



# Mastering *the* Business Mindset

**Eric Maisel**

**Self-Paced Two-Day Workshop**



Copyright © Eric Maisel ([www.ericmaisel.com](http://www.ericmaisel.com))  
All rights reserved.

You are welcome to print or store a copy of this document for your personal use. Other than that, no part of this publication may be reproduced, stored or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise without the prior written permission of the author. Requests to the author and publisher for permission should be addressed to the following email:  
[ericmaisel@hotmail.com](mailto:ericmaisel@hotmail.com).



## Mastering the Business Mindset Self-Paced Weekend Workshop

I've been running online weekend workshops for some time now. The idea behind them is simple: if and when you immerse yourself in a topic or an activity for an intensive weekend, you learn a lot and you also get a lot done.

The format is also simple: a series of timed emails that arrive over the course of two days, five hours each day. First comes a lesson, then a chance to write or reflect on the lesson, then a little break, then another lesson, then another writing and reflecting time, then another break, and so on.

Couldn't be simpler! Or more valuable and effective.

Welcome to this two-day adventure. By setting aside two days to work this program, you'll have made a valuable investment in your writing life and real progress on your current writing project.

You could of course just read this pdf as if it were a text and get something out of it that way. But I really do hope that you will use it as it's designed to be used, as a real two-day workshop that you run over a weekend or some other consecutive two-day period.

The basic idea is that you are acting as if a series of emails is arriving, one email at a time, over the course of five hours on two consecutive days. When I run these workshops live, the hours are 9 am pacific - 2 pm pacific on a consecutive Saturday and Sunday. I hope that you will do something similar.

Set aside two consecutive days (they do not have to be weekend days). Pick your hours. (You'll want to be fresh to do this work,

so don't pick hours after a full day of work has ended.) Have a digital clock handy so that you know the time. Tackle each email at its appointed time. That's it!

The emails are numbered so that you can keep track. Times are provided as if the workshop is being run from 9 a.m. - 2 p.m. If your starting and ending hours are different, please adjust accordingly.

\*\*

### **Three days before your workshop**

Get a good handle on the basics. Where will you run your workshop? Is that space ready? Who needs to know that you aren't available for those hours? Do you need to stock up on snacks? Make a checklist of the basics and check things off.

### **Two days before your workshop**

The headline is to relax. That you have decided to spend the weekend in touch with your writing is already something to celebrate. So, relax, enjoy, celebrate ... and, oh, get organized.

Getting organized might mean finding stray bits of writing, gathering bits, sorting bits, printing out bits, rereading bits, etc. This may actually amount to a huge task, so just do what you can and don't overwhelm yourself.

Be peaceful and get ready for the two days to unfold. You've committed this time and that's a wonderful start. So just be easy <smile>.

## One day before your workshop

Get a good night's rest. See you in the morning!

\*\*

## **MASTERING THE BUSINESS MINDSET SELF-PACED WEEKEND WORKSHOP**

SATURDAY. 8 A.M. ONE HOUR BEFORE BEGINNING

1. Welcome (8 a.m.)

Hello, everyone:

Welcome to this online weekend workshop. You will notice that this email is numbered. All the emails that I send you this weekend, with the exception of logistical updates and small cheerleading emails, will be numbered, so that you can stay organized. This will prove useful to you, especially if the emails come to you out of order, which, with emails, is always possible. The numbering of the emails will also help you replicate this weekend whenever you like.

In the next email, I'll describe how this weekend will work. For now, welcome! Lovely to have you aboard!

\*\*

## 2. What will happen (8:05 a.m.)

Here is what we are doing this weekend.

1. I want you to have a learning-and-exploring weekend and also an experience. This can't replicate the experience of being with me in a classroom in Paris, Rome, or London but it can be something special.

2. In the live workshops, I hold the group energy and manage the time. This weekend, you must maintain your own good energy and maintain your own good time management. I will help you with the timing of the lessons and the writing stints by being very clear with my instructions, but you are the one really in charge of your time. You can sneak off or stay put, distract yourself or stay put, throw up your hands or stay put. I hope that, for the sake of your one-person business and for the sake of living your life purposes, you do a marvelous job of keeping to the organizational scheme of the weekend.

3. Each day's workshop is five hours in length. That is a lot! But there are breaks built in and I hope that it will not prove too exhausting. And isn't exhausting yourself in the service of your work a good thing once in a while <smile>? So, expect long days - but valuable days.

4. There will be breaks, including a lunch break. Depending on what time zone you're in, that lunch break may come rather late in the day. If so, just call it a dinner break or a late-night snack <smile>. That is, don't get too hung up on the differences between time zones; that's a natural feature of an online workshop of this sort.

5. In a little while I will send you an email with ALL of the emails for the workshops in one document. In this way, if a given email fails to get to you because of some cyberspace malfunction, you can still keep on track. My advice would be to print out the email-of-all-emails and have it handy, so that you can stay on track throughout the weekend. That print-out will also serve you when and if you want to recreate this experience and run another two-day “mastering the business mindset” workshop for yourself.

\*\*

3. All the emails (8:10 a.m.)

In this email, you will find all of the emails for the weekend (except for some logistical and cheerleading emails). Please try not to glance at this too much or get ahead of yourself. Just keep this email handy for guidance or print it out and keep it handy. It is for reference, not for reading <smile>. Let the weekend unfold email by email and minute by minute.

\*\*

4. We begin shortly (8:15 a.m.)

Tea made?

Battery charged?

Phone off?

Agreements in place (that you won't be bothered except for emergencies)?

Fingers limber?

Okay! We begin shortly, at 9 a.m. Pacific time (in about 45 minutes)

## BONUS

*The following is provided so that you have some useful writing to do this weekend even if a given lesson doesn't speak to you.*

### **Write Your Business Forward**

Whatever solo business you're running—writer, painter, yoga teacher, coach, therapist, app designer, private chef, etc.—that business has certain necessary writing tasks, tasks that many solopreneurs keep avoiding.

These tasks include:

- + Writing copy for your website
- + Updating copy on your website
- + Creating template emails that you reuse
- + Creating an ebook or some other website giveaway
- + Creating copy for your products
- + Creating copy for your services
- + Creating pitches for speaking engagements
- + Creating pitches to marketplace players
- + Etc.

During this *Mastering the Business Mindset* weekend, you may encounter lessons that don't speak to you. In that case, you may have no reason to tackle the exercises that come with those lessons. If that happens, that presents you with a golden

opportunity to practice one of our “business mindset principles”: **When time appears, use it wisely.**

If time appears over the weekend because tackling a given lesson doesn't serve you, pick one of the writing tasks that you know need doing and work on it. Work on your website copy, on the description of your retreat, on the introduction to your ebook, on the description of the product you are thinking of providing, on sales copy, on a template email that you use to respond to inquiries about your services, etc. This is a big, important lesson: **when time appears, use it wisely.**

Please print this sheet out and keep it beside you during the weekend, to remind yourself that you are instituting this new practice of using ten minutes here, twenty minutes there, and thirty minutes over there in the smart service of your business. You don't have to use **every** minute this way—you can also relax, breathe, shut your eyes, fantasize, dance, nibble a cracker, etc. But getting into the habit of regularly turning to business matters when time appears is a super habit to acquire!

\*\*

## 5. This is worth doing

Business mindset #1: This is worth doing (9:00 - 9:10)

Part of you is sure that your one-person business is not only worth pursuing but even rises to level of something vitally important in your life. Unfortunately, for too many would-be solopreneurs and for too many solopreneurs who find it hard to do business, there is also a part of them that doesn't

believe that what they are doing is either worth doing or worth being paid for.

You will want to check and double-check to see if you are in this group. Do you believe that what you are doing is really worth doing and vitally important to you or do you hold it as “just some story-telling” or “just making meals for some rich people” or “just doing some superficial coaching with clients who don’t even want to change”?

You may be surprised that you are thinking this way, even if these thoughts never quite make it into conscious awareness.

If even just a small percentage of your thoughts are of this sort, that is enough to keep you from actively pursuing your dream. It is **very** dis-motivating to be harboring the belief that what you are doing or what you are thinking about doing isn’t really of value.

I’d like you to change your mind right now. I’d like you to move from a tentative belief that your business is worth doing to a whole-hearted belief that it is worth doing. You need that whole-hearted belief. Start by announcing, “This is worth doing.” Say it as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement. Let me say it one more time and put it in bold: **This is worth doing.**

Business mindset #1: THIS IS WORTH DOING

\*\*

*Shortly you’ll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You*

*may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 6. Writing

Writing (9:10 - 9:40)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 7. Stretch

Stretch (9:40 - 9:45)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 8. I deserve this

Business mindset #2: I deserve this (9:45 - 9:55)

If someone asked you, “Do you deserve to succeed” or “Do you deserve to earn a living from your painting?” or “Do you deserve to make it as a coach?”, you'd probably reply, “Of course!” But for many solopreneurs they find themselves not really believing their own “Of course!” They likely can say the words—but they just as likely don't quite mean it, not at the 100% level.

Why might you feel that you don't deserve to succeed? Maybe you're very clear in your own mind that you haven't really stepped up enough to “deserve” success. Maybe you come from a family where success felt like an impossibility, where success was actively disparaged, or both. Maybe you come

from a “second class” group possessing very few entitlements. Maybe you are too much of a “realist” and know that only a very few people succeed, making the odds against you succeeding statistically long. Maybe you have low self-esteem, low self-confidence, or some other low. There are a lot of possible reasons!

It is time to address this issue head-on. If even just a part of you is harboring the feeling that you don’t deserve success, that may prove enough to destroy your chances for success. Please begin to affirm in as powerful a way as you can that you absolutely deserve success, that no one deserves it more than you, and that you are as entitled to success as anyone on earth.

Say, “I deserve this.” Say “I deserve this” as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you **do** deserve this. Let me say it one more time and put it in bold: **I deserve this.**

Business mindset #2: I DESERVE THIS

\*\*

*Shortly you’ll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson’s message, jot down your thoughts, or both.*

\*\*

## 9. Writing

Writing (9:55 - 10:25)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 10. Stretch

Stretch (10:25 - 10:30)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 11. I can do this

Business mindset #3: I can do this (10:30 - 10:40)

Many solopreneurs really want their business to succeed but just don't believe that they are equal to the challenge. This is more than just having doubts—that's the subject of our next lesson—this is a **firm belief** that they really aren't equal to the task.

They harbor the firm belief that they aren't a "real writer," a "real painter," or a "real coach." Or maybe they do believe that they can write, paint, or coach but don't believe that they can succeed in the marketplace, maybe because the odds are so long, what they write doesn't look to be wanted, what they paint is too "difficult" for viewers, or their coaching niche is very narrow.

Whatever the reasons for this firm belief, and even if those reasons are very reality-based (like long odds), a firm belief that they can't really do it and can't really make it is a crippling belief. Such a belief will stop you in your tracks. You are obliged to announce that you can do it, that you can make it, and that, if the odds are long, you will beat those odds and

prove the exception. You are **obliged** to believe that you can do this. And not only that—you must believe that **firmly**, because a weak version of that belief will not do.

Say, “I can do this.” Say “I can do this” as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can do this. Let me say it one more time and put it in bold: **I can do this.**

Business mindset #3: I CAN DO THIS

\*\*

*Shortly you’ll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson’s message, jot down your thoughts, or both.*

\*\*

## 12. Writing

Writing (10:40 - 11:10)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

### 13. Stretch

Stretch 11:10 - 11:15

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

### 14. Lunch

Lunch 11:15 - 11:45

You now have a 30-minute break. How do you want to spend it? Try to be mindful about this lunch break. Might a quick shower refresh you? Are there some emails you must get to, so as to get them off your mind? Might a short walk out in the world serve you? Is this a time to relax, to catch up with some pressing business, or even to take a quick nap (set an alarm!)? Remember to hold this lunch break as just an interlude: you want whatever you do to be in support of your return to your work thirty minutes from now.

\*\*

15. I can do this even if I have my doubts

Business mindset #4: I can do this even if I have my doubts  
(11:45 - 11:55)

Maybe you basically and essentially believe that you are equal to the challenge of running a successful one-person business. But maybe you are nevertheless assailed by all sorts of worries and doubts, some small, some medium, and some large. These might sound like, “I could do this if I only had more time,” “I could do this if I was just a little less scattered,” “I could do this if I could get some support,” or “I could do this if I ever got a good night’s sleep!”

Doubts are natural. They typically reflect genuine issues that aren’t made up and aren’t just going to go away. A doubt about having enough time to really attend to your business likely reflects the fact that you have only limited time available to attend to it. A doubt that you will be able to find a good, inexpensive web designer likely reflects a truth, that finding such a person isn’t at all easy. You have your doubts

because you have real issues. **But you must not let those doubts stop you.**

It is one thing to have doubts. It is another thing to **let those doubts stop you.** The first is natural and inevitable. The second is unacceptable.

Say, “I can do this even if I have my doubts.” Say “I can do this even if I have my doubts” as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can do this, even if you have your doubts. Let me say it one more time and put it in bold: **I can do this even if I have my doubts.**

Business mindset #4: I CAN DO THIS EVEN IF I HAVE MY DOUBTS

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 16. Writing

Writing (11:55 - 12:25)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to

untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 17. Stretch

Stretch (12:25 - 12:30)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 18. I can master my anxiety

Business mindset #5: I can master my anxiety (12:30 - 12:40)

Anxiety is a very odd duck. We are built with a warning system meant to alert us to danger. The announcement that we are in danger is experienced as anxiety. But this system does not work brilliantly in our modern times. We now get anxious even when we are in only the slightest danger or in no danger at all.

We aren't really in danger because there is a spider on the other side of the room. But somewhere out of conscious awareness we spin out a scenario where that spider harms us and we get into a panic. This is a deep, visceral, reflexive response and very hard to stop from happening. Since this response can prove so hard to avoid, what we have to learn to do is to manage that anxiety.

What might make you anxious about doing business? So many things, most of which are not dangerous at all! Sending out an email that you fear may be taken the wrong way or provoke a negative response. Standing up and giving a two-minute talk about your business. Leading a workshop that you don't feel altogether prepared for. Launching a product which may not be liked or which may not function properly. Oh, so much! Almost every aspect of business can provoke anxiety, if we are wired that way and get anxious easily.

This means that you will need to get great at anxiety management. There are lots of tools, tactics and strategies to try—and you will want to try them out and use the ones that

work for you. For now, affirm that you can master your anxiety. Say, “I can master my anxiety.” Say “I can master my anxiety” as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can master your anxiety. Let me say it one more time and put it in bold: **I can master my anxiety.**

## Business mindset #5: I CAN MASTER MY ANXIETY

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 19. Writing

### Writing (12:40 - 1:10)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:

2. This lesson is really hard for me because:

3. Here is the way I want to think about this issue from now on:

4. Here's the affirmation or mantra that goes with my new way of thinking:

5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 20. Stretch

Stretch (1:10 - 1:15)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 21. This isn't unprincipled or unworthy

Business mindset #6: This isn't unprincipled or unworthy (1:15 - 1:25)

Most of us harbor the belief that selling is a bit crass, unprincipled, and unworthy. We see in our mind's eye images of department stores stormed by crazed shoppers attacking a massive sale, relentless email pitches for things we don't want or need, and flagrant misrepresentations, baits, and switches.

We've seen for ourselves quality sacrificed for the sake of the bottom line, the price of things raised just so that those inflated prices could be discounted to their real price, and so many shabby tactics employed almost everywhere where a product or service is hawked that we've learned to turn up our nose at "all that."

But selling is only crass, unprincipled and unworthy if it is **practiced that way**. If you operate in an ethical way, if you market and promote a worthy product or service, if you play fair, if you bring your principles and compassion to the enterprise, and if you do business the "right way," then there is absolutely nothing sleazy, unprincipled, or unworthy going on.

But you have to believe this. You may be able to nod at the idea that business done the right way is fine to pursue but somewhere inside of you, you may still be shaking your head and disagreeing. I hope you can change your mind. It's very important that you come around to **truly** agreeing that business done the right way isn't unprincipled or unworthy.

Say, "This isn't unprincipled or unworthy." Say "This isn't unprincipled or unworthy" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that this **isn't** unprincipled or unworthy. Let me say it one more time and put it in bold: **This isn't unprincipled or unworthy.**

## Business mindset #6: THIS ISN'T UNPRINCIPLED OR UNWORTHY

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 22. Writing

### Writing (1:25 - 1:55)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:

4. Here's the affirmation or mantra that goes with my new way of thinking:

5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 23. Closing ceremony

Closing ceremony (1:55 - 2:00)

It is time to end this long, good day. (I hope it was good <smile>.) What sort of ceremony would you like to create that celebrates the day and acknowledges that you have done real work and lived one of your life purposes?

Try not to just hurry on to your next set of tasks and duties. Take a few minutes, or at least a few moments, to honor your accomplishments and sing your own praises <smile>. Maybe a song of praise is the ceremony! Let this be a peaceful, celebratory, joyful moment. Then, when you're ready, return to your day.

\*\*

## 24. END OF DAY

If you worked today's program, congratulations! If you worked part of today's program, congratulations! I hope you had a valuable, useful and productive day.

Thoughts at the end of the day:

+ You and your efforts matter. Please take that in deeply.

+ You may be feeling tired (even very tired). Therefore, you may want to go to bed early and get a good night's rest. Don't turn the sensation of "feeling tired" into an argument for not coming back tomorrow <smile>. Feeling tired today is not a reason to avoid working tomorrow.

+ See you tomorrow!

\*\*

## SUNDAY

25. Welcome back! - We begin shortly

Hello, everyone:

A happy Sunday to you. I hope that you're ready for another day of learning and exploring. The rhythm of the day will mirror yesterday's. We'll have new lessons but the basic set-up is the same. Lessons and lots of time for self-reflection. And breaks, stretching, and time to process. I hope that you'll find today productive and enjoyable.

We begin shortly, in an hour. Get your pencils sharpened!

Best,

Eric

\*\*

26. I can be disciplined and devoted

Business mindset #7: I can be disciplined and devoted (9:00 - 9:10)

Most people are not very disciplined. That's just human. It's hard to exercise every day, work on your novel every day, meditate every day, do business every day - it's hard enough just getting your chores done and your basic responsibilities met. After getting all that done, who wouldn't prefer to watch some television or play a computer game rather than do something taxing? Discipline is no easy matter!

So, if I ask you to announce that you can be disciplined you may well balk, because you may actually believe that you can't be disciplined. But announcing that you can be disciplined doesn't mean that you are disciplined right now—it can stand for a hope and an intention. Let the phrase “I can be disciplined” stand for the following: “I know that I can do a much better job than I am currently doing of getting to the tasks associated with my one-person business; and I am going to start doing that much better job right away.”

That's a lot of meaning for a few words to carry. But affirmations can carry exactly that much meaning!

And don't forget to include devotion, which is different from discipline, equally valuable, and equally hard to manifest. Devotion signifies love, care, and concern and is a necessary complement to discipline. It is hard to stay disciplined if you don't have some abiding love and concern for what you're attempting. Think of them as partners, hand-in-hand, both vital to the life of your one-person business.

Say, “I can be disciplined and devoted.” Say “I can be disciplined and devoted” as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can be disciplined and devoted. Let me say it one more time and put it in bold: **I can be disciplined and devoted.**

Business mindset #7: I CAN BE DISCIPLINED AND DEVOTED

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 27. Writing

Writing (9:10 - 9:40)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 28. Stretch

Stretch (9:40 - 9:45)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 29. I can get out of my own way

Business mindset #8: I can get out of my own way (9:45 - 9:55)

It's a feature of human nature to get in our own way. We could do something simply but we dream up reasons for doing it in a much more complicated way, maybe out of anxiety and perfectionism, maybe because we don't really want to get it done, maybe because we want to prove to ourselves for the umpteenth time that we don't have what it takes. There are so many reasons for this insidious self-sabotage!

When we get in our own way, the next thing we typically do is throw up our hands and announce that whatever we had hoped to do now looks to be impossible to do. We have made the thing so much harder, so much more convoluted, requiring

so much more heavy lifting, that it now either really is beyond us to do it or surely feels that way.

You can't succeed at business if you make every molehill into a mountain. You can't announce your business if every design you locate for your website feels "not quite right" and you end up rejecting all possible designs, thus making it impossible to proceed with your website, thus making impossible to do business. You can't have an audience for your concert if you poke a million holes in every marketing and promoting effort you dream up, resulting in zero marketing and promoting.

If you are doing these sorts of things, I'm pretty sure that you're aware that you're doing them. Decide right now to stop getting in your own way. Say, "I can get out of my own way." Say "I can get out of my own way" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can get out of your own way. Let me say it one more time and put it in bold: **I can get out of my own way.**

Business mindset #8: I CAN GET OUT OF MY OWN WAY

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 30. Writing

Writing (9:55 - 10:25)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 31. Stretch

Stretch (10:25 - 10:30)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

32. I can move fluidly from task to task

Business mindset #9: I can move fluidly from task to task  
(10:30 - 10:40)

Doing business involves doing one thing after another. These things are often very different sorts of things: you might coach a client, then write new copy for your website, then reach out via email to promote your practice, then try to learn a new tech thing, then handle an inquiry or a complaint, then brainstorm a new workshop, then have another client session. That is a lot of switching of gears! But that is what doing business looks like.

Most people do not find switching gears all that easy. And why should it be easy? If your brain is thinking about one sort of thing, like how to promote your practice, why should it be all that easy to have it switch completely and now learn a new tech thing or coach a client? So, you are asking your brain to do something that it may not really love to do or be accustomed to doing.

And what if the thing you are currently doing makes you feel anxious or doubtful? Maybe you just sent out an email and suddenly you are worried that you said the wrong thing. Maybe

you just made a hash of things. If **that** is what is on your mind, how can you fluidly turn to something else? That doesn't seem reasonable at all.

And yet, that's exactly what we must do. We must somehow compartmentalize and leave that other thing behind for the sake of getting the next thing done and done well. Announce that you are equal to this (or that you will practice becoming more equal to this). Say, "I can move fluidly from task to task." Say "I can move fluidly from task to task" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can move fluidly from task to task. Let me say it one more time and put it in bold: **I can move fluidly from task to task.**

Business mindset #9: I CAN MOVE FLUIDLY FROM TASK TO TASK

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

### 33. Writing

Writing (10:40 - 11:10)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled

issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:

2. This lesson is really hard for me because:

3. Here is the way I want to think about this issue from now on:

4. Here's the affirmation or mantra that goes with my new way of thinking:

5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 34. Stretch

Stretch (11:10 - 11:15)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 35. Lunch

Lunch 11:15 - 11:45

You now have a 30-minute break. How do you want to spend it? Try to be mindful about this lunch break. Might a quick shower refresh you? Are there some emails you must get to, so as to get them off your mind? Might a short walk out in the world serve you? Is this a time to relax, to catch up with some pressing business, or even to take a quick nap (set an alarm!)? Remember to hold this lunch break as just an interlude: you want whatever you do to be in support of your return to your work thirty minutes from now.

\*\*

## 36. I can think thoughts that serve me

Business mindset #10: I can think thoughts that serve me  
(11:45 - 11:55)

False thoughts can certainly derail us. But true ones can derail us as well. The false thought “I can’t do this” is a stopper. But what may be a true thought, for instance “This will take me hours!”, can also stop us in our tracks. We have a decent understanding of why not to countenance thoughts of the first sort. But most folks have never gotten very clear that is also their job, and a vital one at that, not to countenance true thoughts that do not serve.

All thoughts, true ones and false ones both, must be inspected to see if they actually serve you. If a thought doesn't serve you, whether or not it is true, you must respond to it in the following way: "You are not serving me! Go away!" Then, to seal the deal, you mindfully and intentionally think a thought that **does** serve you, for instance, "I am just fine" or "No problem" or "Back to work!"

It is impossible to always think thoughts that serve you. But it is easier than you might think to get much better at thinking thoughts that serve you, once you get clear on this principle and keep it in mind. Say, "I can think thoughts that serve me." Say "I can think thoughts that serve me" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you can think thoughts that serve you. Let me say it one more time and put it in bold: **I can think thoughts that serve me.**

Business mindset #10: I CAN THINK THOUGHTS THAT SERVE ME

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 37. Writing

Writing (11:55 - 12:25)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:
3. Here is the way I want to think about this issue from now on:
4. Here's the affirmation or mantra that goes with my new way of thinking:
5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 38. Stretch

Stretch (12:25 - 12:30)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

### 39. When time appears, I can use it wisely

Business mindset #11: When time appears, I can use it wisely  
(12:30 - 12:40)

Small increments of time thread their way all through our day. Sometimes we create them, for instance when we decide to take a break between tasks. Sometimes they occur as part of our routine, for instance those ten minutes we pencil in between client calls. Sometimes they appear out of the blue, for instance when a conference call gets canceled. What do we tend to do with these “gifts of time”? Usually, nothing much.

Our habit is to check our email, catch up on the news, play a computer game, watch a bit of the television series we were following, do some online window-shopping, and so forth. Rarely do we say, “Wow, what a golden opportunity to do some small thing on my business to-do list!” However, that is definitely a habit to acquire, because so many of the things that make up a business involve five-minute, ten-minute and fifteen-minute tasks that are so hard to get to when bigger tasks loom.

A great way to get to them is to have a list of them handy and then to tackle one of them when a small amount of time becomes available. You do not have to use every ten minutes productively—that would make for quite a workaholic sort of

life. But you also don't want to squander all of them. Get in the great habit of using small increments of time to tackle bite-sized business tasks.

Say, "When time appears, I can use it wisely." Say "When time appears, I can use it wisely" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that when time appears you can use it wisely. Let me say it one more time and put it in bold: **When time appears, I can use it wisely.**

When time appears, Business mindset #11: WHEN TIME APPEARS, I CAN USE IT WISELY

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

## 40. Writing

Writing (12:40 - 1:10)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:

2. This lesson is really hard for me because:

3. Here is the way I want to think about this issue from now on:

4. Here's the affirmation or mantra that goes with my new way of thinking:

5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

## 41. Stretch

Stretch (1:10 - 1:15)

Take this opportunity to stretch. Move around, grab a snack, dance, relax, but don't go too far away. You're not leaving the work, you're just taking a little break <smile>.

\*\*

## 42. I can be strategic

Business mindset #12: I can be strategic (1:15 - 1:25)

With regard to every upcoming business decision, it's wise to ask questions like "What's the best choice here?", "What the smart thing to do here?" and "What the strategic choice?"

For instance, maybe you'd like to run a workshop. Would it be more strategic to run it in person or online? Maybe you like the idea of human interaction and are leaning toward the in-person workshop but you know in your heart of hearts that it would be far more strategic to run it online. Well, you have a choice to make—and maybe the strategic choice is the better one.

When you make strategic choices, you give yourself a better chance of creating a successful business. If you can gather together a dozen folks for an in-person workshop and thirty for an online one, and if the first comes with expenses and the second doesn't, running the online one is better for your business. It's better for the bottom line, it's better because a success of this sort encourages you to persevere, it's better because those thirty customers are additions to your list, and it's better because some of those thirty customers are likely to make purchases from you again. Plus, you may discover that you love the format! It's likely better all around.

Approach decisions with a strategic mindset. You don't have to make the strategic decision every single time—but making strategic decisions most of the time really helps your business succeed. Say, "I can be strategic." Say "I can be strategic" as many times as necessary until something clicks and you get whole-body, whole-heart and whole-mind agreement that you

can be strategic. Let me say it one more time and put it in bold: **I can be strategic.**

## Business mindset #12: I CAN BE STRATEGIC

\*\*

*Shortly you'll have the opportunity to write on this subject. For now, just be present to what the lesson is suggesting. You may want to jot down some notes to yourself, especially if any memories or feelings are stirred in you or if some realizations or ideas come to you. Be present to this lesson's message, jot down your thoughts, or both.*

\*\*

### 43. Writing

#### Writing (1:25 - 1:55)

Your task during this thirty-minute stint is to think deeply about the lesson you just read. This may well be a tangled issue that requires your presence and your courage to untangle. Give yourself the gift of these thirty minutes to work on this issue.

Choose any one or more of the following to work on:

1. I understand why this lesson is important. To put it in my own words, this lesson is important because:
2. This lesson is really hard for me because:

3. Here is the way I want to think about this issue from now on:

4. Here's the affirmation or mantra that goes with my new way of thinking:

5. Here are several concrete actions I am going to take to turn this lesson into something real in my life:

If you have time remaining, actually take one of the actions you described in #5, create a ceremony or ritual that supports the changes you're working on, or tackle an item from your Write Your Business Forward list.

\*\*

#### 44. Closing ceremony

Closing ceremony (1:55 - 2:00)

A last question to ponder: What is your top takeaway from this weekend?

Now, how would you like to ceremonially end this workshop? Dream up your way of celebrating and your way of ceremonially ending this workshop.

\*\*

#### 45. Thank you!

Thank you so much for joining me on this weekend adventure! I hope that you learned lots, got a good deal of writing done,

and feel prepared to continue writing in a regular, everyday way from here on in.

\*\*

There are other self-paced two-day workshops in this series. Our current list is comprised of:

Deep Writing Self-Paced Weekend Workshop  
Memoir Breakthrough Self-Paced Weekend Workshop  
Sharpen Your Pen Self-Paced Weekend Workshop  
Mastering the Business Mindset Weekend Workshop

To learn more and to make a purchase, please visit:

<http://www.ericmaisel.com/store>

\*\*