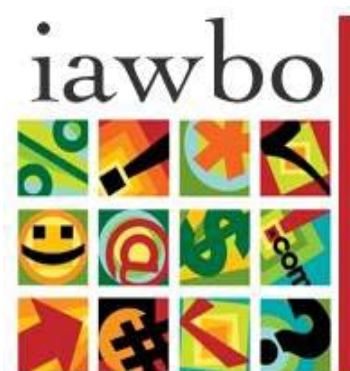


3 Essential Mindset Shifts for Women in Business Online

By Gina Bell,
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I LOVE being an entrepreneur. When I was young I KNEW that one day, I would be my own boss.

My Dad fuelled my entrepreneurial spirit by giving me inspirational books like "How to Win Friends and Influence People" by Dale Carnegie. My teachers gently encouraged my natural leadership skills even though I was also naturally – shy.

A shy leader... he he, that's another story waiting to be written.

Being blessed with a positive outlook I was drawn to many other sources of inspiration through the years. The day I officially became a business owner was one of the happiest days of my life.

IAWBO is an expression that was born of my personal transformation from desperate J.O.B. (just over broke) to a wildly successful woman entrepreneur ~ creating my business and my life my way!

It's an extension of my passion for the limitless possibilities that exist for internet-based entrepreneurs.

But I wasn't always this juiced about my life and businesses.

Not so long ago I was just over broke ~ even though my husband and I owned TWO companies!

All things considered, both businesses should have been generating a LOT more profit than they were and we should have been gaining a lot more satisfaction from the efforts.

The truth was we were just over broke physically and emotionally. At first glance it was tough to see what was really going on. What was keeping us from the success we desperately wanted and deserved?

Looking back, it was a combination of things...

No, it wasn't the market.

No, it wasn't our marketing materials.

No, it wasn't the amount of effort or time we put into growing our business.

It was because the lifestyle we wanted wasn't in sync with the type of businesses we were operating.

What do I mean by that? For example... we LOVE to go camping as a family. We used to go camping every year... until we started our businesses.

At first, we brushed it off as start up sacrifices but the reality was that we hadn't considered the lifestyle we wanted - at all.

We were completely and utterly STUCK!

Once we figured it out what was going on it was so obvious! We knew what needed to be done. We made some bold moves, sold one of our businesses and got really focused.

We took control of our lives, faced a few fears head on, took inventory of our expertise and began to systematically design our business model based on the lifestyle we really wanted to have.

We got the fundamentals in place and the result has been life changing. (Yes, we have time for camping now.)

There were three fundamental "a' ha" moments that inspired my personal transformation. I'm going to share them with you because just hearing my story may be just what you need to unlock the door to your own transformation...

The **first aha** was realizing that I had been living my life by default instead of by design.

I was a passenger in my own car! I needed to get my butt into the driver's seat and take hold of the wheel! I had been letting life happen to me. I spent more time hoping for things to change instead of actively finding a way to change it myself!

Ladies, you may have heard this before, if so, it's worth repeating... Hope is not a strategy!

The **second aha** moment was when I realized that my business did not support the lifestyle I really wanted. They were not in sync (at all) and they absolutely needed to be!

I unknowingly had placed the cart before the horse. I hadn't really thought about what I wanted my life to be like and ended up getting into a business that was keeping me from reaching my dreams... preventing me from living my best life possible!

These two realizations were the catalyst for my positive change. Once I started designing my business to fit the lifestyle I really wanted... everything changed quickly!

It seemed so obvious and logical that I felt a little foolish. When you know with certainty what you want for your life it becomes so much easier to make decisions, set goals and take action!

Imagine... driving down a foggy highway unable to see the road in front of you when all of a sudden... the fog lifts and the sun is shining. You can see for miles! Yes... it becomes that obvious.

But... there was still another essential "a' ha" moment to come...

My **third aha** moment was realizing that even though I considered myself to be a very positive person... I had limiting beliefs that were barriers to my success.

This realization was so profound for me that it inspired me to write an article that was accepted for contribution to a book entitled "The Power of Mentorship for the Home Based Business".

My chapter in that book is called: "Not sure you can succeed? Get a Believability Makeover!" I am one of just 13 experts – including Bob Proctor and Brian Tracy - who contributed to this amazing book ~ what an honour!

My newfound awareness also inspired the creation of one of my most results producing mentorship programs which was called the "Smart Marketing Makeover™" ... an advanced marketing program for women ready to take their success to the next level...

I don't want to get too sidetracked here but I feel it's important that you understand that marketing may not be the right place to start if you are looking to repair or rekindle a fizzling business that is not in sync with the lifestyle you want or was created by default rather than by design.

I'm speaking from experience here. My background IS marketing and advertising.

I wasted precious time trying to cover my business frustrations with marketing band aids. If this is what you're doing, believe me when I tell you... marketing can be fantastic, and there will come a time to focus upon it, but it's the wrong place to start...

It's like putting that proverbial cart before the horse!

If you can relate to my story, I want you to know there are specific reasons WHY you are stuck, frustrated and overwhelmed; WHY your business or career isn't what you want it to be and why you keep getting less than desirable results (even if you can't see it right now).

Did you know that over half of all small businesses today FAIL within the first five years!

And the most common reason for these dismal statistics is the majority of these business owners did NOT take the time to really PLAN for success. They did not surround them with the support they needed to ensure their success.

Now I'm not just talking about traditional business planning here. Most entrepreneurs never define where they want to go in the first place. Remember my experience with camping?

It's like leaving for your honeymoon... arriving at the airport and getting on the first available flight not knowing the destination! You end up in Alaska when what you really wanted was a tropical romantic experience!

It's unbelievable. People spend more time planning a wedding or a vacation than they do a business that they may operate until retirement. A business that is to provide financial support for themselves and their family! An endeavour that will take up a large majority of their time. (What is your time worth?)

The truth is... you don't have to sacrifice the life you really want AND you can design a business that empowers you to create it.

If this is starting to sound familiar you're probably stuck in a business or career that does not provide the lifestyle you really want. The passion you once had is diminishing at record speed... you have no idea what to do about it, you don't want to just give up but you can't focus anymore...

Are you are spinning?

To get off of the roller coaster ride, you have two choices:

#1... Quit

Now, if you've read to this point I'm going to guess my story resonates with you and likely, you're motivated enough that quitting is not an option for you.

So let's explore option # 2... Refocus / Rebuild

Refocus means to concentrate attention or efforts on something different. And this girlfriends is profound... it is they key. (And it doesn't sound as daunting and intimidating as the "c" word either... CHANGE! Ugh!)

Now I can tell you exactly where your focus must be placed BUT I warn you... it might take you by surprise and you may not like it. In fact, you might just disagree with me altogether. But here goes:

The essence of success (or lack of) originates in YOU! This is where you must begin if you desire results that are different from what you are currently getting. You must refocus. You must shift your attention. The focus needs to turn to YOU. Inside of you.

Before you dismiss the idea, think of it this way... You can have the best product or service on the planet BUT, if you are distracted, overwhelmed and frustrated... if your self confidence is low and you have limiting beliefs, this will be the underlying energy in everything that you do. It becomes a devastating barrier to your success.

Vic Johnson, founder of asamanthinketh.net and fellow contributing author with me in the Power of Mentorship for the Home Based Business book, really says it the best...

"this (message) wont change your life, after all, it's only a few minutes long. The reason this (message) wont change your life is because you're the only one that can do that. But, what this message WILL do, if you take it to heart, is it will help you to change the DIRECTION of your life. If you change the direction your life is headed you'll eventually realize a changed life."

With your attention in the right place you can rebuild... from stuck to momentum... confusion to clarity... and J.O.B. to prosperity and it's a lot easier than you think!

Okay, let's get to it...

I've discovered **three distinct and essential mind shifts** that are vital to gain the clarity and focus you need to change the direction of your life and achieve unstoppable success.

These mind shifts will support your future success and become a guiding light that sets the stage for the development of your future success plans. (Note: A willingness to be completely honest with yourself is absolutely critical.)

1. Default to Design! Wake Up! You are in the driver's seat! You are the Captain of your destiny. You CAN create your life – the way you really want it!

The true breakthrough lies here... The very fact that you've downloaded this special report suggests that you already know something needs to change but you aren't sure what or how.

Realizing that YOU are the key to creating more success and happiness in your life is the very first step.

2. Confusion to Harmony (Develop an Authentic Vision):

Who are you really? What are your core values? What does success mean to you? What do you really want for your life? What is your why? If there were no barriers to your success and tomorrow you could have the life of your dreams... what would that life look like?

3. Become MINDFUL of Success (Develop Success Consciousness)

“Nurture your mind with great thoughts for you will never go any higher than you think.” ~ Benjamin Disraeli

When you are mindful and aware it means you are actively attentive, or deliberately keeping something in mind.

Clearly define what success means to you; have a clear vision and keep it in front of you; become a student of success; read; learn; find a coach or mentor; surround yourself with successful people; listen to audio programs; immerse yourself in the idea of success and you will begin to see success all around you.

A success mindset is like a magnet for more success. Opportunities will arise; connections will be made; and accomplishments achieved.

As a recap, the three subtle but profound mind shifts that allow you to refocus and rebuild are:

- 1) Default to Design: You are in control creating a life you love.
- 2) Confusion to Harmony with an Authentic Vision: You know exactly where you're going and have complete confidence you will triumph.
- 3) Success Consciousness: You are a magnet for success.

Once you've improved the direction of your life by mastering the inner game of success you can begin to create your outer plans for success.

Imagine what it will be like once you...

- have consistent forward momentum,
- Are confident and determined,
- Get focused and clear about the life you want to live,
- Get honest with yourself and overcome limiting beliefs,
- Feel the fear and do it anyway
- Develop a success plan that outlines exactly how you'll create the life of your dreams,
- Feel inspired, passionate and energized by what you do,
- Truly love what you do and never have to "work" another day in your life!
- Have more joy in your life
- realize that what you do really does make a difference for others
- Are on your way to achieving unstoppable success

The choice is yours...

The good news is that there are so many options and resources available today for you to refocus and rebuild a rewarding business that supports a life that you love.

Being a member of IAWBO is a great start.

Being a Gold VIP Member connects you with the people, the how-to and the inspiration to become the successful woman in business online you dream of being.

It is absolutely the most affordable way to have access to me personally too. If you're not a Gold VIP Member yet, take a look at all the benefits of membership at <http://iawbo.com/benefits>

Now I assure you, the biggest hurdle is getting started.

So let me make that easy for you...

As a thank you for spending this time with me please accept a complimentary 15 minute **believability breakthrough** session.
(Value: \$197.00)

We'll get better acquainted, we'll discuss your specific barriers to success and we'll explore some potential solutions too. You'll gain greater clarity and the kick-in-the-pants you need to take action where action is vital.

To claim your believability breakthrough session please contact me now at support@ginabellinc.com. My assistant will contact you to schedule our call.

I look forward to meeting you.

My Best,



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Learn more about Gina, her companies, products and programs at: <http://ginabellinc.com>; <http://iawbo.com>