

Welcome to this video series on Entrepreneurial Mindset, a responsible, sustainable mindset for success. I'm sure you have watched or heard of hundreds of courses on how to be successful as an entrepreneur. There are courses on marketing, maximizing profits, sales and influence, strategic finances, barriers to competition, and the list goes on. But is success only as an entrepreneur enough?

You need more than just the chance at success to get you motivated and keep you going? Making money is great, but can it be done without giving up who you are and your values? What you're looking for is a way to be successful, responsible and sustainable - without compromising one for the other. It sounds like an almost impossible task, but if you're willing to take on some new skills, alter some of your viewpoints and lead, it can be done. This video series is about showing you tools, tips and techniques to make it happen.

In this video series we cover five simple concepts and tools to shift your mindset to a responsible, sustainable mindset which will lead to your success as an entrepreneur. Because this training is about mindsets, it will apply to whatever specific business model you are following. We're out to alter you - your capabilities, your viewpoint, your passion - your mindset. We'll also be covering exercises which help you take on that mindset and apply it to your business, rather than just learning about it.

The first thing that needs to be said is that this is a two hour video series. By no means will it cover all of what it takes to run your business successfully. It will cover some key principles which can keep you on track, keep you motivated and keep your business moving forward. The mindset that comes from this series will lay the foundation for you to further your growth towards your specific business success.

The series is broken into a brief introduction video - this video, five 20-minute videos and exercises on the key principles, and a brief summary. It's important you watch all the videos and go through the exercises completely, as they combine to create a shift in how you approach your business and your life. Once you are regularly using the tools and concepts in these videos, you will see a profound shift in how you operate as an entrepreneur and in your life.

The key topics we will cover are:

1. HOW TO GAIN CONTROL OVER YOUR CIRCUMSTANCES AND YOUR ENVIRONMENT.
2. ACCESS TO MOTIVATION AND MAKING CLEAR DECISIONS.
3. HOW TO BOOST YOUR ENERGY AND FOCUS.
4. KEEPING IN THE GAME WHEN CHALLENGED.
5. HOW TO KEEP GROWING AND DEVELOPING IN YOUR BUSINESS.

Now, you may find yourself saying, "I've looked at videos or read books about those topics before". How we look at these topics in this series may not be what you're used to. You see, we're interested in responsible and sustainable entrepreneurship while driving your success. The key to each of these tools and concepts is that they address both in a very measurable way.

Video #1. Responsibility Viewpoint - How to Gain Control Over Your Circumstances and Your Environment

In the first video, we talk about how to take on a responsibility viewpoint. Now, I'm sure you all have a lot of opinions about responsibility, whether you are responsible or not, and what it means to you. To

really understand this viewpoint, you'll need to put some of those past views aside - or at least, put them on hold for this series.

What's important to note about the responsibility viewpoint video is its subtitle. We're all looking for ways to take control over what's happening in our lives and direct that towards our success and our commitments. We look at how to deal with problem employees or partners, how to survive bad times, how to get money from the banks, how to get more customers, etc. Looking at how to fix problems in our circumstances or our environment is a way of reacting which brings us closer to what we want. By taking on a responsibility viewpoint, the topic of Video #1, you'll move from reacting to being able to respond proactively.

You see, in Video #1, we take the viewpoint that whatever is happening, or not happening can be altered by your actions or your frame of mind. That viewpoint takes you out of the passenger seat and puts you into the driver's seat for your business and your life. There are a number of things to handle and a number of layers of being responsible when taking this viewpoint. We'll leave those to be discussed in Video #1.

Video #2. Your Purpose - Access to Motivation and Making Clear Decisions

The second video talks about your purpose. Having a clear purpose for your business and your life will give you a jump start in being motivated. Creating a purpose, however, is not a simple feat, and at the same time is something that anyone can do.

We'll guide you through the process of what to pay attention to when creating your purpose - the action wordings which will get you going; levels of higher purposes so that no matter what your attention is on, you'll stay in the game; where to look to know it is really a purpose for you; and what are the criteria to look for so you know it will serve you now and in the future.

Video #2 also guides you through how to use your purpose on a daily basis. How to keep motivated and how to make clear decisions based on your purpose or the purpose of your business. We'll also show you how a purpose can be your access to getting customers, building a team and taking your business to the next level.

Video #3 Personal Power Source - How to Boost your Energy and Focus

Our next video, Video #3, deals with finding your personal power source, how to connect to it, stay connected to it, and how to use it when you need it. One of the characteristics which makes us unique as individuals is that the things which drive us, or anger us, or move us are unique to each of us. When you're building your business, you'll need access to that source of power just like you need an accelerator in your car.

Athletes call being connected to their personal power source being "In the Zone". It's a place where their focus, their strength, their abilities are all enhanced and readily available to them. Whether it's in negotiations, strategic planning, getting help, partnering with other local businesses or it's simply trying to get that first sale - business can be an intense environment. You'll need to be powerful to push through those intense and stressful times. That's where you'll need your personal power source and where Video #3 will be invaluable to you.

Video #4 Context - Keeping in the Game When Challenged

In Video #4, we step back from the issues you're dealing with and address your business and life from a different view. You see, in business and in life, things happen. You've seen the bumper stickers! What we deal with in this video is what is it that has one person interpret what happened in one way while another interprets it completely different. Take for instance, a customer is late in paying you their bill. That could be a major problem - worries about paying your bills, whether they'll ever pay, the stress of dealing with them, etc. Another way to look at that same situation is as an opportunity. They're having problems, which you may be able to fix. This could be your chance to be gracious with them and build up customer loyalty. It could be the push you needed to get that line of credit you've been thinking about.

How you interpret what happens or what is happening is a result of the context you are holding. A context is like a lens you look at things through. For instance, if you had rose colored glasses, everything would look rosy.

Video #4 addresses how to catch what contexts you are holding for each of the different aspects of your life and business. It shows you how to create a new, empowering context and how to apply it so that you are more successful and can deal more effectively with the challenges that face you. Having an empowering context is like having a great coach beside you cheering you on. In Video #4, we'll walk you through looking at what your contexts currently are, how to create new ones, and how to hold and lead from your created context.

Video #5 Ownership Mindset - How to Keep Growing and Developing in your Business

The last video in our series, Video #5, deals with an ownership mindset. As an entrepreneur you own your business. That's simple. But you may not have fully taken on an ownership mindset. An ownership mindset brings together several of the topics in previous videos to take you to the next level in who you are as an entrepreneur and business owner.

When you take a responsibility viewpoint, the topic of Video #1, you see that by altering your actions or frame of mind, you have access to altering your circumstances and environment. In video # 2, you created the kind of purpose which drives you forward. When the purpose is one in which you are truly committed to, you'll start to surrender aspects of who you thought you were, to become the kind of person who can truly fulfill on that purpose. That's taking on an ownership mindset. It shapes you into a successful entrepreneur, who's out to make your purpose or cause happen. You go from being a person with a cause to being the leader who the cause needs you to be.

Well, that's this video series. Of course, we'll also have a summary video at the end, but the real benefit you'll get will be by paying close attention to each of the five concept videos, and doing the exercises completely. By the end of this series, you'll have laid the foundation to be a responsible, sustainable entrepreneur on the path to your success.

Jump in, and enjoy the series.