

A black and white photograph of a woman with long, wavy hair, smiling and looking towards the right. She is wearing a light-colored, off-the-shoulder top. The background shows a beach with waves and a clear sky. The photo is framed by a thick pink border.

# #ActionAcademy 2017

Take More Action in 6 Weeks  
Than You Have in 12 Months

*With Jill Coleman, JillFit*



## #ActionAcademy Overview

- **Week 1 – Oct 17<sup>th</sup>:** Identifying Your Biggest Barriers to Action & Choosing Creation over Consumption
- **Week 2 – Oct 24<sup>th</sup>:** Expectation Management + Solutions People Need
- **Week 3 – Oct 31<sup>st</sup>:** Owning Your Expertise, Experience and Unique Voice
- **Week 4 – Nov 7<sup>th</sup>:** Motivation versus Inspiration – Surviving the Long Haul
- **Week 5 – Nov 14<sup>th</sup>:** What to DO, First, Next, Forever - The Tasks
- **Week 6 – Nov 21<sup>st</sup>:** Going Pro and Ways to Level Up in 2018
  - Private invite via email to apply for Best of You 2018, delivered via email!

*Mindset, Body, and Business*



# WHY ACTION?

*Mindset, Body, and Business*

A black and white photograph of a woman with long, light-colored hair running on a sandy beach. She is wearing a white off-the-shoulder crop top and light-colored denim shorts. Her hair is blowing in the wind, and she is looking towards the ocean. The background shows waves breaking on the shore under a clear sky.

# Week 1: Critical Mindset Shifts

*Mindset, Body, and Business*



## Overview: Online Biz & Leveling Yourself Up

- **How can people know who you are and what you do if you don't tell them? And often.**
- Trust versus numbers business
- Content Marketing ('Inbound Marketing')
- Two things required to help others:
  1. Connection/empathy/authenticity
    - "People don't care how much you know until they know how much you care."
  1. Authority/competency
- Consistency (trust-building tool)
- You cannot rest on your expertise. You have to show people:
  1. You are human
  2. Your unique voice



## A Success Mindset Acts in the Face of Discomfort

- **Your fears around putting yourself out there:**
  - “But I’m a nobody.”
  - “I don’t know what to write.”
  - “I have no time.”
  - “Everything has already been said.”
  - “What if I get haters and trolls?”
  - “What will my peers think?”
  - “What will my friends and family think? No one supports me.”
  - “I don’t have enough credentials.”

+

## Mindset Shift #1: Am I Qualified?

- **The Person Who Has the Right to Do It Is the One Doing It**
- What is an expert?
  - The 3 E's
- The As-If Principle
- Confidence-Competency Loop
  - "I need to feel more confident."
  - Which comes first: expertise or act. ...
  - How do you get into the loop?
  - Indecision is a decision too
- "Do anything different right now."





## Mindset Shift #1: Am I Qualified?

- **The Person Who Has the Right to Do It Is the One Doing It**
- Your Homework:
  - Make a list of at least 10 things you could teach someone right now within your field
  - Skills, abilities and experiences
  - Q&A style, cocktail party scenario\*





## Mindset Shift #2: Is There Anything Left to Say?

- **Abundance vs. Scarcity Mindset**
- Ideas are endless: new or old in a new way
  - The way you say what you say, your unique voice (next week)
- The Perfect Message-to-Client Matching System
  - You can't be vanilla anymore
- Draw a line in the sand
  - Pivot to be different
  - **Conviction** of your message (are you watered down?)
- Cannot be a “me too” business – unique take on a concept
  - Books, podcasts, Twitter, “contrast content” – start here

*Mindset, Body, and Business*



## Mindset Shift #3: Comparison Trap

- **Move from Consumer → Creator**
- Creators don't do other people's programs – *people do theirs*
  - How do you come up with new ideas?
- Overwhelm and paralysis as a result of looking around
  - Don't compare your day 1 to other people's year 5
- The “formula” is not repeatable – it's unique and you get to create it
  - Be the friend (empathy)
  - Be the teacher (authority)



## Mindset Shift #3: Comparison Trap

- **Move from Consumer → Creator**
- Business mindset versus consumer mindset
  - Gathering research versus following for content
- **Homework:**
  - Unfollow at least 10 accounts/people that when you read their stuff you get overwhelmed or feel defeated



## Mindset Shift #4: Mess-up as Fast as Possible

### ■ Fear of failure

- “What if I mess up? What will people think? I’ll look like an idiot, I’ll be ridiculed.”
  - Realize you always have choices and nothing is un-doable
- Flexible versus rigid mindset: “If you want to do something for the rest of your life, you don’t give up after 4 months.”
  - Managing expectations
- Get your first negative experience as fast as possible
  - Trolling, haters, unsupportive family members, judgment, etc.
  - Builds resiliency and conviction, have the full experience



## Mindset Shift #4: Mess-up as Fast as Possible

### ■ Paralysis of Perfectionism

- **Tools:**

1. Take the emotion out of it
2. Failure Expectation
3. Resiliency Training ('The Obstacle Is the Way')
4. Practical Pessimism

- Fear of success?



## Week #1: Homework

- **Make a list of at least 10 things you can teach someone right now:**
  - Your skills, experiences/stories, abilities
- **Unfollow at least 10 accounts/people**
  - Ones who make you feel defeated, insecure or overwhelmed
  - Unsubscribe from distracting email lists
  - Choose to become obsessed with your own stuff over curious about others (Reality Show syndrome?)

+

## Week #1: Critical Mindset Shifts to Make

- Next week: More mindset and more HW ;)

Questions?

*Mindset, Body, and Business*