

5 Mistakes You May be Making

That Keep You from Generating the Money You Want



1. Your “why” is not big enough

- Not having a big enough “why” can be the difference between a successful business or just a hobby
- This is the fuel that motivates you to keep going when the going gets tough
- Become clear on what your big “why” is

Identifying the “why” comes from a perspective of motivation, not desperation. This can be goals such as living the life you want so badly you can taste it; putting food on the table; supporting your loved ones; or pursuing your passion. Your “why” is your strongest ally when dealing with challenges that come up along the way.

2. Your core message is unclear

- Become crystal clear on your true passion and the type of business that feeds your soul
- Identify your ideal profitable niche
- Develop an avatar for your ideal client so it is clear who you help
- Clearly communicate the solution or results you provide
- Speak to why people should work with you rather than someone else, what makes you unique?
- Foster emotional engagement with your potential client/customer

People may not know how you can help them solve their problem. They need to be able to imagine the outcome (results) they would get if they worked with you. Your potential client needs to resonate with you and feel you are the right fit for them.

3. Your limiting beliefs are keeping you from success

- Work on the fears that may be keeping you stuck. Fear is often at the base of obstacles like procrastination, negative thought and lack of self-confidence.
- Explore your relationship with money and deal with limiting beliefs in this area
- Imagine what it will look like then you attain success and see if there are any limiting beliefs here
- Assess how you truly feel about yourself: worthiness, confidence, self-love

Often these limiting beliefs are in our subconscious mind and we don't even realize they are holding us back. Many of our beliefs were embedded in our subconscious mind in early childhood and influence our lives as adults.

4. Your mindset for success has not been cultivated

- Cultivate the attribute of optimism; you see the glass as "half-full"
- Be sure of what you stand for
- Enjoy and feel proud to be your authentic self
- Allow yourself to be vulnerable
- Expand your level of confidence
- Claim that you are an expert
- Know that you are worthy and deserve the best
- Develop self-esteem
- Grow your wealth consciousness

Cultivating a mindset for success early in your entrepreneur journey is essential. A healthy mindset is the foundation for everything else to fall into place and set the stage for success. We get what we focus on and what we expect. Mike Dooley, author and founder of a philosophical Adventurers Club, says: "Thoughts become things." These thoughts include your conscious and subconscious thoughts.

5. You don't have a clear road map to move forward

- Commit to investing in yourself to get the help you need through coaching and mentoring
- Overcome fear, procrastination, limiting beliefs and perfectionism
- Create a positive mindset for success
- Be able to articulate your core message in all written and verbal communication

- Set intentions and goals
- Seek assistance with accountability for your goals and intentions
- Create a strategic, prioritized plan to move forward
- Plan for long-term goals and scalability

You can't do everything all at once and you don't have to do it alone. Taking advantage of coaching or mentoring and having a prioritized plan with timelines will help you stay on track. You will move strategically toward your ultimate goal and achieve success faster. Having a plan in place for scalability will allow you to work less and make more as your business grows.

I would love to see you reach your dream quicker!

Go to <http://bonniegroessl.com/free-strategy-session-2/> to schedule a complimentary one-hour discovery session with me personally.

During our one-hour discovery session, we will create a plan to help you:

- Gain total clarity about exactly what you want your business to look like
- Pinpoint your ideal niche and who your ideal client really is
- Identify a blueprint of what needs to happen for you to reach your goal
- Uncover any limiting beliefs that may be in the way
- Become clear on a few action steps you can take right away
- If appropriate, we'll also discuss opportunities for us to work together more deeply

I should say that these Discovery Calls aren't for everyone. Change is hard and not everyone is ready to move forward now. That's totally okay. I believe it's all about divine timing.

For everyone else, know that you don't have to do it alone. I'm only inviting a limited number of people to join me. If the idea of entrepreneurship leaves you feeling excited and nervous at the same time, apply now. Spaces are limited so don't delay! This is your time.

This IS for you if you...

- You are just starting out as an entrepreneur and have a strong desire to create a solid plan for success.
- You are already in business, but feel stuck. You are doing all the "work" and the "right things," but still don't have the income you want.

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