

10 Mindset Lessons

**EVERY ENTREPRENEUR &
BUSINESS OWNER SHOULD KNOW**

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Welcome



Type the word entrepreneur into any online search engine or social media platform and you'll get thousands, if not millions, of search results. Most of them cute little quotes about how amazing it is to be an entrepreneur.

What many of those results fail to tell you, however, is that being an entrepreneur and a business owner is fucking hard work! It takes discipline and grit to keep going when everyone else tells you it can't be done. It takes perseverance, patience and resilience to bounce back from failure after failure. And it takes the willingness to build a growth mindset so that you can get out of your comfort zone and elevate to the next level.

That's why I created this guide for you. These 10 mindset lessons may seem simple in nature, but putting them into practice and learning to master them will help you build those growth muscles for your mind. They're just a few of the lessons that have helped me navigate my own entrepreneurial journey but have definitely had the biggest impact and are lessons I try to continue to live and do business by.

My advice to you before you get stuck in, is to read the lesson, think about how it relates to you and then personalise it to determine how, and even if, it can be applied to your own life and business. Don't just blindly follow anything I, or anyone else, tells you. This is your path. And you have to be the one to choose what's best for you. My only hope is that these lessons will form part of the tools in your toolbox to help you grow and become successful on your terms.

If you have any questions or comments, feel free to email me at nisha@borntoamplify.com or dm me over on Instagram (@NishaKaunda).

10 Mindset Lessons

1) UNLEARN EVERYTHING YOU THINK YOU ALREADY KNOW

The thing that trips most people up is shutting down when they come across information that they already think they know. Don't be that person. When you tell your brain, I already know this, your brain moves on and starts to get distracted by other things.

On the other hand, asking questions like "How can I go deeper with this"?, or "How can I apply this to my life right now"?, or even "Why does this information keep coming up for me, what am I supposed to learn from this"?, will train your brain to keep paying attention and allow you take the learning to a deeper level.

Maybe you'll pick up something new or a piece of the puzzle that was missing from your previous knowledge. Maybe you'll have had a new experience since you last came across the information that will help you to better contextualise it now. Or maybe someone will tell you the information again, but in a way that really resonates with you and makes more sense than before. Whatever it is for you, the first step is to release what you think you already know so that you can be open to the new possibilities in front of you right now.

2) THE SECRET TO SUCCESS LIES IN TAKING ACTION

You can want something all you like, but until you take action, that wanting will always be a dream.

So get super clear on what you want and then take action: big, small, messy, imperfect, scary or whatever other type it feels like in order to achieve your goal. You don't need to know all the steps right now, but you do need to execute on the first step. That will help you figure out what the next step should be and so on.

3) DISCIPLINE IS EVERYTHING

Let me say that again for those of you in the back!

Discipline is EVERYTHING. Motivation is fleeting, it's like a butterfly fluttering around beautiful flowers in a garden. It gets excited (and distracted) by new things and can't stay in one place long enough to really appreciate it and make it home.

In business, distractions are everywhere: there's always a new opportunity, another great idea, a fire to put out, someone to deal with, a new event to go to or any number of other things that crop up daily. But if you let the distractions control you, it doesn't matter how motivated you are, when things get tough or you feel overwhelmed, no amount of motivation will pull you through.

Discipline is the only thing that will keep you going. Train yourself to create routines and habits that support you in achieving your goals. Train yourself to look for solutions instead of focusing on the problem. Train yourself to deal with the long, boring, monotonous tasks that also need doing so that you can enjoy the fun, creative ones too.

Practice and build your discipline muscle. Achieving your goals takes time. There are no shortcuts. You have to be dedicated. You have to take action and you have to create systems to support you. Don't just rely on motivation, practice discipline.

4) PROGRESS NOT PERFECTION

Perfection DOES NOT EXIST! It doesn't. What's perfect for one person will be flawed to another. What's perfect today will become obsolete tomorrow.

Instead, opt for progression. What one thing can you do today to help you make progress on your goals? What one thing can you do today that will help you take action? What one thing can you do today to help you build your discipline?

Perfection paralyzes you. It gives you an excuse to procrastinate and waste time. It feeds into your insecurities and it makes you lose sight of what's important to you. Progress, on the other hand, gives you permission to play and make mistakes so that you can learn from them and do something better the next time around. It allows you to release your fear of being judged by others because you know you can always iterate and grow. It helps you take risks and disrupt your comfort levels to move closer to what you want.

So focus on making progress and stop waiting for perfect, because perfect doesn't exist. Don't die with your dream still inside your heart.

5) FOCUS ON WHAT YOU CAN CONTROL

So many people spend their energy worrying about things that have nothing to do with them! Something in the past, or a worry about the future. Something someone said online or something someone they know did.

Here's the thing:

You cannot control anything but yourself, your thoughts, your emotions, your actions and how you choose to respond and show up in the world.

Everything else is not your stuff to deal with. So step back and detach yourself from the situation. Don't let your logical brain get hijacked by your emotions. Instead be focused and intentional. Look at what's going on around you with an expanded perspective and ask yourself what can I do right here, right now and take action from that place. Prioritise and deal with one thing at a time.

6) CLEAN UP YOUR ENVIRONMENT

Your outer world is a reflection of your inner world and vice versa. So if you're feeling stuck, unhappy, lost, like something's missing or unfulfilled on the inside, take a look around you to figure out what needs changing externally to help make a shift.

Most people usually focus on the physical space when it comes to cleaning up their environment, but, I believe there are 5 other areas that are just as important to deal with:

- 1. Physical Environment** - is your physical space messy or full of stuff you don't need? Is it clean? Does it inspire you? Does it make you feel safe or stuck? Is it full of things related to your past or things that pull you towards your future?
- 2. Mental Environment** - are your thoughts clear and focussed or do you get distracted by every little thing? Are you constantly stressed out? Do you forget things? Are you living in the past instead of in the present moment?
- 3. Emotional Environment** - are you fire fighting and reacting to everything happening around you? Are you letting your emotions cloud your judgements? Are your emotions holding you back in any way?
- 4. Digital Environment** - what's your digital space like? How many apps do you have that you actually use? What about browsers and tabs? How many do you have open? Is your desktop clean or messy? Are your digital files organised? Do you have your passwords organised? Are your photos organised or do you not even have time to look at them?
- 5. People** - are the people in your life supportive or critical of you? Do they accept you as you are or do you have to pretend to be someone else around them? Do they inspire you to be better? Do they motivate you or do they hold you back when you try to set higher standards for yourself?
- 6. Things You Consume** - what are you eating and drinking? Does it give you energy and make you feel good or does it make you feel sleepy and rubbish about yourself? What about the programmes you watch, the books you read? Are they inspiring or are they full of drama, gossip and negativity? Is the music you listen to uplifting or does it keep you in a low emotional state?

When you start to make small changes in each of these areas, you'll start to notice big shifts in your business and life too.

7) BUILD YOUR CIRCLE

I've already mentioned the importance of people in the lesson above so as you start to remove the toxic people in your life, make sure you find and build relationships with others who inspire you and help you think and act better. People who elevate and uplift you.

These can be other entrepreneurs and business owners, coaches and mentors, teachers, inspiring influencers on social media etc.

Your circle should be tight, and the people in it should give you energy not drain it. The same with you - make sure you give good vibes to your success circle too.

8) KEEP YOUR MOVES QUIET

Stop talking to and taking advice from people who are too fucking scared to pursue their own dreams or aren't doing what you want you want to do. Those people who are comfortable being comfortable in life and not wanting more are dangerous for you and your goals. They'll tell you what you're trying to do:

- Can't be done
- Will never work
- You're not good/strong/educated or anything else enough to achieve it
- Is different from what you're supposed to do
- Will fail
- Will make you lose your money/mind/time
- Will make you unhappy
- Will change you in a negative way etc etc

Instead, talk to your success circle or get a coach or a mentor who can support you. Keep your head down and get to work. Your goals are nobody's business but your own so stop letting people who don't get it infect you with their negativity and it will never work attitude.

9) KEEP IT SIMPLE

I'll keep this one simple.

Whatever you're struggling with or overwhelmed by: break it down, prioritise and deal with one thing at a time.

Our human brains like to overcomplicate everything, so whenever you find yourself doing something, ask yourself: "Is there a simpler way for me to do this"?

Word of warning though: **SIMPLE DOES NOT MEAN EASY!** Don't get confused here. Things will still feel hard but instead of overcomplicating them, you'll be clearer about what you need to do and how you should approach it.

10) CONFIDENCE IS PRACTICE IN ACTION

Confidence is a lie! Nobody is born confident. Nobody is confident in every single area of their life. Nobody feels confident all the time.

Confidence is a skill. Think about your first day in your first job: how confident were you when you walked in the door? How confident were you that you'd be able to get the job done? But you did. Slowly. With practice. With routine.

Confidence is practice in action. That means the more you do something, the more confident you'll feel next time you have to do it again. And when you consistently stretch yourself out of your comfort zone to do new things and do them consistently, your practice will become quicker and more of an instinct than before.

Don't get hung up on the fact that you're not confident at something, shift your perspective and understand that you just haven't practiced that thing enough YET! Remember, go for progress not perfection.

BONUS LESSON

In true Nisha style, I wanted to end this with a little bonus lesson:

**Believe in yourself. Be kind to yourself. Be your biggest supporter.
And don't let yourself get away with bullshit excuses!
You got this!**