



Reimagining the **Success Mindset**

© 2016 Mirasee. All Rights Reserved.

This book may not be reproduced in any form, in whole or in part, without written permission from Mirasee.

It's easy to get permission. Just email support@mirasee.com.

Message from Danny Iny, CEO, Mirasee:

There's great information, and there's magical information. Great information is something that you can learn from and use to maximize your chances of getting great results in your business. Magical information works no matter what, without you having to do anything at all – just buying or reading it is enough to make you rich.

The material in this report is great, but not magical, which means I can't guarantee specific outcomes. You should do your own due diligence, and think carefully through your own plans, because ultimately, you're the only one responsible for the results.





Contents

Introduction.....	1
The 1 Question You Must Answer if You Want to Succeed.....	2
How to Instantly Have a Success Mindset.....	5
3 Habits of Remarkably Focused People	8
This Simple Shift in Thinking Will Help You Overcome Any Challenge.....	11
Epilogue.....	14

Introduction

Experts say it's essential, but what exactly does it mean to have a success mindset?

Does it mean having an unshakeable confidence in your abilities? Repeating affirmations to yourself all day long? Meditating on a vision board every day?

And if you don't have a success mindset, can do you develop one?

The popular answers to those questions often feel esoteric. They're hard to pin down and even harder to tell when you've "arrived."

This book provides practical, actionable approaches to a mindset that primes you for success. The next chapters describe how I reimagine a success mindset, based on my experience of becoming an entrepreneur at age 15, failing, succeeding, and failing some more. Ironically, I had to fail—a lot—to finally unlock the key to having a success mindset. Hopefully, you won't have to.

Good news for all of us: a success mindset is a discipline you can develop. It's not something you have to be born with. And your success mindset can grow stronger and more powerful in time, with more practice and experience.

That means anyone can has the potential for success!
And mastering your mind is half the battle.

You'll learn how in this book. Read, apply, and repeat.

Send me an email at support@mirasee.com and let me know how it goes. I can't reply to every email, but somebody from my team certainly will.

To your success,


Danny Iny
Founder and CEO
Mirasee

PS: These articles first appeared on [Inc.com](https://www.inc.com). You can read the [original posts here](#).





The 1 Question You Must Answer if You Want to Succeed

Ask the right question that will lead you to success. You'll be surprised how many entrepreneurs get this wrong.

Many entrepreneurs start a business asking the wrong questions:

"How will I create this product efficiently?"

"How can I sell as many of this product as possible?"

"How can I make profit sustainably?"

But "how" is the wrong question to ask first.

The first thing every entrepreneur should ask is, "Why?"



"Why am I in business?"

"Why do I want to build this business?"

"Why do I want to succeed?"

Every business owner has their own big reason why—their ultimate goal—for wanting a successful business.

Do you know yours?

The answer will make a difference in how you run your business and succeed.

Focus



If you know what your [ultimate goal](#) is, you will gravitate towards the things that help you achieve it. If you're fuzzy about your ultimate goal, or don't keep it top of mind, then you can easily get distracted by what's shiny, easy, or attractive.

People who don't know their big why are like the drunkard who looks under the light for his keys—not because that's where he lost them, but because that's where he can see better.

This happens when people chase after the strategy, tactic, or opportunity that's easier or more accessible to them, instead of the ones that are aligned with their goal.

Productivity

Knowing your ultimate goal makes you more productive, because you do more of what matters and less of what doesn't. Without clarity on your goal, you can keep working harder and accelerating. But acceleration is valuable only when you're accelerating the right things.

Resilience

Your ultimate goal will keep you moving forward despite [failures](#), setbacks, and boredom. If you've been working to achieve somebody else's idea of success, or if you've been going after a goal you don't find exciting or valuable, then you will easily give up.



Integrity

Being clear on your goal helps you stay true to your values. Your goal is your North Star, and will help you navigate the circuitous route to success. It will guide your decisions about what products and services to offer, what types of people to hire, how you operate your business, and what strategies to implement, among others.

Fulfillment

Without clarity on your ultimate goal, you wouldn't know [what success looks like](#). You may have arrived in the eyes of other people and yet you don't feel the [personal satisfaction](#) and happiness you expected from success. Without a clear destination, you'll work hard yet go nowhere.

Uncovering Your Reason Why

To find out your big reason why, set aside at least an hour and go to a place where you won't be interrupted. Sit quietly and ask yourself the following questions:

Why am I doing this?

What is my goal? What am I trying to accomplish? Why is that important to me?

Who do I want to serve? How do I want to serve them? Why is it important for me to serve them?

What is my definition of success? What does it look like? How do I know I have achieved it?

Why does it matter for me to be successful?

Use your imagination to see what experiences and feelings you'll have when you've succeeded. Money will appear as a goal, but it's usually not the ultimate goal. As you dig deeper, you'll realize that money itself isn't what matters. What makes money important may be that it enables you to provide a certain lifestyle to your loved ones, leave your legacy in the world, or simply be free from financial worries. Keep drilling down until you uncover the essential things that motivate you.

Your answers to these questions can change over time, so you may want to repeat this exercise every so often. Finally, remember, there are no right or wrong answers. There is only what's right, for you.





How to Instantly Have a Success Mindset

What does it take to have a success mindset? It's easier than you think.

I've been waiting in the hotel lobby for two minutes. My temper begins to rise as I think, How inconsiderate of them to waste my time! But I catch myself.

I was about to tell myself a victim story, and I remembered: You can't run a multimillion-dollar business as a victim.

You can't lead successfully if you play the role of a victim. As a victim, you're disempowered and without control. How could you possibly lead?

Marcus Aurelius, Roman emperor from 161 to 180, said, "It is the responsibility of leadership to work intelligently with what is given, and not waste time fantasizing about a world of flawless people and perfect choices."



In fact, we often waste time fantasizing about flawless people and perfect choices. You see a gap between where you are and where you want to be, and that eats at you.

You can let this paralyze you, or you can rewrite the story.

Success: What's Story Got to Do With It?

Human beings make sense of and find meaning in reality through stories. We commonly hear of storytelling in marketing, but the most important stories are the ones we tell about ourselves, our internal narrative.

Successful people manage their internal narrative, because they recognize that it dictates their actions, and therefore their outcomes. Your internal narrative is the defining factor to your ability to show up as a leader.

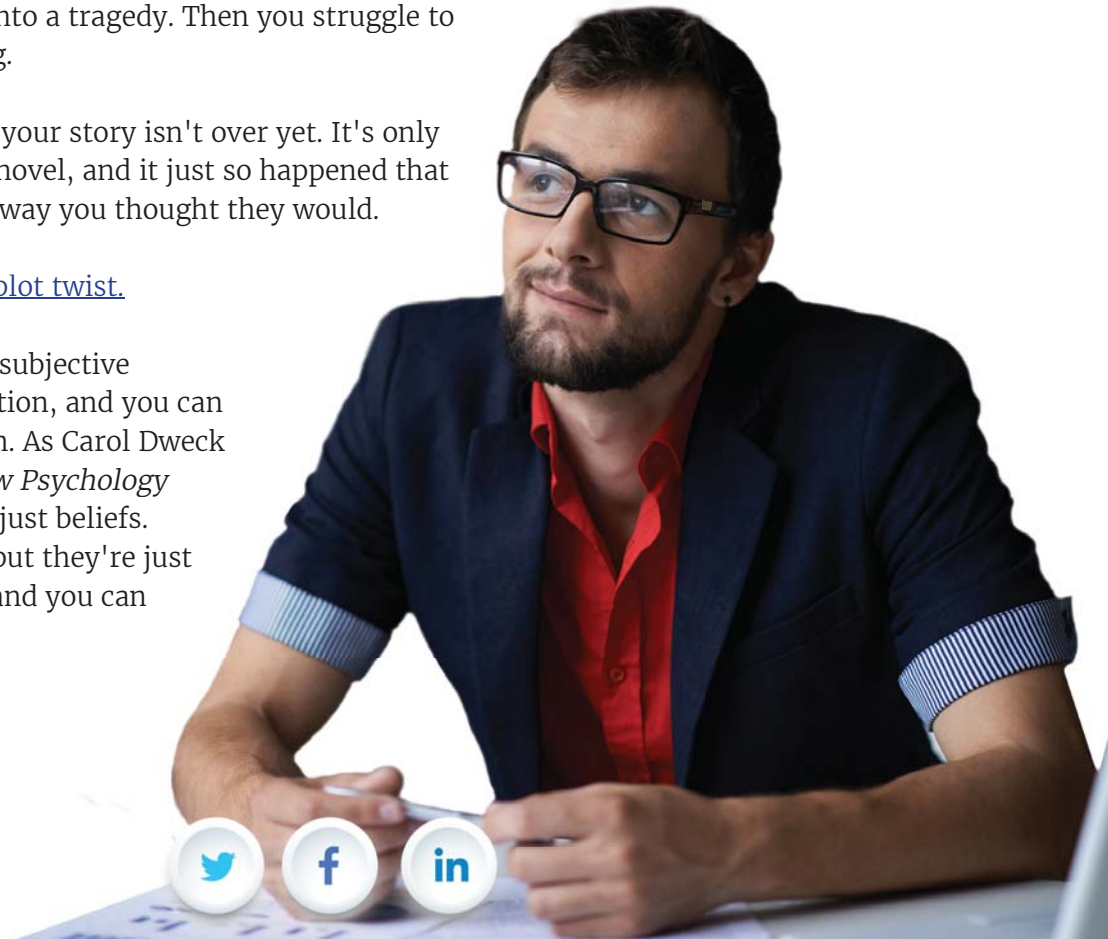
Researchers have repeatedly discovered the power of internal narrative. In an article for [The Atlantic](#), Julie Beck references studies where positive internal narratives or "redemption" stories are linked to greater life satisfaction. Other studies have found that people whose stories revolve around "agency"—feeling in control of one's life—tend to have better mental health and higher well-being.

We're constantly creating a narrative about where we are and how we got here, and we're always on the latest chapter of our narrative. When something undesirable happens, the story turns into a tragedy. Then you struggle to recover your happy ending.

The trick is to realize that your story isn't over yet. It's only the latest chapter in your novel, and it just so happened that things didn't turn out the way you thought they would.

But you can turn it into a [plot twist](#).

The tragic subplot is your subjective interpretation of the situation, and you can change your interpretation. As Carol Dweck wrote in *Mindset: The New Psychology of Success*, "Mindsets are just beliefs. They're powerful beliefs, but they're just something in your mind, and you can change your mind."



When you accept that neither your abilities nor your talents nor your potential are set in stone, that you can continue to grow and change, then you have a growth mindset. And a growth mindset, Dweck's research reveals, is what sets achievers apart from non-achievers. In other words, the growth mindset is the success mindset.

How to Make the Mental Switch From Victim to Success

You can have a [success mindset](#), *instantly*.

Try the following exercise, which I learned from [Annie Hyman Pratt](#) of Impaq Business Execution Systems.

Think of something that upset you in the last two weeks and complete the sentence, "I'm upset because..." That's your victim story!

First, admit that you're writing your internal narrative with you as the victim.

Then, accept the possibility that none of it is true. Welcome other interpretations of the situation. Put yourself in a growth mindset: Recognize that there's an opportunity for growth in this upsetting situation, and find it.

Finally, rewrite your story, so you're a leader instead of a victim.



In my case, I realized the few minutes delay was in fact a gift of time. I could pause, take deep breaths, reset my intention, and get clear on what I wanted to accomplish in my next interaction.

It turned out, the person was only three minutes late. I could have spent that time fuming, getting annoyed, and becoming disagreeable. Instead, I calmed down and got focused, and the meeting was a pleasant and productive one.

Which ending would you have preferred? Remember, you get to decide how your story ends.





3 Habits of Remarkably Focused People

Want to have an edge over others and get more effective? Do these 3 things every day.

The ability to [focus](#) is a game-changer. The more laser-focused you are, the more you can get done, and the better the [quality of your work](#) will be. We all have the same 24 hours every day, but those who are focused squeeze more meaningful work out of their day than the rest of us.

Focus matters even more for CEOs and other leaders. Daniel Goleman says, in [Focus: The Hidden Driver of Excellence](#), that leaders need to be able to direct the attention and efforts of their team towards a shared vision. The only way they can do that is by being able to focus their own attention first.



Clearly, no matter what roles you juggle in life and at work, you will benefit by *becoming more focused*. Here are three ways you can do that:

1. Reflect

Make time and space early in your day to reflect on your priorities and set your intentions for the day. This is useful on two levels. First, even a few minutes spent shutting out distractions and concentrating on only one thing exercises your attention "muscle." And just like a muscle, the more you use it, the stronger it becomes. Second, this gives you the chance to begin the day with purpose.

The [Five-Minute Journal](#), created by Alex Ikonn and UJ Ramdas, lets you start the day right by setting your intentions in just five minutes in the morning. At night, take another five minutes to take stock, reflect on what went right, and decide how you could have made the day better. Writing in this journal will be the best 10 minutes you spend every day.

2. Remember

As you go about your day, it's easy to get inundated by the hundred different things demanding your attention. Your intentions and priorities may get thrown out the window as you put out fires. Your attention jumps from one thing to another, until—just like a muscle—it gets fatigued and grows weaker and weaker as the day goes on. Recharge it with simple triggers or stimuli that remind you of your intentions.

My triggers are mugs and T-shirts from [Startup Vitamins](#). This company creates motivational products for entrepreneurs, but they work for pretty much everyone. Whenever I reach into my cupboard to make a cup of tea, I choose the mug that best reflects my mood or gives me the boost I need at that moment. It's a simple but effective way to refocus my attention on what's important.

3. Regroup

[Productivity](#) suffers when you keep a frantic pace all day, every day. In the same way that muscles grow bigger and get stronger by short periods of stress followed by rest and recovery, your attention needs to have the occasional break. This may not be what you want to hear when meetings run back to back and deadlines loom. But those breaks don't need to take a long time at all.



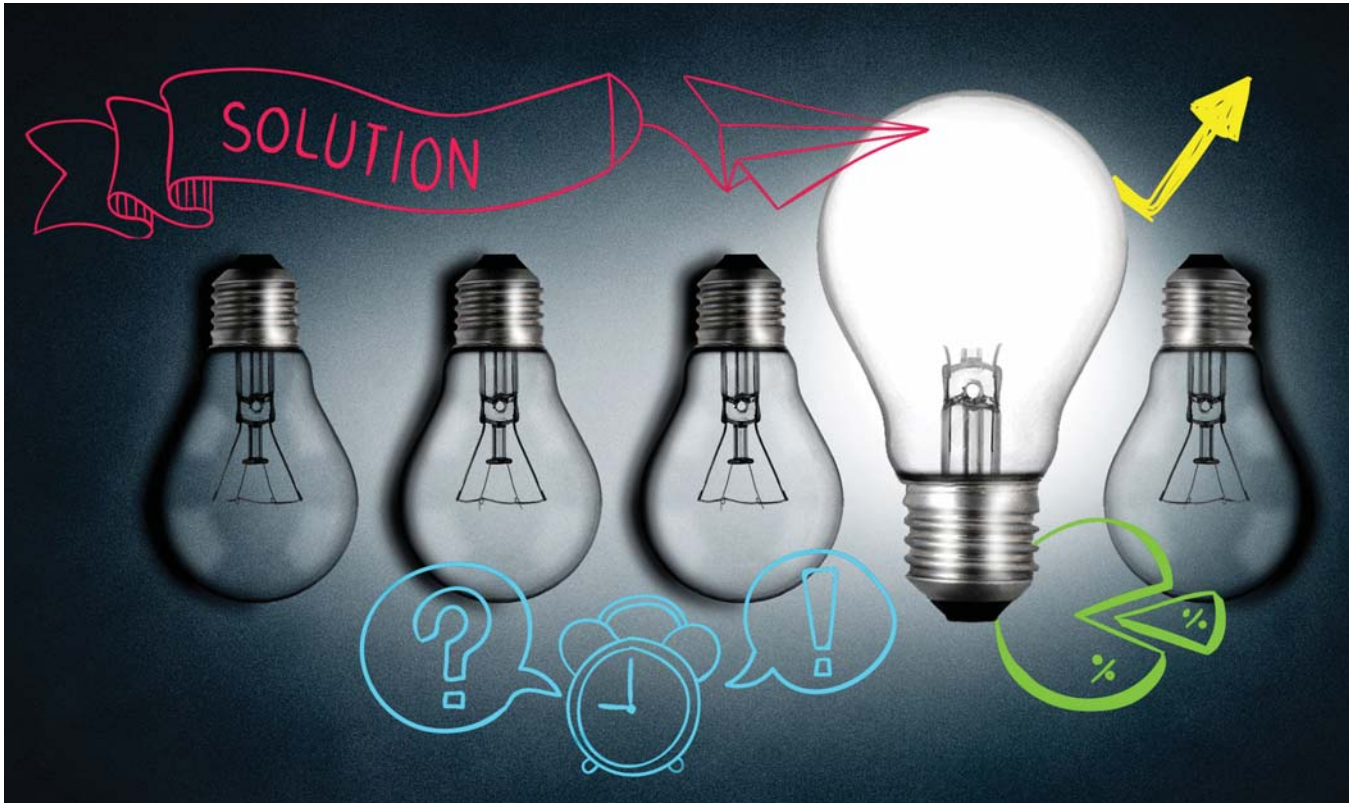
Stop and regroup for 30 seconds before diving into new meeting or activity. Take three deep breaths and ask yourself, "What do I want to accomplish?" "What is the win scenario?" That's all it takes to bring your focus back to the significance of the task at hand. So no matter how tired or busy you are, you'll be motivated to give it your attention instead of secretly worrying about your unanswered emails or the rest of the items on your to-do list.

In a world where most [people can no longer concentrate and reflect](#), the one who's remarkably focused stands out and succeeds. The good news is you can train your brain to be more focused, intentional, and attentive.

The three habits I described above are only some of the ways you can develop your attention muscle. Keep practicing, and it will grow more powerful. You'll be amazed at how much more effective you are when you focus.

As Alexander Graham Bell said, "Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus."





This Simple Shift in Thinking Will Help You Overcome Any Challenge

Did you try something and fail? Learn when to quit, when to stick... and how

In 1976, a young and extremely talented theater actor auditioned for a role in what would become one of the highest grossing films of the year. She didn't get the part, though, because the producer thought she was "too ugly."

She was at a crossroads. Would she take this as proof she wasn't good enough, turn her back on the movie industry and stick to theater? Or would she use this challenge to shore up confidence in her own talent and find movie parts that are more suitable to her "look"?

In 2008, a young entrepreneur felt he had run out of options after the markets crashed, killing all hope that investors would fund his startup. He was \$250,000 in debt, his bank accounts were empty, and his neglected consulting practice had dried up. Would he give up and find a job? Or would he pull himself together and build another startup?



The Dip, The Cul-de-Sac, and The Cliff



Our two characters experienced what [Seth Godin](#) would call either a Dip, a Cul-de-Sac, or a Cliff.

A Dip, says Godin in *The Dip: A Little Book That Teaches You When to Quit (And When to Stick)*, is "the long slog between starting and mastery." It's a barrier that sieves out the amateurs from the experts. Working through the Dip takes guts, talent, money, and time, and very few succeed. But those who do stick it out emerge as the best in the world.

A Cul-de-Sac, literally a "dead end," is when no amount of striving brings positive rewards. When you're in a Cul-de-Sac, the best thing to do is to quit and redirect your energies towards another endeavour that will be more rewarding, and where you can be the best.

Less common but more alarming is the Cliff. It's when you can quit only after everything collapses.

You think most people would want to push through the Dip, knowing success is certainly waiting for them on the other side. But the problem is when people don't recognize the Dip. Instead of seeing a Dip for what it is, people think they have reached either a Cul-de-Sac or a Cliff, and so they quit.

And quitting when you're in a Dip, when you're on the cusp of success, is the sure way to [fail](#).

The Alternative to Quitting

Instead of quitting, Godin says, one should rededicate or try "an invigorated new strategy designed to break the problem apart."

I like to call this the pivot. It's an adjustment, a strategic relocation, a change in direction that you make while keeping your eye on your goal. You're like an airplane making constant course corrections until it reaches its final destination.

Going back to our earlier example, the actor didn't stop auditioning for movie roles. Instead, she pivoted to roles where character was more important than looks. This course correction worked. Today, Meryl Streep is the most nominated actor in American history, with 19 Oscar nominations and three Oscars for her iconic portrayals in *Kramer vs. Kramer*, *Sophie's Choice*, and *The Iron Woman*. The second example was me. I quit that dead-end startup, but didn't give up on my bigger goal of changing the world through entrepreneurship. I revived my consulting practice and created another startup, one that's teaching thousands of entrepreneurs how to build thriving and sustainable visionary businesses.



A Paradigm Shift

Rejection, a business that produces only debt, an unresponsive market, a product that doesn't work... these all look like gargantuan failures and good reasons to quit.

Or are they? What looks like failure may not be failure, but rather a cue to pivot to a different direction.

Next time you face a seemingly insurmountable challenge, ask yourself: Are you in a Dip, a Cul-de-Sac, or a Cliff?

And should you quit your strategy or big dream altogether? Or should you quit a tactic that hasn't worked? Because maybe your target destination doesn't have to change, even though you need to make course corrections to get there.

Whatever the setback or disappointment, don't make it the last chapter of your saga. Failure is failure only if it happens in the last chapter. Otherwise, it's a plot twist.



Epilogue

Having a success mindset isn't as simple as reciting affirmations. It doesn't mean never doubting yourself, always being fearless, and only having positive thoughts.

It does mean mastering your mind, so that you're in the best position to succeed: to produce your best work in the midst of self-doubt and limitations, and to make good decisions in the face of fear and uncertainty.

This is how I've reimagined a success mindset:

- A success mindset has a clear and meaningful reason why.
- A success mindset interprets even the most difficult situation from the point of view of a leader, not a victim.
- A success mindset is always growing.
- A success mindset is laser focused.
- A success mindset persists through challenges, setbacks, and failures.

I hope you've discovered practical ways to develop a success mindset and have tried some of the advice I offered.

If you'd like to explore this topic further, I recommend the following articles from my Inc column:

[7 Books Every Visionary Leader Should Read](#)

[Decision-Making Secrets of the Most Successful Leaders](#)

[An Underrated Technique to Set Yourself Up for Success in the New Year](#)

[13 Books That Will Make You a More Resourceful Entrepreneur](#)

[Why Asking the Wrong Questions Could Be Disastrous](#)

[One Key Thing You're Probably Not Tracking \(But Should\)](#)





[Check Out Our Other Free Resources!](#)