

Mentoring By Audio
Millionaire MBATM
Designed *FOR* entrepreneurs *BY* entrepreneurs



Workbook

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**A message from
Richard Parkes
Cordock author,
developer and
publisher of the
Millionaire MBA**

Thank you for purchasing the Millionaire MBA. Before you start on your entrepreneurial journey of discovery, I would like to give you a little background on the development of the course.

Like many new products or businesses, the Millionaire MBA was driven by a personal need. That need was to think differently with the millionaire mindset. I recognised that in order to achieve the level of success I desired as an entrepreneur, I needed to change my thinking patterns from an employee mindset to a millionaire mindset.

At that stage however, I didn't know what the millionaire mindset was. It was evident to me that all successful entrepreneurs think differently to those who follow an employed career path. So the question was, how could I train my own mind to think this way?

I had read many books on the subject of the millionaire mind, including Napoleon Hill's 1937 classic Think and Grow Rich, but I still felt there was something missing. I wanted to hear first hand what the mindset was from those who had already achieved success in their own businesses. I wanted to hear their voices, their own choice of words; I wanted to learn from their experiences.

I knew from studying NLP (Neuro Linguistic Programming) that the fastest route to success is to model excellence, so it stood to reason that the fastest route to success as an entrepreneur would be to model proven entrepreneurs.

I therefore decided that I would seek out and interview those who had already achieved outstanding results in their own businesses and find out first hand from them what the millionaire mindset is. I did this in such a way that I was able to build a course that would benefit others.

The Millionaire MBA is a fusion of a number of influences: NLP, Think and Grow Rich, real-life entrepreneurs, the 'missing element' of MBAs (Masters of Business Administration), personal development, Rich Dad Poor Dad, Tony Robbins, audio and much more. By putting all these elements together in one home-study programme, I developed the course you are about to embark on: the Millionaire MBA.

In creating the course I have had my own entrepreneurial journey with euphoric highs and crushing lows. I have witnessed first hand the qualities that are needed to develop a product and build a million pound business. These qualities are precisely those which are taught in the Millionaire MBA.

I hope you have as much fun studying the course and developing your own millionaire mindset as I had in creating the Millionaire MBA.

Ordinarily, I would wish you the best of luck with your own business, but in the main I believe that you make your own luck. So enjoy creating your own luck and turning opportunity into reward with the millionaire mindset.

Richard Parkes Cordock

Introduction

Welcome to the Millionaire MBA: the definitive home study course in entrepreneurship and the millionaire mindset.

Over the next eight weeks you will undertake a period of intense training to

reprogramme your thinking patterns to a new entrepreneurial level.

For 30 minutes each day for the next two months, you will benefit from the advice and wisdom of 25 award winning, UK based entrepreneurs and four experts in business and motivation.

It has been said that success leaves clues. Time and time again, it can be seen that successful entrepreneurs share common traits, habits and thought patterns. In short, they share the millionaire mindset. This course demystifies this mindset and through the voices of real entrepreneurs, lays out a programme for the development of your own millionaire mind.

Like all things in life, the more you put in, the more you get out. The same is true with the Millionaire MBA. The more time you invest in developing your own mindset of excellence, and learning from the featured entrepreneurs, the greater the return will be for you.

This course is designed to be listened to many times. Each time, you will learn something new from the masters who have already achieved the highest levels of success. Make a commitment now to listen to the Millionaire MBA several times over the coming years. At each point in your entrepreneurial journey you will uncover new meaning and new relevance as the years of wisdom from our featured entrepreneurs connect with you in previously unidentified ways.

During the next eight weeks you will develop an inner confidence that you too can achieve entrepreneurial success. You will learn that becoming a successful entrepreneur has more to do with the way you think than your technical ability in business. There is no doubt that having a solid understanding of finance, marketing, sales and other core subjects taught in any business book or business school are important in running your own business. But the real key that sets true entrepreneurs apart is one vital ingredient - the millionaire mindset.

Workbook

This workbook is designed to be read after you have listened to each day of the course. Over the next four weeks, as you listen to each CD, you will complete 20 exercises, which have been specially written to cement each day's learning. It is important that you complete these exercises, as they are key to fine tuning your

thinking and stimulating thought at the subconscious level.

It is also important that you re-read the answers you have given in this workbook on a regular basis, as this will help generate new connections as new thought pathways are developed.

A pocket sized notebook

Over the next eight weeks, start the habit of carrying around a pocket sized notebook and pen with you, a common habit of successful entrepreneurs who use this approach to write down thoughts and ideas. Read your notebook on a regular basis. As your millionaire mindset develops each time you re-read this, as with the workbook, new thought pathways will be opened up and new connections will be made that can lead to opportunity.

The Millionaire Journey

It is often said that the real value in becoming a millionaire is the journey it takes to get there. Self-made millionaires do not achieve success without stretching themselves, operating outside their comfort zone, or suffering setbacks and failures. Those with the millionaire mindset accept that this is necessary in order to become successful. They accept that failure is simply an opportunity for success and that risk is the currency of winning.

Employees do not think this way.

The journey to become a self-made millionaire is one to be admired and desired. Those who have taken the journey enjoy riches far in excess of the financial rewards. They become fuller and more developed individuals whose characters have been strengthened on their millionaire journey.

In future, when you see a successful self-made millionaire, take a moment to admire 'the individual', for they have lived an extraordinary life, taken significant risks and faced challenges that the majority of people with the employee mindset could never appreciate.

Don't be surprised however if you cannot spot a self-made millionaire. Today, significant wealth is more about the freedom, choice and security that money brings rather than the money itself; the very opposite of what the employee mindset offers. Many self-made millionaires blend into the everyday world, preferring not to show their wealth, and instead, enjoying the comfort of knowing that through their millionaire thinking they can fully provide for their family and have given themselves total freedom. These are the true rewards for the millionaire journey.

Those who develop their own millionaire mindset and are prepared to embark on their own adventure have a life of security and freedom in store for them. Absolutely anybody can take this journey, but only those who are prepared to invest in themselves and make the decision to develop their own millionaire mindset will actually achieve true success and financial freedom.

**Your journey of self-investment
and life-long learning starts here!**

"Luck, knowledge and arduous work - especially arduous work - are all necessary for a man to become a millionaire. But above all that, he needs what can be called the millionaire mentality."

John Paul Getty

Day 1

**Millionaire
Mindset**

Today you learnt:

- *The difference between the employee mindset and the millionaire mindset*
- *The 12 elements of the millionaire mindset*

■ *That in order to become an entrepreneur, you first have to take the leap.*

The way we think, talk, the language we use, and the habits and behaviours we adopt all form the basis of our mindset.

Typically, we are conditioned from an early age to adopt an employee mindset. This is a mindset that follows a path of going to school, getting a higher education qualification and then becoming an employee. Although a good education gives a tremendous advantage in life and should be welcomed at all times, it is important to think differently and not get trapped into life as an employee. The employee mindset is one of CVs, job promotions, minimum percentage salary increases, assumed job security and perceived lower risk than being an entrepreneur. It is a mindset that allows itself to be controlled by others and settles for a life of 9-5, or

more typically 7am-7pm when travel time and overtime are incorporated. It is a mindset of working as an employee and reacting to events (such as redundancy, missed promotions) rather than creating your own vision and following your own dreams.

The employee mindset is a mindset of CVs, job promotions, small salary increases, having a boss, getting a title.

It is a mindset of 'perceived' low risk and single income streams.

The opposite of the employee mindset is the millionaire mindset. The millionaire mindset is a mindset of excellence. It is one that has a clear vision, follows its passion, and has set goals.

Successful people share this mindset. Think of any successful sports person. Think of the drive, determination, hard work and self-discipline that is required to achieve their success. The millionaire mindset is the same, but simply applied to entrepreneurship and business. It is about freedom, success, opportunity and achievement. It is about having a dream and making it reality. It is about using business as a vehicle to follow your passion.

The most important element is to have passion for what you do. When you have passion, work will never ever feel like work again.

Employee Mindset

- 9-5 = 40 hrs / week
- Salary focused
- CV, employer
- Inflexible - Single source of income
- Dependent
- Build a CV
- Risk adverse
- Hide failures
- Shy away from fear
- Manager
- Power politics
- Have self-doubt and fail to take action
- Spend money
- Consumer debt
- Live within comfort zone
- Unused potential never tested

Millionaire Mindset

- 24hrs / day 50-100 hrs / week
- Profit, Asset value focused
- Sales, marketing, customers
- Flexibility - multiple source of income
- Independent
- Build a business
- Accept risk as part of success
- Accept failure is part of success
- Confront fear head on
- Leader
- Build relationships and teams
- Have self-doubt, but charge ahead
- Invest money
- Leveraged borrowings
- Stretched comfort zone
- Unused potential - limits are endless

We have identified 12 core elements of the millionaire mindset.

These are:

Passion	To keep going when times are tough
----------------	------------------------------------

Self-Belief	To carry on against the nay sayers and doubters
--------------------	---

Desire, Determination, Drive	Desire to become successful, and drive and determination to achieve your goals
-------------------------------------	--

Courage	To follow your instincts and to take the leap to become an entrepreneur
----------------	---

Vision	To have a dream and inspire others to achieve it
---------------	--

Focus	To achieve your goals and not get distracted
--------------	--

Hard Work & Self-Discipline	To get things done and a willingness to make the necessary sacrifices
--	---

Persistence	To keep going and never give up
--------------------	---------------------------------

Optimism	To keep yourself and those around you positive and to avoid negativity
-----------------	--

Wisdom & Common Sense	To learn from your mistakes and to think with a clear head
----------------------------------	--

Opportunistic	To be alert to new deals and see opportunities that others do not see
----------------------	---

Judgement & Risk	To make the right decisions and take calculated risks
-----------------------------	---

Each and every one of us is born with these characteristics of the millionaire mindset. However, as we grow up we lose sight of these qualities and are swept along in the employee mindset.

What is needed is an event to kick-start the millionaire mindset: an event such as starting a business that you are passionate about. Only when you truly follow your passion do all the elements of the millionaire mindset come together and help you to achieve success.

**Success is not an accident.
Neither is failure.**

"Once we adopt the
millionaire mindset
we take complete
ownership of ourselves
and our lives.
This is incredibly
powerful."

David Taylor, Author
and Motivational Speaker

Day 1
EXERCISE
Millionaire Mindset

You heard today that **passion** is at the heart of the millionaire mindset. It is the fuel that drives you forward. If you're not passionate about your business, then you will struggle to push through the inevitable tough times ahead, and fail to inspire others to follow you or

to buy from you. Passion is where it all starts.

Use this opportunity to think through what you are passionate about in life. Your business opportunity may well come from this. Think through what you want out of life, and what you do not want. This will help you to focus your mind on the bigger picture of what you plan to achieve as an entrepreneur. It is vital that your aspirations sit in harmony with who you are and what you value.

"A business has to be involving, it has to be fun, and it has to exercise your creative instincts."

Richard Branson

What are you passionate about in life?

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

Which other people and/or lifestyles do you admire?

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

What do you want out of life?

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

What do you not want out of life?

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

Day 2

Millionaire Difference

Today you learnt:

- *The importance of thinking differently*
- *What our entrepreneurs see as their key difference in comparison to others who*

haven't achieved the same level of success

Genetically, entrepreneurs are no different from the rest of us in the same way that less fortunate people who sleep rough in doorways and park benches have the same genetic make up as millionaires. The only difference is how they choose to use their mind.

Most people think with an employee mindset and therefore could not imagine building their own company and becoming an entrepreneur. That is because they are so firmly conditioned into thinking like an employee. All they can think about is having a job and earning a salary. You may have heard the expression 'we are what we think about', therefore if we choose to think as an employee, we will become or remain an employee. When we change our thinking patterns to the millionaire mindset, then the results we can achieve are limited only by the boundaries we impose on ourselves.

Thinking differently is at the heart of the millionaire mindset. Later on in the course you will hear how Karan Bilimoria, founder of Cobra Beer, turned his back on his professional career to bring Cobra Beer to the UK. He had to think differently every step of the way. Right from the start, Karan proved he could think creatively and laterally as an entrepreneur: firstly coming up with an alternative name when he realised that Panther Beer was not going to be a winning brand name and secondly, convincing his customers that the larger size Indian beer bottle was a positive feature and not a negative one.

"I think everybody is an entrepreneur inside. It is just having the courage to do it."

**Debbie Burke, Founder
ROC Recruitment**

To understand the language of the millionaire mindset, read through the words on the next page. Notice that this mindset does not use business jargon or mention

technical subjects such as finance, strategy or marketing. Notice how the language of entrepreneurs reflects a mindset of excellence, a mindset that is common to all excellent people, ranging from leaders to sports men and women, from explorers to inventors.

This is the mindset that you will develop over the next eight weeks.

Millionaire Mindset Vocabulary

Passion <ul style="list-style-type: none"> ▪ Enthusiasm ▪ Obsession ▪ Infatuation ▪ In love with ▪ All consuming 	Self-Belief <ul style="list-style-type: none"> ▪ No doubt ▪ Confidence ▪ Inner Strength ▪ Innerstanding 	Desire <ul style="list-style-type: none"> ▪ Purpose ▪ Need ▪ Aspiration ▪ Want ▪ Ambition 	Drive & Determination <ul style="list-style-type: none"> ▪ Grit ▪ Resolve ▪ Commitment
Courage <ul style="list-style-type: none"> ▪ Guts ▪ Bravery ▪ Nerve 	Vision <ul style="list-style-type: none"> ▪ Dream ▪ Aspiration ▪ Mental picture 	Focus <ul style="list-style-type: none"> ▪ Prioritise ▪ Detail ▪ Necessity 	Hard Work <ul style="list-style-type: none"> ▪ Graft ▪ Effort ▪ Toil
Self-Discipline <ul style="list-style-type: none"> ▪ Self-control ▪ Will power ▪ Restraint 	Persistence <ul style="list-style-type: none"> ▪ Tenacity ▪ Stubbornness ▪ Insistence ▪ Perseverance ▪ Determination ▪ Drive ▪ Commitment ▪ Doggedness 	Optimism <ul style="list-style-type: none"> ▪ Positive ▪ Upbeat ▪ Forward Looking 	Wisdom <ul style="list-style-type: none"> ▪ Astute ▪ Knowledge ▪ Experience ▪ Perceptive
Common Sense <ul style="list-style-type: none"> ▪ Sound ▪ Rational ▪ Reasonable ▪ Practical 	Opportunistic <ul style="list-style-type: none"> ▪ Chance ▪ Opening ▪ Possibility ▪ Prospect 	Judgement <ul style="list-style-type: none"> ▪ Reasoning & Thought ▪ Experience & Intuition ▪ Perception ▪ Shrewdness 	Risk <ul style="list-style-type: none"> ▪ Opportunity ▪ Venture ▪ Speculation ▪ Calculated Risk

Day 2

EXERCISE

Millionaire Difference

In order to become a successful entrepreneur, the one thing you do need is a winning business idea. Ideas come from many sources. You may already have a winning idea, or you may still be looking.

As we saw in Day 1, passion is at the heart of the millionaire mindset, so the closer your idea is to your passion, the greater your chance of success will be.

Use today's exercise to brainstorm ideas for a new business. At this stage any idea is a good idea. By writing down possible business propositions, your subconscious mind will automatically think through the various alternatives and over the next four to eight weeks one idea will surface as a stronger candidate than others. It may take you longer, but the more you tune your mind to entrepreneurial success, the easier it will be for you to identify an idea that you are committed to and believe will be a winner.

Keep a notebook with you at all times. Write down ideas as they come to you. Be constantly on the look out for opportunities in areas that interest you. Revisit your notebook. Look for connections between your ideas and speak to people about them.

Gauge their reaction. Just as you know when you have chosen the right partner in life, or bought the right house or car, you will also know when you have found the right idea. It is the millionaire mindset that allows this to happen.

List below possible business ideas that you are passionate about:

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

NOTES

Day 3

Motivation

Today you learnt:

- *That passion for an idea is the main motivator for entrepreneurs*
- *That money alone is not a motivator*

- *That it is important to consider other people's motivations in business*

Becoming an entrepreneur is a massively hard journey and requires tremendous levels of self-motivation to get there. Only those with a **burning desire** to achieve will eventually reach the highest levels of success. Without this burning desire to attain your personal goals, you will struggle to find the drive to keep going.

As humans, we only do what we want to do!

It is very hard as human beings to do something that we don't want to do, or to put it a better way, that we don't have the motivation to do.

Have you ever been asked to perform a task in life which you really didn't want to do? How much effort did you put in? No doubt it was well below your usual high standards, because without the motivation to do something it is hard to achieve real results.

Think of this example. Typically, if you were asked to get up at 4am in the morning, you would find it very difficult to do so (if you are like most people). The motivation to stay in bed would be much higher. If however, you had to get up at 4am to go to the airport for a two week luxury holiday in the sun, you would get up like a shot even if it was raining outside and freezing cold in your house. Such is the force of motivation.

Not everybody wants to become an entrepreneur!

It is clear that not everyone wants to become a millionaire. Perhaps more accurately, most people

"I don't believe that you will ever become a millionaire if you chase the money. You have to be passionate about a product and want to deliver the best quality service to your customers."

Lena Björck, Founder, Inn or Out Catering

would like to have a million (we know this because they play the lottery and hope to win), but how many are prepared to make the sacrifices that are required to achieve millionaire status? Very few! It is those who have both an idea and

the desire to achieve that will eventually find true success.

If you cannot motivate yourself, you will not be able to motivate others!

You cannot achieve success in business by yourself. It is a fact that from the very beginning you will need the help of others. It is crucial though that other people feel your enthusiasm and motivation. If you are unable to find the motivation yourself, you will certainly not be able to inspire others.

Other people's motivation and empathy. Why this is important.

Getting other people to work for you, to buy from you or invest in your business is paramount to become successful as an entrepreneur. In the same way that you will not do anything you are not motivated to do, other people will not do anything (work, buy, invest) if they don't want to. In order for you to get the outcome you desire from other people, it is essential that you put yourself in their shoes and understand their motivation. The more you can understand other people's motivations, the greater level of success you can achieve.

"True wealth is about taking control of your future and making choices about what you really want in life. Money is only a means to help you get what you want in life. Not life itself."

Day 3

EXERCISE

Motivation

Everybody has their own motivation for becoming an entrepreneur. As you heard today, Glenda Stone, the founder of Aurora Gender Capital Management, was driven by her desire to leave a mark on the world for the advancement of women in business, and Luke Johnson, a serial entrepreneur, was motivated by his desire to create something that would last and to make a difference.

It is quite likely that your motivation is different from other entrepreneurs'. It is important to understand your own motivation as this can increase your drive and determination to achieve success.

As you learnt today, motivation comes in two forms: motivation 'towards pleasure', such as motivation towards money, because you want to be rich; or motivation 'away from pain', for example, working hard because you do not want to be poor.

It is human nature to have stronger feelings to move away from pain rather than towards pleasure.

Your exercise for today is to identify what your true motivation is. Use your answers to the questions on the

next page to build a mental picture of what life would be like in 5, 10 or 20 years from now if you do not succeed as an entrepreneur.

Run a mental movie of how life would be if you do not make any changes. Fast forward 10 years and see how life will be, **IF YOU DO NOT TAKE ACTION NOW**. Start to build up a picture of the pain you will feel when you are another 10 years older and have still not achieved the success you desire. Make this movie a horror movie.

Run another mental movie, and fast forward 10 years and look now at how life will be when you achieve success as an entrepreneur. Notice how you feel when you have achieved the very goals that are currently motivating you. This film has a happy ending. This is the feeling that you are working towards.

Use this opportunity to identify your own motivation. Rate your motivations out of five: zero being the lowest and five being the highest. Add your own personal motivations to the list below, but be honest with yourself about why you want to achieve success as an entrepreneur. Then build mental movies around what life would be like if you do not achieve the success you want. Use this movie as your motivation to keep pushing forward.

Motivation away from (unhappiness)	Score out of 5	Motivation towards (joy)	Score out of 5
Employed career for rest of life		Money	
Financial insecurity		Material possessions	
Lack of savings for pension		Financial freedom	
Early redundancy		Fulfilling your potential	
Lack of control		Testing yourself	
Being an employee		Gaining status and social standing	
? _____		? _____	
? _____		? _____	
? _____		? _____	
? _____		? _____	
? _____		? _____	

Rate the motivations that you agree with, or add your own to the list.

Day 4

Secret of Success

Today you learnt:

- *Four insights into the secret of success*
- *The ultimate secret of success*

- *The importance of not running out of cash*

Many people think that becoming an entrepreneur is a secret art, and that others who have achieved success know a magic formula that most of the world don't know. Non-entrepreneurs stand back in amazement at how one person can achieve so much success, whether it is creating £1m, £100m or £1bn.

The stark truth is that there is no secret to success, no hidden formula or magic pill. Everybody knows this but fails to accept it, still wishing to believe that there is some easy, quick fix way to riches.

That route to success has been the same since time began: that is **to know what you want to achieve (have goals), and get on and do it (take action)**. Those who have written goals and take massive action are the ones who achieve success. Those who have no goals and fail to take action are the ones who never fulfil the true potential they are capable of.

Rather than seeking a secret formula (which doesn't exist), it is better to recognise the common clues to success. Firstly, that those individuals who achieve success share a common mindset of excellence - the millionaire mindset. And secondly, **those who achieve success recognise that there is only one true secret to success, that is themselves (YOU)**.

"I don't have any magic abilities as an entrepreneur. It is just about taking the leap and then getting on and doing it."

**Michael Smith,
Co Founder of Firebox.com**

Ultimately, the only time you will see the true secret to success is in the mirror.

If however there is one **golden rule** in running a business that everybody on the inside knows

only too well, that is **DO NOT RUN OUT OF CASH**. A business without cash is a dead business.

Across

- 4. Resolve & grit
- 5. Calculated decision
- 8. Rational thinking (6,5)
- 9. Foresight
- 11. Act on open doors
- 13. Knowledge & experience
- 14. Burning aspiration
- 15. True confidence (4,6)

Down

- 1. Will power (4,10)
- 2. Love for your idea
- 3. Effort (4,4)
- 6. Tenacity
- 7. Positivity
- 10. Reasoning
- 12. Bravery
- 14. Ambition
- 16. Undivided attention

Day 4
EXERCISE
Secret of Success

Excelling in the 12 elements of the millionaire mindset is vital to reach the highest levels of success as an entrepreneur. However, it would be wrong to say that entrepreneurs excel in all of these qualities from the

outset. On the contrary, each must be trained and developed. For many who are focused on their own personal and business goals, the very fact that they have a target to aim for and a vision of where they want to go, acts as a fuel to increase their standing in each element of the millionaire mindset.

In this exercise, ask a friend or colleague who knows you well to score you out of five in each of the 12 elements of the millionaire mindset in relation to your current job. It is important that somebody else scores you as they will give you an independent and honest answer on how they see you. They may also suggest an action for you to take to improve your standing in each area. Using a friend to do this will give a more thought-provoking score than if you do it yourself.

The key here is not to necessarily get the highest score, but to get the most honest answers. Only when you are starting from a position of honesty, will you be able

to decide what action to take to improve your understanding of the millionaire mindset.

	Other person's score	Comments and Actions	How you score yourself
Passion			
Self-Belief			
Desire, Drive and Determination			
Courage			
Vision			
Focus			
Hard Work and Self-Discipline			
Persistence			
Optimism			
Wisdom and common sense			
Opportunistic			
Judgement and Risk			

Review your score, if your score is low in any particular area then take on a small task to prove to yourself that you can improve your mark.

For example, if your score is low in 'persistence', then set yourself a small task to prove that you can become persistent in a chosen area of your life. Create an action plan to put this into practice. This activity can be unrelated to your business idea, but it will prove to you that persistence can be developed and that you therefore have it in you to be persistent in your new business venture.

An example of this could be simply having the persistence to go running each morning, or to arrive at work 10 minutes early each day for 2 weeks. Once you know how persistence feels, then you can apply this quality to your entrepreneurial life.

**"The path to
success is
to take
massive,
determined
action."**

Anthony Robbins

Day 5

Failure

Today you learnt:

- *That failure is inevitable*
- *That you can choose how to respond to failure*
- *The four M's of failure:*

□ Money □ Mindset □ Marketing □ Management

Success and failure go hand in hand. It is important to acknowledge that you cannot have one without the other. Becoming a successful entrepreneur is not a straight line, and the road is littered with failure, some of the catastrophic nature and some just minor bumps and setbacks along the way. At the time these may feel like crushing blows, but they are simply a necessary part of the path to success.

"I believe that opportunities come out of adversity."

Mandy Haberman,
Inventor, Anywayup cup

Indeed, it is from failure that more is learnt. Ask yourself, which do you learn more from: events that go well with no hiccups, or events that have problems

which test you and require you be creative to find new solutions? It is clearly the latter.

Most people are afraid of failure, even though they face it every day in other parts of their lives. It is those who accept that they will have to fail in order to become successful who will ultimately achieve greater rewards. There is a school of thought that suggests that **there is no such thing as failure, only feedback**. In other words, this means that everything we do is part of a bigger picture in achieving success. If we accept a setback as feedback, we can recalibrate, evaluate what didn't work and find a different angle to try again.

It is those who get up from failure, dust themselves down, keep on trying and never give up who will be the eventual winners.

"The greatest glory in living lies not in never falling, but in rising every time we fall."

Nelson Mandela

Day 5

EXERCISE

Failure

We have all experienced failure at some point in our lives. This could simply be failing an exam or a driving test, or failing to get the job we wanted, or on a larger scale failing in a business.

With failure comes the opportunity to learn, to adjust and to improve. Success is directly related to failure. Success comes from wisdom and wisdom comes from experience. Success and failure are inextricably linked.

Make a note of at least five significant failures in your own life. Note down what you learnt, both about the circumstances and yourself in overcoming this failure.

Remember the adage: **success by failure**. This was certainly the case for Abraham Lincoln. Before you start your exercise, study his route to become President of the United States:

- Failed in business - 1831
- Defeated for the Legislature - 1832
- Failed in business, again - 1833
- Sweetheart died - 1835
- Suffered nervous breakdown - 1836
- Defeated for Speaker - 1838
- Defeated for Elector - 1840
- Defeated for Congress - 1848
- Defeated for Senate - 1855
- Defeated for Vice-President - 1856
- Defeated for Senate - 1858
- Elected as President - 1860

List 5 incidences in your life that you would class as personal failures or setbacks.

1

2

3

4

5

What did you learn from this?

1

2

3

4

5

NOTES