

The Iconic Entrepreneur's Image Formula

“Your self-image sets the boundaries of your individual achievement.” -
Maxwell Maltz, author of Psycho-Cybernetics.

Your self-image is controlling you. Your mind is a cybernetic device, a machine, much like the thermostat in your home and it regulates the temperature and your environment. Your thinking is being controlled by your self-image and you cannot outperform the settings. And your mind is a machine that operates a certain way and there are rules to develop a solid self-image to achieve your goals. When you create a winning self-image inside, you'll break free and start living the way you want to live.

6 Rules for a Winning Iconic Self-Image!

- 1.** Let go of the past - Do not look backwards with guilt or regret. Your mind only works by going forwards and correcting the course as you go.
- 2.** Don't worry about your future - Don't spend any time worrying about what's going to happen tomorrow, next week, next month, or next year. Eight per cent of your worries never happen. Your mind is like a built-in mental GPS. It figures out turn-by-turn direction as you drive.
- 3.** Live in 24-hour blocks - Your mind can solve any problem, overcome any obstacle and steer you towards your goal. It only works in the present if you're focused on the present. Don't look backwards, and don't worry about the future. Stay in the moment and only focus on what's happening right now. That's the art of living.

Iconic Entrepreneur's Image Formula

4. Stop making things up - When you worry or look back, you make things up and create assumptions with your imagination. Don't use your imagination against yourself by creating needless drama and worry. Stick to the facts. The fact is, you have no idea how things are going to go or what's going to happen in the future.

5. Who cares what anyone thinks - You'll stop worrying about what others think of you when you realise they very rarely do. We've learned to worry about what people think of us. We ask for opinions and advice and we want validation and approval. We picked that up at an early age because we were raised to follow the rules and please the adults. Make up your mind you're not going to worry about what people think of you. If you don't it'll drive you crazy. You'll never live up to the expectations of others. That's a losing game and it's just plain dumb!

6. End judgment - You weren't born with judgment, you learned to judge. Judgment is a goal killer. There's nothing worse than judging yourself. It holds you back and keeps you stuck. If you negatively look upon yourself, then you're not going to move forward in a positive way. Remember, your parents taught you to judge and it became a habit. They judged their family and friends, they judged you and then you took over and started judging yourself and others.

**The most important relationship you will ever have in life is
with yourself! -Alpa**