

# SEEK & DESTROY

How to identify entrepreneurial  
obstacles and **overcome** them



PETER  
SHALLARD  
The Shrink for Entrepreneurs

# Seek & Destroy

## How to identify entrepreneurial obstacles and overcome them

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The information contained in this guide is designed to help you develop an entrepreneurial mentality that leads to business success. However, I can't guarantee you'll succeed, because everything revealed herein requires that you take action and apply what you've learned correctly, and that's up to you.

This document cannot be construed as medical advice. Only a licensed professional familiar with your specific circumstances can provide that kind of advice.

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# Foreword

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If you want to read a quick bio to learn who I am and what I do, skip right to the end of this guide, where you'll find a section called, "Who is Peter?"

Then come back. I have a story to tell you before we get to the 10 most common obstacles standing between you and your business success.

No, don't cheat and skip to the good stuff – I know you're excited, but you'll miss some valuable information if you jump ahead.

You need to read this foreword because it will provide you with insight and learn more about who you are (an entrepreneur) and why what you do is so important, possibly more so than you even realize.

This foreword also shows you a little glimpse of what can happen to your success when you define the true core purpose of your career, and ultimately your life. Great things happen – for you, and for others.

But I'm getting ahead of myself. Let's start at the beginning, shall we?



I used to work in clinical therapy, which means pretty much anything goes.

My workdays involved cases like helping two-pack-a-day smokers racked with coughing quit for good or assist those struggling with depression to find light in their darkness. It's very fulfilling to help a person living in oppressive hopelessness to break free of the chains and begin to smile about life again.

Sometimes I got lucky. I once helped a client overcome his panic-filled fear of bananas, for example. Vanquishing banana fears was all in a day's work for me.

While working in clinical therapy was often enjoyable and I liked my profession, the truth is that I didn't turn to this line of work because I wanted to help others. I didn't want to fix myself (though learning how to have a better life was a very nice perk that came with studying psychology).

I simply had a natural fascination about people and wanted to learn how they tick, and why they tick the way they do. Like many other people working in the

field of psychology, I wanted answers. Answers on how people behaved, and why they behaved as they did.

When I learned the answers, I felt like I'd been handed the key to the world – suddenly I understood everything! I could see why people acted as they did (which often wasn't very logical at all), what prompted them to act that way, and how they felt about it when they did.

I could see past the clutter of people's surface behaviors that got in the way of their happiness, and *I knew what was really going on in their minds.*

And I could help people have better lives, of course. I enjoyed using my knowledge to make a difference in the world. Changing lives for the better was very fulfilling.

There was a problem with that, though. After a few years of private practice (and slaying banana phobias), I began to feel... well, burnt out, or so it seemed.

Something was bothering me. I was becoming discouraged and frustrated. The feeling crept up on me so slowly that I almost didn't realize it was there.



I just felt like quitting – I didn't want to go to the office anymore. I wasn't feeling fired up. I wasn't excited about my career.

What was happening? Why was I so frustrated about a job I used to love? What drove these feelings? Where were they coming from?

Once I thought about it – good and hard – I realized my feelings came down to one important factor:

### **Most people don't want to change.**

They say they do. They tell their friends, their family, and even their therapist that they're desperate to change so they can escape what makes them miserable and, as a result, enjoy a better life.

But most people don't really want to change. Where they are, no matter how unhealthy or unhappy, is far more comfortable than trying to be somewhere else – even if that somewhere else means a much happier, healthier life.

I observed clients. I listened to them. I worked hard with them to help them change each time they told me that

was what they wanted. But most people have so much invested in their psychological issues that to change meant losing the positive benefits of those issues.

### **People hate to lose – even when they're losing shitty stuff.**

People get huge benefits from never leaving their comfort zone. Those with depression enjoy feeling safe because they remove themselves from the dangers (and the joys!) out there in the world.

People with phobias build happy, comfortable lives around their fears, and they manage to carry on just fine while avoid dealing with the issue completely.

People with addictions enjoy the instant pleasure they tap into each time they light a cigarettes, have a drink, or take their drugs.

Why change? These people are comfortable living as they do, and change often feels uncomfortable, even scary. The prize of a better life dangling at the end? Too much work, too hard to reach, too uncomfortable a



journey.

So these people would come to my office and tell me they were desperate for change. And they'd do nothing at all about it.

**These are pretty dark realizations to discover.**

When I understood the enormity of just how many people lacked the desire to change, I began to realize I was having glimmers of feeling defeated and useless even before I started working with new clients.

I sure didn't share my thoughts with anyone, because they didn't feel logical, or rational or sensible – but of course, human beings never are. They were just feelings I had about my career, and I was beginning to wonder what I'd do about it all.

Then one day, everything changed.

A new client and I were enjoying our first consultation. He wanted to work on all sorts of things, and he listened avidly as we discussed his issues and obstacles. Our meeting wrapped up, and he went home with new ideas,

some tools and good advice he could put to use right away.

And just as it had been every day that week, I sighed as the man left. I hoped that maybe - *maybe* - he'd try one idea. Just one.

Well, he did more than that. He didn't just try one idea – he tried *all* of them. He put the tools to work and the advice to good use the minute he left my office. He took action on *everything*. He set enormous cogs in motion – not just turning, but *spinning* – to create nearly instant and dramatic transformation in his life.

When this client sat down in my office for his second consultation, he reported his results and said three important words:

“Give me more.”

I was stunned. I didn't know what to say – or what to do! I'd become accustomed to clients who needed support and handholding for four consultations or more just to *begin* to change, and here was this person who'd



created magnificent change after just one hour!

**He'd made a month's progress in less than a week.**

My spark came back, and it burst into bright, beautiful flames. *This* was what got me excited. *This* was what I wanted to have in my life. *This* was what I wanted my career to be, every single day.

I wanted to work with people who *wanted* change, who took action to create it, and who forged ahead despite adversity and fear. I wanted to work with people who made things happen.

And I could help them.

I put this fantastic client on the fast track. I gave him more. I gave him the tools and tactics he asked for, the tips and strategies he wanted, the insight and understanding he needed. I gave him everything I had.

He took it all. Then he used it to overcome his obstacles and create the life he wanted.

He took action. Right away. Big time.

A few weeks later, my life changed again. My client looked over at me and said, "You know how we talked about the way I think? Turns out it was super-relevant to my business."

**Light-bulb moment: Psychology achieves business results.**

My client was an entrepreneur, and his career was to help people solve rather important problems. He'd decided to apply his toolbox of tricks, his newfound clarity and his psychological awareness to his business.

Why not? That's what entrepreneurs do. They use all the resources they have to try and accomplish their goals.

It was worth a shot.

He revolutionized his business results. Then he went on to refer me to dozens of his colleagues and friends – and thus, my new career was born.



I dove headlong into it with a passion, burning through business books, attending business seminars, networking with businesspeople. I wanted to learn everything I could about business and about my new clientele.

These businesspeople were a fantastic group to work with. The entrepreneurial spirit and mindset are very special, after all, and I found myself jazzed again, excited to work with these amazing entrepreneurs who had incredible action-focused drive.

These people rarely stagnate. If they do? It's usually because they can't see their way around an obstacle in their path.

**Entrepreneurs *move* and *do*. It's who they are, and it's how they think.**

These entrepreneurial clients and I worked to get them around their obstacles – over them, under them, sometimes even through them. I helped them create freedom and more wealth in their lives, and I gave them double-heapings of sanity so they could achieve their

goals even better than they were before.

Soon I had large corporations as my clients, big businesses that value the entrepreneurial spirit. They had me working with staff to increase performance, or they'd ask me to speak with teams about techniques to boost sales, or they'd have me teach them psychological tactics to attract new customers – ethically and effectively.

They invited me to counsel on meetings and contracts, and they shared their results from having taken my advice. They knew I was a valuable asset to their bottom line.

I didn't know it though.

One morning, I woke up happy. Just... happy, and looking forward to my day, because my first consultation was with a motivated client. I had three more consultations lined up for the afternoon, each with equally enjoyable clients.

**Life felt good – really good. Which begged the question: Why?**



It took me a long time to put my finger on the answer, but I did.

I believe entrepreneurs are the pinnacle of human achievement. It may sound crazy or over the top or even a little arrogant, but I believe that true entrepreneurs make up the tiny percentage of the human race who push the envelope further (and faster) than ever before.

Entrepreneurs are the people who get over the need for security so they can create prestige, freedom, exponential growth (both financial *and* personal) and above all, a contribution to society. They may not realize they're making that contribution, but they do.

Entrepreneurs large and small affect and influence the world in amazing ways.

Just look at developments in the last hundred years. We have motorcars instead of horses, jet planes that fly, and a network that connects the entire planet. Family can wave and talk to each other (who laugh and waves back) just as if they're in the same room when they're actually 5,000 miles apart, or they can watch videos of

a musician playing in the New York subway while sitting in an airport terminal on the other side of the globe in Sydney.

**All of this is possible – and more, so much more - because of entrepreneurs.**

The industrial revolution changed the world, and entrepreneurs just keep on changing it. Point to any significant technology, development or discovery that impacts the lives of millions, and you can trace it back to an entrepreneur who made it all happen.

And even small changes have great impact. Entrepreneurs touch the life of one person who goes on to touch the life of someone else and so on. Or, the entrepreneur designs a single new concept that ends up changing how we live on earth.

The entrepreneur who finds his niche selling organic vegetables to local townspeople where there were none before helps spread his passion for healthy eating and living, changing how consumers shop and what they put on their table to feed their children.



The academic couple who decides to build a business teaching students how to learn better, faster and easier end up changing those students' grades and lifting the numbers – and those students go on to secure better jobs with better wages, and thus have better lives.

Big waves or small ripples... it makes no difference at all. The impact is just as profound and significant. And it happens because entrepreneurs have the mindset and the courage to do work that counts.

**Entrepreneurs may just be the most valuable group of people on the planet.**

This realization profoundly influenced my views. I used to see entrepreneurialism as “just another career choice” until I realized that being an entrepreneur wasn't really a career choice at all – it was the choice of a person chasing his or her ultimate purpose and dream.

Any particular business is just a means to an end. Business is how entrepreneurs achieve their dreams. And most other career choices – the ones entrepreneurs don't enjoy – are just distractions people set between

themselves and their true reason for being.

To be honest, entrepreneurialism isn't really a choice that most people would recommend for a lifetime career. It's tough being an entrepreneur. You constantly live on the edge, pushing the envelope, fighting your fears, facing adversity and ignoring the naysayers, all to live your dreams.

This tough life creates obstacles. And to reach their goals, their dreams, entrepreneurs need to overcome these obstacles, the roadblocks and crippling barriers that lie between them and their goals.

The academic couple who started a business so they could teach students better study habits? A few mind-probing questions smashed through their fears and self-doubts, and they went on to take enormous action. They changed the lives of thousands of students – and profited from it!

The organic vegetable guy? He came very close to giving up on his dream several times. But psychological techniques taught him how to resist listening to his inner critic who was whispering away at him. Once he stopped



listening, he went on to develop new techniques to turn complete strangers into raving fans and customers.

**All that from tapping into a few inner resources and some creativity.**

Working with business clients confirmed what was already apparent - that helping entrepreneurs unpick their thinking to win big in business was *my* way of making a difference. It was my way of contributing to the world and helping change happen.

I still do this today – and I wouldn't want to be doing anything else.

When entrepreneurs overcome limiting beliefs, eliminate negative emotional conditioning or resolve internal conflict, they don't just live happier lives or enjoy more profits. They don't just turn in a better report at the end of the month or make an accountant grin.

They leverage what they do. They innovate and develop. They build and teach. They create exponential impact. They generate wealth, growth and freedom, not just for themselves, not just personally or financially, but *for all*

*of society* – and very often without even realizing it.

And if you're reading this page, understand that this person is you. And that you are part of this magnificent group of people. From the self-employed freelancer to the small business owner to the retail store manager to the corporate CEO to the big business industry leader, entrepreneurs change the world by doing great, great things.

Come join us. Let's do great things together.



Peter Shallard

The Shrink for Entrepreneurs

# Introduction:

## *So What's the Problem?*

Everyone has problems. Some big, some small, some life-affecting, some trivial... it doesn't matter. We all have problems and issues, and we all have to get rid of them or find a way to live with them in a way that doesn't inconvenience us too much.

Of course, most people don't really know how to get rid of their problems. Or the problems seem too difficult to get rid of and figuring out a work-around is easier. Or they don't really see that there's a problem in the first place because they've lived with it so long that they've come to believe it's just the way they are.

People carry problems around for a very long time. Years. Sometimes all their lives.

But the problem with problems is that if you don't get rid of them, they tend to grow into bigger problems, often without anyone noticing. And that just spells trouble.

It's a little like realizing that you have a small rash on

your arm one day. You're not sure where it came from or why you have it, but you went for a walk in the woods last week, and maybe you brushed against some poison ivy by accident.

Ah, well. You treat the symptom, it goes away, and you're happy.

But a few days later, the rash on your arm comes back, and it's worse than before. So you treat it again and again it goes away.

Then it comes back.

This isn't fun anymore. Now the rash is three times worse, and you're beginning to feel concerned. Of course, you don't want to be a whiner, and it's a hassle to get a doctor's appointment anyways. Plus, that appointment takes time out of your busy day.

Besides, you have bigger priorities to take care of.



So you wear a long-sleeve shirt to hide the problem, you get some stronger medication from the pharmacy, and when you get home, you call your Aunt for her home remedy advice.

That doesn't help, so you wear long-sleeve shirts every day, you figure out that scented soap makes the rash worse and you start to sleep on your left side, not your right, to avoid lying on your itchy arm.

That rash never really disappears.

Finally, you get fed up and decide to see a professional about it. You learn what the real problem is, you get the right treatment and start applying it so that the damned rash on your arm can go away once and for all.

Which it does, in less than a week. You went through all that hassle for this?

The point is that most people never bother to figure out what problems they have, and they never really do anything about those problems until they're at wits end. They let the problem change their routine, hinder

their activities, dampen their enjoyment, hold back their progress, and basically affect their whole life.

Some people, though... they get straight to the heart of the matter. They find out what the problem is, and they get rid of it. Why wait?



***Most people never bother to figure out what problems they have, and they never really do anything about those problems until they're at wits end.***

What happens when you take action like that? Well, anything you want, really! And when that "anything you want" includes your goals for business success, then why wouldn't you want to take action?

The first action you should take is to look at the symptoms



you have. That way, you can pinpoint what's wrong, and learn how to fix the problem to make it go away.

In the business world, these problems are often called “obstacles”. And when obstacles sit on your path between you and your success, they're not just obstacles, they're roadblocks. You might even be surprised to realize you have a few roadblocks standing in your way right now. Entrepreneurial roadblocks tend to be invisible.

Why? Because they're all in your head.

Achieving wealth, freedom and happiness (not to mention sanity) is the ultimate dream of entrepreneurs – but enjoying all of it at once is a tough goal to reach. It's rough going.

Any nasty psychological habit or limitation you have now (and you probably do have one) sabotages your efforts to reach your dream. Many business owners and entrepreneurs feel that the closer they come to winning big in wealth, the less personal freedom or happiness they have. Likewise, the more freedom they have, the less wealth they hold.

Being free as a bird but poor as dirt is no fun at all.

To score the hat trick of wealth, freedom and happiness, you need some mental fortitude – and this guide helps you find it by showing you how to seek and destroy mental landmines in your path.

When you know where the landmines are, you'll be able to cross the field and move relentlessly towards wealth and freedom, all with an extra dose of sanity and happiness.

Who knows what might happen then? Maybe you'll reach a level of success you never even imagined existed, or end up changing the game in such a way that you change the whole world.

Anything could happen. But one thing's for sure: It all starts here.

And it all starts in your head.

Read on to discover the ten most common



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entrepreneurial problems and ways they might be holding you back from success. See which roadblock you identify with the most – and learn tips, tricks and techniques to help you overcome them.

# Roadblock 1:

## *Confusion*

**You have plenty of ideas – tons! – but you can't figure out which idea to pursue. What if you choose the wrong one? Which is the right one? Which has the best chance of success?**

You probably know what this roadblock feels like – it's a big problem for many entrepreneurs. The ideas come hard and fast, from little ones that would improve the business to big ones that could nearly cause a revolution!

They come so fast that you might keep your ideas in a list, just so you don't forget any. And you might start to think that your list is looking pretty long. Overwhelming, even.

And most likely, you have several projects on the go as it is. All sorts of projects, and they all seem like great ventures to pursue – but you have limited time, energy and finances, so you need to pick just one or two to

work on.

But which one? Which could be the most lucrative? Which will make the biggest impact in the short term? Or is a long-term idea a better choice to finalize? Should you go for the crazy idea you've always dreamed of doing or the idea that has the lowest investment and best ROI?

These kinds of questions plague entrepreneurs – and maybe even you. After all, your whole life is about analyzing options to choose the best path to the results you want. Except there are too many paths, too many options and the result is that you can't choose at all.

It's option paralysis. And when there's too much choice, you have one instinctive, natural reaction:

You choose nothing.

Big businesses know about this problem. One company



ran an experiment to see how choice affected sales by offering grocery shoppers a wide variety of jams. Sales were alright, but not really great. The company removed several jam flavors from store shelves, which limited consumer choice, and sales shot up!

You can do the same with your own ideas or projects. By figuring out which ideas to hang onto and eliminating ones that aren't best to help you reach your goals, you limit choice – and now you can take action.

You've broken the option paralysis, you've unfrozen yourself, and you can see clearly which choice is best. Then you can take even more action by actually starting to work on one of your ideas so you can turn it into a reality.

The result? You achieve better success, faster.

And how do you figure out which ideas to keep and which to eliminate?

By developing a trusting relationship with your intuition, your instinct, your unconscious, your subconscious,

your inner self... whatever you want to call it. It's the part of you that intuitively makes all your best decisions, because it's the part of you that knows what you really want, deep down inside.

There isn't a better decision maker to help you choose what to work on and what to put back on the shelf.

Sadly, most people have taught themselves to ignore their intuition, and they've stopped listening to it. They often believe they don't have a good reason to listen – they just have a feeling, and feelings aren't enough to go on when it comes to business.

Hard facts, calculated risks, numbers, graphs, charts and stats – now that's backup!

But the backup – what the numbers say you should do - goes against your intuition and what you really want. So you end up with a pile of ideas and no direction. No progress. No success.

No good, that.



Develop and cultivate a relationship your intuition. Have a conversation with it. Analyze how you *really* feel, and listen to your instinct. Trust that guy when he answers, and follow his lead.

Set a time limit or deadline for your introspections. Always end with a *decision*... even if you don't feel sure about it. Think less, and do more. Action wins over hesitation every time.

Trusting your intuition is never a wrong choice. No matter what happens, you'll always get somewhere, learn something valuable and achieve a form of success. Your intuition always knows what's best.

When you have a good relationship with your intuition firmly in place, you have the insight and understanding to produce rapid results, both in your business and in your life.

Indecision and inaction is the only failure.

***Trusting your intuition is never a wrong choice. No matter what happens, you'll always get somewhere, learn something valuable and achieve a form of success. Your intuition always knows what's best.***

# Roadblock 2:

## *Stuck in a Rut*

**You've been working really hard on your project, but it's going nowhere. And you don't know why, because you've tried everything.**

Falling into this rut can be a huge problem for entrepreneurs, because their attitude about reaching their goals often has them giving it their all so they can take their project and push it forward.

Or pull it. Or use a lever. Or find a wagon. Or hire someone else to pull it. Or bank up the sides or tie on camels or whatever they can think of to get the damned idea finally rolling on its own steam and going somewhere!

This type of entrepreneurial perseverance is a double-edged sword. Sometimes, persisting with dogged determination serves very well, and your projects might suddenly succeed after a long period of hard work, thanks to what seems to be sheer willpower alone.

But more often, when a project can't seem to lift off the way you want it to, trying so hard to get it to work and never quite making it just ends up discouraging and confusing you. The more discouraged you feel, the less the project appeals to you.

In fact, you begin to question it – maybe it's not a good project to pursue after all. Maybe you're doing something wrong. Now you're not only questioning the project, but yourself as well. Your decisions, your planning, your strategies... and that shakes up your self-confidence until you feel like you can't really trust yourself to do the right thing.

You might even start to feel stupid.

Or worse, like a failure.

The good news is that you're not a failure, and you certainly aren't stupid. But you're missing something that's right there in front of you. Or rather, inside you.



It's all in your head.

When you feel like you can't get your project to take off, or you can't reach the next level of success no matter how hard you try, the cause is usually a limiting belief that holds you back. It's self-sabotaging behavior: You prevent yourself from getting what you want.

"Yeah, not me," you're probably thinking. "Maybe other people, but I'm doing everything I can to get what I want. Believe me!" And it might certainly feel that way to you – that's the way most people feel, in fact.

The truth is that most entrepreneurs don't even know they're preventing themselves from reaching their goals. Self-sabotage is a very insidious mind trick, and it happens outside your conscious awareness. You won't even know it's happening.

It's probably happening to you right now, in fact.

Friends and family might try to help you. They'll suggest the easy answer: that you need to step back and get some perspective so you can figure out what isn't working.

Well, that's helpful, yes. Getting some perspective is a good idea. The suggestion often doesn't work, though, because you don't know *how* to get proper perspective and figure things out.

What are you supposed to do when you take a step back? You're just looking at the same situation, only from a distance. That's not very useful.

Besides, you've tried looking at the situation from all angles already, and it hasn't worked. You just can't get this project to succeed the way you want.

Other people you ask for help might suggest you just... well, try something different! And that makes you roll your eyes, because you *have* tried something different, and it hasn't worked either. You're out of ideas, and when you ask these helpful friends what they suggest you try, they don't really have solid ideas to offer you. They shrug and say they don't know, because they've never attempted to do what you want to do. You're smart, they say. You'll think of something.

And you're back to square one: going nowhere.



The real solution is to stop looking for an external solution. Start looking at the problem more closely - internally. Because in almost all cases, the problem is you.

Well, at least, in the way you think, in what you feel, or in how you're approaching getting your project off the ground and what you believe might happen once it does take off.

In fact, your beliefs about what might happen *after* your project succeeds might be the very reason you're subconsciously preventing it from succeeding in the first place. Have you ever asked yourself what would happen if this project really succeeded? What would it do to your life? Your workload? How sure are you that you really want this?

They're good questions, and the answers are the key to stopping self-sabotage and starting to succeed with your projects.

You see, your unconscious mind is aware of the price of success – even if you're not. It weighs up the costs. The indirect, abstract and subtle but nevertheless dangerous

costs. It knows that succeeding with this project means you might end up working harder, have less time for yourself, or end up with increased stress and anxiety.

Success always comes with a cost. And entrepreneurs have been trained (by the self-help industry, by peers, by colleagues, by society, by themselves) to be confident, driven and optimistic about *everything*.

Your unconscious is smart. It sees through that bullshit.

To move forward with your project, connect with the message your unconscious is sending you. Acknowledge the cost of success, address your mind's concerns and convince yourself that you're ready (and prepared) to pay that price – or take steps to bring the cost down to a discount rate.

When you do, your self-sabotage melts away in the face of your desire to succeed.

# Roadblock 3:

## *Success Sucks*

**You've reached success, but this isn't what you expected. You thought it would be good, but you're just unhappy, working your tail off and feeling burnt out.**

You might read this complaint and think, "Geez, I WISH I had that problem!", but it's a very real issue for many entrepreneurs. Success can be difficult to enjoy and frequently takes a great deal of strength of character to manage properly.

Most people have dreams of what the future would be like if they succeeded, and it always looks rosy. When they reach their goals, though, the reality is often very different than they expected.

If you've reached a certain level of success, you probably enjoyed it at first, but not for long. Suddenly, you realize you have to manage your professional career, juggle your business affairs to fit in personal time, and deal

with the pressure that comes with it all.

Why are you feeling so damned tired out instead of feeling as if you won big? What happened to that life of luxury you thought you'd have? Why is this so difficult? It was supposed to be Easy Street, wasn't it?

And why are people expecting more of you? It's like they think you're some miracle worker or that you have all the answers or know how to do everything. Maybe they even think that you can figure out their problems and show them what to do to succeed.

It should be easy, right? After all, *you've* succeeded...

In almost every single case, entrepreneurs feel this way because they lost sight of their core purpose. The success you obtained doesn't match your true desire, or it doesn't align with your personal values and the reasons you wanted this so badly in the first place.



Every person has a core purpose. It's what you want to *do* in life, and it's what you love. It's the goal beyond the achievements, the wealth or the fame, and it's often very simple – more simple than you might believe. Sometimes it's just a feeling that this is what you were meant to do, and that's cool too.

For example, a successful entrepreneur I know well wanted hundreds of clients, a fantastic reputation and plenty of money in the bank. He loved that people raved about his talents and his work... but something was missing, and he didn't even know it.

He started to feel frustrated with his success. It wasn't bringing him what he thought it would, and the demands on his time only left him feeling irritated. He worked hard to create more success, but the more he achieved, the less he enjoyed his business.

And he started to want to give up. He felt like he wasn't reaching his goals – but weren't these the goals he'd wanted? Wasn't this popularity and demand what he'd worked hard to achieve?

It turned out that this entrepreneur had lost sight of *why* he loved what he did. His core purpose – what made him feel fulfilled.

He rediscovered his core purpose in the very simple words, “Thank you. You made a difference in my life.” Each time a customer told him this, the entrepreneur felt huge satisfaction and a sense of fulfillment.

He'd made a difference. His core purpose – what really made him want to get out of bed every day, on fire and eager to get to work – was making a difference that helped people have better lives. And he did so through creating tools and resources they could use.

The fame, the wealth, the fans... that was all just an extra perk. It wasn't the *goal*.

The entrepreneur realigned his focus to create more of those life-changing results, and it produced fantastic impact in his life. Happiness soared back into every workday. He ditched activities that didn't match his core purpose and spent more time doing the work that did. Quality shot up, frustration levels dropped and suddenly



everything clicked into place.

And success flowed.

Discovering your core purpose – and you do have one, though it's probably not what you think it is – instills a great deal of satisfaction into your life. It encourages business decisions that feel comfortable all the time, aligns your focus towards what brings you happiness, and lets you do what you love every day.

There are extra benefits, of course. With a clear core purpose, you can easily identify which projects to pursue, and they'll have better success because your passion shines through. Making decisions becomes easy, and you'll always know which opportunities are best for you.

You'll also be able to market and sell to your customers with peace of mind, as those icky feelings you might have about selling evaporate. You'll know what you're selling and why you're selling it, and you'll feel good about telling people they should buy your products or services.

Knowing your core purpose makes creating sales a

pleasurable and rewarding affair for both you and your customer – which of course helps you achieve better business success!



## ***Discovering your core purpose instills a great deal of satisfaction into your life.***

When you truly connect with your core purpose, you begin working in ways that significantly impact your life and the world around you in huge and positive ways. Then wealth, freedom, happiness (and of course, sanity) become unavoidable!

So how do you figure out your core purpose?

Unfortunately, the answer isn't simple. In fact, figuring out your core purpose is pretty damned complicated for most people, because the first step (and this is just the first step, mind you), is to ditch your baggage.



All of it.

People tend to hold onto negative emotions from their past – even entrepreneurs, awesome as they are. These emotions condition you to have “no-go” zones.

For example, if you were once badly hurt while playing sports, you might develop conditioning that ends up keeping you off the playing fields for life. It could happen immediately (ie, the moment you were injured), or it could happen slowly (you gradually lessen your sports activities and then one day just stop).

If you have a lot of negative emotional conditioning (and many entrepreneurs do, simply because of the adversity they’ve had to face in life), you might have a whole bunch of “no-go” zones. And they get in the way of you discovering your core purpose.

Think of it this way: When you need to navigate across a minefield, your goal is just to get out alive – it’s not to find the magic diamond of business success.

When you resolve emotional baggage from the past,

you open up your options. You can go anywhere, and you’re not held back by fear, or hurt, or guilt, or anger, or resentment, or grief.

You have full freedom to pursue your true conviction, because the minefield is all clear, and you can see that diamond shining in the distance.

Truthfully, you have more than one path that leads to your core purpose. And since I believe people create their own fate, entrepreneurs more so than anyone else, you have the power to create your own space to see all the paths you could chose to find your true purpose.

It’s good to have those options, because one path (or two, or more!) might not work out for you. But you’ll get there, one way or another.

And you can do it. Isn’t “one way or another” the way you already think when you want to reach your goals?

Begin the process by understanding that people bottle up key memories from the past. They keep these painful feelings preserved, pickled away in the unconscious.



Most people have a handful of pivotal memories (and many collected from a young age) where there's still a strong, negative, emotional association.

The first step is to open the bottle on some of that “stuff” you have preserved back there in your distant memories.

A great exercise is to tiptoe back to the past as a full-grown, mature and intelligent adult. You've learned a lot since you were young, and you've gained resources along the way. If you had had the resources then that you have now, you would have experienced the situation much differently.

Take those resources – your knowledge, your experience, your wisdom – and bring it back into the past to those key emotional memories. Look at them from a fresh perspective. What message would you give that child, or “the past you”, if you could?

A word of caution: No matter how confident you feel, no matter how “put together” you think you are, be careful.

Some people have surprisingly strong reactions to this exercise.

# Roadblock 4:

## *Show Me the Money*

**You just want to sell more of your products and services. That's all. It's that simple. How?**

Hitting a plateau always frustrates entrepreneurs. You've probably experienced it at some point in your career already.

You get the feeling that you could be doing more to get those sales, but your performance seems stuck. You know you have what it takes to boost sales, and you're ready for it - you just can't seem figure out how to make more sales happen.

There's a practical side to wanting more sales as well. Money isn't everything, but it sure makes life comfortable, and it lets you reach more of the goals you desire.

Those goals vary between entrepreneurs. Maybe you want the latest iPhone and a new Mac notebook. You might want to rent office space – a glamorous office

would impress people and land new clients. How about a marketing campaign to bring in those clients? That costs money to set up.

But then there's that "spend money to make money" jam, because you don't have the money to spend in the first place.

Maybe you want to push your business to the next level, and you need funding from investors or joint-venture partners. Maybe you want to be a key salesperson to help guarantee job security or get that promotion. Maybe you want to move to a different country and you need the money to relocate.

Maybe you just want to stop worrying about how to pay the bills this month. Or the next month, or the month after that.

As much as there are practical reasons for wanting more sales, there are practical answers that help you focus



on that goal. You might be spending too much time on low-value, low-impact activities or using inefficient tools and processes. You might be working too hard on tactics that don't provide the best ROI or that don't create revolution in your bottom line.

Or you might be deliberately sabotaging your ability to perform. That plateau? Your unconscious mind might be trying to prevent you from reaching your goals.

How can this be? You *want* more success. Holding yourself back? Impossible! All you need are the right strategies to get your top-level performance revving hard, and you'll make it.

Well, you have one thing right: you do need the right strategies. But if you want to break away from performance plateau, you need to resolve your internal conflict.

At the psychological level, many entrepreneurs often have desires that are polar opposite. They want to reach certain goals, but deep down, they have fears or limiting beliefs that hold them back.

For example, someone might want to speak at a high-level conference and gain notoriety and credibility, but deep down, she worries about what people might think or whether they'll laugh at her if she goofs up while he's on stage.

So the mind goes to work and makes sure that this person never makes it to the stage. She "forgets" about the upcoming proposal submission deadline, or she books in so much work she can't finish preparing her speech, and in the end, she has to cancel.

The mind wins. The entrepreneur loses.

That doesn't sound fair, does it?

Now, there are several ways you can address the practical side of sales and marketing to bring in more business. This guide isn't about that, because if you aren't using the right marketing strategies, all you need to do is get the right ones in place, and you'll make more money.

There is a tactic that makes sure you rock out your new



strategies to really win big with results, though. And to use it, you need to think a little deeper about your true desires – they're often not what you think they are, and often they hide themselves way down inside where you might not even notice them.

But they're there.

The internal conflict that creates self-sabotage is this simple: No matter what you consciously believe you want, a part of you doesn't want it. That part wants to avoid getting new customers or growing the business or creating and launching new products

What you need to figure out is *why*. You need to address the indirect, uncomfortable cost of reaching your goals of more sales – because that cost is exactly what your unconscious mind wants to avoid paying.

Think about what more sales means to you right now. Then dig a little deeper: think about how achieving more sales might affect:

- Your workload

- Your leisure time
- Your stress levels
- Your anxiety
- Your family life

It sounds relatively simple in principle, but figuring out your particular costs and what your unconscious is trying to avoid is a lot more difficult than it seems.

For most entrepreneurs, creating sales success brings on a whole slew of new problems. This is especially true for entrepreneurs who sell their time, such as consultants, graphic designers, or marketing experts. The more successful they become, the more demands on their time they need to deal with, the more trapped they feel, and the more pressure they end up managing.

That goal you're shooting for?

Your unconscious mind believes it isn't going to be as sweet as it seems.

Or at least, that's what *it* thinks. A very intelligent part of your unconscious weighs the cost of success. It sees



through the benefits and the bullshit to the true price. And as long as your mind senses that danger, that fear, it's going to do everything it can (in sneaky, subtle ways) to prevent you from breaking the performance plateau.

Until you get in tune with that part of your unconscious mind, you won't get what you want.

So figure out the cost of your goals, and bring that cost down to lower levels. Give your unconscious mind clear evidence and proof that this is a good thing so that it can't argue, and show it that you're prepared (and ready) to deal with the challenges that come with reaching your goals.

When you do? You have your unconscious on your side instead of working against you. And all your efforts turn into pure gold.

# Roadblock 5:

## *Scared to Leap*

**You want to do this (whatever “this” is - start the business, invest in the project, etc.), but you’re scared to take the plunge. What if something goes wrong?**

When you hesitate in starting a project – even one that you really, really want to undertake – there’s one main reason you hold back: you’re afraid. This is a very common problem with all people in general, but it’s absolutely detrimental to an entrepreneur.

You might be scared your idea won’t work. Or you’re scared you’ll fail. Or that you’ll lose money. Or that your idea actually works, because you know you might put yourself in a position where you’ll be subject to public feedback or criticism – maybe even the spotlight.

That’s just a small sampling of the fears entrepreneurs have. They get scared for all sorts of reasons – they just rarely admit it. And when they do? It’s almost like a

dirty little secret they whisper with shame.

Fear comes from conditioning, the learned responses and associations created by your brain as you experience life. Maybe you once failed an important test in school, and now you feel doubtful and nervous each time you feel put to the test.

Or maybe you worked really hard on a personal project, like a painting or learning a new skill, and the first person you proudly showed gave you negative feedback and told you it wasn’t good enough.

Or maybe you grew up in a household where your parents believed a good life was one where you got a job, got married and settled down for a 30-year career with the same company. They warned you away from risky moves and told you that job security was safest and best (in their minds).

These are just examples, and they simplify the actual



conditioning that might be holding you back. Expert psychologists and professionals spend years to reach the level of training and experience they need to reveal each person's particular issue.

The reason is that while these examples are universal, everyone's individual psychological makeup is unique. It takes advanced skills to uncover your true fears.

The point is that as you take in these events, reactions and responses, your mind turns them over to your inner critic, the internal self-talk we all have in our heads. When a similar event crops up in your life, your inner critic is right there whispering away at you.

Your inner critic was once useful – after all, it probably kept you out of danger during your teenage years. Fitting in and avoiding the wrong kind of attention are great survival strategies for the young of any species, and that goes for the high-school human as well. Teens work hard to find their place with peers, and they seek to be liked and accepted – not criticized and ostracized. So, yes. Back then, your inner critic was useful, and it helped you along. But as you matured, your inner

critic forgot its true goal (which is to keep you safe and happy), and it fell into automatic pilot.

Now it actually prevents you from achieving safety and happiness.

And your inner critic is pretty powerful. That voice in your head knows you *intimately*, and it knows exactly which buttons to push to get you to do what it wants. It cripples entrepreneurs and paralyzes them with fear, negative thinking and limiting beliefs.

If you find yourself thinking:

- What if I screw up?
- I can just imagine what my spouse/parents/friends would think if I told them my idea – they're just *waiting* for me to tell me everything I do wrong
- If I could just figure out everything that could ever possibly go wrong with this project, I'd be able to do this
- I bet I'll goof up at the worst possible moment and blow this whole deal
- I can't quit this job. If I lose this job, my life is over. I



hate it, but I need this job to live.

...then you know your inner critic has taken over and it's running the show - your show.

When you break the situation down rationally, you'll discover that there isn't much to be afraid of. Your fears are just ambiguous, vague and half-imagined situations that don't hold up under close examination.

It's fear of the unknown more than anything else – you might fear failure, but you don't actually know what it would be like to fail, or what would happen afterwards. You haven't failed yet – and you don't even know if you will.

(Of course, there's really no such thing as failure; there are only learning experiences. But I digress.)

Winning the war with your inner critic and taking back control of your internal dialogue can melt away these useless fears. You'll realize that listening to your inner critic brings you more unhappiness and less fulfillment – your inner critic is backfiring at its job! It's failing, not

you!

The beauty is that you can give your inner critic some job training, a few savvy strategies and tools, and get it working hard for you in a way that creates powerful motivation to pursue exactly what you want – wealth, freedom and happiness, of course!

# Roadblock 6:

## *Feast or Famine*

**Your business is a financial roller coaster ride. You need to stabilize the feast-or-famine situation, but you're not even at the point where you can rely on your business for a consistent income.**

This is a veeeerrry common complaint in the entrepreneurial world. It's a frustrating situation, and it's one of the reasons many solopreneurs and freelancers end up going back to work for some company they'd left. Even high-profile entrepreneurs get fed up of the instability.

Financial ups and downs make life stressful, creating problems in all sorts of areas. You might worry about being able to provide for your family or feel you're not doing enough to bring in sales or start to think you're a failure because you can't create steady revenues.

Then you have a windfall, a fantastic month - suddenly money flows like water! Clients pour in, sales are good,

and you feel you deserve a reward for all those tough weeks you just went through. You spend easily, happily and in relief – that bump in the business road is finally behind you!

Until it's in front of you again. You're back to lean times, and there's none of that windfall left to carry you through.

The psychological problem with the feast-or-famine cycle is that entrepreneurs tend to look outwards for external factors that influence their income. The customers. The market. The economy. And while those do have some effect on financials in business, looking for external answers just places control in the hands of other people – away from you, out of reach.

Out of your control.

Successful entrepreneurs know that when you control your thoughts, your behaviors and your actions, you



control the results you produce.

When you start to examine internal factors (versus external factors outside your control), you'll find all sorts of messy thinking that contributes to financial instability. You might have limiting beliefs, bad habits you've never broken, or internal dialogue whispering at you when money is tight and also when money pours in.

At worst, you'll find a self-destructive motivation cycle that's deeply rooted in your unconscious.

How do you take back control and smooth out the financial roller coaster ride? Motivation is the key.

I don't mean motivation in the rah-rah sense of the word. I mean motivation as the driving force of your business and your life. Motivation is what you want, what you go after, because it's what's most important to you.

Your values, in other words.

All entrepreneurs value money – no matter how altruistic and fu-fu and above that they might say they are. Even

those who are truly financially successful, who believe money is just a game and a way to keep score, know that money still has a “value”, and it's still *significant*.

The financial feast-or-famine happens to people who don't value money.

You read that right: If you suffer from roller-coaster finances that seesaw up and down without stability, you just don't value money.

You value avoiding poverty.

How motivated would you be make yourself a multimillionaire if you were sick with the flu? If your vision was blurry, you were running a fever and you felt weak?

You'd probably take the day off. Fair enough.

Let's say you became that multimillionaire and had a cool million in cash, all nicely stacked in your living room. How motivated would you be to stop a thief trying to get into your house to steal it if you were still sick with



that flu and sweating with fever?

Exactly.

If you're more motivated to move away from poverty than you are to moving towards wealth, then you have a problem. You might make enough money to avoid poverty successfully, perhaps by making "enough" money to live at the level where you feel safe.

Then you take your eye off the ball.

You might think you're focused on achieving millions, but you're not. That hunger and drive to make millions is missing, so your performance as an entrepreneur lacks energy.

Multimillionaires don't get out of bed in the morning to pay bills. (And neither should you.) Multimillionaires get up so they can get out and play the game, so they can chase the personal goals they set for themselves.

They get out of bed to chase wealth – not to avoid poverty.

Now, it's fair to say that many people disagree with this line of thinking. Many modern-day entrepreneurs believe in integrity, to the extent that they want to earn enough to "get by" or "be comfortable" or "do alright" so that they can move on because they want to "help people".

When I hear this, I always ask the same question: "How's that working out for you?"

The mega-successful of the business world who can (and do) have the means to create enormous impact and "help people" do so by valuing money and wealth highly – instead of just valuing avoiding poverty.

That's the thing about wealth. It creates the power and freedom to do something that counts, that matters. Entrepreneurs who know their true values and include money as one of them go on to achieve goals that really make a difference.

And while they're changing the world, they're not worrying about how to pay next month's bills.

# Roadblock 7:

## *No Meaning*

**You don't know why you do what you do. You're not even sure if you ever knew in the first place.**

There are times when you start to wonder why you're in this career. You don't really like it – or you did, but you've begin to think that what you do doesn't actually make any sort of difference. You can't see anything changing, no matter how hard you work, and you feel discouraged, trodden down, or maybe even useless.

When you start to feel that sense of discouragement, it drags you down deeper. You might find you're having a hard time getting up every day to go to work. When you're there, you sigh a lot and feel like you're just going through the motions. You're moody. You might even wonder if you're having some sort of a depression or a burnout.

You're just... not happy.

And you start to question yourself, your career, what you do every day. You might wonder why you ever thought you liked this job, or why you were excited about working for this company, or why you ever wanted to start this business in the first place. You used to love this job... didn't you? But if you used to love it, why aren't you excited about it now?

Maybe you never really loved it; you just thought you did.

Maybe it was a mistake.

It's not a mistake. It's a very common problem amongst entrepreneurs, and it's also very fixable. This lack of fulfillment can be turned around 180 degrees to become something full of energy and inspiration.

You see, lack of fulfillment and feeling like you're not making a difference often occurs when you aren't working in ways that align with your core purpose.



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Maybe you're in the wrong job, or maybe you're in the right job but you've just lost sight of the impact it creates in the world.

Maybe you feel that what you do is meaningless. But it's not. There is meaning, believe me.

The problem is that once you fall into the trap of thinking you don't make a difference, you may have a great deal of trouble seeing your way out. And that's when you feel dissatisfaction or unhappiness, and you start to question yourself and your life.

Of course, there is a way out. (There's always a way out.) There's meaning in what you do, and you can easily reconnect with that meaning to find your way back to happiness once more.

Reconnecting with your core purpose changes everything. It makes you come alive in ways that create significant impact. It might sound fu-fu, but identifying your core purpose and acting in ways that support it changes your life and the lives of people around you.

You'll know, every day, how you make a difference. You'll know exactly what you were meant to do and why it matters. The sense of fulfillment this knowledge brings to you is incredibly satisfying and more importantly, energizing.

Then you suddenly find yourself making fantastic changes in your life to create more of this satisfaction, and you do so with vigor. This means you actively point yourself directly towards wealth, freedom and happiness - more than you'd ever thought possible.

The sense of accomplishment you'll achieve creates motivation that builds on itself easily, and it brings clarity into everything you do, every day. Decisions become much easier to make. Confidence shoots up. There's no more uncertainty, because you know exactly what you were put on this earth to do.

And you do it. With heart, with inspiration, and with all your soul.

# Roadblock 8:

## *All Start; No Finish*

**I have lots of projects on the go, but I can't seem to get any of them finished. I get distracted, I procrastinate and nothing gets done. I've tried everything to stay on track and nothing works!**

Entrepreneurs burn with ideas – you probably have a bunch of great ideas percolating away in your brain right now. They're zinging around, and you constantly juggle them inside your head. You might have a partial list of ideas (or even a full one!) just so you don't forget them.

You know. Just in case.

You can't put those ideas into motion right now, of course, because you already have a few projects on the go – you *always* have something on the go.

This project's half complete, that one just got started, there are two over here you began a little while back but

haven't had time for lately, and there's that big one that you've been working on for a while now... it's not quite finished yet, but it's getting there.

Man. You have a lot of stuff in the works, now that you think about it. No wonder you put stuff on the back burner. No wonder projects are half-complete – something new took priority.

Or work got in the way. Or you've been busy. Or you got overwhelmed. Or there were meetings. Or the idea just got too big. Or it was just too small. Or you got distracted. Or something else came up.

The times that you do sit down, resolved to *finally* tick some tasks off your checklist? You end up getting distracted again. And your list of to-dos just gets longer and longer – never shorter.

Yeah. Finishing projects is hard. There's always *something* that seems to prevent you from finally saying,



“Done!”. And deep down, you feel like you’re missing out on opportunities.

Entrepreneurs who have this problem develop routines. You probably have a daily routine – you work in operations or run the business or attend meetings. You get busy looking after clients, responding to complaints, closing deals... that all gets done.

But what about the projects that actually fast track you towards reaching your goals and bringing you way, way closer to success, the ones that could be life-changers if you ever finished them? Do you really work on those tasks and get them done?

Nuh-uh.

Here’s the problem: You can’t finish anything because you’re focused on *not* finishing.

When you have trouble finishing what you’ve started, you invest a lot of time and energy into avoiding completing the steps that bring your projects to an end. You aren’t distracted – that’s just what you tell yourself. What you

really are is:

- Confused about priorities
- Avoiding success
- Self-sabotaging your goals
- Losing control of what you do
- Overwhelming yourself
- Conflicted about what you want

That’s just a partial list of why you might have trouble finishing your projects. You aren’t lazy and you aren’t unfocused and you aren’t easily distracted – you wouldn’t be where you are today if you were.

Truthfully, you probably don’t want to finish the projects at all, though you don’t really want to admit that. So you kid yourself about what you’re really doing with your time and your workdays. It’s easier to tell yourself you were just too busy instead of owning up to the truth.

*And that makes sense.*

You’re not a quitter. You’re a go-getter, an achiever, a driven entrepreneur who’s going to get what you want,



come hell or high water. Just you wait and see. People expect you to succeed and to finish what you've started. You have expectations you place on yourself, too.

So admitting you don't want to finish these projects feels really uncomfortable. Most entrepreneurs feel like they're copping out – and that's not acceptable, so they keep pushing on. They're not quitting! They're just...

... well, busy. They got distracted.

There's a bigger problem at play in all this. It's that you might not even realize that you don't really want to succeed. You're not listening to what your unconscious is telling you, or you don't understand it.

All you know is that nothing ever seems to get done, and all you can do is justify that behavior with excuses.

There are a few ways to turn this situation around so you can actually finish what you've started. That is, if you truly want to finish your project - it's perfectly okay to decide that you don't and that this project isn't a good fit for you.

By the way, if you decide that you don't want to finish this project, you have to know that it's for the right reasons and that you're not just running away from your fears. Running away only ends up in regrets, more roadblocks and new fears you enable. The good news is that there are ways to figure this out.

But I digress.

To start finishing your projects and unblock yourself so that you can make progress towards your goals, you need to do three things:

1. Figure out why you're procrastinating
2. Figure out what you truly want to achieve
3. Create a game plan that gets you there – *one that works for you.*

With a clear goal in mind that motivates you forward, a clear road map of the steps you need to take to get there, and a clear vision of the outcome you want to achieve, you'll be perfectly set to start succeeding and finish everything you start.



This isn't as easy as it seems, though. Plenty of entrepreneurs write down their goals and the steps they need to take to get there, but they never quite make it through to the end, because they're not going about it in the right way.

What is the right way? I'll tell you:

Have a clear idea of the goals you want to shoot for. Then look at the process you need to go through to get yourself there.

That process often comes with some pain – pain of effort and the energy investment you need to make. When you can't seem to finish a project, the cost of that pain is (to your mind) too high in comparison to the ultimate payoff.

That's the litmus test for projects worth sticking with, by the way. Famous entrepreneurs know this, too. They've often been known to say that if you want to win big in business, you'd better really love what you do.

If you don't, you probably won't be able to endure the

pain that brings you to the win.

We all want to make big money, buy fast cars, travel the world, live in luxury and party with people. Or at least have a lifestyle that would allow us to do that, if we were so inclined.

But getting that lifestyle means running hard yards. Do you have what it takes to make it?

Of course you do – if you focus on what you enjoy doing. And when you don't, that's when you can't seem to finish what you start. You procrastinate, you put it off, and you just don't feel motivated. Projects feel like a drag, and even the golden prize at the end might not seem worth it anymore.

Find the motivational leverage you need so you can stick that motivation under your projects, push them up and get them rolling towards the finish line. Think about each project you've started that's dragging along now. Is it so important and significant to you that your motivation flows naturally?



You might find the answer is that these goals or projects aren't really worth it to you.

They may not be real game changers that would triple your income or give you heaps of freedom. They may not fire you up. They might just seem to be what you *should* do, not what you want to do. They might not include activity you love to do – which makes it tough to get motivated in the first place.

When you have an idea that you know will really change the game, or you come up with a project that you *really* want to do, or when your business makes money from something you love to do and would probably do for free anyways, then “must” melts away.

“Want” becomes the lever that gets the ball rolling. You won't be able to stop it then. And you'll be heading straight towards the finish line.

# Roadblock 9:

## *Twisted Up*

**I'm kind of excited about this project but... I mean, I want to do it... It's a good idea and all, and I know it would work, but... I kind of want to but I don't. You know?**

Yeah, I know.

Well, I don't know exactly what you're feeling, but I do know what this kind of tug-of-war means. Feeling conflicted about a project is pretty common with entrepreneurs. It's a sure sign that something's up, and the problem is that you aren't sure exactly *what* that something is.

It's difficult to put a finger on why you don't want to move forward with a project that you know would be a good thing.

Here's a great example: A client of mine wanted more passive income so that she could have the freedom to

work on other projects. She had a few great ideas on how to achieve that goal, and she was excited about the potential.

Great! Go for it, I told her.

The next few weeks were full of stops and starts. One day, she'd work hard and get all fired up about what she'd achieved. The next, she'd change the subject, talk about other things, and when I asked her about how the project was coming along, she seemed uncomfortable.

With a bit of gentle prodding, it was easy for me to get to the root of the problem: her inner critic was stabbing away at her, creating self-doubts and fears that were sabotaging her efforts. She knew that creating the passive income project would get her exactly what she truly wanted, but deep down, she didn't really believe she could do it.

So we talked about it, and she admitted that:

- She didn't think she was good enough
- She didn't think she was smart enough
- She wasn't sure it would work
- She was afraid of failing
- She doubted her skills

The list went on and on. And not surprisingly, my client couldn't understand why all these feelings were there, because she knew she could succeed. She could sit there and rationalize all the logic that showed these whispers of doubt were silly.

- Logically, rationally, she knew she was good enough.
- Logically, rationally, she knew she was smart enough and had the skills.
- Logically, rationally, she knew she people wanted this, and it would be a hit.

And even if it wasn't a hit, my client was ready for that. She knew she'd get through it just fine if the idea didn't work out as hoped. Life (and her business) wouldn't collapse, and she'd learn valuable lessons she could

apply to future projects. They'd carry her even further towards success.

Logically, rationally, she knew this. She just didn't *believe* this.

Limiting beliefs. That was the problem. And many, many entrepreneurs have limiting beliefs lurking inside their mind, chaining them back from reaching their goals.

A limiting belief is much like a dog who's been tied to a tree outside. He can try to run all he likes and make a leap for freedom – but that chain yanks him right back and keeps him within that same old circle he's stuck in. Trapped.

Let's look at what a belief is, before getting into ones that limit your potential.

A belief is something you feel to be true or something that you know you can accomplish. "I can read a book," for example, or, "I can ride a bike." You may not know how to read or ride yet, but you believe that if you tried, you could. Your knowledge is that you can achieve your goal and nothing holds you back.



Except you, of course.

And that's where limiting beliefs come in. They're beliefs that limit you and hold you back, because your knowledge is that you *can't* achieve your goal – no matter how much you want to.

Limiting beliefs are still beliefs. But you believe in the absence of possibility or potential. "I can never learn to ride a bike," for example. Never? And why couldn't you?

You'll notice people voice their limiting beliefs every day, all around you. Suggest bungee jumping to a friend, for example, and he might answer, "Oh, I can't do that."

Can't? Or won't? And why not?

Alright, fair enough. Bungee jumping sounds extreme to many people, so it's normal that they'd not want to try it, no matter how exciting you told them it would be.

But people perceive less extreme actions as just as impossible. A dabbling writer might say he can't write a novel. A woodcarver might say he can't create a life-

sized sculpture. A CEO might say he can't land a huge contract. A wannabe entrepreneur might say he can't start his own business.

Can't. No matter how much they might want to. No matter how strongly they crave these goals.



***Limiting beliefs are still beliefs. But you believe in the absence of possibility or potential.***

Limiting beliefs often manifest themselves as feeling conflicted. We want something, but at the same time, we don't want it. The truth is more that we want something, but we don't believe we can have it.

And because of that limiting belief, we tie a chain to our potential and tie down our ability to reach amazing goals. We hold our potential back from success by giving it just enough room to pace in a circle but never run free, and



we give it just enough food and water (metaphorically speaking, of course) to keep it alive and well - but never enough that it grows and thrives.

Where do limiting beliefs come from? The same place your positive beliefs do:

- You learn them from others during childhood
- You adopt them from authority figures
- You form them based on what you perceive
- You gain them from life experiences

For example, maybe you grew up in a household where your parents always said that a responsible adult gets a good job in a good company and sticks with it until retirement. This is what your parents did, and this is what they taught you.

So when you went out for your first job, you looked for a stable company you knew would always be around, and you stayed in that job for years. Years and years and years.

Maybe you're there today. Maybe you don't really like

the job. Honestly? You'd like to go start your own small business, because you really love a hobby of yours, and you think it might take off well if you were to do it full time.

And each time you start to dream about your shop, you tell yourself, "I can't do that. That's not responsible." Your belief is that "responsible" = "staying in this same job forever", and it chains you back from trying anything new, holding you in an unhappy situation for a long, long time.

Now, changing your beliefs and eliminating limiting ones isn't easy to accomplish. It takes a great deal of introspection, thought, self-questioning and work to shed old beliefs and replace them with new and healthier ones.

But it can be done.

Think of limiting beliefs like weeds in the Zen garden of your mind. You can leave them there and allow them to thrive (and even grow), which means they'll start crowding out other (healthy) beliefs and take up



valuable space.

Or, you can identify the weeds, pull them out, and discard them to give your great ideas, your beautiful goals and your empowering beliefs the room *they* need to grow and thrive.

How long you let limiting beliefs live in your mind is all up to you. But remember this: You hold onto the belief because it's useful to you in some way, and you discard it when it's no longer useful.

Well, that's what you *should* do, of course. Discarding limiting beliefs when they no longer serve a purpose is the ideal.

The truth is that limiting beliefs are like bad weeds. Even if they cause you pain in life or in business, they cling tenaciously despite your best efforts to rip them out of your mind-garden's soil.

How do you nurture healthy beliefs and rip out limiting ones for good? You need to get pragmatic. Matter of fact. Practical.

A belief is what we *believe to be true*, whether limiting or not – so it's no surprise that we have a hard time identifying and changing beliefs that give us problems. We think our perception is true and accurate. It's our view of the world.

- You can tell a depressed person he's blessed to be alive, but if he doesn't believe it, he'll just dismiss your opinion.
- You can tell a sales manager she can perform twice as well as she does now, but if she doesn't believe it, she'll think it's impossible.
- You can tell an entrepreneur he has everything it takes to make it big, but if he doesn't believe it, it'll be tough for him to even think making it big is possible.

It's tricky and it's hard work, but analyzing your existing beliefs is the fastest way to identifying what needs to change (short of intensive psychological reconditioning carried out with a trained professional, of course).

Listening to someone else's thoughts can be helpful as well. Your beliefs are never the same as anyone else's, so a fresh perspective from an objective person can



often help you learn new, more useful “truths”.

To start a self-analysis, make a list of the beliefs you have and have a close look at them. Write down your beliefs about the world, your career, your business potential, your entrepreneurship, etc. Figure out what you believe – it’s the key to knowing what makes you see the world (and experience it) in very specific ways.

Once you have your list of beliefs, look at each one and ask yourself, “How’s this working out for me?”

Let’s look at an example of what Jill-entrepreneur’s list might look like:

1. I’m an intelligent business person
2. I can run a business to support my family
3. I’ll never make it out of debt
4. I’m an expert at sales, but I suck at accounting
5. I have the potential to be a millionaire

See anything limiting within this list? You should. The third belief, “I’ll never make it out of debt,” sticks out like a sore thumb. It’s negative.

When Jill looks at her third belief and asks herself, “How’s that working out for me?” her answer is simple: It’s holding her back, it discourages her and it saps her of motivation to even try to pay off her debt.

Even more interesting, Jill’s belief about never making it out of debt directly conflicts with her fifth belief, “I have the potential to be a millionaire.” How can she have the potential to be a millionaire if she doesn’t believe she can ever get out of debt?

Conflicting beliefs are common for entrepreneurs, and they lead to psychological confusion (not to mention hitting up against business obstacles). This confusion is complex and frustrating.

But if you can spot beliefs that conflict with one another in your list, then half the battle is won – it’s a sure sign something’s wrong and needs your attention. Two beliefs that contradict each other?

ONE of them certainly isn’t useful.

Let’s look at Jill’s list one more time and dig a little



deeper. The fourth belief is that Jill believed she rocked at sales (crucial for an entrepreneur), but she had a negative belief about her accounting skills.

When she asked herself how that was working out for her, the answer was easy: “Great! I hired a first-class accountant and financial advisor, and I don’t have to worry about a thing!”

Some beliefs on your list may seem negative, but they may in fact be working out just fine for you. You don’t have to believe in endless potential to do and succeed at anything under the sun to infinity and beyond (in fact, it’s kind of stupid to think that way).

But you do need to make sure your beliefs are useful, and that they support your goals.

There are specific techniques to rapidly remove limiting beliefs from your thinking, but identifying which beliefs serve you well and which don’t is a significant first step. Your unconscious can start filtering your awareness, finding examples and opportunities to bust limiting beliefs apart and support new ones.

It’s actually a natural process that happens all the time – this exercise considerably speeds up the process.

Then you can sit back and watch your limiting beliefs fade away from your consciousness, like weeds that have lost the nutrients they need to survive.

Just remember to sow new, empowering beliefs in their place – the ones you want to have! That way, you’ll be sure to have something awesome sprouting up in the spring.

# Roadblock 10:

## *Not My Fault!*

**No wonder I can't reach my goals! The sales team is incompetent, the people I work with don't seem to care, and even my family is getting in the way of what I want to do!**

When you're doing everything you can to reach your goals and everyone's getting in your way, it can be downright frustrating. People keep interrupting with questions they should know the answers to. Why are they hassling you? Don't they know how to do their job?

Then you have to attend meetings that go nowhere because no one seems to be able to make decisions. What a waste of time. When you get back to the office, there are a ton of messages. And someone who was supposed to have the report ready for you hasn't finished it yet. It's as if you have to do everything yourself if you want it done!

On top of that, it's Friday afternoon - and the staff you need are leaving early while you're working double time just to finish this project.

Doesn't anyone care??

Speaking of caring, your personal life is going down the drain. Your spouse is angry – again. Complaining about how much you work, leaving acidic messages about how you missed your daughter's show even though you specifically said you'd try but couldn't make any promises to be there. Your marriage is rocky, you barely see your family, but if they could just understand that this is *important*...

That was the plan, wasn't it? Wealth and freedom – if you could just get everyone to understand, then you'd be able to reach your dreams. Then you'd have it made. You could have that perfect life you're dreaming of, doing whatever you'd like with your days. You'd feel free as a lark and successful as a lord, and it'll all come



together beautifully.

Right now, nothing's beautiful. It's a mess. No one gives a damn, no one understands you, and frankly, you're fed up. No wonder you don't want to go home. You can't go home anyways – you have to finish this project.

What you really want to do is to just fire everyone, bring in better staff who can work hard, and get everyone to go do their job. Then you could do yours and get on with being successful like you want to be.

I bet that's frustrating.

And I bet you don't really want to hear that it isn't them... it's you.

In fact, I bet that as you read those words, you're feeling indignant, maybe even a little angry, and slamming up your defenses. "What, are you on their side too, Peter?!"

Nope. I'm on your side. Here's why: You're in charge of your mind – and therefore, your results.

Pointing outwards isn't useful. Blaming others isn't useful. Saying that other people are your obstacles isn't useful.

Yes, people might be getting in your way as you try to work. No, they may not be understanding just how important this is to you, or how they're affecting your ability to reach your goals.

But they take their cues from you. They behave this way because of what you're doing right now.

Perception is projection, after all.

That's a little phrase I like to say often to the people I work with, because the value in understanding its meaning can really release entrepreneurial success.

What does "perception is projection" mean? It means that people perceive (or see) what you project (or send out), on a very psychological, emotional level. Their response to that projection very often brings you exactly what you don't want – because the message you're sending out is the opposite of what you do want.



Let's say that you feel people don't understand your work is important. You're trying to do your job, but they keep interrupting you. So you throw up your hands, complain that you were working on something important, and get up to go deal with whatever fire you have to put out.

- You said and thought: "My work is important!"
- Their perception was: "Whatever he's working on isn't important."
- You were projecting: "My work isn't important because I set it aside to go deal with their issue."

"But wait," you're probably thinking. "My work *is* important to me. How can I be projecting that it isn't? I'm *telling* them it is!"

Yes, you may be telling people what's important to you, but when you were interrupted, you got up and left your work to go deal with the problem. You shifted importance to that problem and put your work on the next level down – where it isn't the priority.

The behaviors you choose support your projection far more than what you say. If you feel you aren't being

respected, you're probably projecting that you don't respect yourself. If you feel that no one listens to you, you're probably projecting that what you have to say isn't worth listening to. If you feel that no one values you, you're probably projecting that you don't feel you're valuable.

You can change that.

First of all, identify what you're projecting to the people around you. And that's easy: Use other people as a mirror. The way they treat you is *your* projection.

Let's say you feel that no one respects you. If they're your mirror, then the projection is that you don't respect yourself. If you feel people aren't doing their job, then the projection is that you're not letting them do their job. And so on.

Look around your world and notice what's going on within it – that's *your* projection!

Once you've identified your projections, decide which you don't like and what you need to change. Then carry out this easy three-step solution to turn the issue

around:

1. Make a list of the rules you want to live by and work by. Get idealistic! For example, one rule might be that you'll work without interruption (no calls, no visitors, no meetings) from 8am to 11am every day. Another might be you'll never work on Sundays – not even one email. A great one is to pick a focus for the week – Project XYZ is it. If anyone wants a meeting on a different project, they have to wait until next week.
2. Distribute the list of rules to the people around you. This includes family, staff, managers... anyone and everyone.
3. Enforce the rules.

That last one is where it gets tricky. You're smart enough to know that getting people to cooperate and buy into your new list of rules is going to be pretty tough.

Here's the secret: The rules aren't for them. They're for you.

If you've said Sundays are family time, no email, then stick by that, no matter how itchy your fingers get. If

you sneak 5 minutes in, you've projected to people that work is okay on Sunday and family time isn't all there is. If you've said no meetings until 11am, then don't accept an invitation for one at 10.30am – stick to your rules.

It's going to be hard at first, because you're breaking habits you've created, and people are going to be a little puzzled at the sudden change in you. They might still try to interrupt you, for example, but in that case, enforce your rules even more by leaving the office completely. Go work in a café. Go ensconce yourself in a hotel for three days if you have to.

Do whatever it takes to break your habit of negative projections and enforce better ones.

And if you've made rules that you'll be present with people at certain times, stick to that too – show others that you can walk the talk. If you've said they can't have access to you during work hours but that you'll be more present in the evenings, come through on that promise.

Keep in mind that if you find yourself setting rules for other people, then you're not actually doing this exercise



properly. You're setting yourself up for trouble: micro-managing your staff, parenting during work hours or ending up in a huge fight with your partner.

Remember, these rules are for *you*, enforced by *you*, and only require *you* to make any effort or change. You can't change other people – you can only change yourself and your behaviors.

The beauty is that they'll see the change and adapt to it... by changing themselves.

If you stick with it, that is. Figure out your idealistic rulebook that helps you achieve your goals, then take responsibility and stick with those rules for a few weeks. Live up to the ideals. If you don't do this, no one else will.

# Did You Check a Few Boxes?

As you read this guide, you may have found that you check off the boxes for more than just one roadblock. That's pretty normal – entrepreneurs tend to have several roadblocks standing in their way at the same time.

Or, you might have noticed that you check the box for one roadblock on a specific project you're working on, but you check a different box for a separate project that's also on the go. That's normal too. Different situations involve different roadblocks.

You might have realized that you check several boxes, have many roadblocks, and can relate to a lot of the problems and solutions I've outlined.

While you may suddenly think, "I'm a mess!" I'm here to reassure you that no, you're just an entrepreneur. You're still normal, don't worry. Entrepreneurs deal with a *lot* of stuff; that's just par for the course. (In fact, everyone deals with just as much stuff, if not more – entrepreneurs

tend to be more action-minded and ready to deal with overcoming obstacles.)

This guide gets straight to the heart of your problems without fluffing around or wasting your time. I'm a straightforward person, and I'm all about taking action and getting you moving closer towards your dreams. It's not useful to beat around the bush when something holds you back from success, after all.

There's something else you might have noticed as you read along and identified your specific roadblocks: the solutions to dismantling each of them seem like they might also be applicable solutions to dismantling other roadblocks.

You'd be right.

Entrepreneurial roadblocks (and there are more than just the ten I've outlined here, by the way) are all created by three basic root causes: fear, limiting beliefs and



internal conflict.

These three root causes can and do weave themselves together, creating what looks like a brand-new monster. Many people think that “guilt”, is a completely different beast, for example, but “guilt” is actually a precise recipe that uses unconscious fears and limiting beliefs from your past as its ingredients.

No matter what, when you pick entrepreneurial issues apart, you always come back to the three biggies:

Fear. Limiting beliefs. Internal conflict.

Actually, there is one more problem: regret.

No one should have to look back at their life and think, “I would have really loved to... but I was too afraid.”

Or, “I wanted to... but I held myself back and now it’s too late.”

Or, “I just didn’t think I was good enough. If I only knew then what I know now.”

Nothing should stand in the way of your goals and the marvelous accomplishments you could achieve in life. It’s worth it – very worth it – to tackle your obstacles and pummel them into the dust so they’ll never hold you back again.

You should be able to look back from a ripe old age and nod with satisfaction, thinking, “I had an awesome time. Life was fantastic...

...and you know what? It’s still just as great.”

# What Comes Next

This guide was actually supposed to be a small, 10-page product. More of a leaflet than a guide. During its creation, though, it became something more. I could've sold it as an info-product or used it as a pitch for my services (and I was counseled by several people to do so).

... but truthfully?

I didn't want to.

Not everyone will be able to afford my services, and not everyone will want them. They're not for everyone, either. But everyone – anyone - can benefit from insight and understanding, with far-reaching effects.

I made a professional decision to work exclusively with entrepreneurs and large corporations because they almost exclusively drive the biggest innovations and world-changing ideas.

The reason I wake up in the morning, the fire that sparks my will, is being a part of helping entrepreneurs build, create, innovate and achieve fantastic, huge goals.

It's exciting. It's inspirational. Entrepreneurs change the world, and when they overcome what holds them back, they can up their game even more and accomplish far greater achievements.

Even those who don't want to change the world often end up doing so anyways, most of the time unknowingly.

Solopreneurs help other people earn more income by providing them with tools or resources. They move on to start a small business and sell a new, helpful product or service. That small business might grow and eventually provide jobs that support families. Those families might include children who grow up to develop world-changing technology.

It sounds idealistic (and maybe it is) but I want to be



part of the business, technological and idea revolution that entrepreneurs create. I want to share what I know to help make it happen, and help mindful, valuable entrepreneurs, from the self-employed to the CEOs, do great things.

So please. Pass this guide on to the people you know will get value from it. Share it with those who could use the insight. Distribute it to anyone who might learn how to rid themselves of obstacles and go on to reach their dreams – even if that dream is just to finish one project. As for you... you have all sorts of options:

As for you... you have all sorts of options:

- Why not come join me on my blog? You'll get even more free tips and insight, and I always respond to comments.
- Get in touch via email if you have comments or questions about this guide.
- Take my Virtual Clarity Couch Challenge - you'll receive a custom audio-recorded report detailing your situation and solution. Instant Clairty - for free!

- Sign up for Commit Action - my new service that pulls the trigger on your procrastination, so you can live the good life.
- Follow me on Twitter, where I'm more than happy to answer questions or chat with you.

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# Who Is Peter?

As a renowned business psychology expert and psychotherapist gone renegade, Peter Shallard works with all types of entrepreneurs around the globe to help them reach their goals of wealth, freedom and impact. Peter believes that the psychology of an entrepreneur dictates the bottom line result of their business. He works his magic at that sweet spot... where deep, meaningful psychology and hardcore business strategy intersect. Through application of highly effective psychological models, he helps entrepreneurs master the benefits of psychology and achieve success faster by:

- Rapidly re-programming mental habits and replacing behavioral patterns that aren't useful with highly effective ones
- Shedding light on entrepreneurial obstacles by providing insight and helping make sense of people in new, meaningful ways
- Creating practical, achievable, measurable action steps and strategies that make a big, big difference to bottom lines

- Implementing powerful blueprints and formulas that create profit and help build a career or business where extraordinary is mandatory
- Igniting powerful motivation and consistent drive for long-term stamina to reach success

Peter's approach focuses on actionable psychological insight that creates practical, measurable results. This makes him an ideal choice for the busy entrepreneur who wants fast results – the kind of person who wants to rapidly leave roadblocks behind and make success happen quickly.

Is this person you?

Hop on the [Virtual Clarity Couch](#) today for a free, personal consultation.

Or contact Peter directly at [info@petershallard.com](mailto:info@petershallard.com) to learn how you can achieve the success you deserve.