



## The Keys That Will Help You Thrive Regardless of External Circumstances

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KEY #1. The first and most important key might surprise you. **Learn How to Set your Mindset and Your Beliefs for Success and Prosperity.**

In the book "*The Magic of Believing*," author Claude Bristol relates this story. The head of the Better Business Bureau in a large Pacific Coast city wrote the following to Mr. Bristol in 1934 – at the lowest point of the Great Depression.

“...But upon investigation, talking with heads of firms using (your) theme and with salesman who have doubled and trebled their incomes .... It is apparent that firms and individuals that accept what you have to give and follow through can expect some startling and extraordinary results.”

*What is that theme?* The power of choosing a positive mindset and knowing that persistence gives confidence, and continued right mental attitude followed by consistent action will bring success.

You can, regardless of your current circumstances, find new opportunities and nurture them. You can create out of this current economic upheaval financial freedom and even abundance. You need only decide to take control of your thoughts and beliefs.

”In every area of life, there are winners and losers. What makes the difference can be summarized in one word: *belief*. ... Most of history’s greatest achievements have been accomplished not by the most talented, but by the people who were willing to take on great risks and challenges and see them through. And that happens only by believing.” Nido R. Qubein (Nationally known speaker, author, and consultant to some of North America’s corporate giants.)

So, to assure your ability to thrive in today’s time, take control of your thoughts, your mindset, and your beliefs. Read inspirational writings, follow motivational and success driven people, and fill your mind with only those thoughts and beliefs that you wish to experience in your life.

Be open to new ways of doing things. Ask yourself in every moment, “Where is my opportunity in this?” Take inventory of your many gifts and talents and then be prepared to expand yourself in new and exciting ways.

Remember the Helen Keller quote: *“Life is a grand adventure or it is nothing.”*  
Make these times a grand adventure!

**KEY #2 -- Resist the Media Frenzy.** Recently Jack Canfield filled a stadium for a seminar about how to thrive in this economy. His first piece of advice? “Turn off the TV for the next year.”

If you study the ones who are millionaires and billionaires, you will see that they don't pay attention to the "recession" news – and nor should you. Refuse to be told that it's alright if you're struggling – because everyone is. That's simply not so. However, the more you listen to that negative feedback, the more you are allowing your mind to start to believe it.

Turn the TV off unless it's an inspirational or motivational program. Skip the news. Instead choose to focus on opportunity, growth and success. When you do, that is what will come your way. Simply put, you create more of what you focus on and that's one big difference I see between the ones who thrive and the ones who give up and settle into “lives of quiet desperation.”

Here's some news that Dan Kennedy, consultant who has been responsible for creating thousands of millionaires recently shared: “There are more people with more discretionary income, buying power and affluence here in the US than at any time in our history and many more worldwide than at any time in history.”

The TRUTH is that we are in a climate of enormous opportunity. It just takes the right mindset to see it and then decide to create it. **A great phrase? I “see” and “seize” the opportunities that are all around me.**

CHOOSE carefully what you wish to think about and what you wish to let into your mind. Follow the guidance of those who succeed regardless of the

conditions of the world, emulate what they do, surround yourself with them, and you will find new ideas, new opportunities, and remarkable ways to create financial abundance.

*“Your brain is your most valuable piece of real estate.”* Joey Reiman – author of “Thinking for a Living” and founder of Bright House.

### **KEY #3 - Ask Yourself: Is it Really the Recession that’s Causing My Problems?**

As you read stories in the news of suffering small business owners, you often hear them confess that the suffering started long before "recession" was in the air. They share that it's been an uphill battle for a long time. But when the media says it's all because of the recession, they blame their conditions on the economy when instead they could be analyzing what wasn't working BEFORE the recession hit. And then fix it. (Clue: could it have been mindset?)

Here's the difference between the ones who are choosing to thrive and those who are running in place or worse, backwards —those who thrive have long since found a system and strategy for enormous success and that strategy works no matter what the economy brings. Those that are running in place have never really found a consistent way to create enormous success so they feel the weight of any economic change. Your goal should be to discover the business and personal strategies that work consistently!

And, as I told you in Key #1, at the top of your strategy list should be creating the mindset and beliefs that bring you success.

### **Key #4 – Become Resilient and Adaptable**

“The strength of a tree lies in its ability to bend.”

Learn to bend when there is a storm. When you look at successful small business owners today you will see they have a reliable strategy for success. They know how to tweak their business model to match economic changes if needed. You tweak your products and services by listening to what your target audience is complaining about. It doesn't necessarily mean you change what you do, but you take a "problem resolution" approach to your business.

*Identify your customers' problems and give them a solution.* Today's problems may be different than a year ago, so you "bend" your services and products to meet the needs of your customers today. Learn to ask them what they need, then listen!

Learn to change the equation. If you have to reduce business spending, for example, identify alternative ways to continue bringing in new business and reviving your existing customer base. Do you know that one of the MOST powerful marketing tools is the phone call? Call your customers, talk to them, listen to their pain, then begin solving their problems of today – not the problems you might have been solving a year ago.

*With the internet, email, cell phones, faxes, and voice mail, a call from a REAL PERSON who really wants to listen is a treasured thing these days.* Try it. You'll be amazed! And remember, you have a HUGE asset in your established customer base. They already trust and know you. Reach out to them and do it personally!

*Let me state this again:: Find what others need and give it to them.* You might be able to slightly change the focus of your product or service without having to do any major change. You simply change the perception of what you are offering.

Here's a great example. A few years ago, I attended a Deepak Chopra seminar in denver. After the seminar, there was a "back of the room," sale with all of Deepak's tapes, books, and CD's. I bought almost all of them. Here's the amazing thing. The CONTENT of his tapes and books were almost identical – what he did is just package them as solutions for fear, lack of abundance, ill health, and on and on. But his messages were virtually identical in all of them!"

Is that a bad thing? Absolutely not. Because Deepak teaches also about how powerful our minds are, he understood that he could offer his same teachings under different umbrellas. He could share his knowledge to help his clients with their pain: lack of money, poor health, wanting love or peace of mind. The packages were different – the content the same. Package your products or services to address and help ease the pain of your customers.

Be aware of what your current and future customers WANT right now – then find a way to give it to them authentically and with integrity.

### **Key #5 -- Replace Worry with Action**

"Worry is a wish for something you don't want." Anon.

You have two choices – take action or become immobilized in worry.

There's a great saying that "Action is the Best Cure for Fear." The small business owners who are thriving aren't in "worry mode." They are into significant ACTION in their businesses.

Don't just wait and hope for new business to come to you. To thrive, you need to focus on what actions you must take to create continued success in your business.

**One great action?** Make a list daily of problems that are not being solved in the

world. Fill your subconscious mind with this information as you mentally ask yourself, "Where is the opportunity in this for me or my business or my family?"

Think large! Successful people do. Then they ACT!

"I never worry about action, but only inaction." Winston Churchill

"The problem of life is to change worry into positive thinking and anxiety into creative action." *Harold B. Walker, from Think or Worry?*

*"Your present circumstances don't determine where you can go; they merely determine where you start." Nido Qubein*

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Montana is a spiritual life coach, author, personal development trainer who specializes in helping others identify then live their authentic lives. She offers workshops in developing the mindset for success, money and personal happiness, including personal hypnosis sessions, guided meditations, and personalized training to release limiting beliefs.

Her dharma is to help you live YOUR dharma.