

Your

Heart of Success

Roadmap

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*Come alive,
thrive and
make a difference*

**Dr. Phillip Mountrose and
Dr. Jane Mountrose**

Notes to our Readers

Navigating through this e-book: If you want some tips on using Adobe PDF files, you can find instructions on our website at www.gettingthru.org/badobe.htm.

Please feel free to recommend this ebook to your business associates and friends. Your referrals support us in our mission of helping people all around the world to realize their full potential and creating a more loving world. Our goal is to help people to come alive, thrive, and make a difference. Tell anyone who might benefit from this information to get their free copy of this roadmap at <http://heartandsoulofsuccess.org>.

Published by: HOLISTIC COMMUNICATIONS

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Version 1.2

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What People are Saying about Drs. Phillip and Jane Mountrose and their Programs...



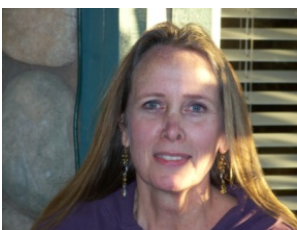
"I was looking for support and that's what the "Let Go and Tap into Heart and Soul of Success with EFT" program did for me. **It helped me with my next steps and directly led me to knowing the right action to take** for getting publicity for my book. The insights I received from this program really made a big difference."

Helen Wix, Real Estate Investor

"I didn't know the Mountroses before enrolling in one of their programs, so it was a leap of faith. I'm so glad I decided to enroll. Besides the depth of tools and understanding I received, there was something else very valuable. The Mountroses themselves: their vision and how they model the profound coaching and healing tools they taught.

It instilled a lot of confidence in me and it helped me to start my own spiritual community!"

Jay Horn, Musician, Minister of Holistic Healing



"I first saw the Mountroses on TV and was familiar with some of their EFT materials. As teachers, they have great depth and compliment each other wonderfully and are very approachable. too.

When I started their training program I was a bud. With all the tools and practical, soul-based material I learned, I really bloomed. I now have the confidence to know wherever I am, it's where I'm supposed to be. Magic and miracles have become real and a part of my daily life."

Linda Harrah, Holistic Therapist

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Heart of Success Overview

Come alive, thrive, and make a difference!

- **Are you ready to create a tremendously successful business or to take your current business to the next level?**
- **Are you ready to make your dream of having an exciting, joyful, and prosperous life a reality?**
- **Do you want more clarity and confidence with your work and your life?**

If you answered “Yes” to these questions, you’re in the right place. You may be at a turning point. This roadmap could be just the thing you need to let go of limits and take a big leap toward your brightest possible future.

The “heart of success” is about making this bright future a reality, starting today. Your heartfelt desires emanate from the core of your being, from the spark of spirit that brings life to everything you do. We don’t know what this brightest possible future is for you, but your heart knows. We **do** know that it is essential for **you** to understand what it is and take strategic steps to make it a reality.

Who are we and why should you listen to us?



We’re Drs. Phillip Jane Mountrose, founding directors of the Heart of Success Academy, which you can find at <http://heartandsoulofusccess.org>. We’ve devoted the last two decades to creating fabulous lives for ourselves and for those we have trained in our programs. Our passion in life and greatest joy revolve around helping people to overcome personal challenges, discover their life purpose, and create tremendous success.

It's been an amazing journey! Our work centers around the areas of personal (and spiritual) development, lifestyle development, and business development. All three of these elements are critical elements for creating the best possible life. We live where we want to live. We are generously compensated for doing the work we love to do while having control of our time. And we are honored to be making a difference in thousands of lives. What could be better?

But we have never felt that it was about us. The critical point is that we don't want you to miss out on the kinds of opportunities we've had. We've made it our mission to help you and others like you to create the business and the life you truly desire.

Our Turning Point

You see, at one time, we found ourselves at a turning point. Phillip was a teacher and Jane was an architect. While our professional lives were fulfilling for a period of time, at a certain point we woke up to the possibility that our futures could contain more than we had imagined. We connected with what we now call the heart of success and life has never been the same since. Our hearts longed for more freedom, which to us meant more control of our time and more time to enjoy traveling and exploring new possibilities. We also wanted to determine where we would live and set out to find the place in the world where we would most want to be.

We also felt in our hearts that we wanted to make a difference in the world in ways we had not been able to ever before. And if we were to do this, we expected the universe to support us generously for making a positive contribution.

What we discovered next was amazing.

With a clear picture of our brightest possible future before us, life synchronously guided us step-by-step to make our dreams a reality, and everything we desired became a reality. But without the benefit of a roadmap, we made lots of wrong turns on our winding road to success. We had a lot to learn about the new territory we found ourselves in and we had no one to guide us.



With this roadmap, the path can be much smoother and straighter for you. You have in your hands the step-by-step map for which we would have paid thousands of dollars. It can save you years of time and the strategies you will find here can generate tremendous income. Nothing would make us happier than seeing you make your brightest possible future a reality and making a big difference. We're delighted to share

this information with you so you can bypass the twists and turns on our journey and head directly toward your goals.

The sign posts on our road map read: “Come Alive,” “Thrive” and “Make a Difference.” These are essential elements for you to explore on your journey. We will tell you how to come alive, awaken your passion for life, and feel energized every day. You may be on the way now, and maybe you will just pick up one priceless tidbit of information that will take you to the next level. Wherever you are on your journey, we’re confident that you will discover new territory to explore.

Then we’ll explain how you can prosper and super charge your earning potential doing what you love to do. And the entire process will guide you to make a positive difference in the lives of the people you touch.

It looks like this:



This means that creating your business and your dream life synchronously fosters your personal (and spiritual) development, your lifestyle development, and your business development.

This roadmap provides an overview of our approach. If you’re interested in knowing more, we will tell you the best ways to get on course and stay on course to make your

brightest possible future a reality, just as we have. We'll go into all of this and more in this roadmap, because...

We're on a Mission

The truth is that our work is much more than an occupation. We're on a mission and invite you to join us. The grand version of our brightest possible future is a world where love conquers fear and where each person's unique brilliance is honored and nurtured. The result is that everyone is empowered to come alive and thrive. This reality has no place for hunger or war or cruelty and we view it as our collective destiny.

Sounds lofty, doesn't it? It is and as you'll see, it is also practical. Exploring this material and making positive changes in your business and your life can take you on an amazing adventure, as building our holistic practice has for us. Oprah Winfrey describes it this way, "I believe that every single event in life happens in an opportunity to choose love over fear." With the heart of success, we choose love.

Since you're reading this ebook, you undoubtedly do, too. But if you're like many people, it's easy to get overwhelmed with too many options. What to do? Where to start? These are common questions that can be part of the frustration of dealing with a sea of information about promoting your business. Our goal is to distill what we have learned so you can bypass a lot of the trial and error we experienced and take your life to the next level now.

We also invite you to share this *Heart of Success Roadmap* with your friends. Just send them to <http://heartandsoulofsuccess.org> to obtain their complimentary copies.

The Good News Is ...

Your timing couldn't be better! We're on the cutting edge of a new wave of possibilities.

Some people call it a recession. We call it a paradigm shift. What the doom and gloomers don't realize is that times of uncertainty are also times of greatest opportunity. The old ways aren't working and many people are withdrawing. At the same time, the people who are building firm foundations for the future can come out triumphant. And with the emergence of the internet, solopreneurs and small business owners are coming together in whole new ways to create the lives they truly desire. With web 2.0, collaboration and cooperation rather than competition and separation are presenting

tremendous new opportunities for success. It's a great time to start a new business or take your current business to the next level.

When we started our holistic practice, well before web 2.0 or the internet itself for that matter, these opportunities didn't exist. We spent years using the "Lone Ranger" (do it all myself), trial-and-error approach, with mixed success. Then, with the emergence of the internet, new possibilities became available and we discovered that connecting with others who have done what we wanted to do was a much more effective approach.

We have done extensive research and implementation and continue to follow the most current trends in personal, lifestyle, and business development. Our aim is to pass our expertise on to make things as quick and easy as possible for you.

This *Heart and Soul of Success Roadmap* contains the keys that formed the foundation for our success. Our hope is to help you navigate in a sea of possibilities, as elegantly as possible, so you can create more than you ever imagined...

You Can Benefit from Our Mistakes

We wish we had this roadmap twenty years ago, but there weren't many resources for people like us at that time. When we started building our holistic practice in the early 1990's, saying we were naïve about how to succeed is an understatement. With the information presented to us at the time, our marketing strategy included creating some business cards and a not-too-convincing brochure, then running a few ads in some local publications. You probably know how well this works!



Here's what we discovered. To create a prosperous business, you can't just print up some business cards, open an office, and expect the phone to start ringing. Similarly, in the late 90s, when we wrote our first book, we discovered that you can't just publish a book and expect people to run to their local bookstores to buy it.

Yet, for lack of knowledge and based on our experiences with some less than honorable salespeople, these are the kinds of things that many well-intended business owners do.

As synchronicity would have it, we stumbled on some miraculous successes along the way. We were fortunate to write what have become the most popular books on EFT (*Getting Thru to Your Emotions with EFT* and *Heart & Soul of EFT and Beyond*) just as the internet began to pick up steam in the late 90s. Amazon.com came along and synchronously provided opportunities for us to sell our books. It was like a miracle, and it helped us to create the freedom we needed to take our holistic practice to the next level. On the other hand, we wasted a lot of energy along the way before we put ourselves together and learned to effectively let the world know what we had to offer.

Here's a priceless key that accounts for much of our good fortune: we followed our hearts and took increasingly effective action. After years of experience and finally educating ourselves on how to build a prosperous professional practice, we have created an amazing life, one that our clients and students tell us they want to emulate.

Why our clients and students tell us "I want to do what you're doing!"

We've had the good fortune to discover many essential keys along the way. We know we're here for a reason, just as we know that you are. You have gifts to share and people who are waiting for you to share these gifts with them. Our primary mission now is to help gifted professionals like you to create your dream lives and businesses. We want to teach you the best of what we've learned over the last 20 plus years to help you to prosper and join in our mutual goal of making the world a better place.

People we work with change their lives in amazing ways. They don't generally end up doing exactly what we're doing. Instead, they set off on the path that is right for them.

We've watched people make miracles happen. One of our students was an executive in a large corporation. Her job provided a nice income, but nothing more. When she began to study with us, it became clear to her that she was not really living and she set out to create a new career as a holistic practitioner. She was smart and started taking action, one step at a time, and miracles happened. One by one, the pieces fell into place and her life was transformed. She now has a successful holistic practice and lives a life she couldn't have imagined before.

This is just one of many transformations we've witnessed over the years. This roadmap can also produce tremendous results if you have a business now. We can help you to make it more exciting and fun. Believe it or not, you can even create more free time while producing more income and even more.

Our belief is that the universe supports each of us in becoming creators and that we're here to enjoy life in exciting ways. If you think your possibilities are limited, it's just a misunderstanding. This ebook contains keys for creating a prosperous business and a fabulous life.

To set the stage, we want to put this in perspective with some of our insights.

What Not To Do

The 10 Biggest Mistakes Heart-Centered Professionals Make and How to Avoid them

Here are 10 critical mistakes that stop many heart-centered professionals dead in their tracks. We share them up front because we don't want them to stop you.

1. **Waiting for that perfect time to create your business and your life.** Most people talk about all the wonderful things they are going to do at some abstract time in the future. The fact is, the future never comes. The time is now... You're reading this for a reason. Opportunity is knocking.

If this isn't your time, when will it be? Opportunity only knocks on rare occasions and if you miss this one, who knows if and when it will knock again...

2. **Following the herd.** The fact is, we were duped in school. We weren't taught how to create the most fantastic life imaginable; we were taught to get a steady job with health insurance and to save for retirement. And we were taught to work harder, not smarter. When people are not getting the results they want, they just do more of the same, like working two jobs or even more.

You know that this is not the answer. If it was, why do so many people call it the rat race? The fact is, you have to step out of the rat race (or herd) and do things differently to produce different results. You need to work smarter, not harder. In fact, if you work smarter, you can learn to work less and earn more.

3. **Confused, unclear, and unfocused.** Most people don't know how to become their personal best and this is a big key. When you are your best, you come alive, do your best work, create happy clients and customers, and make more money.

4. **Going blind, with no picture of the life you want to create.** A fabulous life doesn't just happen by accident. You create it. You need to have goals and a plan to create an amazing life.
5. **Avoiding marketing.** This is a big one for heart-centered professionals who don't want to rock the boat or offend anyone. The truth is that marketing is your vehicle for getting your message about who you are and what you have to offer out to the world. It should be the most exciting thing imaginable and it can be!

Successful people are enthusiastic self-promoters. This is a learned skill and it is essential.

6. **Unwilling to invest in success and out of balance with money.** Financial success requires a balanced ability to give and receive. Successful people invest in becoming the people they want to be.

Think about the balance. How can you hold onto money for dear life on the one hand and with the other hand, expect potential clients/customers to freely invest in what you're offering? It's out of alignment and just doesn't make sense.

7. **Accepting fears and perceived limitations as old friends.** There's a certain comfort in the status quo. You may have been restricted by perceived limitations from the past. Fortunately, your history is not your destiny, but you have to be willing to expand and grow. If you are interested in personal and spiritual development, this should be good news. Reaching for success provides transformational opportunities for growth. You must become what you want to attract – your brightest possible future.
8. **Going it alone and living in a vacuum.** The Lone Ranger approach is a thing of the past. Successful people eagerly learn from people who have done what they want to do. They also value input from other professionals as ways of achieving more than they could possibly achieve alone.
9. **Not treating your business like a business:** Many small business owners treat their businesses more like hobbies. You need to look and act like a professional. If your business looks like a hobby, people won't take you seriously.
10. **Giving up.** If you're following your dream and your reason for being, giving up is not an option. Perseverance is essential. Never give up and continue to take action to move forward. It's your life, your future, and your purpose that you are creating.

The book and video of *The Secret* have become phenomenons and the thought of simply asking for what you want and having it appear without any participation on your part is alluring. This book contains some amazing truths, but many well-intended people get stuck because there are also a lot of missing pieces.

Here's the Real Secret

The secret that most heart-centered professionals don't know is that you can avoid these mistakes. You can learn effective skills for strategically building a prosperous business and an amazing life. You can also learn to market your products and services effectively in ways that feel good, even great. And, while you do this, you can create more free time for yourself and enjoy your life even more.

The misunderstanding we see in *The Secret* seems to be pretty universal. Your actions need to match your goals. And as Jane discovered, much to her surprise, you can even enjoy marketing. Plus, the really good news is that the process of implementing these skills will help you to expand and grow in wonderfully positive ways.

When asked, many of the heart-centered business owners we meet say they don't want to do marketing. At the same time, they also say they want to get their messages and, of course, their products and services out to the world. It all starts with having gifts to share with the world. If it is true, as we believe it is, that each of us came here with gifts to share and dreams to fulfill, it is essential that we do whatever it takes to realize this dream.

As mentioned, this was a problem for us, too. Then after some time of floundering around, we made a startling discovery:

*Marketing **IS** getting your message out to the world!*

It's not like a four-letter word after all. This changed everything for us. With this discovery, we became delightfully determined to find out how we could market our products and services in ways that felt right for us.

We learned that most people have misunderstandings and misguided apprehensions about what they view as marketing. In essence, marketing is a set of skills and processes anyone can learn. To put it another way, marketing is about creating energy for what you offer.

Good Marketing is Like Magic!

It communicates your message to the exact people you want to reach and produces consistently wonderful results. There are, of course, a variety of ways to market, and we all know that some of them are not acceptable to us. Fortunately, there are also ways that can feel exciting and fulfilling. Once she realized this, Jane, for example, went from wanting to avoid anything involving marketing to being totally excited about it and the opportunities that emerged.

So why all the fear and confusion?

We all have been besieged by hyped-up marketing. And we certainly don't want to fall into those traps ourselves. Yet when we resist marketing, what are we really resisting? We're resisting getting our message out. And beyond this, we're resisting embracing our life purpose, making a difference, and helping others. We're actually resisting our opportunities to make the world a better place.

Along with discovering that marketing is actually magic, we discovered a huge and frequently overlooked element of a strategic approach. Want to know what it is? Shortsightedness.

Rather than reflecting on the most effective direction in the long term, many new business owners put blinders on with the thought, "I need to get clients (and/or customers)." Without developing an effective strategy based on a "big picture and big dream," they just jump in and do whatever comes to mind to attract clients and/or customers. And the results are not pretty...

The Beauty of Being Strategic

This roadmap takes you much deeper. It will help you to become strategic, which is the most critical key to learn and implement. Why is this? The quality of your business and ultimately the quality of your life depend on it. Do you want to go for short term fixes or strategically create long term success and a great lifestyle, while making a difference in the world?

You will find strategy alerts like the one on the right throughout this roadmap to remind you how important they are. Being strategic is rare, in spite of the fact that the rewards are amazing! This isn't logical, but the fact is being strategic requires clarity and intention, both of which are rare. Ask yourself, do you want to produce better results

with less effort? Do you want to earn more money while working less hours? Both require well-honed strategies, which make things easier and produce dramatically better results.

What we often see is dabblers, people who are not fully committed to their businesses. They are usually committed to their work and the difference they want to make, but not committed to doing what it takes to strategically create a successful business and a great life. Many holistic practitioners venture out to get clients and when they don't immediately succeed, they figure they need more training in the skills of their trade, so they go back to school. This is a vicious circle. It will never give them the business and marketing skills they need to succeed.

Don't get us wrong. You have to be good at what you do. But strategic marketing and business development are often the missing pieces, along with increased self-awareness. Interestingly, most people don't associate business development with personal development, but they actually go hand-in-hand. Building a successful business will change you in amazingly positive ways. It requires you to confront all of your fears of being criticized and rejected, along with your limiting perceptions of what is possible. This stops a lot of people, who choose unhappiness over going through the discomfort and uncertainty that inevitably accompany change.

Getting back to being strategic, this ebook presents a seven-part roadmap to success. It doesn't start with how to get more clients and/or customers. It starts with you, with taking control of your life, determining what you truly want to create and valuing your unique brilliance. We all have what Coach Milana Leshinsky calls our "brilliance zone." Simple logic tells you that if you don't understand your greatest gifts and the value you have to offer to others, you can't expect potential clients and customers to understand and value them either. To be fully effective and ultimately joyful and fulfilled, you have to know what this "brilliance zone" is for you. Then you can tell the world about it, and be in this optimal state for your customers.

When you are in your brilliance zone, you will:

- be happiest and most effective.
- attract your ideal clients and customers.
- consistently produce powerful changes in people's lives.
- produce powerful results and the most satisfied buyers.

Strategy Alert!

DON'T dabble with your business and your life.

DO be intentional. Plan strategically and implement your plan strategically.

- receive rave reviews and fabulous testimonials.
- reap the financial and lifestyle rewards of your success.
- feel joyful and fulfilled.

The Heart of Success Roadmap

To get you started, here is the Heart of Success Roadmap we are going to share in the next seven chapters.

Set your course.

Uncover your brilliance.

Create your plan.

Clear the blocks that stand in your way.

Embrace your brightest possible future.

Seek support.

Start taking strategic action.

This is your “Heart of Success Roadmap” for creating an extraordinary life. Each chapter contains critical elements for your success, complete with a strategic action plan. To get the most out of it, focus on each element and take appropriate action. You may even want to read it several times to pick up points you missed the first time around.

Tony Robbins puts it this way:

One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.

Are you ready to concentrate your power? Great! Let’s get started.

1. Set Your Course

The biggest adventure you can take is to live the life of your dreams.

- OPRAH WINFREY



The first step in becoming the creator of your life is to set your course for the road ahead.

Just as a race driver gets into the best possible shape and gets the car in its optimal condition for a race, you first want to get yourself into the best possible condition to take the wheel, put your foot on the accelerator, and move optimally forward toward the business and life you desire.

Here are two important keys:

1. Get out of the crowd and take command of your life
2. Propel yourself forward with higher vibrations

Getting Out of the Herd

This part of the equation is probably obvious to you as a heart-centered professional. You are going where most people are unwilling to go, and dealing with the risks and uncertainty that prevent most people from creating extraordinary lives.

You have probably heard the concerns of people around you who are more than willing to tell you all the reasons why you shouldn't be following your dream. And if you are like most people, you may also have noticed that there are not as many people around who

will tell you why you should follow your dream and aim to create something extraordinary.

If this sounds familiar, you are in the right place. To move to the next level of success, you need to steer away from the crowd of people who will guide you to live an ordinary life. You need to take the wheel. You have chosen self-empowerment, which is an essential ingredient for your success.

Propelling Yourself Forward

Strategy Alert!

DON'T follow the herd and settle for an ordinary life.

DO empower yourself to follow your unique path and create an extraordinary life.

As a self-empowered individual, you need high octane fuel to propel you forward. The fuel we recommend is being your personal best, which energetically is the highest vibration you can enlist in every moment. This also relates to living your life purpose and accessing your brilliance zone, which we will discuss in the next chapter.

We all intuitively know how good vibes and bad vibes feel, but we rarely think of them as fuel for the journey through life. High vibrations are fueled by positive thoughts and feelings about our lives and ourselves. Take the example of coming alive and thriving. How appealing is this to you? Would you like to be totally alive and allow your gifts to fully blossom? Think of it and ask yourself, between one and ten, how desirable is it to you to come fully alive and thrive?

Now think about this ... settling for the status quo and doing something that will earn a good income, but nothing more. How desirable is this to you on a scale of 1 to 10? For us, settling for the status quo feels like a slow death energetically. We want to be fully alive. We want to take our work to the next level. If this is true for you, too, taking control of your energy is critical.

Low vibrations are fueled by negative thoughts and feelings about our lives and ourselves. These low vibrations create a sense that we have limited possibilities. We like to compare being in these low vibrations to being stuck in the mud, where all you can do is wallow around endlessly. This equates with settling for a safe life and mediocrity.

Albert Einstein once said,

“You can never solve a problem on the level on which it was created.”

Simply put, you have to get out of the mud!



When you're stuck in the mud, you can't see your way out and you have few inner resources to guide you. You could likewise compare lifting yourself out of these low vibes to rising above the fray to a higher place, like a lofty mountaintop.

On the mountaintop, you have a broad overview of your whole life and a clear connection with the synchronous flow of the universe, along with access to the vast inner resources you need to guide you.

Focus on the imagery here, because pictures speak more loudly than words. Images that emerge from the deeper levels of our awareness are holograms for our realities, so we will use them to help you to receive insight.

For a moment, imagine yourself wallowing around, stuck in the mud, devoid of resources. Notice how you feel. You might also notice that this perspective corresponds to feelings of fear, separation, and limitation.

Now imagine rising out of the mire, drifting gently and safely upward to a beautiful mountaintop where you are completely free and the air is clear and crisp. Take a deep breath of this air and notice how you feel here. You will probably notice that this perspective corresponds to feelings of love, connectedness, and infinite possibilities.

Your task is simple. Find ways that you can connect with elevated feelings like love, connectedness and your infinite possibilities and choose this state over fear, separation, and limitation. These vibrations will provide the fuel you need to move to the next level of success.

Strategic Action Plan

Think of ways that you can align yourself with your most resourceful states, which correspond with love, connection and infinite possibilities. Many people will try to drag you into the mud. The first part of your job is to lift yourself out of the mud, take control of your vibrations, and create resourceful states as you reach for the next level with your business and your life.

Strategy Alert!

Being strategic includes taking control of your energy and creating resourceful states that can take you to the next level for your business and your life.

It helps to have positive reminders around you, like inspiring quotations, music, and pictures. You can place positive messages in your environment and even create your own collage of images and words that excite your imagination.

Here's a thought from David J. Schwartz and *The Magic of Thinking Big* to inspire you going forward:

“Use the big thinker’s vocabulary. Use big, bright, cheerful words. Use words that promise victory, hope, happiness, pleasure; avoid words that create unpleasant images of failure, defeat, grief.”

2. Uncover Your Brilliance

*Doing what you love
is the cornerstone of having abundance in your life.*

- WAYNE DYER



When you set out to design a thriving business and a great life, it is essential to start with the big picture. This involves knowing what makes you tick. If you're here for a reason, what are you here to do? And how do you want to design your life?

If you're thinking, "I just want more clients or customers," think again. This is one goal, but you actually need to look further and build a solid foundation.

We've seen people put a tremendous amount of energy into their business, only to realize too late that what they created is not what they really want.

Take the example of the successful woman who dreamed of leaving her full time job to help others as a nutritionist. With consistent effort, she filled her practice to 40+ hours with clients, only to realize that she had less freedom now than she had before. This was not the life she had envisioned.

What do you envision for your life?

Maybe you already know the answer to this question. If you do, you can consider your next level. If not, here are some questions to ask yourself. If you knew with absolute certainty that you couldn't fail, what would you do? What would bring you the greatest joy? You can be of the greatest service to the people you are here to help if your energy is high, and when you are joyful and fulfilled.

On the following pages, you'll find a formula that can help you to identify what you really want to create. Think of what feels right in your heart and makes you feel the most alive. This is the life you are meant to live. As suggested earlier, repressing your aliveness is essentially a slow death.

Another key here is to go beyond, maybe even way beyond, what you believe is possible. You do a disservice to yourself and others by thinking small. Think instead in terms of having no limits on time, money, location or anything else you may perceive as limiting your possibilities.

The Impossible Dream (or is it?)

The truth is that much more is possible for us than we imagine. The essence of the journey is about who we perceive ourselves to be. According to Norman Vincent Peale:

“One of the greatest moments in anybody's developing experience is when he no longer tries to hide from himself but determines to get acquainted with himself as he really is.”

It's a tremendous relief to know that you don't have to be anyone or anything you're not. This is an opportunity to expand your sense of who you are, what you deserve, and what you can achieve. We did this early on and we still credit it for providing the foundation for the amazing life we live now.

We begin this chapter with a simple formula for determining your purpose, your reason for being. The next chapter takes this a step further with what coach David Wood calls the Four Freedoms. These Four Freedoms hone in on how you manifest this purpose and fit it into your life. They will give you a solid foundation for success in all areas of your life. This is, after all, a holistic approach. It is your opportunity to set your intent and put the law of attraction to work for you.

Identifying Your Aliveness and Your Purpose

The things that bring you the most heartfelt joy and excitement are the things to focus on as you set out to understand and realize your purpose. These are the things that make you feel most alive. It is amazing to think that everything about you was designed to optimize your ability to realize your vision and purpose.

Also realize that it is by overcoming challenges that your unique brilliance and the picture of what you are here to do come into focus. So if you think your past struggles are signs of weakness, think again. It's alchemy. They have made you who you are today.

A good place to start is to write a list of the strengths and talents that bring you the most joy and excitement, the ones that make you feel most alive. This may also include strengths you have developed by overcoming challenges. There tends to be a theme around overcoming your greatest challenges that is linked with your purpose.

These strengths and talents are the ingredients to draw upon as you go forward. It is reassuring to think that you don't need to be anyone other than who you are. Though we all need to develop some skills along the way and clear out some debris, we are here by design.

Your Unique Contribution

Next, consider the gifts that bring you the most joy and excitement, the ones that evoke passion about what you are doing. If you're not sure, listen to your heart.

Now ask yourself what you feel guided to do to make the world a better place. This, in all likelihood, is your life purpose. Also realize that there may be more than one thing that you are here to do, and this is fine. Your purpose will also evolve as you evolve. It will become clearer as you become clearer about your true identity.

The important thing here is to hone in on one or two areas to focus on, so you can use your energy wisely.

"The formula"

$$\begin{aligned} & \text{Your Strengths and Talents} \\ + & \text{Your Passion and Heartfelt Joy} \\ + & \text{Your Unique Contribution} \\ \hline = & \text{Your Life Purpose} \end{aligned}$$

To determine your purpose, explore the following:

1. **Your Unique Genius:** Focus on your positive qualities. Write a list of the strengths and talents you have that create the most heartfelt joy and excitement, the ones that evoke passion about what you are doing.
2. **Your Contribution:** What do you feel guided in your heart to do to make the world a better place? Again, jot down what comes to mind.
3. **Your Weaknesses:** While you're at it, you may also want to identify your weak areas, the ones that may be better to delegate to others. Write a list that includes things you don't enjoy or don't come naturally to you. Identifying your weak areas and staying clear or delegating them to others will help you to free up your energy to focus on the things that are most important.

Once you have identified your purpose, your job going forward is to be operating out of your unique genius, or brilliance zone, as much as possible as you design and build your business. This is another huge key to write down and keep at the forefront of your awareness. Your unique genius is what you are here to share with the world. It is also your formula for success.

Rick Schefren, one of the top business coaches in the US, compares functioning outside of your brilliance zone to writing with your non-dominant hand. Functioning inside "the zone" is like writing with your dominant hand. If you were writing a book, which hand would you want to use? Similarly, in creating your business, which zone do you want to be in?

When you are connected with your purpose and passion, you will experience the most joy and fulfillment, produce the best results for those you serve, receive rave reviews, and be generously compensated. This is why it's so important to understand your brilliance zone. It may sound superfluous at first, but it's essential to your success.

Important Keys So You Can Thrive

There are two additional elements in this equation that bring your purpose strategically down to earth. These are essential ingredients for turning your passion and purpose into a successful business, so you can thrive.

1. **Offer your gifts to the world in the form of something people want.** In most cases this involves easing their pain, particularly the things that keep them up at night. Of-

fering people something that “sounds nice” is not motivational enough for them to take action. You need to provide something they feel they need now.

2. **Offer your products and services in forms that your potential clients and/or customers can understand.** The most effective strategy here is to find out exactly what your prospective clients and customers want and offer it to them.



We often see holistic professionals with tremendous gifts waiting for people to understand the value of what they offer. You can't make a big difference in the world if people don't understand what you have to offer. The fact is that it's not your prospect's job to understand you. It's your job to understand them and to meet their needs. Our mentor Marshall Sylver puts it this way:

“Give value to people in a way that is meaningful to them.”

This often requires a change in thinking from offering people what they need to what they want. What a shift! A lot of people get stuck here. The fact is that people are not going to pay for something just because you think it's good for them. You may be right, but that's not the point. They are going to pay for something they want now. This demonstrates the critical importance of learning how to present and market your products and/or services effectively to reach more people and make a bigger difference.

The result of starting with the life purpose formula, then combining it with providing people with something they want, which is often something that directly solves their problems, is that you will thrive. So now you know how to come alive and to thrive!

Strategic Action Plan

Take some time to explore your unique genius or brilliance zone. If it's not immediately clear, create the following lists:

Strategy Alert!

DON'T offer products and services because you know people need them.

DO offer products and services because you know people want them and are willing to pay for them.

1. List the things you are great at that you love to do.
2. List the things you are not good at that you won't do or could outsource.

Then reflect on the type of contribution you want to make and how the pieces might fit together.

As a note, if this is a new area for you, the picture may not come completely into focus right away. In this case, continue to explore your possibilities. As we will discuss in Chapter 7, the key is to take action. Decide on your next step and take it.

Strategy Alert!

Build your heartfelt joy and passion into every aspect of your business.

Your joy and passion will carry you through the challenges and excite others about being part of what you are doing.

Take it everywhere!

If you're ready to implement the roadmap now and want to explore the opportunity to have your own Wellness Business, just skip to Chapter 9 of this ebook or visit us at <http://heartandsoulofsuccess.org/articles/entrepreneur-qualities-achieving-success-in-wellness-business/> for the details.

3. Create Your Freedom Plan

*So many of our dreams at first seem impossible,
then they seem improbable, and then, when we summon the will,
they soon become inevitable.*

- CHRISTOPHER REEVE

In our coaching practice, we encourage people to let go of limits and create fabulous lives. We want this for you, too!

Along with identifying your purpose and how to make it a reality, we encourage you to live it in the most magical ways possible. After all, even the best of goals can play out in a number of ways. Some of the most wealthy people are also the most miserable. We focus on the whole picture and creating an abundance of joy, love and freedom.

When we first planned our practice in the late 1980's, our dream included four key elements, which coach David Wood aptly calls "The Four Freedoms." You can ask yourself a series of questions to identify how you want them to look in your life. Wayne Dyer sees it this way:

***"Freedom means you are unobstructed in living your life
as you choose. Anything less is a form of slavery."***



As you consider the questions in the following paragraphs, be completely free to imagine the most wonderful life imaginable. How might it be to live without limits of time, money, location, or any other barriers you might conjure up? If your imagination takes you beyond what you believe to be possible, you are on the right track. Keep going. "Aim for the stars and maybe you'll reach the sky."

The Four Freedoms:

- 1. Autonomy:** As a heart-centered professional, you can literally create any kind of life you want. **Ask yourself this: “How could I design the working part of my life with the greatest possible freedom to be myself and live my purpose?”** Realize that there may be more than one element. One of our students, for instance, has a career in holistic coaching healing, along with being an artist. Areas to consider:
 - If you haven’t already established the direction in which you want to take your business, decide on the area you want to pursue.
 - Decide if you want to have (a.) a local business with in-person clients, products, and/or services, (b.) a cyber-business with the potential to have clients and customers throughout the country and around the world, or (c.) a combination of both.
 - Decide what areas you enjoy most, such as being at home writing and teaching, spending time with individual clients, or out leading a seminar or selling products. Your preferences may evolve over time. Just keep in mind that you can be most effective with the people you serve when you are doing the things you do best and enjoy the most. Everyone receives the greatest benefit when you are at your best.
 - Note any other areas that relate to autonomy.
- 2. Geography:** To have the most energy, joy, and excitement, you need to be in an environment that is harmonious for you. **Ask yourself something like this: “If I could be anywhere in the world, in any type of environment, where would I want to live, work, and play?”**
 - Decide where you really want to live.
 - Decide if you want to have your business in your home or if you want to have an office or business away from your home.
 - Note any other areas that relate to geography, like traveling.
- 3. Time:** Now focus on time management. When we first explored the freedoms, we wanted to be able to manage our own time, not be tied to a rigid schedule or working long hours. **Ask yourself this: “How would I like to organize my time and work hours, as well as time for the other things I want to do with my life?”**
 - Decide how flexible you want your time to be. As an example for service providers, an important consideration is that if your practice is focused on one-

to-one relationships with clients, your schedule will probably be much less flexible than it would be if you had a one-to-many relationship with clients. You may, of course, have a combination of the two.

- Decide if you want to create passive income streams with items like information products, home-study courses, CDs, DVDs, and other products so you can reach more people and generate income even when you are not working.
- Decide if you want to pursue one-to-many income strategies like teaching classes, doing group coaching, offering certification courses, and so on.
- Decide how many days you want to devote to work each week.
- Decide how many hours you want to devote to work on each work day.
- Note additional interests, like family, hobbies, and other areas and decide how many hours/week you want to devote to each of these other areas.
- Put all of your interests together and create a rough outline of your weekly schedule.
- Decide how many weeks of vacation you want to have each year.
- You may want to think of other areas, such as how many hours you want to devote to exercise, meditation, relaxation, play, and volunteer work each week.
- Make note of any other areas that relate to time.

4. Abundance: In exchange for your good work, you deserve to be generously supported by the universe. Remember that as you create more abundance for yourself, you are also opening the door wider to create abundance for the world around you. **Ask yourself this: “To create the life I truly desire, how much money would allow me to feel abundantly supported by the universe?”**

- If you are creating a new business, decide how much income you want to have each month and year to feel prosperous and have ample funds to create everything you want in life.
- If you already have a business, decide what the next step is for you in creating the income you desire.
- Note any other areas of focus related to abundance.

Strategic Action Plan

Be sure to take time to create your vision of your dream life and dream business, with this simple message in mind. Follow your heart!

Having worked with thousands of people over the years, we simply haven't seen people with puny dreams in their hearts. It is fear that holds us back, not love. And practically speaking, a small dream is hardly worth the effort.

So, be sure to create a Big Dream, preferably one that really stretches you. Aim for something that seems unattainable to you now. And put it in writing. This clarifies your intent and makes it concrete. A lot of people avoid this essential step, mostly because they are afraid to commit to their dreams.

Writing down what you intend to create provides an opportunity to expand and grow into a new perception of yourself and your possibilities. You may be surprised to find that this huge dream seems to be more and more real each day, especially if you follow the upcoming suggestions we make in this roadmap.

Strategy Alert!

DO *Follow your heart!*

DON'T *let all the reasons why what you want is not possible stand in your way.*

REMEMBER: *Miracles happen when you are open to them*

4. Clear Interference

Use the full strength of the experience, training, and knowledge of other people just as if they were your own. You can overcome almost any obstacle you face, no matter what your own education or talents, if you use the mastermind principle effectively.

- NAPOLEON HILL

If there was no interference, all of your goals would manifest instantly. This is not the way it works. Interference serves the positive purpose of providing fuel for your personal and professional development.

Creating a successful and prosperous business starts with a frame of mind. Many heart-centered professionals are making a transition from being employees to being the creators of their own businesses. This requires a completely different perspective.

As the above quote from Napoleon Hill, author of *Think and Grow Rich*, suggests, one of the best ways to overcome obstacles is to draw on what other highly successful people have done. Hill says, “A mastermind alliance is built of two or more minds working actively together in perfect harmony toward a common definite objective.”

You can also find out more about how you can use masterminding in Chapter 6.

Five Traits of Highly Successful People

We’ve made it a habit to study successful people and you should too. It’s essential to embrace an entrepreneurial spirit to create a successful and prosperous business. If you want to reach a lot of people and make a big difference, you need to continuously examine your outlook and your actions. Just having a strong desire and good intentions are not enough. You could compare it to going through life with your hands tied behind

your back. You need access to the best resources to produce the best results. And the good news here is that you can learn skillsets and habits that enable successful people like yourself to thrive and excel.

We found that taking steps to embrace an entrepreneurial spirit to be a positive and enlightening experience. It has challenged us in ways that have furthered both our personal development and professional development, while providing opportunities to increase our impact.

The following five traits are found in successful people. Each one presents common obstacles and opportunities for growth.

Strategy Alert!

DON'T do more of the same if you want to produce different results.

DO learn from people who have done what you want to do and do what they have done if you want their results.

1. Confident and Decisive: Knowing with certainty that you are doing what you are here to do, you need to move forward with confidence. Failure should not be an option. Continue to focus on what you want to do to create a successful, prosperous, joyful, and fulfilling life. This is, of course, presumably combined with accessing the best resources available to create success.

- **Obstacles:** Being too swayed by what you perceived as setbacks or lack of progress. Dwelling on the negative and falling prey to pessimism.
- **Opportunities:** Learning from challenges and moving on, knowing you have what it takes to continue forward. You know your dreams and goals are worth it. You proactively think positive thoughts daily and put your dreams and goals into action.

2. Willing to Invest in Success: This involves knowing that you are your best investment. Investment means gaining resources and making improvements. As master salesman Marshall Sylver teaches,

“Those who are afraid to buy are always afraid to sell.”

In addition to providing strategic resources, investing in your success sends a message to your mind that you are committed to your business.

Many of the heart-centered professionals we encounter are reluctant to invest in their success. In most cases, they don't realize that building a professional practice

and marketing their services are also learned skills that require investment. In reality, investing in your success is one of the best things you can do.

This information may come as a relief. It was to us. We had no idea when we started that we could learn to market ourselves effectively in ways that would feel good. We could have saved years of trial and error if we had known that valuable resources were available. Of course, in the early 1990s when we started, there wasn't as much available to help us as you have now. The good news now is that you can learn from others' mistakes rather than having to make them all yourself, and move more freely forward toward your dreams.

Moving freely forward may also involve preparing to play "a bigger game" – helping more people and having the greater success that comes with it. We continue to invest in ourselves, actually more now than ever. Our reward is that we can take our work to more people and create even more prosperity.

- **Obstacles:** Having limited tools and results, trying to progress only with free information and low-cost products. Lacking ways to fill in the missing pieces of the puzzle to develop effective strategies.
 - **Opportunities:** Recognizing the need to invest time and money to get the results you deeply desire. Successful people take educated risks in order to advance. Investing in tools, knowledge, and resources that directly further your practice and purpose. Building confidence because you know that you have what it takes to succeed.
3. **Open-Minded and Flexible:** Welcoming new concepts and ideas, then using these new ideas to make adjustments and improvements on your goals and strategies. As Napoleon Hill stated,

“Any idea, plan or purpose may be placed in the mind through repetition of thought.”

You can choose to embrace new perspectives that are conducive to your success.

- **Obstacles:** Getting stuck and staying with the same strategies and action plans, regardless of whether they are working.
- **Opportunities:** Evaluating and researching new possibilities. This may include making revisions and finding new goals and strategies, and then moving

forward again. It may involve integrating input from new resources, including programs, course, strategic alliances, and supportive people.

- 4. Building Support:** While you want to be an independent thinker, this is no time to play the Lone Ranger (do it yourself). Know that having supportive, like-minded people and new ideas is essential to your success on all levels.

As Napoleon Hill stated:

***“No one mind is complete by itself.
All truly great minds have been reinforced through contact
with others that allowed them to grow and expand.”***

- **Obstacles:** Feeling you have to know everything and do everything yourself, as a result feeling overwhelmed.
 - **Opportunities:** Seeking support from mentors, coaches, trainings, associations, mastermind groups. Finding assistants to help you with areas of your business (technology, bookkeeping, administration). Automating your business with autoresponders, shopping carts, templates and forms, blogging, merchant accounts and so on.
- 5. Enthusiastic Self-Promoters:** Successful people know they have something valuable to offer and they want the world to know about it. Recognizing that you have much to offer, you likewise need to be able to share your passion, expertise, and offerings freely with others. To grow, you may need to put yourself more into the spotlight, stretch, and expand your possibilities.

- **Obstacles:** Fearing you'd be arrogant if you promoted yourself, and as a result, downplaying your strengths. Being overly modest and timid, thus not taking credit for your great offerings.
- **Opportunities:** Taking consistent action to get your message and work out into the world, knowing it can help others and make the world a better place. Being enthusiastic and expressive to others about your practice.

Strategy Alert!

DON'T *be modest. Allow your confidence in what you have to offer shine through!*

DO *Feel great about what you are doing and let the world know!*

Strategic Action Plan

Don't get overwhelmed by the obstacles on the road before you. Look instead for opportunities to take one piece at a time, realizing that you are on a journey.

Reflect on these areas and any other obstacles that currently lie in your path. Develop a plan for clearing interference and embracing an entrepreneurial spirit. Focus on the opportunities each of these traits provides. You might want to write out some action steps to progress with clearing specific obstacles and developing specific traits.

Each step you take to become more successful will expand your potential and pay dividends toward your bright future, which we explore more in the next chapter.

If you're ready to implement the roadmap now and want to explore the opportunity to have your own Wellness Business, just skip to Chapter 9 of this ebook or visit us at <http://heartandsoulofsuccess.org/articles/entrepreneur-qualities-achieving-success-in-wellness-business/> for the details.

5. Embrace Your Brightest Possible Future

Stretch your vision.

See what can be, not just what is.

Practice adding value to things, to people, and to yourself.

- DAVID J. SCHWARTZ

Are you ready for a reality shift?

Awhile back we heard an idea that perplexed us. Here it is: you create your present in the future. This didn't make any sense to us at first. It seemed to be backwards. Then when we took a closer look, it suddenly struck us...



Your present reality reflects your view of the future

When your brightest possible future stands clearly before you like a beacon lighting your way, the present feels alive and exciting. You know you are on the right path and every step you take is bringing you closer to your dream. You can see it, feel it, smell it, and even taste it.

Wherever you are in your professional development, you can reach higher and make a bigger difference. This is indeed a reality shift from seeing yourself living a safe life, doing what most people do and producing ordinary results. Like you, we are in this process, taking our lives and our business to the next level beyond the ordinary into the extraordinary. We continue to stay open to another reality shift, to discovering possibilities we never considered until now.

How does the past fit into this picture?

The past has brought you to this present moment, this time when you can create the life you desire. The key is to leave the past behind you. Don't view it as a gauge of what is possible for you going forward. Always remember, your history is not your destiny!

Hopefully you have spent some time now exploring the Four Freedoms in Chapter 3 and deciding what you want to create in your business and your life. This vision of your life is your brightest possible future. You can get an image of it by closing your eyes, feeling what it feels like to live this life, and allowing a representative image come to mind. An example for Jane is seeing the two of us lying on a beach in an exotic place celebrating our successes. Within this image is the suggestion that we have accomplished our goals and we are precisely where we want to be.

In your own mind, notice how it feels for you to be in that place where you have already created the business and life you desire. Make this picture clear in your mind, so you can recreate it at will any time you want. Then, bring it to mind as frequently as possible.

Want to know how to make this even more powerful?

Act As If This is Your Reality Now

Here's another element of embracing your brightest possible future. Live in as many ways as possible as if this dream is a reality for you now. As Marshall Sylver recommends:

“You must become what you want to attract.”

Fortunately, this may be easier than you think. You can act like you already are where you want to go in simple ways.

Here are a couple of ideas:

- If you want more abundance, act as if you have more money by spending just a little more on simple things than you might normally spend to increase the flow. It can be as simple as upgrading to organic vegetables, something you want and currently withhold.

Strategy Alert!

DON'T just hope you'll see the changes you desire in your business and in your life.

DO act as if your brightest possible future is true for you now and make it your reality today.

Here's another example. Awhile back, Jane started feeling like she was holding on to money too tightly. To open to a free flow of resources, she decided to act as if she was more prosperous by making one dollar donations to the Salvation Army during the holiday season each time she passed a bell-ringing volunteer. She saw it as a way to create a freer flow of money. The results were quite positive. Giving made her feel so good that she started to make five dollar donations.

This may not seem like much, but it shifted her ability to give and to receive, both of which are keys to abundance. Now she gives more generously on a regular basis in a variety of ways, feels more prosperous, and sees a steady rise in income that matches her increasingly abundant perspective.

- If you want to build confidence and make more connections, say hello to the people you encounter when you're in public. Start conversations so you feel more and more comfortable speaking with new people. Feel your confidence building as you go about your daily activities.

Strategic Action Plan

Create an image of your brightest possible future. Here are some more suggestions:

1. Take some quiet time to reflect on how your brightest possible future looks, feels, sounds, and tastes, so it is clear in your mind's eye. Imagine yourself in the future when you have made it a reality. Write a detailed description of how it feels there and what contributed to your success. In this case, more is better. Write at least a full page with as much detail as possible. Once you have this image of your future, keep it in the forefront of your mind every day. Feel the aliveness, excitement, and sense of accomplishment.
2. Practice seeing it and feeling it directly before you when you rise in the morning and often during the day. Notice how much better your present life feels now when your brightest possible future is before you.
3. Notice any doubts and address them as quickly as possible. Your belief in yourself is an essential key. As we mentioned earlier, if you don't believe in yourself, others won't either.
4. Seeing this bright future before you should also motivate you to practice living it today. Write a list of ways that you can act as if it is your reality now and incorporate them into your daily routine.

6. Seek Support

Surround yourself only with people
Who are going to lift you higher.

- OPRAH WINFREY

Did you know that your success relates directly to the company you keep?

We've mentioned the importance of learning from people who have done what you want to do. Tony Robbins puts it this way,

***“If you want to be successful, find someone
who has achieved the results you want and copy what they do
and you'll achieve the same results.”***

Well, this is not just a theory. Some revealing studies show that we are more connected than we realize. Harvard researcher Nicholas Christakis summarized the findings in this way: “People are embedded in social networks and the health and wellbeing of one person affects the health and well being of others... Human happiness is not the province of isolated individuals.”

Three Degrees of Connection

The large study showed that others' behavior around you is contagious. And it's not just your friends who affect you. Even friends of friends have a notable impact. Take smoking as an example. You are 61% more likely to smoke if you have a direct connection with a smoker. And it may surprise you to hear that you are still 29% more likely to smoke if that friend of a friend (who you don't even know) is a smoker. This influence also continues to the next degree: you are 11% more likely to smoke if a friend of a friend of a friend smokes.

Peer influence goes the other way too. If your friends are healthy or happy, you are more likely to be healthy or happy, too. This social network influence extends to many areas, including weight, happiness, loneliness and more. The “three degrees of connection” influences all kinds of behavior, including your success in life.

Your Success and Those Closest to You

You may also have heard the idea that your success is reflected by the five people closest to you. If you are spending most of your time with people who are not supportive of your dreams and goals, this would suggest that your road to success will be much more challenging.

This idea may not be an absolute truth, but it provides some food for thought. It points to the importance of being around likeminded, heart-centered professionals who are focused on success just as much as you are.

Strategy Alert!

Take this tip from Oprah Winfrey:

“Surround yourself only with people who are going to lift you higher.”

Being More Intentional with Your Life

The important point here is to create a community around you that can take you to the next level of success. This includes two essential elements: first, likeminded peers who can support you in creating the life you desire, and second, more experienced mentors who can provide a roadmap for your success.

Here are some elements of supportive people drawn from Trent Hamm’s The Simple Dollar blog. Supportive people:

- are excited about your dreams and goals
- uplift you when you need added support and encouragement
- bring out the best in you
- don’t expect you to please them
- are there for you and can be counted on for support

We would add a supportive community can also share resources members have found useful, thereby saving each other time and effort.

This list of elements may remind you of the beginning of this roadmap, where we discussed good vibes and bad vibes. Think now of spending time around people who

are negative, pessimistic, unenthusiastic, and fearful. How does this make you feel about your possibilities?

Now focus for a moment on spending more time with people who are optimistic, passionate about what they do, expansive in their thinking, and supportive of you and your goals. How does this make you feel about your possibilities?

As our brightest possible future came into focus for us, there have been times when we have had to examine the people around us. Letting go of old relationships can be painful, but it is also essential to guard your energy and optimize your potential. There may be some relationships that no longer serve a positive purpose for you. If this is the case, it is critical to take appropriate action in a kind way, so you can create a supportive community around you.



The Power of the Mastermind

In its essence, masterminding provides an environment where miracles happen. It allows likeminded people to connect and explore possibilities for their lives and businesses that they may not have considered before. It increases your connections on many levels, helping you to be more creative and productive.

Some of the top benefits of participating in a Mastermind Group include the following:

1. Members have the support and encouragement of a community of likeminded people who are focused on mutual success.
2. The community provides opportunities for everyone to increase their success by sharing ideas and brainstorming solutions and goals.
3. Members magnify each other's creative powers, so they can see opportunities they may never have imagined possible before.
4. Members become more joyful as their lives move in positive directions.

5. Members save trial and error by drawing on the collective wisdom of the group.

Some Food For Thought

As supporters of your success, we want you to:

- Get off the hamster wheel and out of the rat race.
- Feel fully alive and loving what you do every day.
- Have plenty of free time for the things that are most important to you, like your family and friends. This includes ample time to relax, to explore new ideas and to play!
- Produce ample income, or if you're open to it, wildly high income and learn to do it with the greatest possible ease. After all, money is a tool that will allow you to enjoy your life more, reach more people, and support causes that are meaningful to you.
- Have a good feeling in your heart, the core of your being, knowing that you are doing what you came to do and making a positive contribution.

Don't you want to be around people who want these things for you? We certainly do and this is why we want to spend time with people like you.

Your Greatest Possibilities For Success

Here are some questions for you.

- What do you think your possibilities are of creating the successful business and income you desire on your own using the "Lone Ranger" method?
- What do you think your possibilities are of creating the successful business and income you desire in a community of supportive people using keys to success drawn from people who have done what you want to do?
- Which path to success do you want to take?

Strategic Action Plan

With this food for thought in mind, look for opportunities to connect with people who are willing and able to help you to come alive, thrive, and make the difference you desire.

At the end of this roadmap, we'll tell you how you can follow up with us as part of our community of heart-centered professionals.

***“Really great people make you feel
that you, too, can become great.”***

- MARK TWAIN

If you're ready to implement the roadmap now and want to explore the opportunity to have your own Wellness Business, just skip to Chapter 9 of this ebook or visit us at <http://heartandsoulofsuccess.org/articles/entrepreneur-qualities-achieving-success-in-wellness-business/> for the details.

7. Start Taking Strategic Action

Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action.

- NAPOLEON HILL

Ultimately, success is a process of putting what you learn into action. As Ralph Waldo Emerson said, “Don't be too timid and squeamish about your actions. All life is an experiment.” So experiment freely... and strategically.

Throughout this roadmap we've suggested action steps to get you started. If you've been thinking that it sounds like a good idea and maybe you'll take these steps some day, we invite you to think again. The time is now. Even small steps can create big results over time. And any action you take sends a message to your reality that you are going somewhere, rather than standing still.

Play Full Out

Seminar leaders often ask their audiences to “play full out.” They do this for a reason. You have to be in the game to win a prize. It's essential to enlist the full resources of your heart and soul to make your dreams a reality. Nothing is more rewarding than taking steps to come alive and thrive!

Strategy Alert!

DON'T *put off living until some time in the elusive future.*

DO *Take steps now, no matter how small. Let your reality know what you intend to create.*

This final chapter in the roadmap provides more essential keys. These keys can unlock the doors to your true desires and to more tools for accelerating your personal development. They can also connect you fully with the joyous, loving essence of your

being and help you to take your next steps on the path to greater and greater success. Only you can do it, so your full commitment is essential. Play full out!

In our society, which promotes taking the right pills to instantaneously solve life's challenges, we are not trained to commit. Instead, we are programmed to stay safely in the herd and follow authority. We all have been influenced by this programming, which is often quite subtle and unconscious. As you move forward, bargaining with the price of success severely limits your possibilities.

***Rather than asking yourself what is the least amount you can do to make this work for you, ask yourself this:
“What is the most I can do to realize my dreams?”***

You have to be fully committed, even in the times when your dreams haven't yet emerged, and stay engaged to reap the rewards. Tony Robbins, perhaps the world's most renowned self-improvement coach, believes that life tests our level of commitment to our dreams. The most magnificent rewards go to those who stay focused until their dreams come true. Here are his words, “I challenge you to make your life a masterpiece. I challenge you to join the ranks of those people who live what they teach, who walk their talk.” Are you ready to accept this challenge?

Consider this. It could change your life!

To start off on the right track, ask yourself this question and take a few minutes to really think about it, because it could change your life.

Between one and ten, with ten being the highest possible degree of commitment to your dreams, how committed are you to doing what it takes to transform your life?

Are you ready and willing to step out of your habitual ways of thinking, doing, and being, and take the chance that your brightest possible future can become a reality? Will you commit to staying with your dream after the novelty wears off? Can you see yourself doing something truly magnificent with your life as a result?

Considering these questions is crucial, because your commitment forms the foundation upon which you will build the life of your dreams. If you are not very committed, ask yourself why. This will provide fuel for further exploration as you progress.

***Keep in mind that the greater your commitment,
the smoother the path ahead will be.***

The future extends out before you and the decision of which path to follow is yours. Just remember, you need to do something different if you want to be someone different. Commit yourself to being someone with more of life's most fulfilling rewards, more abundance, more vibrant health, more excitement, and more joy.

What Not to Do

For nearly two decades, we have watched self-empowered people follow these success strategies increasing levels of success, while others floundered. We've developed a good sense of what works and what doesn't. And, as mentioned earlier, we want you to avoid pitfalls, so here are some things not to do.



1. **Don't do what most people do.** This is the hard way. After all, an ordinary approach will produce ordinary results and we know this is not what you want. We suggest the easy way, following in the footsteps of people who have successfully done what you want to do. Connect with the magic to get more done and have more fun doing it.

Here's a thought from *The Magic of Thinking Big* by David L. Schwartz,

“Believe it can be done. When you believe something can be done, your mind will find the ways to do it. Believing a solution paves the way to the solution.”

2. **Don't wait for the perfect plan.** To be honest, most people never start. There are a variety of reasons for this, with the biggest one being the desire to have the “perfect plan” in place before taking action. Within this is a desire to have a guarantee that this plan will work. Well, the fact is, there is no perfect plan and there are no guarantees.

The solution: replace the “perfect plan” with the “passionate plan.” With your passion in mind and the best information you have available, start taking action. This provides the universe with an opportunity to show you the next step. The road may be winding, but this is the journey you've signed up for as an entrepreneur. The only way for the second step to come into focus is to take the first one.

3. **Don't play the Lone Ranger or rely exclusively on free materials to take your business to the next level.** We see this a lot with the holistic professionals we teach.

They invest wisely in learning their holistic practices, but they are very reluctant to invest in learning how to successfully take these skills out into the world. What they don't understand is the fact that learning business development and marketing is as important as learning the skills. We made this mistake ourselves early on and when we started to invest in our success, we were happy that we did. Just one tip can mean thousands of dollars to your business.

What to Do

As mentioned, our recommended plan here is to connect with people who know how to do what you want to do and learn from them. Think about this. If you were fully confident in yourself, would you cut corners on developing the skills you need to promote your business and reach the next level of success? If you knew that you could progress with much greater ease with the best tools and the most knowledgeable people, would you hold back?

Well, the fact is, you can, and we will tell you more about this at the end of this roadmap. Here's the key: be willing to take a risk and invest in your success.

Some Final Strategic Action Steps

Let's conclude with six crucial action steps.

1. **Start taking action and never give up.** As we mentioned earlier, giving up quickly is another common mistake. Recognize that most likely, what you envision won't happen as expected and on the schedule you desire. Knowing that outcomes may not be predictable will help you to avoid giving up. This is critical, because miracles happen at the perfect time and you don't want to them.



As Tony Robbins suggests,

“In essence, if we want to direct our lives, we must take control of our consistent actions. It's not what we do once in a while that shapes our lives, but what we do consistently.”

One of the saddest things we see is heart-centered business owners trying a few things that don't work and giving up on their dreams. This happens to too many people. They start out with tremendous enthusiasm, and once the "honeymoon period" is over, they give up. The amazing thing we've seen in retrospect is that the timing of when the miracles appear that have completely changed our lives has been perfect. We wouldn't have said that when we waited for what seemed like an eternity to relocate to the Central California coast where we live now. But in retrospect, it's obvious that the timing couldn't have been better!

You may have heard of the 80-20 rule, which suggests that 80% of your efforts will produce little or nothing and 20% will produce miracles. If you give up, you'll miss the miracle that may be waiting just around the next corner.

What we wonder is, if you are following your purpose, your reason for being, is giving up an option? We hope not. It never was for us and now we are reaping tremendous rewards. Keep the image of your brightest possible future clearly before you, stay engaged, and expect miracles.

2. **Take one step at a time.** Yes, many people become overwhelmed with all the possibilities. This is one of the reasons we created this roadmap. We want to help you to identify steps that you can take to produce the results you desire. While there may be several areas where you want to take action, doing one thing at a time and doing it well will allow you to create a sound structure for your business.
3. **Prioritize.** Immediately identify a few things you can do that will allow you to make the greatest progress in the least amount of time and with the least amount of effort, so you can start to experience success right away.
4. **Watch for resistance.** Expect fears and limiting beliefs to surface. This is part of the process and we recommend having strategies in place for overcoming them when they arise. Above all, believe in yourself and your dreams. You are here for a reason and you have something special to contribute to the world.
5. **Be persistent and flexible: don't give up.** As mentioned, things probably won't happen the way you think. Miracles can happen and situations that arise can challenge you to expand and grow. If you have a dream and a purpose, your next step will become clear as you progress.

A favorite quote from our good friend Sheila Hollingshead is,

"There is no such thing as failure – just giving up too soon."

Keep your dream alive, open to your infinite possibilities and amazing things will happen.

6. **Enjoy the Journey.** Being strategic includes having fun. When you are on track, you can enjoy each day. Wayne Dyer puts it this way:

***“When you dance, your purpose
is not to get to a certain place on the floor.
It’s to enjoy each step along the way.”***

Don’t get compulsive about your goals and achievements. Stay focused and enjoy the ride. Every day is a gift.

Always Remember, Giving Up is Not an Option

If you are doing what you came here to do, the thing that makes you feel most alive, can you ever give up? There is only the next step forward and the people who persevere are the ones who reap the rewards both in terms of outer success and inner fulfillment.

Take a moment now and focus on your passion and your brightest possible future. Notice again what makes you feel most alive, and what you want to do to make the world a better place.

Now compare this aliveness with the feeling you have when you imagine erasing the possibility of creating this bright future and settling for a “safe life.” Is this satisfactory? Or are you willing to take an adventure into the unknown and create something truly magical?

The choice is yours. We leave you with this thought from Tony Robbins:

***“I challenge you to make your life a masterpiece.
I challenge you to join the ranks of those people who live
what they teach, who walk their talk.”***

Please feel free to recommend this ebook to your business associates and friends. Your referrals support us in our mission of teaching people all around the world how to realize their full potential and creating a more loving world. Tell anyone who might benefit from this information to get their free copy at <http://heartandsoulofsuccess.org>.

8. More Resources

*When you follow your bliss ...
doors will open
where you would not have thought there would be doors.*

- JOSEPH CAMPBELL



Are you ready to create the best life possible?

Do you believe that your best life could include having access to an abundance of money so you can enjoy life to the fullest and make a difference in the world?

Are you aware of the Law of Attraction but sense that some pieces are missing?

Then you may want to know about another easy -to-read ebook by Phillip and Jane Mountrose - *The Science of Getting Rich Magic in Minutes*.

The Science of Getting Rich Magic in Minutes is based on Wallace Wattles' classic book, *The Science of Getting Rich*. As you may know, this is the book that inspired Rhonda Byrne to create *The Secret*. Could This Be "The Secret" You've Been Seeking?

We (Phillip and Jane Mountrose) studied *The Secret* and, like many people, we felt that pieces of the puzzle were missing. What we discovered is that *The Science of Getting Rich* fills in those missing pieces and provides a specific action plan that anyone can follow. Wattles' book remains popular today for a reason. As he promised, IT WORKS!

Here's the challenge... Wattles' classic book was written a hundred years ago. This makes it challenging for many people to read and more importantly, to apply to create the lives they desire to live fully.

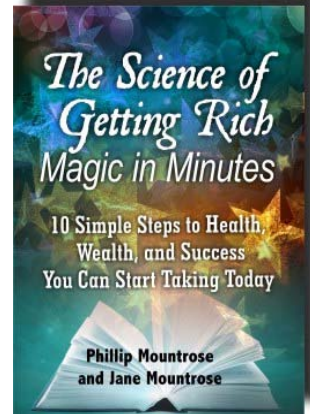
Would you like to travel more... invest more... give more... support the people you love more?

We wanted all of these things, too. By following certain principles, we now do what we love as holistic coaches, authors and trainers. We live where we want in a wonderful house, and travel and give liberally.

Our new ebook, *The Science of Getting Rich Magic in Minutes*, gives you 10 simple steps that you can take to transform your health, wealth, and success... starting today.

"I so like the 10 steps in this ebook that simplified Wattles' teaching yet preserved its richness. It made me much more aware of things what I can do to be healthier and wealthier and have fun with it!"

–Kristin Hill, Teacher, Las Vegas, Nevada



Here's how you can benefit from this unique ebook:

- **Discover the best way to start** to create greater health, wealth and success
- **Learn how your past is holding you back** and what to do about it
- **Uncover a big success mistake** you probably don't know you're making
- **Find out how successful people think** (this makes all the difference)
- **Get the nuts and bolts to create your action plan** for better health, wealth and success
- **Learn about a great vehicle for creating health and wealth** and much more...

And there's more. You'll get Bonuses...

To learn about the special bonuses and take advantage of "an irresistible offer" to put *The Science of Getting Rich* to work for you today, go to:

<http://scienceofgettingrichwithfeft.com/science-of-getting-rich-magic-in-minutes/>

9. A Business of Your Own

As you read this book, **you may be thinking that you can't imagine how you can possibly create the life you desire. Many people face this challenge.** To move forward, you will probably need to be open to new opportunities you haven't considered before. Ultimately, if you are not getting the results you desire now, you may need to open a way for the success and income you desire to come to you.

Success Coach David Wood, who was once a trainer for T. Harv Eker's Millionaire Mind Intensives, noticed that people came back to these Millionaire Mind seminars over and over because they didn't have a vehicle for creating wealth.

Entrepreneurial people gravitate to a number of different methods for creating wealth. Here are some areas to consider:

- Internet Marketing
- Real Estate Investing
- The Stock Market
- Public Speaking
- Conducting Seminars
- Writing Books
- Business Owner
- Network Marketing

As Wallace Wattles suggests in *The Science of Getting Rich*, when you start to think and act in a "Certain Way," new opportunities for creating riches will present themselves. Where many of the methods required special skills, **David Wood found network marketing to be an opportunity that just about anyone can use to create wealth.** this may surprise you, as it did us.

Interestingly, David Wood is not alone. There's a reason why people like Robert Kiyosaki, author of *Rich Dad Poor Dad*, and Entrepreneurs like Donald Trump and Brian Tracy view network marketing as one of the best vehicles for creating wealth. It's a way you can learn while you earn, without incurring the high risk that most new business owners face.

The fact is that most new businesses fail in the first year and the average startup costs are hundreds of thousands of dollars. Not so with network marketing. Robert Kiyosaki

even says: **"If I had to do it all over again, rather than build an old-style type of business, I would have started building a network marketing business."**

A Collaborative Business Model

Many people misunderstand the concept of network marketing, largely because they were taught to grow up and get a job with good benefits and a retirement plan. There aren't many jobs that provide real opportunities for creating wealth. In most cases, if you are an employee, you are paid to build someone else's dream, with no real chance of realizing your own. Also, a large pool of employees compete for the few opportunities that exist for limited advancement. Interestingly, Donald Trump describes the job market as a pyramid scheme.

Network marketing is very different. People succeed by working together and supporting each other, not by competing for advancement. If you are looking for a business that will help you to rise to and stay on the Creative Plane, a collaborative business model like network marketing might be just what you are looking for.

In the interview, David Wood mentioned that a consumable product makes sense, because everybody eats every day. With the right network marketing company, your role can be to help people to improve their health, feel more alive, create residual income, and free up time for enjoying life.

If this sounds good to you, there's more. You may be able to become part of a team of people, including ourselves, who are applying the strategies you are learning in this book to network marketing through an opportunity the universe synchronously presented to us during our studies of *The Science of Getting Rich*. It's a Wellness Business opportunity for people who want to improve their health, increase their wealth, create more free time, and help others to do the same.

For more information, email us (Phillip and Jane Mountrose) at joy@gettingthru.org. Be sure to tell us where you found out about this Wellness Business opportunity and why it interests you. You could even qualify for a complementary strategy session to explore your possibilities.

When people look at the challenges our society faces and choose to opt out and avoid the situation, they do it out of fear.

When they decide to opt in and become a part of the solution, they do it out of love.

10. About Phillip and Jane Mountrose

Drs. Phillip and Jane Mountrose have been active both as students and teachers in the areas of holistic health, energy healing and manifestation for over 20 years. During this time, they have explored a variety of approaches for creating phenomenal success. Their passion in life and greatest joy revolve around helping people to overcome personal challenges, discover their life purpose, and realize their dreams.



The Mountroses have studied and developed self-help, personal growth, and spiritual growth techniques for nearly thirty years. They are authors, holistic teachers, Holistic Hypnotherapists, Spiritual Life Coaches and Counselors, and Reiki Masters. They are the founders and directors of Awakenings Institute, where they practice as Ministers of Holistic Healing.

Since 1992, the Mountroses have taught courses in holistic coaching and holistic healing in California. In 1998, they added EFT, which supercharged their results. Recently, they converted their training into an extensive Coaching and Healing Certification Telecourse, featuring EFT and holistic healing. They now teach students around the globe how to develop skills and market their practices. They have also written a dozen books and manuals that are sold worldwide.

Over the years, Phillip and Jane have learned a lot about success and the importance of becoming conscious creators. They admittedly made plenty of mistakes along the way and now know a lot of things to avoid. They have also learned how to optimize success both locally and worldwide with an internet-based professional practice. Their primary focus now is on teaching success-oriented people like you how to come fully alive, thrive in all ways, and make the difference you want to make in the world.

Learn more at <http://phillipandjanemountrose.com>.