

# MINDSET MASTERY

## .. FOR .. Women Entrepreneurs

FROM A COLLECTION OF EXPERTS



Sponsored by Linda DeCarlo  
[www.LindaDeCarlo.com](http://www.LindaDeCarlo.com)  
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## INTRODUCTION

This booklet brings you practical and immediately usable insights in bite-size pieces for you to create a successful mindset as a woman entrepreneur. Whether you are beginning your entrepreneurial journey or have been on this path for awhile, you are sure to find one more idea you had yet to consider.

Each author in this booklet offers tips from her areas of expertise. These well-tested tools and techniques are sure to get you thinking about what works best for you now and in the future.

You'll see suggestions about everything from how to create a physical environment that supports your success, tools that keep your personal relationships running smoothly, how to design the life you want, and ways to leverage your background, to tips for strategically starting a nonprofit. Find all of that and more right here in this booklet. Test one thing at a time. See how it suits you.

Contact these authors. They remain successful, inspired, and inspiring by contributing to your life. Plus they are really terrific and interesting people you'll want to know and have in your life. Interview these authors in your publication if you are a journalist. They are professionals, ready to share what they have with those who find it useful.

Multiple sources and bulleted content are all in one place right here for your article, radio or television interview, blog, or website.

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## PROSPERITY ECONOMICS™ TIPS

- 1 Know you can be prosperous; THINK** “how can I improve this” not “I’ll never get there.” This will get you in the right frame of mind to pursue opportunities.
- 2 SEE the big picture in everything you do.** Note how one decision affects the rest, (insurance affects investments affects cash flow etc).
- 3 Remember that you finance everything you buy.** MEASURE opportunity cost by applying an interest rate (like 5 or even 10%) to anything large you pay cash for. This will be its true cost (yes cash has a cost) that you’ll want to reimburse yourself for.
- 4 Set yourself up for success with an accountability account.** Have monthly savings auto deposited and further investments withdrawn. This helps focus on cash FLOW which is more important than net worth.
- 5 Stay in CONTROL.** Invest money only into things you can adjust, change your mind, or do double duty (use for education and retirement for example) not places where the government sets the rules.

Visit the web site for all 7 principles that Partners For Prosperity has used in helping people like you build a solid financial baseline and create cash flow for over 20 years. You’ll get a 5 step personalized process called The Prosperity Pathway™ and specific help with products (things you buy) and strategies (things you do). Clients are nationwide and helped over the phone and the web so you can see and hear all the steps.

**Kim D. H. Butler,**  
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## AUTHENTIC BY DESIGN

- 1 Clarify your intentions.** Start with a clear mind. Set your intention for each day. If opportunity and possibility appear, don't go astray. Be open but keep moving in the intended direction.
- 2 Create a supportive environment.** Surround yourself with people and belongings that speak to purpose, productivity, and passion. Reduce clutter to create space. Let simplicity uplift and enhance your work.
- 3 Master your schedule.** Find a pace that aligns with your personality. Set a rhythm that ebbs and flows to accommodate tasks at hand, allowing time for pause and reflection. Alternate days in the office with outside appointments and external activities to stay fresh and vital.
- 4 Be authentic.** Express yourself. Showcase your gifts. Let your talents shine. Authenticity is easy when your self-expression is genuine.
- 5 Be daring.** Take a bold step. Lay hold on one or two important principles or practices for your business. Make them a daily feature in your thinking for a year. Distill your efforts. Focus your activities. Note the changes that happen!

Cheryl's creative approach results in interior environments that reflect her clients' personal styles. Years of experience and an intimate knowledge of art, interiors, business, construction, textiles, furnishings and design principles are the assets she brings to every collaborative project. Cheryl is licensed with the Nevada State Board of Architecture, Interior Design and Residential Design, and is a contributing writer in her community. Her projects and editorials have been featured in the Grand Sierra Magazine, Reno Magazine, and the Reno-Gazette Journal.

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## CREATE THE DREAM – GUARANTEE REALITY

- 1 Set your intention.** “One change within me (specify clearly) brings happiness.” Only you can fill in the blank. See it, Say it, and Agree to have it. Forget costs or the process. Your only job is to know what it is.
- 2 Chart your dreams 15 nights.** Before bedtime speak your desire for change and ask for a dream. Briefly list symbols in a notebook waiting on your bedside table. No judgments or guesses. Next day circle key words from each dream.
- 3 Appreciate in advance.** Speak gratitude repeatedly as if change had already occurred. Even if you don't believe it, be grateful anyway to balance inner mind chatter. Trust the process. Happiness is not accidental.
- 4 Notice your attention.** Wherever you place attention, it receives your energy. Is attention based on judging, blaming, shaming—yourself or others? When intention and attention are balanced, change happens. Give energy and attention to your desire.
- 5 Copy and repeat:** “Even though I create limitations with my self-talk, I accept myself anyway.” Place sticky notes everywhere. Guarantee your happiness.

As a family therapist and writer, Pat helps people create life meaning and purpose through workshops and online and telephone consultations. Her memoir, “Doorways to Significance: From Brokenness to Peace, Passion and Power,” chronicles her personal life journey to self-acceptance, belonging and success.

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## BUILDING YOUR BUSINESS ADVOCATES

- 1 Build trust.** Trust is the oil that keeps relationships running smoothly when misunderstandings occur. It is confidence in your integrity, honesty, reliability, and fairness. Therefore, walk your talk and strive for these attributes in all your business dealings.
- 2 Cultivate interdependence.** Interdependence is built on “we win, I win” principles. Strive to collaborate with everyone. People who are satisfied with you and your service will remember you and refer you.
- 3 Be genuine.** Be who you are. When who you are and what you do is misaligned, stress results. Take time to assess your feelings and go with what feels right when all other information is lacking. You will draw the perfect business to you because people do business with people they like.
- 4 Express empathy.** Empathy is the ability to imagine what another person is feeling. To do this, listen carefully to others to understand the feelings beneath their motivations. This is necessary for effective problem solving that leads to satisfaction.
- 5 Take appropriate risks.** Learning happens when you do things right but even more when mistakes are made. The key is not repeating them. Stretch yourself and grow a business that makes your heart soar.

Nominated by Merrill Lynch for Inc. Magazine’s Small Business Entrepreneur Awards, Dianne Crampton helps entrepreneurs build winning team cultures that get vendors, clients, and employees as engaged and committed to the success of the business as the leader is. Author of “Winning Business Team Cultures and Why They Thrive,” Dianne is a consultant, author and speaker. Subscribe to her FREE monthly newsletter at [www.corevalues.com](http://www.corevalues.com).

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## FOCUS ON VALUE AND INTEGRITY

- 1 Familiarize yourself with the value of the service or product you offer.** You must know the value to the client and the value to you in order to choose an investment point that is congruent.
- 2 Overcome objections by knowing in advance what they are** and having your answers ready. Be honest and forthright with those answers. Your product or service is not for everyone. Don't try to 'sell' it to everyone. No one appreciates being pushed or feeling obligated to buy.
- 3 Communicate the value of your product or service** clearly, concisely, and with integrity. Be consistent in your marketing and branding.
- 4 Understand that not everyone will want, need, or be interested in your product or service no matter how passionate you are about it.** By not being attached to a specific outcome, you can relax and be more authentic in your presentation. Your prospective clients will appreciate this and remember you.
- 5 Sell your product or service with intention and integrity.** Be your 'real' self. You'll be surprised how doing so will draw more clients to you.

Sue Crutcher, Lifestyle Business Strategies Expert, creator of "Sunami Of Success™ Program" and a Certified Money, Marketing and Soul Coach inspires and empowers business entrepreneurs at all levels to transform their lives to one of amazing success, ease and abundance. Visit <http://www.SueCrutcher.com> to receive your free template: "5 crucial secrets you must know and apply so that prospective clients practically beat down your door to work with you ... regardless of what you charge."

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## SUCCESS FROM WITHIN

- 1 Clarify and commit to your goals.** Discover your true desires. Ask yourself: “If I could be, do or have it, would I?” Move towards your goals persistently and consistently.
- 2 Recognize the two journeys to success.** You must manage both the inner journey (your mindset/energy i.e. beliefs, thoughts, feelings, words, intuition/spiritual connection) and the outer journey (your skill level, actions and habits).
- 3 Realize you do everything for the feeling.** Every goal represents a feeling you hope to attain. To align with your goals, you must practice being the feeling you want prior to attaining the goal. Fortunately, these feelings are available in every moment.
- 4 Energize your goals.** Do whatever you can to make your goals feel real. Affirm them. Write a story about them or create a vision board.
- 5 Trust and enjoy the process.** Success is a process. Just like taking certain steps to plant a garden, you plant your success seeds. It is key not to second guess your actions the same way you wouldn't dig up a tomato plant to see if it was growing. Know that you will never have a joyful outcome from a stressful journey, so enjoy the journey as much and as often as possible.

Linda DeCarlo loves helping entrepreneurial women create Extraordinary Life/Business Makeovers with more joy and less stress. She is a Certified Law of Attraction Practitioner and Money, Marketing and Soul Business Coach. Linda has conducted over 600 workshops to 80,000 participants in 45 states and around the world.

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## STARTING A NONPROFIT

- 1 Identify the need you want to address, such as feed the hungry, educate at-risk kids, or provide puppies homes.** As with starting a business of any kind, decide what you want to achieve with your organization (goals), who you want to help (demographics) and what kind of help you will provide (program services).
- 2 Find out who is already doing this in your area.** Determine if you are duplicating services already available and if this is an unmet need in your community.
- 3 Create a business plan that includes a SWOT analysis – Strengths, Weaknesses, Opportunities, and Threats.** This guides your discussions with potential board members, donors, and volunteers. It also keeps your goals on track and shows the community you understand that nonprofits must be based on a solid business foundation.
- 4 Do focused soul searching within yourself.** Be sure you are up for this challenge. Calculate the financial support that's available to carry you through the start-up period. Consider whether you possess the entrepreneur spirit to support your success.
- 5 Recruit your core of believers – your support system, your initial board members, and donors.** This group will help launch your new charitable enterprise.

With 25+ years' experience working in the nonprofit field, Jan Hawley's strong marketing and leadership skills bring success to nonprofit agencies. Her experience includes small locally directed organizations to national in scope. She provides consulting services in the areas of marketing, special event planning and management with a specialty in benefit auctions, volunteer management, board and committee development, and annual fund fundraising.

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## DESIGN BUSINESS YOUR WAY

- 1 Have an Authentic Attitude.** Define what this includes for you: positive, compassionate, fierce, etc. You will have more of everything – freedom, money, connections - when you show your true self.
- 2 Stand up for what you stand for.** When something is not right for you, speak up so it doesn't ruin your passion, relationships, or life by turning into something bitter.
- 3 Grow your life along with your business.** This ensures balance. Have personal hobbies and goals to pursue that you love. Then actually pursue them!
- 4 Make a “Must”-Do list, not a “To”-do list.** Focus on the top 3 things you must accomplish each day in order to move forward. Write them down at the end of each day for the next day. Read them first thing in the morning to promote productivity.
- 5 Know your “Why.”** Write it down or record it. Remind yourself regularly by reading it, listening to it, or saying it every morning. You will undoubtedly have more energy, enthusiasm, enjoyment and profits when you know your “Why.”

Kelly Ikenberry is a life and business design coach. She is passionate about working with independent professionals and leaders who want to get the most out of business *and* life. Known for her integrity, passion, and problem-solving skills, Kelly supports her clients in co-creating and executing personalized plans in order to achieve success. Tap into her passion and problem-solving skills by visiting her website. Find free, *and useful*, articles, tips, videos, and more about her services.

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## WORK LIKE A CHAMPION

- 1 Define your goal.** Be specific; be sure that you have a specific date to achieve your goal, that your goal is measurable, and that it's attainable. The goal should not be so large you can't see yourself attaining it.
- 2 Use visualization.** Have a mental picture of yourself on the day you achieve your goal. How will you feel? What benefits will you get from this achievement?
- 3 Determine what steps will be needed to meet your goal.** Write out each of the actions you'll need to take to make your goal a reality. List EVERY step, even the insignificant ones.
- 4 Write out directive affirmations.** Write, on several 3 x 5 cards, the date you plan to achieve your goal, the goal itself, the end result of the goal, and the activities you will perform to reach your goal. End with a restatement of the date and the goal. Put copies of the affirmation wherever you will see it several times each day.
- 5 Run a mental video just before you sleep.** Make a mental video of yourself taking each action step to get to your goal; end with reaching your goal. Play that tape just before sleep. Your mind doesn't know the difference between visualization and reality. DO NOT skip this HUGE step.

Lynda Kever is owner of Key to Your Power. She specializes in speaking about champion mindset and great teamwork, and providing "love your job transition coaching" for her clients.

### **Lynda Kever**

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## LEVERAGE YOUR BACKGROUND

- 1 Use what you know.** You have invested time and energy into learning what you know about your career. This is valuable currency. Build on this to create your entrepreneurial business.
- 2 Stay in contact.** Maintain contact with the people you know from your background. These people already know, like, and trust you. They are your best potential customers or referral sources.
- 3 Minimize your learning curve.** You already know things like the culture, lingo, and facts from your current profession or career. By staying close to this career with your new venture you decrease the amount of new information and subtleties you need to learn.
- 4 Repurpose anything you have created.** If you have created products in the past you can rework these products and repurpose them for use in your new venture thus decreasing your start up time.
- 5 Be active in organizations.** Stay involved in professional associations and organizations that are part of your current career. By being active you have more opportunity to meet and interact with your target market. It is well known that you get much more out of an organization when you are actively involved and interacting with many other participants.

LeaRae Keyes, RN is the executive director of the Nurse Entrepreneur Network which provides a wealth of information for nurses started their own business or whose business is not growing as quickly as they desire. She is also the executive director of Family Caregiver Assistance providing valuable information and resources for family caregivers.

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## JUICY GOALS FOR BRILLIANT SUCCESS

- 1 Write on paper 10 “Juicy Goals” that you want to be, do, or have.** Choose goals you really want to accomplish and that really excite you. For faster success write your top 10 “Juicy Goals” DAILY.
- 2 Write out in detail the exact future outcomes you want to be, do, or have.** Use your journal to do this. Get very specific including time frames.
- 3 Visualize manifesting your “Juicy Goals” daily with feeling and emotion.** Take time out to visualize exactly what you want exactly as you want it to happen with lots of emotion.
- 4 Be extremely grateful for already manifesting your “Juicy Goals.”** Give thanks to God (Universe/ Source) for blessing you NOW with what you are visualizing and desiring.
- 5 Take massive and relaxed action on your goals.** Be open to opportunities as they start pouring in your way and act on them immediately. Know you are attracting what you want at this very moment.

Sharon used (and still uses!) these exact steps to sell over 55+ condos in South Africa in less than 10 months after only living in the country for one year. She's now back in America and is passionate in mentoring high-achieving women entrepreneurs in Smart Marketing and Soft Selling™ so they experience Clients, Cash and Abundance. Sign up for Sharon's free e-book **“The Top 5 Marketing Mistakes Phenomenal Women Entrepreneurs Make That Cost Them Clients, Money and Time”**  
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## A WHOLE YOU

- 1 Read books, articles, and blogs by thought leaders both within and outside your industry.** Learning stimulates your creativity and keeps you current in business while also broadening your perspective. Suggestions include Daniel Pink, Malcolm Gladwell, and Stanley Bing (for fun).
- 2 Engage in active listening at all times.** This type of listening deepens your connection with people, and in turn makes you more memorable to them.
- 3 Play!** A balanced entrepreneur attracts more business because people become uncomfortable and/or bored by one-dimensional people. Making time to play helps avoid burnout, too.
- 4 Delegate anything you can, particularly routine functions such as billing and accounting.** You need to focus your time and effort on the things that are unique to you in your business. Always ask yourself, “Can I choose to say ‘No’?”
- 5 Nurture yourself with sleep, exercise, and health eating.** These things are all essential to being at your best, and also easily forgotten. Make it a habit to prioritize your self-care, every day.

Mary Miller offers business, career, and life coaching. She is an attorney by training, with other jobs and careers along the way. The premise in coaching is that you have within you the knowledge and answers to move into the future you desire. Mary helps her clients stretch to illuminate their own path. She lives by the quote from William Butler Yeats, “Do not wait to strike till the iron is hot, but make it hot by striking.”

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## LISTEN TO YOUR BODY

- 1 Breathe each morning before you begin your day.** Inhale for four counts. Exhale for six counts. Repeat the entire sequence four times. Breathing decreases stress, boosts metabolism, and enhances overall health when dealing with difficult clients, employees, or situations.
- 2 Move your body throughout the day and be mindful.** Sitting down is equivalent to a modified squat. Climbing stairs is equivalent to the Stairmaster. Lifting children or file boxes is equivalent to kettle bell exercises with bent legs. Make the connection.
- 3 Honor your body's signals.** If you have to use the bathroom, GO! If you are hungry, EAT! If your body is tight, STRETCH! Overriding the body's natural signals throws your system off balance. It increases stress and weight irregularities.
- 4 Eat for strength, not to de-stress!** Choose the foods that are grounding like root vegetables. Avoid processed foods. The higher the stress, the closer to the earth you want to eat. Decrease caffeine and alcohol consumption to maximize your strength.
- 5 Balance your power and femininity.** Having your own business requires an enormous amount of masculine energy – the going and the doing. Balance it with the soft, yet strong, feminine side. Nurture yourself with loving friends, soothing music and quiet sunsets.

Rochelle Rice, MA is the President of In Fitness & In Health in New York City and the author of *Real Fitness For Real Women* (Warner, 2001). She is a nationally recognized speaker, author, and educator and has been working passionately with the plus size population since 1995. She is a member of Toastmasters International and the National Speakers Association.

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## KEEP YOUR RELATIONSHIP STRONG

- 1 Connect on a daily basis.** Hug hello and goodbye. Touch. Talk about the high point and low point of your day. Call just to say hello. Verbalize and demonstrate your appreciation for your partner.
- 2 Create a unified lifestyle.** Make sure the hours you work are as compatible as possible with your partner's work hours. This will assure you do not drift apart emotionally and begin to feel more like roommates than lovers.
- 3 Schedule quality time together.** Use Sunday afternoons to plan time you will spend together during the upcoming week and put it in your appointment book. This will balance your commitment to your business with your commitment to your relationship.
- 4 Gain your partner's support.** Building a business takes a large amount of time, energy, focus, and sometimes money. Continue to talk regularly about the impact this has on your partner and your relationship.
- 5 Handle disagreements effectively.** Eliminate demands, criticism, anger outbursts, or judgments from your vocabulary. Instead, focus on solutions and acknowledge your partner's feelings even when they are different from your own.

Roberta Wands, M.A., LMFT is a Couples Counselor and Coach and founder of [makeuporbreakupcounseling.com](http://makeuporbreakupcounseling.com). Since 2002, her passion and commitment have been dedicated to helping couples renew and revive relationships that are often on the brink of a breakup or divorce. She is the author of the home study course: "The Relationship Renewal Breakthrough System™: 7 Steps To Lasting Love" to be released, December, 2010.

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