

7 MINDSET SHIFTS

for Building your Dream Business



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DOING vs.
THINKING

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GROWTH vs.
FIXED

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CAN vs.
CAN'T

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10X vs. 1X



5
ABUNDANCE vs.
LACK

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JOURNEY vs.
DESTINATION

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LIMITLESS vs.
LIMITED

1

DOING vs. THINKING

The distance between your goals and your reality is called action.

Get clear on what you want. Set a goal. Make a plan to achieve it. It's important to have direction and know what you are doing.

But then go out and actually take the first step. Pick the smallest action that will get you closer to your goal. Go do it. Once you get your mind in action mode, you gain momentum and it will become easier to take the next step. But the secret is to start.





2

GROWTH vs. FIXED

A growth mindset comes from the belief that your abilities can be developed through effort.

Switch your thinking from "I am not good at this!" (fixed mindset) to "I can't do it yet, but I can learn how to do it!" (growth mindset).

Developing a growth mindset requires a set of small mindset shifts including: believing in the ability to grow & change, seeing challenges as opportunities, focusing on progress instead of results, prioritising learning over seeking approval and rewarding yourself for your effort and not just the outcome.

3

CAN vs. CAN'T

Whether you think you can or you think you can't, you are right.

Sounds cliché, but it's the hard truth. Believing that you can in fact achieve your dreams is the first step to making them come true.

The easiest way to shift your mind from CAN'T to CAN is to change the way you talk to yourself. Stop the negative, demeaning self-talk and start encouraging yourself with phrases like "I can do this.", "I got this." and "I have everything I need to make this happen."





4

10X VS. 1X

Shoot for the moon, because even if you miss, you land among the stars.

When setting a goal, make it a habit to 10x your goal. For example: acquire 10 clients → acquire 100 clients or launch website in 10 months → launch website in 1 month.

Operating at the 10x mindset has two major benefits: First, it forces you to level up your methods and think of outside-the box strategies. This will make it a lot easier to achieve your 1x goal. Second, thinking 10x trains your brain to think big. By exploring options how you can achieve crazy big goals, your brain grows accustomed to the idea and the goal doesn't seem so impossible anymore.

5

ABUNDANCE vs. LACK

Abundance flows into my life easily & with grace.

Whether you are anxiously checking your bank account 5 times a day and think "I have to make money now. I have to." or you are constantly telling yourself that you don't have enough time or experience to reach your goals, you are stuck in a place of fear & lack. And if you are operating from there, you will create more of it in your life.

Instead, focus on the abundance in your life. Be grateful for what you HAVE and trust that good things are coming your way. If this is too spiritual for you - think of it this way: What do you have to lose by thinking positive?





6

JOURNEY vs. DESTINATION

Happiness is found on the way, not at the end of the road.

Going after your dreams is f*cking hard. It will take way longer than expected and it will be really, really tough. If you keep staring at the end-goal and comparing where you are at right now, you will find it extremely difficult to keep going and not give up.

Instead, focus on enjoying the journey and celebrating your progress. Be proud of what you've learned and happy about the experiences you get to make. Having this mindset is absolutely essential for staying persistent about your goals.

7 LIMITLESS vs. LIMITED

You are confined only by the walls you build yourself.

"If only I had enough money to go travelling."

"If only I had enough time to start a blog."

"If only I had the connections I need to be successful."

Want to know the truth? There are people that travel the world with less money than you have, mums that work full-time and run a blog on the side, insanely successful people that started with nothing. Stop making excuses and understand that these limits only exist in your mind.





Hi, I am Liz Huber

I am a **Self-Management & Mindset Strategist** who helps Entrepreneurs:

- > Prioritise, Plan and Focus on the right things so they can execute with clarity, calm & confidence.
- > Streamline every area of their life so that they can focus on what is really important in their life and business.
- > Upgrade their mindset so they can crush their fears & limiting beliefs, calm their Monkey Mind and confidently go after what they want.



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