

BUSINESS in BLUE JEANS

How to Have a Successful Business
on Your Own Terms, in Your Own Style

The Brain Junk Workbook

Susan Baroncini-Moe

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Introduction

This is your workbook for the "Brain Junk" chapter of the book, *Business in Blue Jeans: How to Have a Successful Business on Your Own Terms, in Your Own Style*, and hey, wow, congratulations!! You didn't just download the workbook, you *opened* it! Are you aware that just this one action puts you way ahead of 85% of the rest of the population? Well, don't stop now! Keep going!

Why Brain Junk Matters

I'm sure you've read the chapter already, so you might know this. But just in case you're the type of person who likes to jump right into the action, here's the condensed version of why brain junk is important:

Brain junk is the mental baggage that gets in the way when you're trying to accomplish a goal—any goal. It's the stuff you hear in your head that tells you can't, you shouldn't bother trying, you'll never succeed, etc. The reason it matters is that if you don't get rid of it, brain junk will stop you dead in your tracks before you can even start. Plus, brain junk makes you think small. And that, my friend, makes you create a "small time" brand that won't excite anyone, least of all, you.

If you want to know more about how brain junk can impact you, make sure you read the Brain Junk chapter in the book.

How We Deal with Brain Junk

I'm not going to lie to you. Brain junk is tricky stuff. It hides in the unlikeliest of places and stays there, lurking around and waiting to pop out at you at inopportune moments. Getting rid of it can be a challenge, but it's not impossible. That's what this workbook is for.

So what are you waiting for? Jump in and get to work!

Section 1: The List of 100

What if you never put your dreams away? What if you never let anyone tell you what your limitations are? What would be possible? As Robert Schuller famously said, “What would you attempt to do if you knew you could not fail?”

Take a moment, right now, to close your eyes and sit with this question. What would you attempt to do if you knew you couldn’t fail? What if you could let your light shine as bright as it can shine without the possibility of being dimmed by any shade? Sit with that. Ponder it.

The first step to re-opening yourself to your dreams and accessing all that’s possible is to make The List of 100. The List of 100 is a way hundred things that you want in life. It can be material things; it can want to have...it can be whatever you want.

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If you get to fifty and get stuck, take a little time away and then go back and start writing again. Keep working until you get to one hundred and make this a living, breathing document that you update regularly. If you get really stuck, it's time to start looking at the voices in your head and what's holding you back from discovering what you really want.

We'll get to that shortly.

Section 2: THE “DREAM TO REALITY BOOK”

This next exercise is based on the life coaching “Wheel of Life,” which is a tool coaches use for helping clients quantify their level from that tool (plus a few of my own), I’ve developed this “Dream to Reality” exercise.

First, create the right environment by following these steps:

1. Close your eyes.
2. See yourself at your highest peak of success, a point where you’ve achieved everything you’ve always dreamed of (and even some stuff you haven’t yet imagined).
3. Step into the body of that successful version of yourself (or, if you have a hard time imagining yourself at this point, level of success you want and step into their body).
4. What does it feel like to be this version of yourself? How do you stand? What is your posture like? How confident do you feel?

In that mindset, as the most successful version of yourself, begin to create your “Dream to Reality Book,” in which you write down the greatest, coolest things you have accomplished at this point in your life, at this moment when you’ve reached your pinnacle of success.

Write in the present tense, as in, “My books are New York Times bestsellers, and I have had both a non-fiction business book and a novel on the bestseller list.” (Yes, that’s an example from my own book.)

Your “Dream to Reality Book” has eight chapters:

Chapter 1: Business

Start with an inventory of the awards, honors, and cool recognitions that you’ve received. Include a description of your professional support team and your work environment. Write about who you serve and how you serve them, how you spend your time, and what your day looks like.

Chapter 2: Family and Friends

In this chapter, you’ll write about your relationships. Describe the quality of these relationships and how you spend your time with the people in your life.

Chapter 3: Environment

Here you'll write about your home environment. Describe how it looks and feels and is maintained.

Chapter 5: Contribution/Spirituality

This section is about your contribution to the world as well as your personal spiritual practice.

Chapter 6: Health

Here you'll write about your physical health and how you maintain and take care of your body.

Chapter 7: Personal Support Team

This is an inventory of the people who support you in your personal life. This list might include coaches, counselors, attorneys who handle personal matters, financial advisors, friends, housekeepers, etc.

Once you've completed your "Dream to Reality Book," take some time to meditate on what you've written. Get inside those dreams and feel what it feels like to have already achieved each one. And then...put that book away.

Contrary to what you'll read in many personal growth and motivational books, I don't recommend that you review these goals every day. At the most, review your goals once a week or even once a month. Set aside a time that you meditate on your dreams just that one time each week and then *move on*.

Section 3: The Voices In Your Head

The voices in your head are particularly pesky. While you're going about your daily life, they're observing, considering, judging, commenting on the past, planning for the future, making lists, reacting to everything...it's an almost endless dialogue. And only *some* of the voices in your head belong to *you*.

That's right. You have voices in your head that belong to all kinds of people: family members, friends, teachers, pastors, bosses, coworkers, some random person that you met at a bar one time. They're all in there, they all have something to say, and we all make the mistake of thinking that what they're saying is what we believe.

Step 1: Identify

For the next 24 hours, carry around a notepad and pen and write down every negative thought and every voice in your head that you hear saying something negative or derogatory. Don't worry about how many there are and don't judge yourself for having negative thoughts. Don't even think about what they say. Just observe how many you have and write them all down.

Step 2: Evaluate

Look over everything you wrote down and look for patterns and consistent messages.
Whose voices are those and what are the messages they're sending you?

Step 3: Translate the message

Look at the messages and translate each one into what it's really trying to tell you.

For example, a discouraging message may sound like "This business is a foolish idea," but might actually just be saying, "I don't want to see you experience pain." Or, a message that seems discouraging and sounds like, "I can't believe you'd try to do something like that," might actually be saying, "I wish I had your guts," or "I wish I could dream the way that you do," or "I wish I had your talents, skills, or abilities." Finally, some messages might come from people who are mean and might sound like, "You'll never be a success," and might mean, "I hurt, so I want others to hurt, because I believe that will make me hurt less."

Step 3: Make a Decision

Decide if you want to heed each message or ignore it. If you heed it, it'll become your voice. If you ignore it, you'll start to replace it with a different message (that's coming up).

Section 4: Positive Equivalents

When you discover that the voices in your head have some messages that don't resonate with who you are or who you want to be, that's the time to start replacing the messages.

Patterns

Look over the negative thoughts from Section 3 and see if you can organize your thoughts into categories. What patterns can you find in the negative thoughts that you experience on a daily basis?

Replacement

Next, start to write the positive equivalent for each negative thought. So, if your recurring negative thought is, "I don't have what it takes to be successful," then your positive equivalent is something like, "I'm learning the skills to become more successful."

Negative Thought	Positive Equivalent

Now that you have positive equivalents for negative thoughts, work on implementing the replacement. Each time you have a negative thought, quickly think of its positive equivalent. Some of my clients carry around a 3"x5" card to help them recall the positive equivalents, and some have found it easiest to work on replacing just one negative thought at a time.

At first, this replacement will be slow and somewhat awkward. You'll hear the negative thought in your mind and then have to spend some time recalling its positive equivalent. Over time, however, this operation will work faster until you no longer hear the negative thought at all. Eventually, you'll only think of its positive equivalent.

Speeding Things Up

You can speed up the replacement process by engaging in a writing exercise.

Handwriting is a psycho-neuro motor activity that actually engages your brain. When you handwrite something, rather than, say, typing or just thinking, you activate a much wider, expansive part of your brain. This writing exercise will help you to "lock in" some of these replacements a little quicker.

First, at the top of a piece of paper, write the negative thought that you're going to work on. It's important that you *only write the negative thought down one time*. Then, fill the page with the positive equivalent that you've identified for that negative thought. Write the positive equivalent over and over and over. Now and then, glance up at the top of the page where you've written the negative thought, to remind yourself what you're replacing. But you only write that negative thought one time, because you don't want to lock *that* thought in. You merely want to associate the thought that you're repeatedly writing with the negative thought.

Section 5: Inventory of Success

Your Inventory of Success is a document where you curate your lifetime of achievements. You simply list all the awesome stuff you've update it each time something cool happens.

You can start back as far as you want to go. I started with age five and included things like having won a grade school pumpkin-carving contest. Even if you tried something and it didn't go the way that you thought it should have, it can be considered a success. For example, in my Inventory of Success, I include the number of times I've asked Seth Godin for an interview. He turns me down every time. But one day I know he'll say yes, so I consider my persistence a success.

Include everything you can think of, and if you start to get stuck, ask people who know you and your history for help. I once sent out an e-mail to my family and closest friends and asked them to recall five of my accomplishments or successes. That turned out to be a cool exercise for many reasons, not the least of which is that I saw that my family thinks I'm awesome.

Make sure your Inventory of Success is a living document that you continue to add to. Every time you do something amazing, every time you get a testimonial, every time you go out on a limb, put it in the Inventory.

Section 6: Planning Your Whys

Each of us has a different idea of what success means. If you get clear on what your definition of success is, then you can create a business that matches up with your unique values.

Planning your whys means making a list of reasons why you do what you do. Let's get real here: You don't really want to sell widgets or work with clients. What you really want is that house in France or to buy that fancy car or to pet a tiger (one of my personal dreams). What I want is to sit on the sofa with my husband at night watching "So You Think You Can Dance" and eating popcorn with money in the bank. And sometimes what I really want is to hop on a plane and spend a week in Paris.

Those are the whys.

Make Your List

Start making your list now. What are your dreams? Get really specific here. Want a Ducati motorcycle? Write it down. Want a certain amount put aside for retirement? Want to have an evening at a schmancy restaurant with a limo to drive you there and back? Write. It. Down.

Section 7: What's Your True Story?

It's not all fun and games, my friend. Sometimes there are consequences to all that fantastic dreaming from Section 6. In fact, this is when some of your most deeply-seated brain junk can rear its ugly head.

The "Why Aftermath"

Once you've gone through the exercises in Section 6, you may start to get a little bit freaked out. I've seen it happen many times. It's perfectly normal and common that, when you allow yourself to dream and envision your future, your brain junk might start to creep in and say, "Hey, who do you think *you* are, anyway?" So brace yourself—this is usually the point where we start to get to the heart of your mindset issues. Get ready.

Authenticity and Your True Story

We all tell stories about ourselves—to others and to ourselves. But the stories you tell yourself aren't always the same as the stories you tell the world, are they? You want the world to see you a certain way, but that's not always the way that you see yourself.

Successful people know how to get honest with their stories and make sure they're telling authentic stories to the world and to themselves. That means the story you tell yourself has to be the same as the story you tell the world. It all has to be authentic.

If you don't get your stories in harmony, they're going to clash, and ultimately, two things will happen: a) You'll be found out, and b) your progress toward your dreams will be threatened.

So let's get real, right here, right now:

What's the story that you tell others about yourself?

Are these stories the one and the same?

What do you most want to hide from?

What don't you want other people to know about you?

You Did It!

You did it! You made it to the end of this workbook. Do you have any idea how rare *that* is? Out of all the people who buy books, only about 15% of them actually read the entire thing. And even fewer do the work. So congratulations to you!

If you've actually done the work in this workbook, you're a long way toward getting rid of your brain junk, and that, my friend, is a very powerful place to be.

Don't stop! Keep making progress toward your goals by reading the rest of the book and doing the "homework assignments" that I've put throughout the book. Remember, the longer you wait to make progress, the more momentum and motivation you'll lose toward achieving your goals. Make it your mission to do one thing every single day to start or grow your business, and before you know it, you'll be closer than ever before to living the life you've imagined.

Don't let anything get in your way. As my mom used to tell me, "You can do anything you put your mind to." And you, my friend, *absolutely* can.

About the Author

Susan Baroncini-Moe is a business and marketing strategist who consults with companies to help them gain visibility, improve the way their businesses are run, and train their staff to implement key marketing strategies.

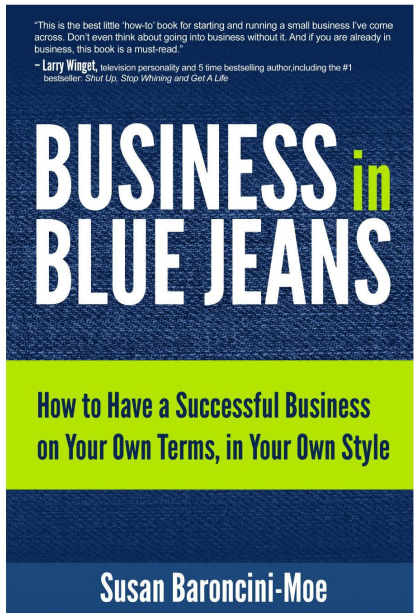
She regularly speaks to audiences of all sizes, and has shared the stage with business giants like Michael E. Gerber, David Meerman Scott, Chris Brogan, and many other business and marketing bestselling authors, celebrity entrepreneurs, and thought leaders.



Susan and her businesses have been featured in Redbook Magazine, USA Today, American Express Open Forum, Social Media Examiner, Investor's Business Daily, and Yahoo Finance, as well as many other online and offline publications.

Susan holds the Guinness World Records® title for the world's longest uninterrupted live webcast and has tried over 100 hobbies in her lifetime. She lives in Indianapolis, Indiana with her Uruguayan rockstar husband, Leo, with whom she travels the globe.

You can find out more about Business in Blue Jeans at <http://businessinbluejeans.com> and you can follow Susan's blog at <http://susanbaroncini-moe.com>.



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