

CREATING | PERSONAL GROWTH | PROFESSIONAL
DEVELOPMENT

Top 7 Mastery Principles to Building a \$1,000,000+ Enterprise

Just 15-30 minutes of time daily to mastering these principles and shifting your thinking can reap much greater rewards in your business than 1000 hours of additional efforts.

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Are you aware of the single ** most powerful
** asset in your business? Is it money? Is it
employees? Is it your credentials or
intellectual knowledge? Is it your products or
services?

No, actually, it is none of these.

***Your single most
important business
asset is your MIND... more
specifically, your mindset.***

Your business only grows as quickly as you, your mind and your thinking do. If you want to create a \$1,000,000+ business, you must think like a \$1,000,000+ business owner. You must, in your mind's eye, already BE a \$1,000,000 business owner.

The seven mindset principles below are crucial to building a \$1,000,000+ business. Print this list, and refer to it often.

***Devoting as little as 15-30
minutes per day to shifting your
mindset is THE single best***

investment in building your \$1,000,000+ enterprise.

THE PRINCIPLE OF TRANSCENDENT PURPOSE

Great companies and great business leaders do great things that leave a lasting legacy and make this world a better place for you and me. Such leaders create CAUSES, not businesses. If you want to get to the \$1,000,000+ level in your business, you must have at its core a “transcendent” purpose for its existence - a purpose that bigger than yourself and your own self-interests.

Viktor Frankl, the great Austrian psychiatrist, said it best: *“Success, like happiness, cannot be pursued; it must ensue... as the unintended side effect of one’s personal dedication to a cause greater than oneself.”* What is the transcendent purpose of your business? How can you make your business a vehicle for making a difference in your customers’ lives?

THE PRINCIPLE OF HIGH PROBABILITY THINKING

Whatever you focus on, that is what you will multiply in your business. If you focus on the problem, you will get more of the problem. If you focus on finding a solution, the door will open to more solutions. Wherever your attention is, will drive your most probable outcome. Where is your attention right now in your business - on the problem or on the solution?? How must you shift your attention in your business to get to the \$1,000,000+ level?

THE PRINCIPLE OF MAGNETIC ATTRACTION

What you think , you magnetize and attract. Your ** thoughts ** make your business and your world. Eg., if you are attracting low income producing or difficult customers, your beliefs about your income worthiness or about the kind of clientèle that will want your products/services are attracting such marginal customers. Your business is **always** a mirror of your own inner thinking.

***To go to the next level in your
business, you must first get to
the next level in your mind. You
must know the value you offer
and raise your mental sights on***

the kind of customers you want to attract.

What challenges do you have in your business currently? How do they mirror back to you your thinking?

THE PRINCIPLE OF DELIBERATE CREATION

Having hopes, dreams and visions of becoming a \$1,000,000+ enterprise is not enough to create it, although certainly a first step. Deliberate creation comes from deliberate intention, from making a ****decision****, that no matter, what you will take your business to the next level.

When we come from a place of 100% committed intention, synchronicity and magic happen. Finding the right people and resources to support your vision unfolds effortlessly. Momentum pulls you in the direction of your dreams. Are you in a wishful state or have you committed 100% to creating your visions and dreams? What will it take to be 100% committed?

THE PRINCIPLE OF MASTERMIND MARKETING

Marketing is ****not**** a battle of products. It's a battle of PERCEPTIONS. It all starts in the customer's mind.

Perceived value, first and foremost, is what attracts customers to your business. Real value is what retains them.

What are you doing to create perceived value in your customer's mind? Are you winning the battle of perceptions?

THE PRINCIPLE OF SUPERIOR CONSEQUENCES

With every action, there is a consequence or outcome. While you cannot control the outcome, you can control and are responsible for your actions. This principle tells us If you want a different consequence or outcome in your business, you must take different actions.

No matter what your current level of success a \$1,000,000+ enterprise requires higher level strategies and higher level performance actions than your past efforts. Where are you getting inferior outcomes or results in

your business? What different actions can you take to create a different outcome?

THE PRINCIPLE OF MENTAL RICHES

All riches are of the mind *** first ***.

It is your MENTAL ATTITUDE that determines the difference between a floundering \$10,000/year business and a booming \$1,000,000+ empire."

As you believe, so shall you receive." If you were to picture a \$1,000,000+ business, how would that business be different than what you are operating now?? How differently would YOU need to be to run a \$1,000,000+ business?

A FINAL NOTE: Mindset changes do not happen overnight. It takes persistent focus, effort and attention to shifting deeply embedded thinking to a new level.

However, just 15-30 minutes of time daily to mastering these principles and shifting your thinking can reap much greater rewards in your business than 1000 hours of additional efforts. The creation of a \$1,000,000+ enterprise is only a mindset away.



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A leadership and organizational consultant, growth strategist and NeuroLinguistic Programming (NLP) Master for over two decades, Denise has helped companies – from rising stars to multi-billion corporations -- become world-class leadership teams, organizations and cultures.

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