

THINK SUCCESSFULLY FOR SELF-EMPLOYMENT SUCCESS  
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THINK SUCCESSFULLY *for* New Business Owners  
Your Thoughts Matter!

What you are thinking at any moment determines the actions you are willing to take and they determine your results. Think about your thinking to gain the self-awareness you need to operate a business. Download chapter 2 of *Willing Change*, The Importance of Thoughts, ([willingchangecourses.com/ENTREPRENEUR](http://willingchangecourses.com/ENTREPRENEUR)) for more insights into how they affect your success in business.

Consider this scenario:

As a new business owner of a store employing five, you feel pressure to make sure it succeeds, for you and your staff. At times the worries about debt, cash flow, and the economy are overwhelming. At a party, your close friend and former co-worker complains about the size of her Christmas bonus. You:

- 1) feel like yelling at her.
- 2) are happy for her.
- 3) feel good about yourself (or smug) because you know you will have much more than her one day.
- 4) wish you hadn't made the leap to self-employment.

Your first thought: \_\_\_\_\_

If you are thinking successfully, you have chosen how to respond to situations that bring up negative feelings. If not, you may have an uncontrolled reaction that is triggered by mistaken underlying beliefs such as:

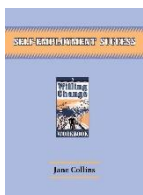
- If I don't succeed right away it can't happen at all.
- If I feel overwhelmed it means I can't handle this.
- There is only great success or great failure and nothing in between.
- I am alone in business so any mistake is a reflection on me 100%.
- I can't do this and it won't get better.

You can refute any belief using the *Willing Change* techniques and you can choose new ones that suggest steady improvement and positive expectation such as:

- I am learning so much as I move forward.
- Every day I am getting better at running a business.
- My staff is a great support in making this work.
- Every success, big or small makes a difference. I choose to see all my successes and expect more.
- I am prepared for any situation because I know I can handle anything.

ASK:

- What do I prefer to think?
- Which beliefs support my goals?



Buy the course, **Transition Successfully into Self-Employment** and receive the workbook, *Self-Employment Success* in .pdf + 144 Questions (\$1.44)

THINK SUCCESSFULLY with *Willing Change* by Jane Collins  
[willingchangecourses.com/ENTREPRENEUR](http://willingchangecourses.com/ENTREPRENEUR)