

# *The* **SUCCESS** **SOLUTION**



**BREAK THROUGH  
LIMITING BELIEFS  
FOR BUSINESS  
SUCCESS**

**LOREN FOGELMAN**



# Take a break from working *in* your business so you can work *on* your business.

What do you think being an entrepreneur looks like? Does it mean working long hours, chasing paper trails, and taking on every role yourself – even the ones you hate? Are you so bogged down in all the details that you don't have time to remember why you really started your business? If so, it's time to reframe your understanding of entrepreneurship. The challenge sheets will help you develop critical strategies for transforming your work life from tedious and stressful to fulfilling and energizing.

Setting aside the time to work on your business, instead of only in your business, is incredibly important if you want to stay focused on the real reasons that you went into business for yourself. What are they anyway? Have you lost sight of your true mission? Of all the great things you want to accomplish?

The insights you'll gain from completing the following challenge sheets will give you the tools you need to feel energized, motivated and clear about your vision and path to success. You'll also learn how to connect with your value and have the confidence to take charge of your destiny. Take a moment to emerge from the chaos and clutter of your current work life, and learn how accelerate your success while doing the things you love the most.

## About Loren Fogelman and Business Success Solution

Loren Fogelman is the founder of business Success Solution. An internationally recognized success expert and speaker, Loren helps high achieving business owners unlock the secrets to success and accelerate their bottom line. Results-focused and strength-based, Loren motivates her clients to clear the obstacles that stand in the way of enormous success.

Loren is author of *The Success Solution--Break Through Limiting Beliefs for Business Success*, an Amazon Top 10 bestseller. Recognized as a high performance consultant by the LA Times, Loren helps her clients accelerate their businesses and consistently achieve goals they previously only dreamed were possible.



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# My BIG Why

1. My 3-5 motivators were/are:

- 1.
- 2.
- 3.
- 4.
- 5.

2. Are the motivators positive or negative?

If one or more of your motivations is negative, it is possible to turn it around.

Here's a process, based on Byron Katie's The Work, for turning a negative motivation into a positive one:

1. If your Big Why contains a negative statement, is it true? If an entrepreneur is driven "not to fail," an example of their negative statement might be, "I don't want employees."

2. Is this the only way to look at the situation?

3. When you think that negative statement what do you notice? Is there a certain sensation in your body? Or a change in energy?

4. How would your focus be different if you didn't have that negative thought? Spend some time with this question. Let yourself imagine all the ways.

5. Now, rephrase your statement to make it positive. For example instead of your goal being something you don't want to do, i.e., "Not hire employees" you would make it a positive statement, i.e., "To get reliable help."

6. Then make your positive goal as specific as possible. Modify "To get reliable help" to "To hire a trustworthy employee that shares my vision so I can spend more time with my clients doing the activities I enjoy most."

## Cross the Gap

Connect with the excitement and anticipation you feel as you imagine yourself as a success, as you see the people you have helped along the way and knowing you have made a difference for them. How will you, professionally, personally or spiritually, be different once you reach your peak?

Write down five things about your development and the achievements you will accomplish.

Where I want to be:

- 1.
- 2.
- 3.
- 4.
- 5.

Now, consider your current business. Where are you now? Where aren't you getting the results that you want? Under what circumstances do you get frustrated? What challenges have affected your vision? How do you deal with unforeseen circumstances? What are some of the thoughts that go through your head?

Write down five of those things now.

Where I am:

- 1.
- 2.
- 3.
- 4.
- 5.

You now have a solid picture of your gap. You know where you are and where you want to be.

The next step is to cross it.

# Reverse Engineer Your Success

My personal favorite approach for crossing the gap is to develop a plan from your future goal back to the present. This is called “reverse engineering.” Along the way you create milestones. Those are the destinations of where you want to be by a specific date. Consider the steps you need to take to reach each milestone. This becomes your action plan.

Studies show that writing down your goal improves your chances for success. So let’s do that right now. What would you like to accomplish by next year? Choose one goal. Then we will work the timeline backwards.

1. One year from now I would like to accomplish
  
2. This is where I’ll be in nine months
  
3. My six-month milestone is
  
4. My 90-day progress toward my goal is
  
5. In 30 days I will be doing these things as I am working toward my one-year goal

You now have an action plan for crossing the gap.

## Clear the Kink

To begin to clear your own kink caused by conflicting beliefs, try this three-prong approach.

1. Uncover the hidden beliefs affecting your actions. Choose one specific situation. Find the belief that is informing your action or inaction. Ask yourself when do you hold yourself back? When do you make excuses, blame others or feel fear?

2. Discover the relationship between the belief and the consequences it is having on your actions. Become aware of the thoughts you are having as you're doing different activities. Consider how those thoughts influence your actions. After you complete a specific activity, write down where you experienced flow and what was occurring. Also note when you felt like it was difficult to remain focused and what was going on then.

3. Regain control by exploring alternative beliefs better suited for your current reality, and put those beliefs into action. The ideal time to do this is at the end of the day when you have time to reflect on your activities.

If you had difficulty with this exercise, don't despair. Sometimes, it takes a trained professional to help you clear the obstacles to success. And, similar to mentoring, you will transform the obstacles at a faster pace working with someone else than you will on your own.



# Sidestep Your Inner Critic

Here are six steps for transforming your relationship with the inner critic:

1. Fearful thoughts can easily take on a life of their own, causing a complete halt of any progress if ignored. What are the fears that keep you stuck?
2. You get to choose how you view your progress and performance. Turn your focus to your strengths. List the positive activities which will advance your business.
3. It feels as though the inner critic is part of you, but it is not. Where did the critical thoughts originate? If you hear them, do you recognize the voice?
4. Once you recognize you have a choice to release the inner critic, you have created your opportunity for change. What would change if you didn't have that thought any longer?
5. Your goal is to make the negative thoughts irrelevant. Do that by shifting your focus to the positive. It's possible to replace the negative with a positive. What positive thought would you like to choose to replace the negative one? Consider your strengths. Choose the next step toward your vision. Think about your goals.
6. Notice the results. As you begin changing your perception and thinking like a growth minded entrepreneur, the resistance to your excellence collapses, and you will start to see improvement in your actions. In addition, you will have a much-improved state of mind.

# Train Your Inner Focus

Here is an exercise to help you develop your inner focus. This will help you remain steady under any and all conditions. Choose one high pressure situation. Then work through these steps for that specific situation.

Prevention takes a lot less effort than intervention. Strengthening your focus requires discipline and effort, but it is absolutely worth it.

1. Develop a system to get the job done and stick to it. Your plan is your blueprint. Some entrepreneurs either don't plan for things that could go wrong or throw the plan out the window because of self doubt or to reduce pressure. It's okay to modify your plan according to unforeseen circumstances and in consultation, but don't second-guess it. What is your plan to stay focused under pressure?

2. After each project, evaluate your performance. Just like you track project management, keep track of your inner focus. Identify where and when you were able to maintain concentration. What were you doing when your focus was solid? Also log where and when you became distracted, whether by boredom, external factors or thoughts in your head. What was happening at that point to affect your concentration?

3. Learn and apply the lessons to the next project. Now, look at your distractions. What can you learn about them? How could you have put things in place to avoid them? When you get into a similar situation, what could you do differently to maintain your focus? Where do you need to improve your focus in general, and what steps can you take for the next time you are in a similar situation?



# Are You Congruent?

Clarify your values and flush out any incongruencies that are getting in your way.

1. Identify your core values. What do you care about? These could be your business, family, health, etc.

If you're having a hard time determining if something is a value, ask yourself these questions:

- Is it something I care about?
- Do I tell others that it is important to me?
- Do I support it with my actions?

If not, it's probably not a core value. We support the things we really care about with our actions.

2. Next, what is/are your goal(s)?

3. Do you see any obvious incongruencies between your values and your goals? If not, go on to the next question. If so, skip to number 5.

4. You want your actions to be complementary to your goals. The things you do on a daily basis, are they supportive of your goal and the things you say you care about? If not, you probably have a conflict between a value and your goal. Go back and study or add to your list of values until you see any incongruencies. When you find it go on to questions 5.

If you have no incongruencies, congratulations! Your path to your goal should be clear.

5. Re-examine your values and/or your goals. People create values and goals for themselves based upon what they think they "should" be doing or what someone else thinks is best for them. Spend some time to get really clear about what you care about and what you truly want to achieve. This is your life. Live it as you want to live it.

## Visualization Exercise

In this exercise, you're going to be working with a goal or vision. Choose one that feels a bit out of reach, but you still believe could be achieved. Don't worry about how you're going to get there. Those opportunities will come later.

1. What is your goal or goals?
2. Describe your goal in a lot of detail. Be specific. Saying you want to be a keynote speaker is not specific enough. There's no emotion attached to it. Instead say, "I want to be speaking to engaged audiences that need to hear my message." Or, "I want to speak at a TED Conference." Or "I want to host my own 3 day event."
3. If you were to actually reach your goal, what qualities, characteristics, and skill sets would you have? To answer this question effectively, it's helpful to study business owners who have reached a similar goal. Note their traits. List all the qualities you would have, in all areas of your life. What compromises would you have made? For instance, if you're speaking on big name stages, you can't be saying "um" and "you know" all the time. Be as detailed and descriptive as you can in order to make it feel real to you.
4. Where will you be when you meet your goal? Try to stimulate all of the senses in your mind's eye. For instance, if you're on a TED stage, what does this milestone look and feel like? What details do you notice? How does it smell? What do you hear? What textures can you feel? The more specific you can get, the better the visualization.
5. By what date do you want to reach your goal? Pick a date that is a little sooner than you would like it to be. People tend to achieve more when there's a little extra stress or tension. So if you move up the date to where it's a stretch, you're going to have a more focused effort, and you'll get there sooner.
6. Once you have reached your goal, how will you feel about yourself and your ability? What will be different? How will your business change? How will you feel preparing for a keynote speech?

## How to Use Keywords

Keywords are quick affirmations, easy reminders of your vision. They create focus and are particularly useful for deciding if an opportunity will advance your business or is really a distraction.

A. Keep it simple.

Often, we want to complicate things, but with keywords, simple will get you the best results.

B. Think about what you want to achieve.

What specific challenge would you like to achieve? Choose only one or two stretch goals at a time.

C. Choose one or two words that have meaning to you about your actions.

Choose as few words as possible. Changing one or two things is all you need to do at a time. Focus primarily on those one or two things you really want to do.

D. Try out your word (or words), connecting it to a specific activity. Be willing to modify it, if necessary.

As I said, using keywords is very simple. You're now ready to start using them to help you be the business owner you want to be.

# Create Your Intention

An intention is a goal brought to life by connecting strong, powerful emotions to it. This creates focus and fire and an almost magnetic energy that starts to draw opportunities toward you. Results come at a quicker pace than with just goal setting alone.

Unlike goal setting—which tends to be sterile, with a problem and objective activities, a beginning date and an ending date—an intention is a mindset strategy for utilizing positive focus and expectation to achieve your goals.

1. Decide what your goal is. You can use the same one you used for the visualization exercise or choose a different goal.
2. What is your challenge in relationship to your goal? What are you facing? Where are you stuck? Write it here.
3. Choose three to five action steps you could take to reach your goal.
4. Like we did in the visualization exercise, create a story for each action step. How do you feel about it? What are the circumstances surrounding the step. What's the environment? Who is there with you? Who isn't? Make each story as rich in detail as you can. The richer the better, and the more you can bring your senses into it, the more your story will actually come alive.
5. Together these stories comprise your intention. They form a highly personal story of achieving your goal, similar to the storyline of a movie.

Modify your intention as your situation changes. Your intention should be a living document.

# How to Create Your Own Inner Round Table

This process helps you access a deeper knowledge within yourself. It's one more way to step out of the box.

Ask a specific question, relax, notice what pops up. Forcing something usually gives the opposite response, preventing it from working. Once you get the hang of it, this will be one of your best self-coaching tools.

1. Make a list of the people you admire most and whom you would like as guides. They can be living or deceased, famous or not. You can have as many as you want, but in the beginning aim for around five to keep it simple.
2. Don't get hung up on where the information is coming from or whether it's "real." Gaining insights you wouldn't have had otherwise means it's working.
3. Sit down, close your eyes, and imagine your group sitting around the table, and start asking questions. It's probably better not to take notes because you might distract yourself from the visualization. Just write down your insights or "ahas" soon afterward.
4. If you draw a blank or have other difficulty, keep trying anyway. After a week of "practice," you might find yourself suddenly engaging in conversations with your round table while you're in the shower or going for a run.

Don't despair, though, if you don't get any immediate results. Just like all new things, there is a learning curve and it requires patience and practice. Remember, this strategy strengthens your intuition, or gut feeling. If you haven't been exercising that muscle until now, it just takes time.

## Clarify Your GOAL

- **G** represents your goal. What is the achievement that you want to have by a particular point in time?
- **O** represents all the obstacles in the way of that goal. What are the “yes, buts,” the excuses or the reasons why you shouldn’t be trying to achieve your goal? You may say these things to yourself, or other people may say them to you.
- **A** represents all the possible action steps that you could take to reach your goal. Let yourself imagine what they might be. Don’t censor yourself. You’re not committing to anything yet. You’re just letting your mind be free to possibly find solutions you never would have thought of before.
- **L** is your list of one to three of those action steps that you’re willing to commit to and take now.

# Build a Business You Love to Support the Lifestyle You Want

Building a business you love and one that supports your lifestyle is not for everyone. The person you are today is different from who you'll become when you achieve the next level of success. You'll be asked to stretch beyond your comfort zone and engage your courage muscle. You'll grow because you'll learn to step up where you used to step away.

By using my approach, my clients have developed the skills to develop a dream business that suits their lifestyle. I want that for you, too! No entrepreneur or leader needs to play a smaller game or remain stuck. I know it doesn't have to be a struggle for change to occur. I know how to help you succeed in a way that feels genuine and authentic for you.



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