

What do
you
stand for?

What do
you
believe?

Your
fundamentals?

Your
tenets?

Your
values?

BELIEFS MATTER

Your business beliefs and philosophies:

Your business beliefs and philosophies:

- Serving Clients
- Serving Team Members
- Marketing Services and Products
- Sales Philosophy
- Positioning Philosophy
- Operations
- Utilization of Core Products and Services (at least three)

Self-Limiting Beliefs: preventing the development or expression of the self; any beliefs that get in the way of our achieving our objectives and goals.

Examples of self-limiting beliefs:

1. I'm too old
2. I'm not smart enough
3. I'm not educated enough
4. I'm afraid of trying and failing
5. You have to have money to make money
6. I've already tried everything
7. It's selfish of me to want more
8. I don't feel that I really deserve it
9. I don't have the willpower
10. All the good ones are taken

Write out THREE self-limiting beliefs that are preventing you from achieving your goals.

- 1.
- 2.
- 3.

Fixed Beliefs: Fixed beliefs are the beliefs we hold about ourselves, others, and life's circumstances that have been repeated for so long they have become ingrained and are difficult to change. Limiting beliefs are the beliefs we have about ourselves that limit what we reach for and achieve. They also cause us to block any conflicting (positive) information while confirming any new negative information.

Here are some sample fixed beliefs:

1. I need to be taken care of
2. They are all idiots
3. Nobody knows
4. Somebody else will take care of it
5. I am better than everyone
6. I am always the victim
7. The rich can only get richer
8. In order to make more money I have to work harder
9. I must be perfect

Write out THREE fixed beliefs that are preventing you from experiencing the art of the possible.

- 1.
- 2.
- 3.