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## MODULE: **10**

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### DEVELOPING THE MINDSET OF SUCCESS





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### DEVELOPING THE MINDSET OF SUCCESS



**YOU ARE NOT GOING TO SUCCEED IN ANY KIND OF BUSINESS WITHOUT PUTTING IN THE TIME AND EFFORT AND, IN ORDER TO DO THIS, YOU NEED TO GET INTO THE RIGHT FRAME OF MIND. IN THE VIDEO FOR MODULE TEN, RON, JOE AND DEAN DISCUSS THE FIVE KEY BELIEFS TO DEVELOPING THE MINDSET REQUIRED TO SUCCEED.**

**IN THE FIRST PART OF THE VIDEO, DEAN INTRODUCES THE CONCEPT OF 'I BELIEVE IN C.A.N.I – CONSTANT AND NEVER-ENDING IMPROVEMENT.' AS WITH ANYTHING ELSE IN LIFE, WE ARE ALWAYS LEARNING AND ALWAYS IMPROVING ON THE SKILLS AND OTHER THINGS THAT WE FOCUS ON. DEAN REMINDS US THAT, ONCE WE HAVE REACHED THE POINT WHERE WE FEEL CONFIDENT ENOUGH TO TEACH OTHERS SOMETHING, THEN WE HAVE MASTERED A SKILL TO A HIGH LEVEL, ALTHOUGH IT DOESN'T STOP HERE.**

**THE NEXT KEY BELIEF DISCUSSED IS HOW YOUR ATTITUDE IS ENTIRELY UP TO YOU. WHILE WE ARE CONDITIONED BY MANY THINGS IN SOCIETY TO FEEL NEGATIVE ABOUT THE WORLD AROUND US, BEING GOOD AT ANYTHING INVOLVING MARKETING REQUIRES THAT YOU DEVELOP A POSITIVE ATTITUDE. IN ORDER TO MAKE THIS HAPPEN, YOU SHOULD SPEND MORE TIME INTERACTING WITH PEOPLE WHO INSPIRE YOU AND LESS TIME BEING AROUND PEOPLE AND THINGS THAT MAKE YOU FEEL NEGATIVE.**

**IN THE INTRODUCTORY VIDEO TO THE MASTER ANYTHING**



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FORMULA, JOE MENTIONS THE THIRD KEY BELIEF OF DEVELOPING THE MINDSET OF SUCCESS – THE BELIEF THAT YOUR SUCCESS IS GUARANTEED. PROVIDED THAT YOU DON'T MAKE THE CHOICE TO QUIT, CONSISTENT EFFORT AND THE WILLPOWER TO REMAIN COMMITTED AND COACHABLE WILL INEVITABLY LEAD TO SUCCESS. IT MIGHT TAKE SOME PEOPLE LONGER THAN OTHERS, BUT IT WILL HAPPEN EVENTUALLY.

THE FOURTH KEY BELIEF REMINDS US THAT WE OURSELVES ARE VALUABLE, AS IS OUR TIME. RON DISCUSSES HOW ENTREPRENEURSHIP DIFFERS FROM A CAREER AND HOW, IN THE FORMER, IT IS UP TO YOU TO FOCUS YOUR ENERGIES ON THE RIGHT ACTIVITIES IN A CONSISTENT ROUTINE. EFFECTIVELY, YOU NEED TO BE THE TOUGHEST EMPLOYER FOR YOURSELF. THIS MEANS BEING COMMITTED AND RELIABLE AND NOT WASTING TIME ON ACTIVITIES WHICH DISTRACT YOU OR LEADS WHICH ARE NOT LIKELY TO GET YOU ANYWHERE. NETWORK MARKETING IS ABOUT SORTING THE GOOD LEADS FROM THE BAD RATHER THAN SQUANDERING YOUR TIME ON THE LATTER. SORTING IS ALSO EASY TO DUPLICATE AMONG YOUR RECRUITS.

FINALLY, THE FIFTH KEY BELIEF TALKS ABOUT CONVINCING YOURSELF AND OTHERS THAT YOU HAVE A LIFE-CHANGING OPPORTUNITY. ENTHUSIASM IS KEY WHEN IT COMES TO SUCCESS AND IT IS ALSO CONTAGIOUS.



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1. I BELIEVE IN C. \_\_\_\_\_ A. \_\_\_\_\_  
N. \_\_\_\_\_ I. \_\_\_\_\_

3 WAYS TO BE IN C.A.N.I. ARE:

- A. R \_\_\_\_\_
- B. O \_\_\_\_\_
- C. A \_\_\_\_\_

“I KNOW THAT ALREADY.” IS A K \_\_\_\_\_ TO BEING OPEN TO  
L \_\_\_\_\_ MORE.

2. MY \_\_\_\_\_ IS UP TO \_\_\_\_\_.

IF YOU ARE N \_\_\_\_\_, YOU PROVOKE PEOPLE TO BE  
N \_\_\_\_\_ TOWARDS YOU. IF YOU ARE P \_\_\_\_\_, IT IS  
DIFFICULT FOR PEOPLE TO BE ANYTHING BUT  
P \_\_\_\_\_ TOWARDS YOU.

A BETTER USE OF SPARE TIME IS: R \_\_\_\_\_.

3. MY S \_\_\_\_\_ IS G \_\_\_\_\_.

WHY IS YOUR S \_\_\_\_\_ GUARANTEED

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**DEVELOPING THE MINDSET OF SUCCESS**


THE WORST CHOICE YOU CAN MAKE IS Q \_\_\_\_\_.

HOW DOES RON'S "MOVING TO A NEW NEIGHBORHOOD" ANALOGY APPLY TO YOUR BUSINESS? (ADD 3 LINES)

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AFFIRMATION: MY S \_\_\_\_\_ IS G \_\_\_\_\_ AS LONG AS I AM C \_\_\_\_\_, C \_\_\_\_\_, AND CO \_\_\_\_\_.

IT'S WHAT YOU DO D \_\_\_\_\_ THAT CREATES A H \_\_\_\_\_.

4. I AM V \_\_\_\_\_ AND SO IS MY T \_\_\_\_\_.

ARE YOU GOING TO W \_\_\_\_\_ YOUR TIME OR I \_\_\_\_\_ IN YOUR TIME?

YOU MUST BECOME THE T \_\_\_\_\_ B \_\_\_\_\_ AND THE BEST E \_\_\_\_\_ ALL WRAPPED INTO ONE PERSON!

TO BE A GREAT PERSON TO GET INTO BUSINESS WITH, YOU SIMPLY HAVE TO BE A \_\_\_\_\_ AND A \_\_\_\_\_.

\_\_\_\_\_ % OF THE PEOPLE WE SPEAK TO ARE NOT A GOOD FIT FOR THE BUSINESS...AND THAT IS OKAY!


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**DEVELOPING THE MINDSET OF SUCCESS**


SHARE JOE'S "4 ACES" ANALOGY IN YOUR OWN WORDS:

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YOU CAN LEAD A H \_\_\_\_\_ TO WATER BUT IT IS EASIER TO  
FIND A T \_\_\_\_\_ H \_\_\_\_\_.

WE ARE IN A BUSINESS OF S \_\_\_\_\_, NOT  
C \_\_\_\_\_.

5. I HAVE A L \_\_\_\_\_ C \_\_\_\_\_ O \_\_\_\_\_!

AFFIRMATION: I HAVE AN O \_\_\_\_\_ THAT WILL  
D \_\_\_\_\_ CHANGE YOUR L \_\_\_\_\_.

E \_\_\_\_\_ IS C \_\_\_\_\_.

BE IN A H \_\_\_\_\_ AND BE S \_\_\_\_\_ ABOUT IT.



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### DEVELOPING THE MINDSET OF SUCCESS



#### MODULE 10: ANSWERS

**1. I BELIEVE IN CONSTANT AND NEVER-ENDING IMPROVEMENT**

**3 WAYS TO BE IN C.A.N.I. ARE:**

- A. READING**
- B. OBSERVING**
- C. ACTION**

**“I KNOW THAT ALREADY.” IS A KILLER TO BEING OPEN TO LEARNING MORE.**

**2. MY ATTITUDE IS UP TO ME.**

**IF YOU ARE NEGATIVE, YOU PROVOKE PEOPLE TO BE NEGATIVE TOWARDS YOU. IF YOU ARE POSITIVE, IT IS DIFFICULT FOR PEOPLE TO BE ANYTHING BUT POSITIVE TOWARDS YOU.**

**A BETTER USE OF SPARE TIME IS: READING.**

**3. MY SUCCESS IS GUARANTEED.**

**WHY IS YOUR SUCCESS GUARANTEED? (BECAUSE YOU ARE THE ONE THAT MAKES ALL OF THE CHOICES.)**

**THE WORST CHOICE YOU CAN MAKE IS QUITTING.**



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**HOW DOES RON'S "MOVING TO A NEW NEIGHBORHOOD" ANALOGY APPLY TO YOUR BUSINESS? (CONFIDENCE ALLOWS YOU TO BE ON AUTOPILOT REGARDING EXPECTATIONS AND ACTIONS.)**

**AFFIRMATION: MY SUCCESS IS GUARANTEED AS LONG AS I AM COACHABLE, COMMITTED, AND CONSISTENT.**

**IT'S WHAT YOU DO DAILY THAT CREATES A HABIT.**

**4. I AM VALUABLE AND SO IS MY TIME.**

**ARE YOU GOING TO WASTE YOUR TIME OR INVEST IN YOUR TIME?**

**YOU MUST BECOME THE TOUGHEST BOSS AND THE BEST EMPLOYEE ALL WRAPPED INTO ONE PERSON!**

**TO BE A GREAT PERSON TO GET INTO BUSINESS WITH, YOU SIMPLY HAVE TO BE ABLE AND AVAILABLE.**

**90% OF THE PEOPLE WE SPEAK TO ARE NOT A GOOD FIT FOR THE BUSINESS.**

**SHARE JOE'S "4 ACES" ANALOGY IN YOUR OWN WORDS: (IF I GAVE YOU A DECK OF 52 CARDS, AND OFFERED YOU \$1,000 WHEN YOU FIND THE 4 ACES, HOW QUICKLY WOULD YOU GO THROUGH THE DECK? SUPER FAST.)**

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**YOU CAN LEAD A HORSE TO WATER BUT IT IS EASIER TO FIND A THIRSTY HORSE.**

**WE ARE IN A BUSINESS OF SORTING, NOT CONVINCING.**

**5. I HAVE A LIFE CHANGING OPPORTUNITY!**

**AFFIRMATION: I HAVE AN OPPORTUNITY THAT WILL DRAMATICALLY CHANGE YOUR LIFE.**

**ENTHUSIASM IS CONTAGIOUS.**

**BE IN A HURRY AND BE SMART ABOUT IT.**



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DEVELOPING THE MINDSET OF SUCCESS



NOTES:



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DEVELOPING THE MINDSET OF SUCCESS



NOTES:

Large empty rectangular box for taking notes.