

WORK BOOK THREE



**POSITIVE  
MENTAL  
ATTITUDE**

**LEARN HOW TO RE-BUILD YOUR BRAIN AND**

**DEVELOP A MORE POSITIVE MENTAL ATTITUDE**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

## Positive Mental Attitude

*“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”*

— John Quincy Adams, 6th President of the USA

All the successful business owners I've met, have an abundance of **Positive Mental Attitude (PMA)**. Just like you might have a silent partner in business with you, your PMA become your invisible talisman, who will guide you to the good and desirable things in life. Be equally vigilant that a Negative Mental Attitude (NMA) will repel all the positive things that you desire.

The really good news is that you are in control because you were born to succeed.

### **You were Born to Succeed**

Geneticist Amram Scheinfeld says “In all the history of the world there was never anyone else exactly like you, and in all the infinity of time to come, there will never be another.

Napoleon Hill and William Clement Stone say “Your genes contain all the hereditary material contributed by your ancestors who survived through countless generations. You were born to be a champion, and no matter what obstacles and difficulties lie in your way, they are not one tenth so great as the ones that have already been overcome at the moment of your conception. Victory is built into every living person.

### **How come so many Fail?**

Every moment of every day, we make choices. These choices are influenced by our attitude, which we are totally in control of. By the time we get to read this page our thinking and thought process has been formed and shaped over many years.

There are people in our class at school or college, who do not appear any brighter than us and yet are ‘top of the class’ Why? We have neighbours, who appear perfectly average and yet are a great deal more successful, Why? We look at TV celebrities, who do not appear to have anything special and yet are worth Millions, Why? The millionaire sports personalities, Why them?

## Positive Mental Attitude/Continued....

### Our Assets

We have Talents, Gifts and Abilities, which we are not using to our full potential, Why? We don't use them because of three other magnificent attributes we were given which are 'Experiences, Attitude' and the gift of 'Choice'.

### On Death Row

He was just seven days away from the electric chair when he received a visit from a journalist from the New York Times. The journalist asked many questions and got to learn that the prisoner awaiting his execution had a twin brother who was an executive in a New York bank.

Following the interview the journalist made her way to New York to meet the banker who she again asked a series of questions. It is the answer to one particular question which is most striking, each of the twin brothers who were brought up together in New York by their parents gave the same answer which was "with a father like mine how could I have turned out any different".

**The question was 'how come you finished up like this?'. The message is that we have the power to be what we want to be irrespective of our environment.**

## Positive Mental Attitude/Continued....

### Tom and Gerry

As the two seven year old boys came running down the stairs at home as they had done many times before, their mother shouted out 'STOP'. Tom stopped instantly with his feet glued to the tenth step of the stairs as though his very life depended on it. While Gerry came flying at break-neck speed and jumped from the fifth step landing on the mat which skidded on the polished tiled floor all the way to the front door.

The mother was furious with Gerry. "You are such a disobedient boy, I warned you to stop, you could have injured yourself, broke your leg with blood everywhere, we would then have had to get an ambulance and go hospital, you are such a naughty boy, I am very disappointed with you" At this point, Gerry burst into tears, as the mother made her way back to the kitchen.

The two boys had time to reflect. Tom thought "boy am I lucky to have done what I was told, I could have broken my leg with blood, ambulance, hospital and Mummy so angry and poor Gerry in tears". On the other hand Gerry is thinking "okay, I got told off and have shed a few tears, but I broke nothing, no blood, no ambulance or hospital and what a bonus for the first time ever I reached the front door on the skidding mat".

**Tom is thinking "for the rest of my life I will be compliant, I will do as I am told" and Gerry is thinking "taking risks has its advantages".**

## Positive Mental Attitude/Continued....

### Two choices

Foolish people will say that “there in that split second the characters of the twin boys were formed for life”, but how wrong can they be. The great news is that Tom and Gerry have the right to change their minds and be what they want to be.

You see we were all **Born to Succeed**, so what happened to all those who feel compelled to Fail? The very sad news is that their absolute positive mental attitude was beaten out of them along the way. Who would do this terrible thing?

It is heart breaking to have to accept that it has been done mostly by the people who love us the most. Our parents, our teachers, our family, our neighbours, our Sunday school teachers, they love us so much they don't want us to fail, so they say “don't try that or this you might fall, you're too tall or too short, too fat or too thin, you don't have enough money, you're not bright enough” and we buy into it.

### Re-build our brain.

Now all we have to do is go to work and re-build that beautiful specimen that was born to succeed.

Let's not accept all this negative stuff, a great deal of which is a very useful alibi for failure. Let's get to work on our brain, you see nature abhors idleness and a vacuum. If you wish to get rid of a bad habit, you must immediately decide how and what you are going to replace that bad old habit with, because something will fill the vacuum, so you had better be in charge and make a very conscious decision.

If you do not use a muscle it will wither and become useless, if you do not use the powers of your mind, the mind will become occupied with **Negative Mental Attitude,(NMA)** because a NMA never demands a positive action.

## Positive Mental Attitude/Continued....

### **A Simple Exercise**

To develop a **Positive Mental Attitude**, you need to work on your Body and Mind simultaneously.

You need to take some Physical and Mental exercise. Your brain weighs some 2% of your total body weight and yet use's some 20% of your oxygen, so do yourself a favour and send loads of healthy oxygen to your brain daily.

**While you are looking after your Body you can start working on your Brain with a very simple yet excellent exercise.**

Before you go to sleep at night, just reflect and think of the three best things that happened to you during that day. And while you're asleep, the good news is that your brain won't go to sleep and the first thing you will wake up to in the morning will be the three good things that happened the previous day.

**It gets you off to a very Positive start!**

## 7 Steps to a Positive Attitude & Better Sales

By Janice Davies

*“Your attitude will determine your future...”*

It sounds simple, but it is harder to actually do, especially for sales people!

Developing and maintaining a positive mental attitude requires determining and controlling your thoughts. There is so much negativity and doom and gloom being discussed it is easy to tune in to that type of thinking. With the downturn in the economy, people losing jobs and money, politicians squabbling and selling their policies, sometimes it is tricky to turn your thinking to a position that is helpful to you rather than destructive.

**Here are seven essential steps to a positive attitude.**

### 1) Become solution focused

To change from a negative attitude take a 180 degree spin and start focusing your thoughts on solutions. The longer you think about the problem the longer it will be before you discover your solutions.

You can only think one thought at a time, so it's important for your success that you make a choice and make it a positive one. So rather than dwelling on the problem of not enough leads coming in, focus on the solution of which networking event you will attend next week.

## 7 Steps to a Positive Attitude & Better Sales/ Continued....

### 2) Mind Control

Over the centuries thousands of positive quotes and poems have been written on some aspect of positive thinking. Whether it's Lord Byron about love or Shakespeare with words of wisdom like Make the World Your Oyster...people have been using different forms of mind control.

If your thoughts are negative one of the keys to controlling your mind is to simply read a positive quote, affirmation or book or talk to positive people to stop your mind thinking negatively.

A key attribute of many sales people is that they are right brained: creative, colourful, talkative and enjoy being with people. Visual aids are more appealing so use visual aids. To motivate yourself use a picture of your dream sports car or holiday or write down your target, number of calls, follow ups or phone calls and tick them off your list so you can see and feel what you are achieving.

**Whilst thinking positively is brilliant, taking positive action is ten times better.**

## 7 Steps to a Positive Attitude & Better Sales/ Continued....

### 3) Get out of your rut

My logo is based on the @ sign you see on any keyboard and I see a similarity between this and life. You can stay AT one place in your life, never learning new skills and going around and around in one place repeating the same mistakes, 'stuck' in a rut. Or you learn new skills and then move forwards and upwards in your life.

When you learn one skill you integrate that skill into your daily life. You remain at that point in your life for as long as you choose. You either get stuck again or progress forward as you learn another new skill. By learning the next skill needed for your success, you master another challenge and move onwards and upwards in your life again.

With each challenge you overcome, you achieve success and gain momentum in your quest to be who you want to be – the master of your life! Overcome the fear of your rut by trying something new or in a different way or discuss with other people what has worked for them. There are lots of sales courses, books and other successful people to share ideas about your sales pitch that can help you.

### 4) Create your desire

If you are achieving your level of personal success and are happy with your present salary, commission, partner, lifestyle or financial situation, you have no urge to lift yourself to your next level of triumphs.

However, if you would like to improve any of the above or rate your happiness level below five out of ten you have a valid reason to have a positive attitude and create more victories in your life.

Discover some value-aligned goals and find your urge. Carry your affirmation or goal with you at work, about your number of calls or sales. If your desired result misfires quickly change your mind-set back to positive. Embrace the words 'next one please' or reread your goal on your mobile or blackberry or the old fashioned way, on a piece of paper in your wallet.

**Display it in your car!**

## 7 Steps to a Positive Attitude & Better Sales/ Continued....

### 5) Educate yourself

Two famous quotes from Albert Einstein: ***“No problem can be solved from the same level of consciousness that created it.”*** AND ***“Insanity is doing the same thing over and over again and expecting different results.”***

Your past has created who you are today. It has been based on the decisions that you have made and for most people some have been good and some not so good. You learn more from the not so good decisions as you create stepping stones to your future. The key now to your future success is to release your past and move onto your future and that means taking your personal development level up the next notch.

**As Stephen Covey says – “Sharpen your saw”.**

While driving in your car educate yourself from the hundreds of educational CD programmes that are available.

## 7 Steps to a Positive Attitude & Better Sales/ Continued....

### 6) Soul, mind, body aligned

Your goal in life is to create yourself. Not an unhappy you but a happy, fulfilled successful person doing what you want in your life. There are three steps to your success.

#### **Decide what makes your soul happy which means:**

- a) Analysing your feelings. Discover your passions and include them in your values-aligned goals.
- b) Use your mind and thoughts to create your values-aligned goals. This is your mind control.
- c) Take action by following what your soul (feelings) and mind (thoughts) have determined (action). When your soul, mind and body are aligned you will stop living life like a three legged stool with every leg out of alignment.

Embrace your soul, mind and body at work by ensuring you feel good. This is an important trait for the sales people and starts on the inner by becoming confident and believing in your ability to make sales. Additionally it shows in your outer in your clothing and personal grooming.

**Always present yourself well with good posture and looking good. You will feel better!**

## 7 Steps to a Positive Attitude & Better Sales/ Continued....

### 7) Just DO IT!

All this is possible and all you have to do is choose. Nelson Mandela once said, ***“Your playing small does not serve the world.”*** What does that mean? It means don't live being unhappy and below your potential. You are destined to live a great life!

We all know those people who are positive and optimistic and who can laugh and view the glass half full and not half empty. They are determined to succeed and generally do.

If you're having a challenging time think of the most positive person you know, pick up the phone now and invite them for coffee. You can also tell them you want to hear how they got successful because twenty years ago, they were probably where you are now. Your goal in life is to create yourself and your life to the great heights you want.

People will help you on your journey and prompt you to success. But first it starts with you believing you are worthy of your own success and keeping a positive mental attitude on your journey.

**The world is waiting for your best. Don't delay any longer**

## Success Story And Positive Mental Attitude

Before an opportunity crowns you with great success, it usually tests your mettle through adversity.

Adversity provides the resistance necessary to develop the strength to overcome great obstacles. This strength consists of self-confidence, perseverance, and, very importantly, self-knowledge.

For if you do encounter a setback, it is a clue to a personal weakness. You may have been hasty in judging a competitor, or you may have been too timid in your vision of what needed to be done.

Let adversity be your guide to understanding where you mis-stepped and which qualities you need to cultivate. No one rejoices in disappointment, but if you are success-conscious, you can turn the situation into a chance for improving your character, an opportunity you otherwise would have missed.

The Native American elder with internal mental struggles, said that it was like two dogs inside his mind, one was unsure, insecure, feared the unknown and was an angry negative dog the other was confident, playful and positive.

**The angry dog was always picking fights with the playful dog. When asked which dog wins, he replied “the one that I feed the most”**

**DON'T FORGET TO WATCH THE “POSITIVE MENTAL ATTITUDE” VIDEO.**