking?

Bring your thoughts to the power of your mind and use your reasoning faculty to identify a new approach to this situation. What are the positives of this situation? How can you shift your thinking to make the most productive change? What kind of self-talk do you need to remind yourself about that has come from this situation?

“Perception is your point of view, the way you see things” Allow yourself to image that you are completely successful in the situation that is challenging you and ask yourself, what way would the successful version of me see this situation? How can I see outside of the box?

What massive action can you take to adopt this out-of-the-box point of view?

As we strengthen our mentality it will become obvious that all comfort zones need to evaporate. Finding comfort in discomfort is a massive indication that you are growing. Never stop. Never give up on taking massive action towards a solution, or a new business - follow up on until you get the yes you need.

When limitations are presented to you how does your imagination handle it? Do you imagine the worst case scenario or do you image coming out on top with most energy than ever before? List a number of new approaches and outcomes to challenges within your personal and professional life:

What is your 'why'? What fuels your will power when you are most enthusiastic about achieving your goals?

Does the way you currently think about limitations and challenges aid you in achieving better results? Are there any changes that you need to make to apply a success attitude to your wins? Be honest with yourself here, in order to change your results you need to change what you do:

Reference the image you have built on your vision board of the life you want to live. Often bring yourself back to this and ask yourself if you are working in alignment with your goals or if you are listening to the limited beliefs of others. Always remember the feeling of having the success you wish to achieve. It's that feeling that will guide to making it real.

Remember:

- **It's up to you to take control of a situation**
- **Be prepared to do whatever it takes**
- **Take your power back and refocus on a solution**
- **Set outside of your comfort zone – don't stop until you get a 'Yes'**
- **Know your worth and keep moving forward**
- **Have the confidence to know that you can achieve anything you think of**

RECAP: So far, we have covered setting up your bullet-proof mindset: Every morning write clearly defined goals, mantras and gratitude. Tap into the feeling of total success and the life of your wildest dreams. Constantly remind yourself of what you are working towards by looking at the vision board you have created and signed off on. Know that you have limitless potential and infinite worth. You are here to change the world. Ensure you are accountable and in communication with everyone you have a responsibility to interact with. Walk in the shoes of the elite individual that you are. Never limit yourself to the expectations of society.

LESSON SIX

**Taking MASSIVE Action &
Laws of the Universe –
Understanding the ‘how’ and the ‘why’**

LESSON SIX

Taking MASSIVE Action & Laws of The Universe

"The very best thing you can do for the whole world is to make the most of yourself"

-Wallace D. Wattles

People talk about the Laws of the Universe all the time. The Law of Attraction is probably the most popularly spoken about but what many people miss out on is the Law of Vibration. Without the Law of Vibration there is no Law of Attraction.

If you aren't in the right vibration, you will never attract what you're looking for in life. In the same way with old radios, you would never know what's playing on BBC Radio 1 if you're tuned in to Cool FM. The same applies to the universe. You need to tap into the right frequency, the right vibration to discover what is available to you.

- 1. The Law of Vibration**
- 2. The Law of Attraction**

Negativity cannot exist where positivity lives because they are on polar vibrations (frequency's). Happiness cannot exist where sadness lives. There can't be darkness in a room when the lights are turned on.

It is essential to understand that the power of what vibration we live on is our choice. You choose what vibration you align yourself to every day by the habits and daily rituals you choose to follow.

What goes on inside your head is a result of the kind of information you consume and the way you choose to think. For example, something as simple as the music you listen to has a great effect on what vibration you're tapping into everyday.

What kind of music do you listen to?

What is the nature of the lyrics you listen to? Write down the lyrics of a song you listen to regularly:

What feelings does this provoke? What messages are being promoted?

Can you think of examples of how this effects your perspective throughout the day / what vibration it puts you in?

Are these subconscious messages beneficial or are they detrimental to you?

It is our responsibility to make sure we are acting in vibrational alignment with the goals we make. If you want to attract mass wealth in your life you don't talk about poverty and think about poverty. If you think about poverty, then guess what vibration you're in? Poverty.

If you're having a great day and you feel incredibly motivated, taking massive action and you then sit down to speak with an unmotivated, depressed colleague whose energy is completely different to yours, if you then slow down your pace for them and listen/ take in their problems; you have lowered your vibration to do theirs. You may then find it difficult to reignite your energy and finish your day on a high. Don't let other people knock you down. Your vibration is the ultimate things that will allow you to accomplish what you want in life.

Protect your energy.

What can I do to bring myself into vibrational alignment with my goals every morning, afternoon and evening? What habits bring me closer to the person I want to become?

Taking Massive Action.

Taking massive action is a way of life for me. I learnt this growing up and then again when I discovered Grant Cardone.

“What is massive action? Massive action is doing whatever it takes, at the most effective pace possible, to make my dreams become a reality.”

- Tom Smyth

For me it's simple. I start everyday by waking up at 4am – that puts me 29 days ahead of the average person that wakes up at 7am. I sink a triple espresso, splash some water in my face and then write my goals, gratitude, and mantra. Once my mindset is locked in, I do 45 minutes cardio and then a session in the gym. By the time it hits 8am I am so full of energy and ready to head into the office.

Massive action means never giving up. It's becoming intensely productive. If time is money, then why are you wasting it? Putting your goals on your vision board and writing about them in your goal statements isn't enough - you need to do whatever it takes to make them come true.

What is your morning routine?

What do I forfeit by not waking up earlier?

What are the most important tasks of the day that I need to prioritise and conquer before the rest of the world wakes up?

What is my new morning routine:

Never put time between you and a task. The more time you leave between (for instance) making a phone call, the stronger the resistance and anxiety is that adds to the disease of self-doubt. Don't allow time to scare you or put you off from completing any tasks. The antidote to doubt is action.

When I travel, I hire a private car to ensure that no time is wasted. I will work in the back of a car the whole way to the airport, sending emails, making calls, sending WhatsApp's, checking work is being done. Then, when I'm on the flight I'm replying to all my emails so that when I have signal again they're all queued and ready to go. I never stop. I am all in.

Ways to improve productivity:

Do you follow a schedule? Keeping track of your tasks throughout the day keeps you on point and it proves to yourself that you're reliable. If you feel cluttered or like this is too much of a task for you - Hire an assistant to do it for you. The more you have going on in the day the better in my opinion, but it will be a nightmare for you if you don't get your house in order and have structure to your day.

Who keeps track of my daily planner? Do I have one?

LESSON SEVEN

The Balancing Act –

**The advantage of developing self-discipline to
manage multiple businesses**

LESSON EIGHT

Omnipresence –

How to DOMINATE your space

LESSON EIGHT

Omnipresence

“In order for your life not to feel like ‘work’ – or like you’re running on a hamster wheel – you must think in terms of the right volumes. Omnipresence – the goal of being everywhere at all times and at the same time – is exactly the kind of massive thinking that is missing from most people’s expectations of themselves and their dreams”

-Grant Cardone

When you continuously see someone and you see what they’re doing, it makes you pay attention to them, or at least, they stick in your mind. So, when the time comes that you need the service they offer, you will most likely go to them because you are familiar with them. If someone can resonate with you, they will want to do business with you.

Who always comes up to the top of your social media feed’s & what kind of content are you seeing from them?

Can I ask you a question? Why would you pay for a massive billboard for a limited amount of people to drive past when you could make a post on TikTok and hit over 250K people in 1 hour for FREE. Social media is the most cost effective, highly operational space waiting to be DOMINATED by you for the audience that need your service. You need to be posting all the time. You have to dominate your FREE platform.

Images and videos will always get a better response than text, people need to get familiar with you, your purpose, and your product/ service.

How many social media platforms are you utilising? How many are you missing out on?

People will only know about you if you are dominating your space. You wipe out your competitors when you expand your audience on a global level through multiple platforms. For me, this used to be completely out of my comfort zone, but I know there is no better way to expand my presence than by getting out there. I will never go back to living in the shadows.

If you feel uncomfortable putting yourself out there, that's okay. But you need to get comfortable being uncomfortable. Get familiar with your own face and voice so that you can achieve a big presence on a public level. Do not hesitate to hire someone who knows exactly how to dominate social media marketing.

Do you have a social media strategy in place?

Start today and become your own social media expert.

Social media is WIN – WIN - WIN. Even when haters start to come, if you're doing big enough things, you will get hate online. This is a great sign that you're being noticed for doing big things. Never let someone else's opinion hold you back. When you feel uncomfortable with the volume of posts you're making, you're doing it right. Domination is the No.1 way to become an authority figure in your field. You will never see a truly successful person hating on someone who is doing as much as they are. Remember that when you see haters. These people are projecting their own feelings of inner inadequacy onto your life because you are doing something right with your life and they aren't.

You need to ensure you are making good quality posts. If you are unsure of how to do that, hire someone who is a qualified brand / social media expert. If you're still at the beginning and you can't afford to hire someone in, watch YouTube videos and teach yourself ways to make your posts engaging. Do it yourself until you can afford to hire someone in.

LinkedIn - as many connections as possible

Facebook - join relevant pages and groups

Make sure your business is on **Google My Business** ready to be discovered on the top of Google SEO

Always post your client / customer testimonial quotes and videos. Everything and anything that helps people see you and your business and the value it brings is something that can be shared. 24/7 marketing is one of the biggest gifts the internet has given us. If you are on any social media platform that means you are selling something.

List 5 people you can post testimonials from, 5 active customer experiences, 2 future projects to get your audience excited & an open offer to invite people to do business with you instead of your competitor:

If you didn't realise the importance of social media but you do now but that doesn't mean other opportunities stop - old fashioned marketing such as flyers handed out to relevant companies who may have an interest in your product/service, branding on vehicle, newspaper/magazine advertising, etc will still be beneficial – having omnipresence means being everywhere at the same time. This is your key to growth.

It's also vital to track the leads that you're getting and making sure you nurture the relationships you get from advertisements so that you not only get more business, but that you can track where your business is coming from and you know what campaigns are working better than others. Again, if you're unsure – outsource to an expert.

Get on as many podcasts and interviews as you can – this will allow other people outside of your audience to get to know you and build rapport with your product/ service. Be the face of your brand. There's nothing more powerful in marketing.

Don't be afraid to tell your team to share what they're doing each day. Don't worry about perfection – this is about watching your growth and domination.

Ask 10 friends, 10 family & 10 clients for a recommendation on google, your website, YouTube, Facebook, LinkedIn, Instagram, TikTok, Twitter. Whatever it takes to hit your end goal.

You are an unstoppable force.

LESSON NINE

There Are No Friends In Business & The Speed of Trust

—

Learning how and when to say no

LESSON NINE

There Are No Friends In Business & The Speed of Trust

“It is a terrible thing to look over your shoulder when you are trying to lead and find nobody there.”

- *Franklin Delano Roosevelt*

When you know your value and the value of your business and services you will learn to never settle for less. You need to know where you're going. The direction you are going in and the motive behind all the things you are doing for your greater vision need to feed through the ranks of your company so that people will work with you in ways that are of true benefit and time efficient. People follow those who know where they're going. As you lead your team and build trust this will happen naturally for you.

Other people will see you doing well and try pull the card “aw mate, remember me from 20 years ago, will you do me a favour?” and the next thing you know they're asking you to discount your product or service or to even give you something for free. Even other businesspeople who might think your weak or soft will try and take advantage of you.

A previous guy, who at one point was my best friend in the world stole £285K on me in our business. From this I have since learnt that you cannot always trust people, even those who you think are your friends. Now, there's a difference between being professional and being charitable. There is always a time to be charitable and to give back when you deem it appropriate but never think for two minutes that you owe just anyone anything they ask for. It's not embarrassing for you to say no to someone who feels entitled to the results of your hard work. That is their problem.

Think of a situation when you have been asked to do something for someone who wasn't willing to pay you for your service (maybe when you started in your business). How did you handle it?

How did that make you feel?

The Speed of Trust

There's a brilliant book by Stephen M. R. Covey that discusses this, and I recommend you all to read it.

In short, the author points out that where there is trust there is more profit to be made. The biggest economic crisis in business is the lack of trust between leaders and their teams. Meaning, where there is lack of trust there is an increase on the time that is taken to complete tasks. More time taken means more money spent. When you lead your team effectively and they feel your trust in them to do their job they will thrive and work to exceed your expectation because you have given them the space and the trust to excel.

The tasks in your business that need to be completed will be done faster when the staff on your team respect and admire you as a trustworthy leader. Where there is a high level of trust things get done faster. When things get done faster you will save money. When you save money, your business will become more profitable. This is all very obvious, but you need to hear it broken down simply so that you can realise the power of it

Choosing the right people to be on your team is essential as we have just discussed. It is just as vitally important to keep the members of your team inspired. As a leader it's your duty to help your team complete their tasks to your standards. Trust should always be there until it is broken. You have no reason to distrust someone who you have done due diligence on until they break your trust.

In scenarios where the trust has been broken you can repair the trust relationship by making small deposits into the business relationship. This is down to your own gut feeling if you think someone needs to be cut off or if you are willing to give them another chance. You will know which decision is the right one for you.

You can make investments in all kinds of relationships, and you can be taxed. By demonstrating a lack of trust in someone, that is a tax to that business relationship because things will start to slow down, and then it will start to cost you more. When someone breaks your trust, you start repairing the relationship by understanding what went wrong, how it can be fixed and then by extending a small olive branch and doing something to show that they can trust you. Even when the person has broken your trust and not the other way around. This is something only the most elite people can do. There is no greater strength than that of being able to take the higher ground

Obviously, you cannot allow someone to make a fool out of you. There are no friends in business. But if you are hiring correctly and you believe you have got the right people doing the right jobs it is your responsibility to ensure they are operating at your standards with the potential to exceed expectation. This will give your staff job satisfaction and the feeling of fulfilment while being a valued member of your team

How can I extend trust to my team and make my business more profitable as a result?

LESSON TEN

Switching Off & Resetting Your Routine

LESSON TEN

Switching Off & Resetting Your Routine

“Slowing down allows you to grow. It can’t always be completely flat out all the time”

- Tom Smyth

With everything we’ve covered so far, there is no way to continue winning if you don’t take the time required to switch off and reset. You need to slow down for short periods of time to get present in the moment and reset your mind.

I take 30 minutes a week and switch off all my devices, take myself into nature and tune in to the present moment. Like a form of meditation this is what works for me. I suggest taking 10 minutes every day to switch off and reset. This is called the Billionaire Flow. I close my eyes and I think:

- What can I hear?
- What can I smell?
- What can I touch?

When you ground yourself and allow yourself to really experience the simple things in life that you are so grateful for (like the taste of a cup of coffee or the feeling of sand in your toes at the beach), this will bring you back into alignment and give your mind the clarity that it needs to relax. This is such a powerful exercise. Switching off all notifications and allowing yourself to be in white space.

What puts you in a state of relaxation with no distractions from the world?

At this stage of the course, your business is hopefully at a stage where you have others on your team that you really trust who work at your level. In trusting your staff, you need to let the set-up work for you. If you don’t have anyone on your team yet you can still automate your service for 10 mins a day. For example, with omnipresence: schedule posts so that they will still appear even when you are offline.

Tasks that you can delegate and automate in order for you to take time out to reset:

Most of your business is no doubt, accessible from your phone. Make sure you put your phone away for 6 hours every Sunday and be in the moment. Enjoy time with your families without the distraction. There are so many kinds of distractions. Let your business work for you – don't always be working for it.

What are your top 5 biggest distractions?

Cutting down on social media use overall is going to benefit your productivity and your health – what are you actually gaining from it? If you're not spend time with your family & friends, if that is something that potentially adds to your stress – let me suggest that you take yourself off somewhere and listen to an audiobook to learn & better yourself.

In order to grow, it's important to distance yourself from negativity. Don't let social media affect you as a person – if there's not enough likes/followers & haters saying negative things. If you're taking time out and you check your phone your day could be completely knocked out of joint by haters. Haters are just keyboard warriors. These people don't actually know you or anything about your life. They see a small percentage of your lifestyle – only what you choose to share. Take haters as a huge sign that you are doing enough to be noticed by people and take pride in knowing that you are on an upwards trajectory.

Schedule time out of your day every day to switch off and reset to stay at optimum energy

It's important to grow your business more so than run your business. Lead from the front. Reset and make sure you're present in the moment. Show up for yourself and for your staff. As you start practicing switching off & resetting your routine you will probably find yourself still thinking about work and your staff and your clients, for now that's okay. Make sure you notice it and let it go. Like in meditation, when you try to silence your mind, but thoughts keep coming in – you simply start again. Focus on your breath, what you can hear, what you can smell etc. It takes practice but it will give you so much peace as you start to master it. This will allow you to be better at what you're doing every day. When you focus on growing your business, you will put enough staff in place to run the business that you can take a holiday and days off your focus on yourself.

Never lose hope or momentum. Always keep learning and always keep educating yourself – do the Billionaire Flow to ground yourself and take time off at least once a week.

LESSON ELEVEN

Support Network / Networking & Masterminds –

**The power of a support network and a masterminding
group**

LESSON ELEVEN

Support Network / Networking & Masterminding

“The ‘Master Mind’ may be defined as: ‘coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose’.”

- *Napoleon Hill*

First and foremost, I’m sure you’ve all heard the phrase “Your network is your net worth”. The people you surround yourself with need to be people who enhance your vision, people who care about you being a success without being intimidated or threatened.

A support network is essential to help bring your ideas into your reality. As a client of mine you have access to the Mentoring Groups which are a support network for you. People who are likeminded who see you ideas as opportunities for success will help accelerate you through your journey. This is different than being around your friends and family.

Often, you will find that it’s your friends and family who will be the first to tell you not to do something, or to play it safe, or they’ll put doubts in your mind. This is because people project their own stories out onto us all the time and they don’t even mean to do it. If someone is too scared to go above and beyond in creating a life that they love, they will project that fear onto your journey. This is simply because in their heads they need to think of excuses for why they aren’t doing more. If you stay around people who try and hold you down you by keeping you where you are, you will have a really tough time succeeding. The more people you can surround yourself with who will push you and support you – the better.

What kind of people am I surrounded by on a daily basis? Do they encourage me or discourage me?

What kind of person am I for others who are around me?

This why the power of networking is so important. You need to expand your network with the right people as often as possible. Who do you want to be surrounded by? Brilliant. There are so many networking opportunities in cities to meet new people and expand your network. Go online and find events that revolve around areas that your business will thrive in or that you need in your business. Go to networking events where your interests lie. This is so easy. You can check pages such as Eventbrite, Facebook event pages ad LinkedIn event pages.

The opportunity for networking is endless. When you are at these events make sure that you are engaging with the people and the speakers there. Build rapport with the other attendees – you never know who and what can bring new business in for you. Find people who are better than you and learn from them. It is so important to network with people who are professionals in areas that you are not. For example: accountants, lawyers, solicitors, sub-contractors etc. Never get yourself caught up in things that you aren't a professional in. The time you will save by just hiring a professional is miraculous.

It is essential that your support network is strong. An exterior third party should make your business run smoother and more efficiently. You need to make sure you do all due diligence in choosing the people in your support network.

List networking opportunities in your area (online, live events, social media, door to door):

You are representing yourself and your company at these events so always make sure to present yourself smartly and have business cards with you to stay in touch with people you meet. If you are too busy to attend these meetings yourself, you can assign a trusted company representative to go on your behalf.

You will begin to earn so much more when you start to pay people wages in areas that would hold you back from doing more business.

Many people reach out to me, especially through Instagram and other social media platforms and I try to meet one person a week because the business opportunities that can sometimes come with these networking meetings are incredible. If you're in a starting position where you don't see people reaching out to you then you know you need to start reaching out to others.

Put yourself out there - past your comfort zone and meet new people. I used to hate going to networking events and thought they were a waste of time, but I appreciate now that they are not.

My commercial managers regularly go to networking events on behalf of the company. Even if you are not there, having a representative being able to associate a face with the company can be what brings future business to you.

Who do you trust to do networking for you/ be a representative of your company?

When I started Dream, I walked the streets of multiple cities for 12 months, meeting new people and putting myself out there to get the buildings I needed for it to work. I got so many “no’s” but my persistence got me what I needed in the end. It provided me with the right support network. Each person who works with me is a winner. They are strong and transparent.

No matter what your support network does, they are a reflection of you. Always remember to remain accountable.

In Napoleon Hill’s *‘Think and Grow Rich’* the 9th step to riches is “The Power of the Mastermind” and is referred to as the “Driving Force”. In his research he identified that a cooperative alliance of people has been the basis of nearly every great fortune.

A mastermind is a set group of people who come together on a regular basis to discuss and brainstorm the power of each persons ideas and journey. The purpose of the mastermind is to help push each other forward to succeed. You need to consider what type of people and what industry leaders you want to have in your mastermind group.

Having a mastermind group will be the secret to how you become elite, and it will give you all the support you need.

What do I bring to the table? What are my strengths both personally and professionally that I can bring to the mastermind group?

What types of businesses are in my current network / what kind of people do I want to reach out and network with to benefit my situation?

A mastermind group comes from having an ultra-strong support network. As previously mentioned, Napoleon Hill describes a mastermind group as:

“A source to which the genius turns. It is the source to which every leader turns.”

Only do this when you have hit a level of total inner confidence and success. This is the secret to next level (hector-millionaire, billionaire level). To consistently achieve success at a record-breaking level, you need to have a reliable group of experts who you deem as worthy to communicate ideas and opinions with. The benefit of opening yourself to the support of people who you believe have your best intentions in their interests will help guide you to making smart and creative choices.

A group of executives to give you council and help you strategize massive growth will protect you from making a huge mistake.

Who inspires you? Whose advice would you be honoured to have on a weekly basis?

If these people are out of your reach or have passed away, I want you to imagine you have a weekly meeting with these people. Ask them your questions in your mind and listen to your intuition for their answers. This isn't an easy thing to do if you don't understand or believe that it works. This technique might sound crazy to you at first but it will help you tap into the higher faculties of your mind to engage your creativity in providing new solutions and new ideas that you can then take action on.

Visualise and strategise.

LESSON TWELVE

Failure = Growth –

Overcoming Adversity

LESSON TWELVE

Failure = Growth & Overcoming Adversity*"Greatness is on the edge of Destruction"*

- Will Smith

Do not let the fear of past mistakes hold you back from trying again. Losers quit when they fail. Winners fail until they succeed. Stop thinking "What if I fail?" instead, start thinking "What if I win?"

As much as everything you learn in the programme will set you up for success, failure is inevitable...perhaps this could be something minor that doesn't have a huge effect on you, or it could be on a larger scale. Failure isn't a bad thing. Just because you've failed before doesn't mean you haven't won because you will always learn from your failures when you operate with the right attitude.

Recall an example of failure that made you give up in the past:

Revise that memory and identify now, what you previously perceived as failure and now can recognise as a learning experience. What did you learn? What results have you had from learning this lesson?

Again, failure isn't a bad thing. We need to normalise failure as a steppingstone to success. It is not a scary hurdle that should have the power to stop you in your tracks. It is the only road to success. Failure equals growth because it pushes you beyond your current capabilities.

When you're dealing with failure, do not allow any pity party's. Failing can of course, knock your confidence as well, it can be upsetting, and it can make you lose your motivation but you have to stay level headed. There are healthy ways of coping - talking to others for support, seek out more experienced people for insights, exercise, etc. Don't turn to unhealthy ways - alcohol, comfort

Do you accept responsibility for these challenges?

What way do you want these challenges to be resolved?

What steps are you willing and able to take to overcome them?

What in life, are you going to allow to get in your way?

Without the right mindset it will be extremely difficult to overcome adversity with situations that are outside of your control. You have to make a conscious decision to overcome adversity every day.

There will be some challenges in your personal life that make you feel out of your depth and totally traumatised, like losing a loved one, financial challenges etc. Don't be scared. Be empowered with the knowledge that you can get through it all and thrive once again.

You can get over anything you put your mind to. Please trust me, I know how difficult this might seem, but it is possible. Use brutal honesty with yourself and serious resilience to take handle adversity head on.

Taking responsibility and ownership of your challenges by dealing with them straight on instead of pushing them off will give you the resilience you need to build yourself as a person and to build a business that is worthwhile. As you face adversity in your life, realise that is a lesson and recognise how the strength you will gain from it will benefit your life.

Overcoming adversity will be the making of you.

LESSON THIRTEEN

Overcoming Self- Sabotage –

The key to courage and confidence

LESSON THIRTEEN

Overcoming Self-Sabotage

“Self-sabotage is when we say we want something & then go about making sure it doesn’t happen”

- *Alyce Cornyn-Selby*

There are many days when I wake up and am filled with dread or anxiety. My team won’t even know that I’ve gone through a three-hour battle with myself before I get into the office. One of two things could happen each morning I wake up like that – I can either address it and fix it or I can let it fester and carry it into the office bringing everyone around me down with me. Which course of action do I take? I conquer it there and then each morning. We all have a civil war going on inside of ourselves and it’s vital that the winner of the fight is your better self every single time.

Can you recall a time when you wanted something and then put it off? Or can you remember that one time when you procrastinated, and your original plan completely fell through?

As you are actively bettering yourself you will often unconsciously self-sabotage your success and your progress without understanding why. Self-mastery demands that we understand how to overcome self-sabotage because we are only ever competing against who we were yesterday. To develop an understanding to overcome self-sabotage I want you to see what all of the main sabotaging identities are and allow yourself to feel which one you’re currently fighting.

6 Self sabotaging identities:

- **“I’m not good enough”**
- **“I’m not worthy”**
- **“I’m not capable”**
- **“I’m insignificant”**
- **“I’m not perfect”**
- **“I don’t belong”**

To find out which identity your subconsciously battling, ask yourself:

When was the last time I didn’t stay true to my intention? Why did this happen?

Think very deeply: What part of you resisted your own success? What excuse did you give yourself?

I'll give you an example: At the start of her career with me, I asked my Executive Assistant Rachael if she had her driving license which she excitedly said she was in the process of doing. She looked at the waiting list to book her theory test and said she would not let herself fail. She studied for the theory test and organised driving lessons but when the test came, she failed. Why? She didn't actually do enough study. Why? After a short conversation she identified that it was because subconsciously she felt like she wasn't worthy. By subconsciously feeling unworthy she allowed herself to slip into the excuse of "I'll study after I eat / I'll wake up earlier and study then" – but she never followed through. The result of not passing the test validated her self-sabotaging identity that she was indeed not worthy.

All tension seeks resolution. Our subconscious minds are always trying to prove themselves right in our reality. But it is us who enables it all to happen. We must choose which version of ourselves we want to walk in the shoes of. When you enable an old version of yourself to sabotage your future self, you will be tempted to make massively ineffective choices. When you demonstrate resilience and discipline to expand out of your comfort zone you will start to grow. Are you starting to see how this works?

This is not about being in a pity party. No one shows up to a pity party. The point of this is that you can have the best intentions and best plans but if you cannot win the battle against yourself first, you will not arrive at the success you desire.

There is nothing that you cannot achieve. You are built to conquer all of your demons. Stop listening to that voice inside your head that keeps you in a comfortable position. Start finding comfort in discomfort. Where there's no push, there's no progress.

Eliminate the self-sabotaging identities by re-affirming to yourself your mantra. Constantly ask yourself **"Does this decision push me to progress or does it let me rest in my comfort zone?"**

Write 'I am good enough' and 3 reason why:

Write 'I am worthy' and 3 reasons why:

Write 'I am capable' and 3 reasons why:

Write 'I am significant' and 3 reasons why:

Write 'I do not need to be anyone's idea of perfect' and 3 reasons why:

Write 'I Belong' and 3 reasons why:

Ineffective choices are made by self-sabotaging tendencies. Some of these choices are as follows:

- Choosing something because it seems like the only reasonable / possible thing to do
- Making indirect choices / Not thinking properly and the results and consequences
- Choosing by eliminating other options instead of creating new possibilities
- Choosing to not even make choices, letting the situation control you instead of you controlling it
- Reacting instead of responding
- Making your choices have conditions attached to them instead of allowing a Win-Win mentality
- Making the choice that the crowd wants. Being a sheep will not make you stand out as a leader.
- Leaving your choices up to 'The Universe'. This is ineffective because you are the one who tells the Universe what you want.

I want you to think of these streams of thoughts when you're in a decision-making process and make sure you are not falling into any of these categories. If you notice that you are I want you to reaffirm your power to yourself as the creative director of your life. What you say is what goes. Don't be bullied by yourself into being less than what your fullest potential has in store for you.

LESSON FOURTEEN

Attitude, Thinking Strategically & Acting Tactically

When running a business, you must have 'Can Do' attitude. You cannot allow yourself to use insult, sarcasm & fault finding in the team you place your trust in. This will make you a better leader by having a better attitude. That doesn't mean you won't need to pull people aside if they're doing something they shouldn't. Growth comes with correction and strength comes with proactive change when faced with correction.

Who's attitude has inspired me in my life and how can I demonstrate those same qualities:

Cultivating a determined, resilient, and optimistic attitude will set you apart as a leader. With the right attitude in mind, you can create the best strategies and tactics for success.

A strategy is a course of action that you could take towards achieving your goals. A strategy is what defines your long-term goals and defines how you are planning to achieve each of them. To create a strong strategy, you will need to start by reverse engineering your goal. Because a goal is something that you don't know how to do you will probably need to research the steps required for achieving it. Making strategies is an exciting part of making your goals real. Don't be discouraged by how or if any of the steps seem impossible right now – they will be possible. As you start to identify what you need to do I want you to make a column beside your goal setting in your journal and have space to write your strategies and tactics:

Research what it takes to make a goal happen and draw out the steps required to get there:

It is essential to remind yourself and check that the strategies you are creating are in alignment with the goals you want. It can be easy to become distracted and go off on tangents, but I want you to stay focused while doing this. Your time is something you don't get back. Use it very wisely.

Your strategy gives you the path towards achieving your mission whether it be buying an investment property, a new car or expanding your business. When researching your strategy make sure that your market research in your industry is completely up to date. Don't rely on word of mouth from others. People will give you old and out of date information, not always intentionally, but simply because people don't stay on top of their market the way they should. Be diligent, figure it out properly to identify what the needs or your market are.

LESSON FIFTEEN

The Impression of Increase & Leadership Mentality –

Acting on Gratitude to have Lifelong results

LESSON FIFTEEN

The Impression of Increase & Leadership Mentality

“Beware of the competitive mind!! No better statement of the principle of creative action can be formulated than the favourite declaration of the late “Golden Rule” Jones of Toeldo: “What I want for myself, I want for everyone else.””

- Wallace D. Wattles

At the very beginning of this programme, we discussed the bullet-proof power of gratitude. Acknowledging what we are grateful for and expressing that in a personal way every day will arm you with an energy of overwhelming joy. But it doesn't stop there. In order to become the greatest version of yourself and inspire others, you must (in your interactions with others) leave what is called 'The Impression of Increase'.

All of us are striving for more, for greater fulfilment, for more money, for more quality time with loved ones, etc. This is natural for everything living. Growth and expansion is natural for every living thing. In the same way that plants and trees are always seeking growth as well as the universe itself (which is still expanding according to scientists), so do people. All living things seeks to have and experience more life. It's extremely beneficial to remember this when dealing with others. You will attract the best things in life when you give others that feeling/impression of expansion/increase.

As you are following the steps that are outlined in this programme you should now be seeing an increase in your own life and business. As a creative centre advancing yourself in life, without necessarily realising it, you are giving an impression of increase to others around you. This could be in the form of a genuine compliment (seeking nothing return) or through simply living authentically and being grounded in your growth. Without realising it, you are effecting and influencing everyone around you. Whether you are in their fine focus or in their peripheral vision. Having a positive conversation with someone can lift their spirits beyond your imagination. Can you remember a day when you weren't feeling 100% and then someone said something positive to you that brought you up to a high?

Think of an interaction you have had with someone who inspires you, what effect did it have on your outlook for your own life?

LESSON SIXTEEN

The Lost Laws –

The 11 Universal Laws

LESSON SIXTEEN

The Lost Laws

“If we can accept the laws of the universe, the ebb and flow of joy and tragedy, then we have everything we need to embrace our true freedom.”

- Sarah Winman

For this final lesson, I would like to share with you some key pieces of information that have the ability to reshape your life forever, for the better. They will give you clarity, understanding and hopefully your awareness will expand in knowing more about how the powers of the Universe work and how they fit into your life, your past events, and the future. I have chosen to share with you 11 Laws of the Universe in the hope that it will always bring you light.

1. The Law of Thinking

This is quite a simple one; what you think you'll become. Thoughts come from desires and are the first base of action we take when in pursuit of anything. Desires produce Thoughts; Thoughts produce Feelings; Feelings produce Actions; Actions produce Results.

If you think you will be successful, you will be successful. If you think you can't be happy, you won't be happy. It's that simple. Be afraid of nothing – be FEARLESS. Think big and think limitlessly. The universe knows the energy of your thoughts and will always work in your favour to prove your thoughts right

2. The Law of Supply

Most people will have a limitation on what they think they deserve; with this belief they probably experience a lot of limitation. But this doesn't need to be the case, the supply of the universe is Unlimited – what we should have it all.

Gratitude is what is in your heart that brings more things to you to be grateful for. We should be living a Life of abundance. Imagine waking up with only the things you said thank you for yesterday... do not take anything for granted. The Universe has an unlimited supply, and it is waiting to give it all to us if we open ourselves up to it. We deserve to have it all.

The Law of Supply means there is no limitation to anything. There are no limits to how big you can dream. There are no limits to the results you can achieve. There are no limits to your happiness when you accept and move in harmony with this law.

3. The Law of Attraction

This is the brother of the Law of Thinking, Secondary to the Law of Vibration as discussed in lesson 5, we already know a lot about the Law of Attraction. This is the most mainstream and popular Law spoken about on social media, that doesn't make it cliché and it doesn't mean it's any less important than what you might think.

It's not hard to understand that your thoughts become things. We have been affirming that the whole way through this programme. When you think of something and you feel it in your mind, heart and gut you will get it. Simple. If you're thinking something positive you will attract something positive and vice versa. In the same way that Magnets attract, the north and south poles. You harness an energy of magnetism and when you align it to your desires they will

appear – this is science. When your level of awareness increases you will see how, what and why you attract the things in your life

4. The Law of Receiving

People in the UK and Ireland say no far too often, you hear what ‘common courtesy’ is and ‘good manners’ in the form of:

- “No, I’ll get it myself don’t worry”
- “No, no, I look awful.”
- “Thanks for the offer but no I don’t want to be in your way” etc.

That is ridiculous. Accept compliments you get! Allow yourself to receive positivity into your life. Say yes when people offer you things if it’s a free meal or someone holding the door open for you. Say yes, say thank you. When the Universe is granting you help, assistance and kindness from others don’t turn it away. Welcome it in your life and show gratitude for it. Say yes to everything good that comes your way. If you call something on you need to be open to receiving it or the Universe won’t give it again until you’re truly ready.

5. The Law of Compensation

This is when the universe pays you back for what you deserve. Compensation can be anything from the likes of me having amazing clients like yourselves, to being in rooms with people you look up to and gain inspiration from. It can be the car, the jet, the yacht – whatever it is that you seek the Universe will compensate you with it.

Compensation can also be a strong team of colleagues who help you achieve higher heights. Compensation is success, happiness, wealth. The Law of Compensation is similar to the idea of 'karma' which most of you will be familiar with. You will get what you deserve in good ways. You will also be taxed by the universe when you operate at levels which don’t meet your standards and values. You will see this in your life through things like:

- Loss of clients
- Illness (physical or mental)
- Sadness and depression
- Self-destruction

It’s important to recognise what you are dealing with so that you can realign what you put out to the world, if you are experiencing negative things, you must start acting in positive ways – the Universe / God / whatever you believe in, will always keep you on track. See this as a blessing.

6. The Law of Non-Resistance

There is no point in resisting your goals, accept them as they become real in your life. This goes hand in hand with the Law of Receiving. If people want to help you, let them. If a business deal is about to go over the line, open the doors to allow it to happen. Be prepared to open the pathway for everything you desire.

This could be in practical terms of the structure of your company if you have a desire to expand. If you need to change from a sole trader to a limited company to allow enough client and financial flow, get prepared, do what needs to be done so the Law of Supply can deliver to you. If you need to take your company public to make more money as you desire, do what needs to be done, get the contracts whatever it is and allow the infrastructure of your company to align with what you want to receive.

If you seek a relationship or a friendship with someone, make sure you remove the thorn in your side that holds you back from being open and able to have someone in your life.

When you call something on, do not resist it, allow it and make the change necessary to receive it fully. Don't give the universe mixed signals by rejecting what you want when it shows up.

7. The Law of Forgiveness

Forgiveness is the gateway to freedom. First and foremost, forgive yourself. We all make mistakes in life, we aren't perfect, we have no doubt hurt people in the past or handling situations in ways we aren't proud. Do not let that linger. Know your worth, know you are not defined by mistakes. Forgive yourself. Then seek the forgiveness of others if required. We cannot predict how people will act and therefore cannot guarantee that others will extend forgiveness, but it is important that you apologise for where you went wrong in order to move forward.

Forgive the people who have hurt and wronged you. Even if they aren't sorry. Release yourself from the heavy weight that hurt brings into your life. You don't benefit or gain anything by holding a grudge. You will only hurt yourself in doing so. Forgive those who have hurt you and leave them out of your life.

As you seek and give forgiveness, you will feel a burden being lifted off your shoulders. You will be able to move on, you will begin to really thrive. Forgiveness is the gateway to freedom.

8. The Law of Sacrifice

Making sacrifices leads us to ultimately gaining more in life. Don't sit watching Netflix all night - go teach yourself something. Don't eat the things that go against the fitness levels you're looking for, sacrifice that for the better, for your health and for your future self.

Sacrifice the things you need to avoid Self-destruction. Sacrifice time from work to be with family. Sacrifice alcohol, drugs and overindulgence so that the Universe will pay you back through the Law of Compensation. In the end you will live with all the things you want in the world.

When you identify your priorities and what truly matters to you in life, you will be able to make informed decisions on what you should sacrifice and what is really worth your time dealing with.

9. The Law of Obedience

You as my clients fall under this law because you are all coachable and teachable. Being teachable will allow you to become the best version of yourself. Being coachable and teachable makes you a constant energy of expansion, you aren't misguided by pride or a stubborn nature by thinking you already know it all. None of us know it ALL, we are all always learning, and as long as you are learning and taking action on what you learn, you will be growing.

Congratulations for having been a part of this programme because you are teachable and coachable! Never stop learning! Always move into your fullest potential.

The most expensive sentence in the world is 'I know'. Anyone who operates under this attitude should ask themselves, "Well if I already know how to do something and I know why I should be doing it, then why am I not acting on it? Why do I keep getting the results I don't want?"

Never be afraid to ask for help, to seek expert guidance. If you think that you know it all, then why do you keep making the same mistakes? Do not let pride be your downfall. Pride will be the biggest downfall of your life if you allow it to. Every day is a school day for everyone.

“But the meek shall inherit the earth; and shall delight themselves in the abundance of peace.” – Psalm 37:11

10. The Law of Success

The Law of Success is magnetic in nature. How do we attract it? Taking Massive Action. The Law of Success is governed by your willingness to meet the Universe halfway. You must be acting in habitual patterns that align with what you want. This is how you will start living the life of your wildest dreams.

Because success is a journey for the rest of your life not a trip to Glasgow. Men and women are destined to be successful and fulfilled in life. My mentor, Grant Cardone says success “It is your duty”. Success is not rented; it is due every day. Put the work in and enjoy the results!

11. The Law of Increase

We have discussed in our last lesson what leaving the impression of increase looks like. This Law of Increase comes from living in the world of obedience. Being Teachable every day and having humility despite all of your success is a sign of increase. Do you see how this is all connected?

Everything living is an example of the law of increase. Plants grow no matter what the environment is, they adjust to their environment and continue to grow – Think of the most desperate environmental conditions, the desert for instance; where there is a significant lack of water, you will still see the growth of Cactus plants. Submerged in the depths on the ocean where light is limited, you will see ocean plants. There is nothing living on this planet that isn't seeking increase, growth, and life.

~~~~~

The universe is constantly expanding and people by nature, also want to expand, financially, through family and feeling alive. You can contribute to this for everyone in your life. My suggestion is to sprinkle gold dust on people by giving genuine compliments, finding a reason to praise someone and even just giving a helping hand. Being a living proof of your success will inspire others with a natural urge of increase for themselves.

In living by these laws, your life and impact on the rest of the world will never be forgotten. You have the ability and the potential to break the boundaries of society and live the life of your wildest dreams. Never settle for less.

I hope you have enjoyed this programme and found it beneficial in your life and in your business. As your mentor and a friend, I hope to see your greatness continue to grow.

Keep Winning.