

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling. He is positioned on the right side of the frame. The background is a red field with a faint pattern of stars. On the left, there is a circular inset showing a city skyline with a prominent blue skyscraper and a river in the foreground. The text 'Business Keys to Success' is overlaid on the left side in a large, white, serif font.

Business Keys to Success

Lesson 7
Driving Using The Rearview Mirror.
The Movement Of Self-Association



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Business Keys To Success

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Foreword

Welcome to Week 7 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Week 6 was about keeping your perspective on the voyage that is your business and life. If you won't take the time to reflect and evaluate then you will greatly diminish the odds of your success.

Even with clear and vibrant goals you must always be checking to see if you are on course.

And, if you are not then you must make the necessary adjustments. Now that you know how to make the adjustments to stay on course you will start looking at how to manage your most important asset—**YOU!**

You are the captain of your ship. And, to reach your destination successfully it is crucial that you know how to treat yourself well.

Introduction

When I ask most people if they know themselves, most of them will tell me, yes. And, to the best of their knowledge they are telling me the truth. Interestingly, in most instances, the answer I receive is more about telling me “what” they do instead of telling me “who” they are.

Once again, this is normal. We definitely define part of who we are by what we do. Unfortunately, “what” many people do for a business or a living is not in alignment with “who” they are.

One critical key to successful self-employment and small business growth is to be as certain as possible that “what” you are doing is in alignment with “who” you are. Too often I see well intentioned individuals get into something for the money.

That is not a bad thing. In fact, money is very important. Unfortunately, that disproportionate emphasis on money places them into something they really don’t enjoy. They may do well for a while.

But, ultimately they burnout or close their business. Even worse, they continue doing what they don’t enjoy. Whether we are rich or poor, all of us have twenty-four hours in a day. And, you do have a choice as to what to do with your 24 hours.

How you relate to yourself and how you talk to yourself determines to a large extent what you will do with those twenty-four hours. One of the dominant influencers in determining what you do in a day and how you look at your day, is your past.

When you learn how to put your past in perspective then you can move forward at an accelerated pace. Too often, people pull their past out everyday and use it as a weapon on themselves, which keeps them and their businesses and lives from being all that they can be.

Let’s get started on how you relate to yourself and what you can be doing to use this knowledge to move forward in your business and life.



week

7



Driving Using the Rear View Mirror

The Movement of Self-Association

Hello, Business Keys To Success Members

Welcome to Week 7 of the Business Keys to Success. You should be experiencing some positive changes in your thinking and your habits.

Last week we looked at what you were recording on your DVR/VCR and the movement of reflection and evaluation. This week we take what we learned about the movement of reflection and evaluation and use it to focus on self-association.

The seventh week to setting yourself free, getting off the Treadmill and truly be moving forward has to do with relationships. In order to become more and attract more we must have good relationships. This section

on relationships is critical to getting off the Treadmill and moving forward. In fact, because of its importance we will look at relationships in two areas, the relationship we have with ourselves and the relationships we have with others.

This week we will focus on how we relate to ourselves, or self-association. What are you saying to yourself? The movement of self-talk is a critical component in your ability to develop the new disciplines and relationships to move your life forward. There have been many studies on self-talk and affirmations. For peak performance, your self-talk must be good and you must affirm what is true and



what you want the future to look like. You must be moving toward feeding your mind positive thoughts and the truth. And, if you don't like the truth you must set goals to change it and create a new and better truth.

Let The Dead Bury The Dead

The movement of positive self-talk and affirmation is critical to moving forward. Without these it will be difficult to have the accomplishments that you desire. Positive self-talk and affirmation are essential for forward movement. There is a saying, "Let the Dead Bury The Dead". There are several points to take from this. What you must do is stop looking back in your life, living in the past and worrying about things which have already occurred and which you can no longer alter. **Focusing your mental activity on the past is like driving your car while looking at the rear view mirror.** There will be lots of accidents and heartaches. Another thing you should understand is that all the great achievements of the past were because of vision. A vision to where great men and women had to look to the future and to not dwell over what could or should have been. **To move forward and be successful your mind must be tuned into what can be and how to move yourself to action to bring your goals and dreams to fruition.**

Look at your life and the legacy of accomplishment when you are in a mode that is forward thinking. In fact, look at history and the legacy forward thinking individuals have left us today. We can flip a switch and have light or power equipment. We can hear someone's voice as if they were next to us when in fact they are thousands of miles away. We can have written communication around the world in



seconds thanks to the internet. And why is all of this available to us today. Simply because, ordinary human beings like you and me have built pictures with imagination of the way things ought to be as opposed to what is. The picture in their mind became the goal toward which all effort was directed and as a result they changed the world.

Take a look at your life and imagine the possibilities. See what can be, not just what is. The first step is to believe in yourself and your ability to accomplish your goals and dreams. From Weeks 4 and 5 you now have your goals and the picture of the future you want to create.

With your goals in hand you must move toward having the right relationship with the most important person to help you accomplish those goals - YOU!

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com, For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you. ©2010 The Houston Business Coach; No part of this study may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as may be expressly permitted in writing by the publisher. Requests for permission should be addressed in writing to Steve Scott at Steve@TheHoustonBusinessCoach.com DeborahsGraphic.com, 936.718.2078

Questions For Reflection & Evaluation

What is in your rear view mirror.

Q. How do you relate to yourself? What are you telling yourself about the spiritual, family, business, financial and personal areas?

Q. When you talk to yourself what do you believe are your strong points?

Q. When you talk to yourself what areas do you feel you need to improve?

Q. What skills do you need to develop to accomplish to improve your self-talk and to make your vision of the future a reality?

Q. How do you think improved self-talk will benefit you?

Action Steps

Write down at least 3 affirmations for each circle of your life. Write an affirmation as either affirming the truth or affirming the picture of the truth in the future.

Here are a couple of examples. Let's say that you weigh 150 pounds and want to weigh 130 pounds. Some affirmations might be:

- I see myself as a trim, fit 130 pounds.
- I eat only what I need and not one bite more.
- I exercise 3 times per week to maintain good physical and mental health.

I think you get the idea.

Affirmations:

Spiritual:

1. _____
2. _____
3. _____

Family:

1. _____
2. _____
3. _____

Business:

1. _____
2. _____
3. _____

Financial:

1. _____
2. _____
3. _____

Personal:

1. _____

2. _____

3. _____

Mental:

1. _____

2. _____

3. _____

Physical:

1. _____

2. _____

3. _____

Fun for Me:

1. _____

2. _____

3. _____

Commit to Have A Good Relationship With The Most Important Person In Your Life—YOU!

Now that you have your affirmations commit to reading them out loud twice a day or three times if possible. Read them out loud in the morning when you get up and at night before you go to bed. Or, you can record your voice and play it back at your convenience. You will start imprinting your subconscious mind for success.

Remember, you are developing a new discipline. Track your progress every day. We must reflect, evaluate and measure. By so doing you will be recording success on your mental DVR as we discussed in Week 6. By playing the recording over and over again you will start becoming the person you want to move toward the life you desire.

Coming Up Next

Business and life are all about relationships

There probably has been more written about relationships than on any other topic.

The next section will focus on your relationship with others.

All of you have potential for great things. Yet, without good relationships, the probability of realizing your potential and to have the businesses and lives you desire is remote.

In this section you will focus on recognizing what your current relationships are doing for you. Also, you will determine what they are doing to you.

Since you have twenty-four hours in a day it is up to you how to allocate your time. Managing your relationships and the time they require is crucial to your success.

You will learn some keys to managing your relationships and your time. After all, if your relationships are nudging you in the right direction then good things are going to happen.

Personally, this is one of my favorite sections. In my opinion, the reason there are other people on this earth is to allow us to be dependent on the right people.

If you commit to being the best for yourself only then can you be the best for others. And, in being the best for yourself you will attract better and more quality relationships. Unfortunately, many of you have relationships that are undermining your success.

The key is to know how to make adjustments in these relationships to where you can move forward to having the business and life you desire.

One focus of coaching for success is supporting you to create the pathways to better relationships. The coaching process which is about personal accountability can allow this to happen.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

P.S. - Life is an echo. What you send out comes back. What are you sending out?