

# Participants Guide

Taking Massive Action Online Course

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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 15 lessons 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 15 lessons, 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



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## LESSON 1

# Goal Realisation

**Understanding the power of true goal setting and how to manifest your desired reality.**

*“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.

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 the feeling of true success. In order to move towards this you must identify what success looks like to you:

**What does success look like to you?**

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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 your dream

isn't possible to achieve. That's nonsense. The purpose of a goal is what causes us to grow. We grow into the versions of ourselves that are living. 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 and the universe delivered. 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**

If you don't have goals that scare 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.

You will need a journal to do this everyday.

At the top of every page start by writing "I am so happy and grateful now that..." When we write like this it communicates to the universe that we are writing our goals like we already have them.

### **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 realization, you can't write just one sentence. My goals are always between 6 sentences and anything up to 2 pages. Don't worry if you find it difficult, this will come to you in time. So take these goals 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. Once you get clear on what your desire is put a date on



## LESSON 2

# Mantra & Gratitude

My life is living proof that thoughts become things. I have done the work and my life has changed like magic. Be fearless in asking the universe for what you truly want – Winners Win No Matter What!

*“There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality.”*

-Tony Robbins

### Mantra

In order to achieve the goals you set for yourself you must become the version of yourself who is worthy and capable of these goals. This is my secret weapon. The success of your dreams is on a different frequency to the one you are on right now. It is essential to remember that you already are the person you want to become, it is now time to align yourself to the frequency of that success. This is your daily armour.

It's time to focus on the better parts of yourself and boost your self-confidence. Ask yourself, who do I need to be to achieve these goals? How much work do I get done in a day? What are my priorities? Who do I inspire? What is my daily routine? Am I able to conquer all of life's hurdles? ETC..

An example of a mantra could be: “I am a total health and positivity magnet” “I am a man who makes things happen, everything I touch turns to gold” “I am a master developer” “I am a juggernaut”

After you have written your clearly defined goals, start utilising the power of affirmations and bring the best version of yourself to the surface.

### Write 10 empowering statements about yourself:

“I AM...

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List your “I am’s” and do NOT be shy! You are a winner stepping into your full potential. Doing this correctly will change your life. This is a life long journey.

### Remember...

**We do not need to know the ‘HOW’. We just need to TRUST the Process.**

### Gratitude

*“Reflect upon your present blessings, for which every man has plenty; not on your past misfortunes, of which all men have some.”*

-Charles Dickens

A bullet-proof morning mindset cannot be complete without being filled with gratitude.

Your attitude = your altitude. Living a life of gratitude will ground you to the world and enable you to be happy with what you have in order to get more and be more. Again, go into detail when you are writing your daily gratitude:

An example of my gratitude statements are “I am so grateful for my beautiful family, for the roof over my head, for being in a position to put food in my fridge, to see the sun in the sky every morning..”

It’s important to really go into detail... Imagine you only woke up with the things you gave thanks for yesterday...

### **I am so grateful for....**

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## LESSON 3

# Vision Boards

**Allow yourself to lean into your desired reality**

*“Visualisation is simply powerfully focused thought in pictures, and it causes equally powerful feelings. When you are visualising, you are emitting that powerful frequency out into the universe. The law of attraction will take hold of that powerful signal and return those pictures back to you, just as you saw them in your mind”*

-Rhonda Byrne

The Power of a vision board is second to none. This is the creative part where you let your imagination fly. The human mind thinks in pictures. Play the movie in your mind of your desired reality. Imagine your story of your future. There is no limitation to this. Close your eyes and get into the zone. Visualise your future when you feel fulfilled: **What do you see? What can you smell? Who are you with? Where do you live? What car do you drive? What colour is it? How does that feel?**

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This is incredibly powerful. When you tap into the emotion of having what you desire you will begin to attract it.

Anything that you saw in your visualisation needs to be printed and put up on what is called, a vision board. Make sure you have multiple images. See this like a shopping list of everything you want. No matter what it is, use photoshop and create a photo of you shaking hands with a future business partner, print off a picture of your dream house or a figure on your bank statement. 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.

*“Imagination is everything. It is the preview of life’s coming attractions”*

- Albert Einstein

## LESSON 4

# Taking MASSIVE Action

### Taking MASSIVE Action

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

*-Wallace D. Wattles*

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.”*

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*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?**

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**What do I forfeit by not waking up earlier?**

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

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**What is my new morning routine:**

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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. 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:**

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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 can 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?**

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I like to be the first to arrive and the last to leave the office. Why? Because me and my team can see that my work ethic is second to none. Set the standard that you want to see in your office or in your home. I am at my most productive level when my day is full.

**What example am I leading with and how can I improve?**

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**What can I change in order to conquer more within a day?**

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**What needs to be done today in order to bring my goal closer to being a reality?**

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Strategy defines your long-term goal and how you are planning to achieve it. Your strategy gives you the path towards achieving your mission whether it be buying an investment property, a new car or expanding your business.

Tactics are more concrete. They are the smaller steps and are on a shorter time frame. These are the things you need to work on in the short term.

What's a good strategy? A good strategy should focus on the desired end result and be the foundation for all activities to achieve your goals.

What's a good tactic? A good tactic should have a clear purpose and aid your strategy! It should have a timeline.

In other words, think about: Right Time = Right Action

Example: If you had a strategy to climb a mountain, you would firstly decide what side of the mountain to climb. Then you would need your tactic to be – What gear would you need, who would you take with you, what time of the year would you go etc.





## LESSON 5

# Accountability & Communication –

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

*“Always take control of what is going on and be accountable to yourself for your results. When you do so, you stop being the victim and you start being the player”*

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*Grant Cardone*

*“To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment finds them unprepared or unqualified for that which could’ve been their finest hour.”*

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*Sir Winston Churchill*

Keeping yourself and those around you accountable is a way of life. You will not have success if you refuse to take accountability for the tasks you have at hand. Please take a minute to **list your personal and professional responsibilities:**

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Each day it is essential that you track your accountability for these commitments. You only ever have yourself to blame for when something isn't done. You will notice that the people who are relentlessly in the habit of blaming others are miserable. Take ownership of your business, your life, your marriage, your staff. The only solution to this misery, is taking accountability.

Billionaires micro manage and spot check the work that needs to be done in a day. **Write a daily list of objectives that are moving you closer to your goal and GET ACCOUNTABLE for seeing them through to completion.**

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Remind yourself daily, "I am responsible!" – This is so powerful in creating a life that you love.

Never assume. If you assume always remember that you are making an “ass out of you and me” ASS / U / ME. Assumption is the mother of all disasters. It means you simply haven’t checked the task is done – this is a massive example of taking zero accountability.

It’s an easy trap to fall into when you start slacking and missing certain objective and tasks. Be wary of ensuring you are taking action. For example, just because you’ve sent an email or made a phone call doesn't mean it's been read & actioned. Do not wait for people to get back to you – they rarely do. Do not be afraid to chase what you need to move forward.

**Who are you responsible for overseeing?**

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Keep track of what has to be done. 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. Setting deadlines and having the accountability to check the deadlines have been met also work for me.

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

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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. When you check to see progress always remember to praise peoples wins when they are being accountable.

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

**Commit yourself to being accountable:**

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**Communication**

Communication is not just conversation, it is mutual understanding.

**Do you know how to communicate effectively?**

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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. Do not believe everything you are told until you are shown that everything is being done consistently. When your team work as effectively as you, your company becomes more profitable.

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 them accountable.

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

## LESSON 6

# Support Network

*“Your support network is the solid ground and foundations of what builds you and your companies”*

- *Tom Smyth*

A support network can be the people you work with, staff or colleagues, your accountant or lawyer or your family and most importantly, yourself. The executives in your company, your close friends, whoever you turn to for advice and progress is a member of your support network.

**List the members of your support network and what their role in your life is:**

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**Do these people operate at the same speed as you? What can you do to improve this?**

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If you are just starting off its important to remember that you are your own support network, and you have to show up for yourself until you get to the point where you can afford to build a team.

**How am I supporting myself?**

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Make sure your support network is a reflection of you, this is so important. If you want to be a King, surround yourself with Kings. If you want to be a Queen, surround yourself with Queens.

We are an average of the 5 people we are closest to. Make sure your support network is a group of people you aspire to become like. Don't get stuck in the wrong crowd. If you have friendships that aren't serving you or adding to your support network – cut them off. It's important to not allow people in your support network who bring you negativity and problems.

**What kind of people who you like to bring into your support network?**

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## LESSON 7

# Omnipresence

## How to DOMINATE your space

*“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?**

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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 need to dominate your space.



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?**

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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 and under the radar.

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?**

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**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. Dominate your social media space to become the No.1 authority figure in your field / industry.

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





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 8

# Know Your Worth & Self-Talk

**Building habits that align with your true  
potential**

*“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 invest in yourself and to commit to the return so that when you have a low day you get right back up again. Know your why.

**I invest in myself because...**

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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.**

**My personal strengths are...**

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**My professional strengths are...**

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*“Do unto others as you would have others do to you.”*

*The Golden Rule*

**How do you currently treat yourself?**

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**How do you believe you should be treated?**

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**How do you treat others?**

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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...**

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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 under-pricing 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...**

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**Ways I will now dominate these areas...**

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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."*

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*J. Paul Getty*

## LESSON 9

# Failure = Growth

*“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, unfortunately failure is inevitable...perhaps this could be something minor that doesn't have a huge effect on you or it could unfortunately be on a larger scale.

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

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**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?**

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Failure isn't a bad thing - just because you've failed doesn't mean you haven't won because you will learn from your failures. We need to normalise failure as a stepping stone 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 and part of the process.





When you're dealing with failure, do not allow any pity parties. 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 eating, etc. Unhealthy coping mechanisms will prolong the agony and lead to further destruction.

The importance of recognising this feeling as growth and not a negative thing. This becomes so much easier to deal with when you are aware what is happening. The bigger your goal is the more painful the potential failure will be. But never forget the failure is only temporary because you're not going to give up.

## LESSON 10

# The Balancing Act

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

*“There are a thousand excuses for failure but never a good reason”*

*-Mark Twain*

*“Self-discipline is the ability to do what you should do, when you should do it, whether you feel like it or not”*

*-Elbert Hubbard*

A question necessary to answer for everyone with multiple revenue streams: How do I balance all of this? This lesson is the backbone that gives you strength to know you can handle it all. As a multi-business owner, I have been harnessing this for years. It is vital to know how to balance your responsibilities with your desires. To make time for it all will make you superhuman.

Not only is it important to be able to handle multiple businesses, but we also need to learn how to balance family life and still makes time for ourselves. I personally always make time for myself in the mornings by going to the gym and doing my goals, gratitude, and mantra in the morning. When I need to handle each business, I imagine myself swapping hats of the person I need to be in that moment for each business. When I get home, I change my hat again to the loving husband and father so that I can enjoy family life. This is all relevant and all connected. I hope you can see how each of the lessons so far are building on top of each other and that you’re getting the most out of these, as you talk about.

**Write a list and identify what each of your responsibilities and desires are:**

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When I close my eyes, I visualise bonfires for each company I own and for each relationship. I look to see which fire is burning the brightest and which ones are dying. Once I identify which areas of my life need more energy and attention, I pour all my time and energy into it to make sure the bonfire is burning as bright as it can in alignment with the others. This energy, time and attention mean I will prioritise this area like my life depends on it by taking massive action and making sure it has everything it needs in order to thrive. If I don't do this I will either lose a relationship, a business deal or I could lose an income stream. Why survive when you can thrive?

**What area of my life is lacking attention and what can I do to make it thrive?**

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It's important to own the fact that you will always make time for what's important to you. We all have the same amount of time in a day – choose to use yours wisely. Every single minute counts. As I mentioned in the previous lesson, if you choose to take a private car or a taxi instead of driving so that you can get more work done. If you need to send 100 roses instead of 10. Do whatever it takes.

I'm sure you realise that it takes a lot of effort to dedicate the time in your life to building all of these skills and getting your life in balance with creating multiple streams of income, but in the long run it is so worth it.

**What am I currently doing that is burning my time:**

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**What would the opposite of those time burning tasks be? How could I turn this time into a productive activity?**

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## **Time**

Time is a major concern for most people, people feel like they're running out of it, that they have too much of it, some people don't know how to use it. Ultimately, time is your biggest asset.

It's important not to waste your time for obvious reasons. Be accountable for noticing time you spend scrolling on social media, watching TV, Netflix, and other vacuums of time - use it to your benefit and come off before it takes too much of your life and poisons your brain.

We talk about how to "spend" time which makes sense because we've all heard "time is money" and we spend money.

Your time is priceless, you should spend it on the highest priority tasks each day.

In order to have success beyond that of the average person you will need to not only use your time wisely, but you will need to create more time. Multiplying your time each day



becomes possible when you begin to hire a team. Instead of having only your 24 hours a day you will gain limitless amounts of time through a team spending their time on you. A member of staff is a massive investment that communicates to the universe that you want success.

**How many jobs could I create that would free up my time and allow me to focus on where my strengths lie and my expansion?**

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## LESSON 11

# 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. Do not use this as an excuse for laziness. There is a time and a place for switching off and resetting your routine.

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.

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

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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. 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:**

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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.

**What are your top 5 biggest distractions?**

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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 spending 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 or followers & when haters saying negative things. Don’t let this tear you down. 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, they simply project their own insecurities on your profile, never take this personally.

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

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It's important to grow your business more so than run your business. Lead from the front. Reset and make sure you are present in the moment. Show up for yourself and for your staff.

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, to focus on yourself. Never lose hope or momentum. Always keep learning and always keep educating yourself. Remember, everyday is a school day.



## LESSON 12

# There Are No Friends In Business –

## Learning how and when to say no

*“A friendship founded on business is better than a business founded on friendship”*

*John D. Rockefeller*

When you know your value and the value of your business and services you will learn to never settle for less.

People will see you doing well and try pull the card “Hi, do you 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 learned that you cannot always trust even those who you think are your friends in business. Now there’s a difference between being professional and being charitable. There is always a time to be charitable and to give when you deem it appropriate but never think for two minutes that you owe just anyone anything they ask for.

**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?**

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### How did that make you feel?

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Be careful who you do business with. If you do not feel that the relationship benefits you or your business, why would you be doing it? For future reference when you are making a deal or starting a new venture make sure you check:

- Does this person value me and my service
- Does their proposal work for me
- Have I done the required due diligence on this deal
- What reputation does this person have
- Does this person respect me
- Is this person willing to meet all of my terms and conditions
- Are they ready to put their money where their mouth is with full transparency

The point of business is to make money so if someone is telling you they're your friend then you can be sure they aren't going to insult you by not paying your full fee. You are not obligated to do anyone any favours. It will repeatedly happen to you throughout business with people approaching you hinting at booking a stay to see if you'll offer discount or a freebie, etc – The point of business is to make money – not to please people for free.

**Make a list of reasons as to why your service is worth every penny you charge. When you write this, fill yourself with confidence and stability in the knowledge that YOU are the best in your field.**

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When you hold value for yourself you will notice more strength and quality coming through in your work. When you value yourself, over time others will see that and naturally mirror your self-respect. You will attract the right type of business partners and clients who value themselves for the same level of quality that you deliver for yourself.

A business partnership should enhance your life and business. Be aware of people trying to destroy you out of jealousy. If something doesn't feel right – trust that and communicate with the person you need to communicate with to iron out every red flag.

If you can't insist on good service & products from those who you have personal relationships with, don't do business with them. You need to treat everyone the same to get what you want so don't cut slack because you also know the individual outside of work.

## LESSON 13

# Overcoming Adversity

*“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face.”*

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*Eleanor Roosevelt*

I don't go through challenges, I grow through them. A wonderful life of your wildest dreams lives on the other side of adversity. What is adversity? It is the challenges life throws us.

We have no other option than to overcome adversity in all forms.

**What are your biggest challenges right now?**

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**Do you accept responsibility to overcome these challenges?**

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**What way do you want those challenges to be resolved?**

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## LESSON 14

# Networking

## The power of networking and joining a mastermind group

*“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

In Napoleon Hill’s ‘*Think and Grow Rich*’ the 9<sup>th</sup> 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.

This is an important topic and due to the time we live in, it is uncertain of how many networking opportunities are available. But it is essential to remember that we control our reality and our opportunities.

**What do I bring to the table? What are the strengths of my company / business?**

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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 are not a professional in. The time you will save by just hiring a professional is miraculous.

**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?**

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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.

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):**

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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?**

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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 do, they are a reflection of you. Always remember to remain accountable.

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? Who's advice would you be honoured to have on a weekly basis?**

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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 is not an easy thing to do if you don't understand or believe that it works.

Visualise and strategise.

## LESSON 15

# Self-Belief

*“No one can make you feel inferior without your consent.”*

- *Eleanor Roosevelt*

### **Self Belief & Self Talk**

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

I completely believe in myself, everything that I have ever wanted to be and everything I will be. Let me explain this – May years from now when I’m lying on my death bed, and my loved ones are standing round me, there will be no other versions of me in the room. There will be no other ghosts of the person I could have become because you see, I believe in myself and I’ll have become everything that I wanted to be. There will never be a version of me that I haven’t become and there will never be a regret because I believe in me.

**Who do I promise myself I’ll become in order to live a life of no regrets? What have I accomplished so far in life that I am proud of?**

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Take as long as you need to list everything you would love to hear people saying about you. Once you have this list, look at where you are currently achieving and creating this kind of feedback from others. With this list, apply it to your goals.

**If you can think of something, you can achieve it.**

**You already are the person you want to become. I believe in you.**

Thank you for being who you are. I hope this course will anchor you with empowerment and encouragement. Nothing is impossible.