



**SUCCESSFUL COACHES BUSINESS ACADEMY**

# **DESIGNING A SUCCESSFUL MINDSET**

*"Cultivate your success mindset with inspired reading, positive thoughts, daily gratitude and learning from life's failures."*

*Coach Cheryl Thacker*

*Imagine a coach or entrepreneur that you respect and admire. Think what they must have been like at the start of their journey to creating their own business. How they had to start at the beginning just like everyone else does. But at some point, they jumped ahead. They saw their dreams and aspirations come to life as they built a successful business. No matter who it is you are thinking about, they most likely had a Success Mindset. Some already had it when they chose to go into business for themselves and others had to design one to move them forward. Those that don't develop one find themselves struggling for clients and success.*

*Coaches that have a fixed way of perceiving themselves or the world just aren't as successful as those who see the different possibilities to accomplish what they feel called to do. Even when there seems to be a lot of obstacles in the way they find a path through it. One of the very first things we need to do as entrepreneurs is develop a success mindset.*

*During the month of August we are exploring what a success mindset looks like and how to develop or enhance yours. We'll examine the differences between a fixed and growth mindset and how it affects your self-esteem, confidence and your ability to get what you want. This workbook is going to help you to design the mindset you need and want to be successful in your life and business. Let's get to it!*

*To Your Success,  
Coach Cheryl*

“

*Nothing is  
impossible, the  
word itself says  
I'm Possible!*

*Audrey Hepburn*



## What is a Fixed Mindset?

A fixed mindset is the idea that you were born with or without certain qualities, talents, and abilities. You may think things like, "I want to have a successful business, but I don't have the experience", or "I've never had a head for numbers so I'm not going to use a monthly budget system for my business.", "I'm not good at sales so people won't buy my services" or "I'm not good at writing. I never have been." You get the picture.

The problem with a fixed mindset is that it keeps you stuck. You limit your experiences and your feelings based on what you think you can or can't achieve and it affect every area of your life.



A person who never  
made a mistake  
never tried anything  
new.

*Albert Einstein*

How is a fixed mindset impacting my business?

How is a fixed mindset affecting my finances?

How is a fixed mindset impacting my relationships?

## What is a Growth Mindset?

A growth mindset is the belief that even though you may not have certain qualities, you can develop them through learning and practice. If you have a growth mindset, you might say things like, "If I practice my writing skills, I can get better at writing content" or "I can learn to create a course if I take a class on it." Or you might say, "I can learn how to have sales conversations to sell my services."

The beauty of a growth mindset is that it gives you freedom. You're free to try new things, experiment, and study the results.



Picture your brain forming new connections as you meet the challenge and learn.

Keep on going.

*Carol Dweck*

How can I lean into a growth mindset?

Who do I know that has a growth mindset?  
What have I learned from their example?

What could I do this week to surprise myself?

## 4 Lies You Can Defeat with a Growth Mindset

A fixed mindset makes it hard to create the life and relationships you want. That's because a fixed mindset often results in making choices based on incorrect beliefs. Some of these beliefs may have begun in childhood, later in life, or after a traumatic experience. But regardless of when they started, you can overcome these lies to live the life of your dreams

Mindset Lie #1: I'm not good at (blank).

Mindset Lie #2: I'm too old to do (blank).

Mindset Lie #3: I don't have enough time to do (blank).

Mindset Lie #4: I can't risk failure because of (blank).



There's no such thing as failure, only results.

*Tony Robbins*

Which of the four lies resonates with me the most?

What could I do to challenge that lie?

Who could I reach out to for guidance and support as I lean into a new mindset?

## What's Keeping You Stuck in a Fixed Mindset?

There's an area of your life that you want to change. You may have tried several times only to fail. If you seem to always be stuck in the same position, your mindset might be tripping you up. Here are three common causes of mindset issues...

You worry about family and friends.

You tell yourself the same stories in your head.

You worry you'll have to create a new identity.

Have you let friends and family talk you out of a decision that you knew was the right step?

What stories do you tell yourself? Are they true?

If you embraced a growth mindset, how would your identity change?

## Taking a Hard Look Inward Without Judgement

Being able to look inside ourselves is a key to designing a success mindset. It's impossible to have success without the ability to be self-aware. Looking at what we could have done differently, in a positive way, will allow us to improve next time. Continually looking for ways to learn and grow will help us to envision the possibilities and to believe they will come true. Understanding that sometimes it's beyond our control and accepting to learn what we can and leave the rest so we can move on will keep us feeling good about ourselves.

Ask yourself these questions when you feel like you've failed.

**What did I learn from the situation?**

**What could I have done differently if anything?**

**What do I need to let go of?**

**How have I grown from this?**

## Designing a Success Mindset

Developing a success mindset isn't something you can do in a day or two. It takes time to cultivate an attitude that embraces growth and in turn success. To believe the positive possibilities for yourself and to take action. The more you get out of your comfort zone and practice, the quicker it will develop, until one day you wake up and you are full of possibilities!

Surrounding yourself with positive people, reading inspirational material and learning from past experiences can help speed up the journey as well as practicing daily gratitude.



Success is not an  
accident, success is a  
choice.

*Stephen Curry*

**What books have inspired your personal growth?**

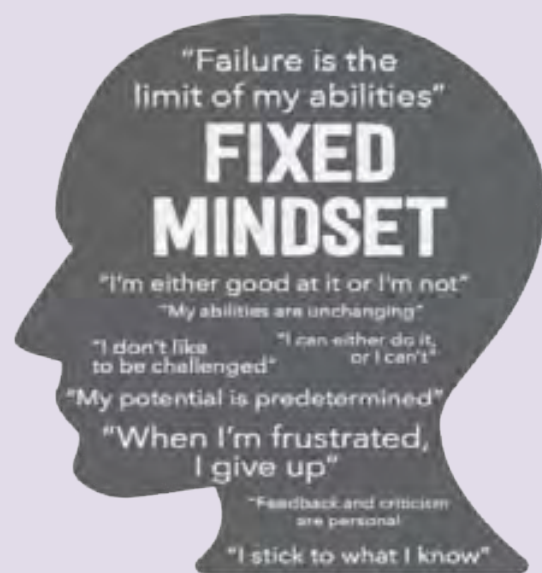
**How often do you watch TED Talks and other inspirational content?**

**What have you learned in the past year that's changed how you view yourself?**

**How often do you practice gratitude?**



# Five Books to Help You on Your Journey



**MINDSET**  
by Carol Dweck

Carol Dweck is an expert in developmental psychology and well-known from her popular TED Talk, **The Power of Believing that You Can Improve**.

In **Mindset**, Carol describes the key differences between a fixed mindset and a growth mindset. She then goes on to explain how these mindsets affect every area of your life including your relationships, your education, and your business.

**YOU ARE A  
BAD ASS**  
by Jen Sincero

Jen Sincero is a success coach who helps her clients go after what they really want in life and business. She's also a popular speaker for events and conferences. She's written several best-selling books including **You Are a Bad Ass**.

In her book, she challenges people to stop settling for "OK" lives and instead work toward their dreams. Each chapter is short and Jen shares many funny stories from her life, making it an easy and quick read.

**GRIT**  
by Angela Duckworth

Angela Duckworth has spent years studying neurobiology and neuroscience to learn why some people succeed while others fail. Her research showed overwhelmingly that those who succeed aren't necessarily the smartest or most talented.

In fact, successful people tend to have two characteristics in common passion: and perseverance. Filled with inspiring stories about world-famous CEOs and famous athletes, **Grit** is an eye-opening read that will inspire and challenge you.

**THINK AND  
GROW RICH**  
by Napoleon Hill

Napoleon Hill is considered the forefather of the modern personal development movement and his motivational classic, **Think and Grow Rich**, has inspired millions with its words and thoughts on discovering success and abundance within oneself. The thirteen principles of success outlined within this bestselling audio program is a blueprint you can follow in the construction of your own personal success story.

Apply these principles to achieve:

- freedom from fear
- self-confidence
- improved personal relationships
- career advancement
- financial riches

**13 THINGS MENTALLY  
STRONG PEOPLE  
DON'T DO**  
by Amy Morin

Amy Morin is a social worker and counselor. After dealing with the loss of several loved ones, she began writing a list of 13 things that mentally strong people don't do. The list turned into a book that became a best-seller.

Although Amy doesn't expressly talk about a fixed mindset, her tips and advice are perfect for embracing a growth mindset. In each chapter, she shares stories from people who are facing obstacles and overcoming them.

Reading books may not seem like mindset work. But by immersing yourself in these topics, you'll begin to understand how the human mind works and what you're truly capable of. Often, reading books about mindset can be just the thing you need to trigger personal transformation.