

## THE SET UP TO WIN

This book is a godsend if you've been putting your heart and soul into making something happen in your business and you're still not rolling in the dough.

You need to see a spike in your profits fast, and the strategies I'm about to share with you are going to do just that (and make you do the happy dance, too).

**Because all the marketing, branding, advertising, networking, coaching, hard work and long hours in the world will not make any substantial or sustainable difference in your bottom line until you:**

- Shift **who** you are “being” in your business.
- Change **how** you think about your business.
- *Stop listening to everyone else, and ...*
- **Create your own profit-making system** that is fully aligned with *who you are, your inner knowing and natural way of getting things done.*

**More effort, more work, more trying, more marketing, more networking ... *forget about it!***

You've already tried all of that. And it hasn't given you the kind of money and freedom you want.

It's time to take charge of getting money in the door with strategies that are actually fun (yes, fun!), simple and take less than 10 minutes a day to implement.

In fact, from this moment forward, if you're focused on client or profit attraction and it feels hard ... STOP! That's an indicator that your timing is off, the strategy is not aligned with your values or you've got a belief that needs to shift before you move forward.

The right strategy in the ideal timing will seem like a miracle profit potion. It all stems from your inner game. If you don't pay attention to your mindset, the road to success will take detour after detour.

Everything I'm going to share with you here will get results. Massive results if you're enjoying the process. If one of the strategies doesn't turn you on, don't do it. It's that simple.

You've got to learn to tap into your own Inner Business Expert (aka Inner Guidance) and trust it more than any business guru. There's an overwhelming amount of information out there about growing your business and making money. I call them *suggestions*.

You need to be choosy about what goes into your profit plan. You want it to taste good before, during and after you implement.

Form your own opinion. Just because something made me six figures doesn't mean it's right for you. It's got to feel good to you. Seriously.

One of the main questions I ask my clients when we're strategizing for profit growth is ...

### **How does it feel?**

If you're not thrilled about your business model or current profit strategies (as in, "HELL YES, I can't wait to implement this!") You may find your ideal solution by asking yourself these questions ...

- What is the ideal outcome I want from implementing this strategy?
- How can I tweak the strategy to make it ideal?



- What would make this over-the-top easy?
- Who can help me execute this with ease and professionalism?
- Am I making up a “story” based on past negative experiences or future fear of failure? What’s the new story I want to create?
- How can I turn this into a game?
- How can I bring creativity and joy to this?
- Which strategy can I align with and still manifest the ideal outcome?

The wealth journey wasn’t meant to be hard. It’s a way for you to step into your most creative, powerful and spiritual self. If you’re not grounded and confident, your business will never experience the results that you most desire.

By the way, you don’t have to have prior experience with wealth to begin creating it. It’s never too late. You’re never too old. And you most definitely have what it takes.

Slow down. Pay attention to your Inner Business Expert and you’ll be led to the ideal people, resources and strategies to attract more than enough to lead a lifestyle and business you love.

## DON'T RUN WITH SCISSORS

Increasing your revenue or spendable income is a common desire. Hey, I'm right there with you. I want to invest more into my business, personal growth, learning technologies, home improvements, retirement funds, college funds for my boys, dream car and boat, not to mention clothes, vacations, dinners, gifts, and charities. I could keep going but you know what I'm talking about.

This book will help attract the profits you want and so much more. But heads up, there are a few things you want to avoid on this journey to doubling your money (otherwise it could be painful and unproductive!).

**1 Stop looking at your past reality unless you achieved financial abundance.** If you have, then look at what was different during that time. What were you mentally focused on? How did you treat your money? Were you doing something different strategically? What do you think started your upward spiral?



**2 Don't beat yourself up about the current state of your financial affairs.** Logically, how does that help you? You can't get new ideas, solutions or more money when you're down on yourself, your business or someone else that you think caused this misfortune. Get your head into creating what you want, not what is.

**3 Get your attention off debt accumulation.** The majority of us have increased our debt during hard times. While seeing it rise may emotionally trigger you, you must focus on *revenue accumulation*. Powerfully make a decision to eliminate debt, create a simple strategy to pay it off (even if you have to start with incredibly small steps), and then give all your energy to attracting