



NAME

DATE

LIST PROBLEMS

List all of the problems your business facing right now.

IDENTIFY LIMITING BELIEFS

Pick one problem and reframe it into “I can’t ____ because ____.” statements. Example:

I can’t charge more because we are too small.

CHALLENGE LOGIC

Pick one of these “I can’t” statements. Challenge the logic with these questions:

Why do I believe this? Is this really true?

Would this be true if I were someone else?

Is this an absolute? Are there exceptions?

Does my mom think this about me?



GET LEVERAGE

How does this belief tap into your pain/pleasure associations? Can you change that conditioning?

What has or will this cost me?

What does this cost the people who love me?

What could I gain?

How would it feel if it were possible?

UNMASK THE VOICE

Get down to the source. Who is that voice in your head? Where does it come from?

Who are you listening to?

Should you listen to them? Do they have the authority?

Would they want to hold you back? Hurt you?

NOTES