

# Lee Milteer's Millionaire Smarts® Coaching Program

## Decide: The Ultimate Success Trigger

### Lee Milteer Interviews Jim Palmer

#### I. Decide to Take Out the Trash

Dear Millionaire Smarts® Members,

Our topic this month is about making fast and good decisions. Many of us spend a lot of time on the fence and waste an enormous amount of our life energy trying to decide what we want to do. We miss great opportunities when we don't take action quickly enough. But why do we find ourselves in this predicament? Our mindset—it has everything to do with what we can and cannot do in life. For most of us, our biggest challenge is getting past our fears and doubts.

Our Expert Guest this month is Mr. Jim Palmer, who has been a valued Faculty Member for a long time. Jim regularly contributes great reports for our Millionaire Smarts® Membership site.

Jim Palmer is known as “The Newsletter Guru” and is also a marketing and business-building expert. Jim is the host of Newsletter Guru TV and Stick like Glue Radio, and is the go-to resource for maximizing the profitability of customer relationships. You are going to love this interview on his new book, **Decide: The Ultimate Success Trigger**. (You can get a free copy of his new book. See the end of this report for more details).

Jim doesn't just give information. He actually lives and breathes what he teaches. He has written a very beneficial book for business owners and entrepreneurs so I urge you to take the time to get the book for yourself.

I wanted to address Head Trash, otherwise known as the negative thinking that happens when we are unaware of our thoughts. Every day we are bombarded by the media who tells us how awful life is. We deal with so many challenges each day that if we are not careful, we start seeing life from a pessimistic view, which costs us money, clients, customers, and patients!

The following is an excerpt from Jim Palmer's book **Decide: The Ultimate Success Trigger**. I chose this excerpt because it reminds us of how important it is for business owners to protect ourselves from letting the outside world pollute what we think is possible. You have to deal with your Head Trash if you want to really move into greater ease in life and be able to make better decisions. Jim has kindly given us permission to use this excerpt, which is for your personal use only. No reprint permission is given.

Head trash most likely affects a majority of people, and entrepreneurs are no exception. In fact, I would argue that because of the risky nature of launching a business, entrepreneurs may be more susceptible.

Head trash is the junk that floats around in our heads.

Here's Coach Melanie Benson Strick's take on head trash:

## **Head Trash**

*“Do you have a trash can going on in your mind in which you’re polluting your energy by having negative thoughts and junk in your head that you’re sorting through all the time? If you have not achieved the level of success that you want, if you’re doing all the right things and have given yourself enough time to achieve success but haven’t gotten there yet, you probably have some trash that’s keeping you from performing at a higher level.*

*You have to determine the ratio of effort spent and success achieved. If you spend 80 percent of your effort to get 20 percent of your results, it’s upside down. You probably have some ineffective strategies or junk and trash going on that is preventing you from seeing greater possibilities.*

*Look at what is going on in your head all day long. This is a real truth moment. You have to ask yourself how much time you spend worrying about what might happen. How much time are you worrying about being able to pay your bills? How much time do you have going on in your head thinking, “Wow, what happens if this all goes away?” How much of it is fear? How much of it is real joy and power and possibility?*

*If you have more than 40 percent of your time in fear of some kind, worry or anxiety of some kind, then you really do have some stuff going on that needs to get cleaned up. Personally, if I spend more than ten percent of my time in this state, I’m going to go do a tune up. I just don’t want to exist there.*

*When our brains are running in those negative programs, they are, on some level, sending out negative thought patterns that we’re going to start acting from. Those negative thought patterns are almost always destructive.”*

Head trash is real, and left unchecked, it can be a real business crippler... or killer. The remedy is the same as if your kitchen trash can were overflowing with garbage and “smelling up the joint.” The solution? Easy, take out the trash!

While taking out the trash may be easy, let’s look at what comprises the trash that exists between your ears. It is the enormous collection of feelings, thoughts, beliefs and experiences that you’ve been accumulating since you were born. Your kitchen trashcan left unchecked becomes stinky and unpleasant. Your head trash left unchecked also becomes stinky and unpleasant. Squishyville is full of residents who, for whatever reason, cannot or refuse to take out their head trash.

As an entrepreneur who presumably wants to achieve great success, you must DECIDE to deal with your own head trash. Left unchecked, paralyzing fear will often be the result of letting your head trash fester.

### **Pulling the Ultimate Success Trigger:**

❖ *Everyone has head trash. It’s made up of negative, self-limiting thoughts. If you don’t take it out, it paralyzes you.*

- ❖ *Head trash leads to fear: fear to do what you need to do to create your Dream Business and live your dream lifestyle.*
- ❖ *Consider these FEAR acronyms:*
  - *False Expectations Appearing Real*
  - *Forget Everything and Run*
  - *Finding Excuses and Reasons*
  - *Failure Expected and Received*
- ❖ *Fear is part of the human existence. Learn to get rid of it when it pops up. You may need to take some big steps and make some tough choices to do so. Just do it... or accept slow-to-no growth.*

For more information about Jim, go to [www.GetJimPalmer.com](http://www.GetJimPalmer.com).

### **In Closing from Lee:**

Jim is offering a fantastic gift this month. Simply pay shipping and Jim will send you a free paperback copy of his book, **Decide: The Ultimate Success Trigger**. Go to [www.decideforsuccessbook.com](http://www.decideforsuccessbook.com) to claim your free copy today.

Also, remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, and Sales Coach Steve Clark.

**Plus, new this month:** we'll be providing a *Quick Download Link* where you can quickly and easily download the online content. We want to know, do you like this new feature? Please send your feedback to [millionairesmarts@gmail.com](mailto:millionairesmarts@gmail.com).

Your Mindset and Performance Coach,  
Lee Milteer

**P.S.** To access the Millionaire Smarts® membership site and monthly content, go to [www.milteer.com](http://www.milteer.com) and put in your code for the month (986865) at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

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