

Beverley Vaughn: Hello everybody and welcome. Today is the big day. This is the kickoff of Impact Influence Purpose Teleseminar, proven ways to get set up for success in everything you do. No matter what your niche industry is, your goal is to increase impact, influence, and own your purpose so you can increase ultimately your income and set yourself free because that's what this is ultimately going to lead you to. You are absolutely going to be excited and continue to be excited about these next three nights in your life.

This is your host, Beverley Vaughn, known by many as the queen of making things easy to understand. I am very, very excited to go on this journey with you over the next three days. I have to tell you a little secret. I have been devoting myself to help other experts who are looking to get their message out in a big way and do the work that they are born to do, to learn how to do that. And so one of the ways that we can all continue to do that is by staying on top, staying ahead of the curve with what are the latest technologies, ideas, strategies, secrets that will help us leverage ourselves, help us to inspire and convert prospective clients into paying clients so that they can really do a deep dive and get the transformation that each of us offers.

So I'm excited about what we're going to be doing over the next three days and today, we have to start with foundation. Now I want to share with you how this is going to go so that you understand the set up and how we're going to proceed over the next three days. Here is how this is going to work. I'm going to share a lot with you for the next three days. I'm going to share so much that it's going to be overwhelming so you will have to listen over and over again. You need a notebook so you can take copious notes. The call will be completely muted so I can just give out. Write your questions down and keep track of them.

After each call, send me your questions and I will, after three nights, after these next three nights, have a Q and A forum to answer questions. Now I do that because once we get through all of the materials I will share with you, most often, your questions are already answered. Now after the final call, I will send you, here's what you're going to get, assignments to help you maintain what you learn, cheat sheets with basic information that we have covered. You will also be able to download all the calls for your files in MP3 format and you will also get the transcripts for each call. Now note, I will give that at the end so you can stay focused for each call and not be distracted with sheets in front of you.

I want you to get rid of every distraction. Close your doors, put the kids to bed, make sure that you're in the place that is secluded so you really digest what we're going to deal with during these next three days. Be present. Become fully invested in this present moment. Be here, basically is what I'm saying. Be sharp, be engaged, full of emotional and physical engagement, and stay focused in this moment that we're in. That's one of the reasons why sometimes we lose our way is because we leave the moments that are meant to shift our lives and meant to change us.

Now right here, I want you to ask yourself, what level of presence do I feel right now? From one to ten, what level of presence do you feel right now? And I want you to charge your mind straight ahead to ten because I need you to be in this moment. So let's do this little exercise so that we can draw ourselves in. Now right here, I want you to close your eyes and take a deep breath. Breathe in, hold it for a minute, and then breathe out. Breathe in and then breathe out. Breathe in and then breathe out. I want you to draw your mind in, focus. Okay, all right.

I have so much stuff here. I have lots of notes in front of me, so I want to really take my time and share with you so that I can make sure I get everything in that I want in this particular session right now. So I'm going to deal very heavily tonight with major mindset shift because before I can help you do anything that you desire to do, before you can make any kind of changes in life, you have to have a major mindset shift. And that being said, we need to understand that you have to change your mind.

If you are in a place, and I'm assuming that you are because you are on this call, you are in a place that you want to see change, you want to see upward movement, you want to see some things go away in your life that have been holding you back, that have been hindering you. One of the things that I want to say to you is you need a mindset shift because if you did not need to change, if you could do this on your own, you would have done it by now.

That is something major because oftentimes, people do not get the help that they need because they think they already know. People do not reach out for the help that they need because they think they already know. And a lot of times, we are of the mindset that I can do this on my own, I can do this by myself. All I need is just some books to read and some things set in place. And most often, you probably can but it will take you longer to do it by yourself.

Let me see. If you have help, it won't take you as long. That's what I want to say. If you get the help that you need, it will not take you as long as it will take you as you trying to do this on your own. So I'm going to deal again heavily with major mindset shift. Now often, we try to change the fruit that's already on the tree but you cannot change the fruit that is already on a tree. You have to plant different seed to change the root system, then the tree will produce a different fruit. Directly or indirectly, you were affected, your thought patterns, your reasoning patterns, by what you saw.

We're going to do some digging and deal with what is ingrained in your thinking. Statistics say your genetics go back five generations. So whatever your age is, whatever you have learned has been with you that long. So you will need to listen and listen and listen at least three, four, five times to get to the starting line of change in your thinking. If your life looks like it did last year and you have not had change, you have to change what you are doing. You need a system change.

Now what is a system? A system is a coordinated body of methods or schemes or plan or procedure. It is a group or combination of interrelated, interdependent, and interacting elements forming a collective entity, a methodical or coordinated assemblage of parts, facts, or concepts. Now you see why I said to you previously, you're going to have to listen several times to this over and over again so that you can really get this in your system, that it can become a part of your being. Now the word origin, the word origin for system is Latin and it comes from the Greek systema. It means from that perspective a whole compounded of several parts, to cause to stand, and it also means a result of action.

So when you look at all of that and put it all together, you need something in place that's going to coordinate methods for you or that's going to put a schematic together for you, a plan, a procedure. You're going to need something that is methodical, that will assemble every aspect or part of what you're trying to accomplish, part of what you're trying to do. You're going to need this because at the end of the day, the systems is what will cause you to stand and what will give you the results of action that you are looking for.

Now sometimes, the reason something did not work, I want you to really listen to this, the reason that something did not work for you is that you tried previously or something that you tried previously, something that you could not get off the ground, that you could not get started is because of a missing system. I'm going to say that

again. Sometimes, what you try to do in your past whether it was business, whether it was a movement, whether it was starting something up fresh, whether it was ministry, no matter what it was, oftentimes it did not work because of a missing system.

So what do you have to do? You have to redevelop, you have to reinvent and now that brings me to why you're on the call with me. In my business, which is Awakening Initiatives, my title that I utilize is redevelopment catalyst because it's what I help you do. I help you to start over, to redevelop, to look at a system, a plan, or something that you did before in the past that didn't work. Let's dig it up again. Let's look at it because it wasn't necessarily that something was wrong with it, it was just perhaps missing something. Scripture tells us that as a man thinketh in his heart, so is he. So you have to change your thinking when you want to change your life. That's where it begins. It begins in your thought patterns, it begins in your thought processes.

I want to say thank you. I want to congratulate you because you chose to be a part of this program. You chose to join this teleconference, because you chose to join this teleseminar. That means something in you is pushing you towards something bigger, something greater in your life. You realize that you are not owning your purpose. You realize you are not as impactful as you want to be. You realize that you do not have the influence in life that you desire to have so that you can shift some things, so that you can become self-dependent, so that you can do and affect the people that you desire to affect in this life and do the things that you desire to do.

I want to encourage you right here and let you know that affirmations, how you affirm yourself or some people call it your confirmations, affirmations are the most powerful form of self-talk. The Bible says to encourage yourself. Now you're not going to hear me do a lot of scripture and a lot of Bible talk because this is business. This really is business. But because my business is built on Biblical principles, I'm not afraid to use them. I don't use them too often, but I do use them. So affirmations are manifestations of your will, which is the key to igniting your imagination which is ultimately visualization. If you can see it, then you can become it. Imaginations are dealt with all throughout scripture when it deals with how you imagine yourself, how you think, how you look at the situations and circumstances of your life. What are your dreams? What are your goals? What are the things that you desire to accomplish in this life?

Now there are two key elements of an affirmation. And the two key elements of an affirmation are the way you formulate the suggestion you wish to program into your brain and the number of times you repeat the affirmation. Again, the two elements of an affirmation or confirmation is the way you formulate the suggestion you wish to program into your brain and second, the number of times you repeat the affirmation. We learn by repetition. You learned that in grade school. You learn by repeating stuff over and over again, memorizing it, saying it to yourself over and over again.

Now my suggestion is to keep affirmation short and simple so that even a six-year-old could understand it. Always state it in the positive. Again, we are dealing with and I'm dealing with right now mindset shift and how your mind has to shift so that you can really absorb how you go about being impactful and how you go about being influential in this life. And then we will end up with how do I own my purpose. So let me give you some examples of affirmations. I am influenced only by positive thoughts. I am influenced only by positive thoughts. I am loved and I deserve love. New opportunities stimulate my strengths and confidence. I am continually discovering new strengths inside of myself. I am wealthy. I allow greater financial success into my life. I give myself permission to be successful. I am calm, confident, and relaxed.

Those are just some examples of affirmations that you can repeat to yourself over and over again. Now take the time after this call, over the next few days, take the time to write down at least five to six affirmations that you will speak to yourself everyday throughout the day. Write them on an index card. Put them in your phone. Do whatever you have to do so that you can put your hand on them quickly and repeat them to yourself because after a couple of days, maybe even a week or two, they will be a part of your thinking. So as you repeat them, they'll just be something that you're able to say without even looking at the index card.

Now, belief always precedes reality. A belief is a framework or mental skeleton on which we keep adding. A belief is a framework or mental skeleton on which daily, weekly, monthly, we keep adding. Perceptions is the act or faculty of becoming aware of something. Recognize, discern, to perceive by sight or some other sense or by intellect, to see, recognize or apprehend, to envision which means to have a picture mentally or understand.

When you believe, or I should say this. Let me say this another way. You have to come to belief before you will see what you are believing for. You have to come to believe before you will see what

you are believing for. You have to perceive it and again, perception is the act or faculty of becoming aware of something. It means to recognize or to discern, to perceive, and discernment means to perceive by sight or some other sense or by intellect. It means to see or to recognize or to apprehend. Those are some words that describe discernment. It means to envision or to have a mental picture of something or to get an understanding.

Now note this, if I say car, you get a mental picture of that. If I say wheel, mentally, you shift from the full car to one of the wheels. If I say motorcycle, you make a mental picture in your mind of a motorcycle. If I say apple, you shift from a motorcycle and you begin to see an apple. So now, you see what I'm saying. You understand what I'm saying about affirmations, about belief, about perceptions, and the things that have to shift in your mind and that you have to develop so that you can get to the place that you actually want to be in life. Experiences are something you personally encounter or undergo on which stores data to support what you are believing. So when you experience things, when you experience small change, you're giving yourself a mental support system so that you can believe for larger, greater change.

Now let me say this to you, beliefs can oftentimes be obstacles. You can fall prey to limited beliefs. You can fall prey. Sometimes, what you believe about a situation, a circumstance, something that you're going through, something that has happened to you in your past, something that you have been anxious over. What you believe can become an obstacle and can limit you so that you will not be able to see yourself accomplishing what you are absolutely wishing for, what you are preparing for, what you are dreaming for in your life.

Now, we're talking tonight about mindset shifts, about major mindset shifts that have to take place before you can become impactful, before you can become influential in your areas of business, in your areas of ministry, in your areas of the movement that you're creating, in the areas of your life. Now, I want to deal with brain versus mind, brain versus mind. Your brain is a physical organ. It is the conductor of energy and hardware. Your mind is the non-physical you. It is the part that holds your dreams, your hopes, your aspirations, your self-esteem, your will, your emotions, your reasonings, your ideas. It's your mental software.

Scripture tells us that we must, we have to be renewed in our minds. If there's going to be a change, if you're going to come to a point of belief biblically, there has to be a renewing of your mind. So

again, your mind is your mental software. These are the things that create your reality. These are the things that create your beliefs, your attitudes, your thoughts, your feelings, your decisions, your choices. These are the tools used to carve a reality. These are the tools used to carve desire. These are the tools used to carve expectation and imagination.

Successful and wealthy people have one basic thread in common. They do not let anything, and I mean nothing, stand in their way of getting the skills and knowledge needed for success. They do not let anything get in their way. They encourage themselves. They build themselves up. They have a strong belief system about what they are able to accomplish. They can perceive in an elevated way. That's really the fundamental difference between being successful and wealthy and being broke and wishing. People with a poor mindset will let anything insignificant and I mean anything in the stream of life stop them from getting what is necessary to move them to an entirely different tax bracket.

Now, let me give you a tip right here. Since we're talking, let me give you a tip right here. Read the life story of some of the most wealthy and successful people in the earth and you will see most don't even have a college degree and started in conditions worse than what many are in right now. So imagine you being wealthy. Imagine yourself being successful. Imagine right now every dream that you have coming to pass. Imagine all that you are able to accomplish in this life because people are not building a raft to go to Cuba. People are not breaking through the fence to get into Mexico.

People are trying to come to the United States because this is the place of unlimited opportunities. If this is your home, you have unlimited opportunities before you, available to you. If you live anywhere in the world because of the ability that you have inside of you to desire to even be on a call like this, that means you are meant to excel and to exceed even your own expectations. All you have to do is pursue. Now repeat that after me right here. I will pursue everything that belongs to me in this life. I will pursue every opportunity that belongs to me. I will pursue everything that is mine and I will obtain it.

I'm going to give you an exercise right here that I want you to do. Write out your dream or a goal as simply as possible. This is the first exercise. This is one of the exercises that I'm giving you right here tonight to do. Write out your dream or goal as simply as possible. Write why do you want to achieve this dream or this goal,

and be clear about your motivation. Write out two affirmations that will support the attainment of your dream or your goal. Determine what feelings you will experience when you attain the dream with a goal. Write what maybe hurdles or roadblocks to you attaining your dream or your goal. Decide what qualities or skills you may need to acquire, develop, to attain your dream or goal and what's an action you will need to take tonight, tomorrow that will start your journey.

Think about the obstacles, and the most common obstacles to you attaining your dream is fear, doubt, anger, or shame. Those are the things that keep you from really going after what you know you can do. Another thing that stops you is the opinions of others. You must allow yourself to come away from being more concerned about what other people think of who you are, what you do, what you can accomplish. I call it in many arenas, you have to get delivered from public opinion. You have to stop letting people hold you back from your accomplishments and the things that you desire to do in this life.

Now when you want to make major changes in your life, everything starts with a decision. There are some things you need to shift, we've said that before, your mind, your religious mindset, your self-image mindset. How do I look? I'm not smart. I can't do it. I don't understand. All of that has to shift and has to change. Your self control, your emotional mindset, your money mindset, your business mindset. Now if you were to give yourself full permission, I want to pause there for just one minute. And if I were to give myself full permission, what would I do? And make it the first person. Take a few minutes right here. Make this in the first person.

If I were to give myself full permission, what would I do with my life? What would my vision be? What would I stop doing? What would I stop spending money on? What would I start investing in? What kind of support would I seek out? Because you can exhaust yourself trying to please people. You can exhaust yourself trying to get approval from people who will never approve of you. You can exhaust yourself trying to get support from people who will never support you. So you have to make it up in your mind that you are doing this, you're going to do this for you. This is not about someone else. This is about you. This is my life, this is the way that I choose to live my life, this is the way that I choose to develop, to reinvent myself, to redevelop myself. I'm going to invest in me, and I don't need approval. I approve. That's good enough.

People will sometimes want you to give value to their excuses and to their lack. People will sometimes, by putting you down, telling

you what you can't do, not supporting you, not approving of you, they're literally trying to get you and using you to give value to their excuses for why they won't. They want you to give value to their human mismanagement. Sometimes, we mindlessly quote scriptures, mindlessly. We just quote them. We think it's a magic trick that's going to happen for us. That's not the case. We dance and we shout, but we never connect the dots that has to change me.

If you're going to be strong and a strong leader and you're going to do what you need to do so that you can accomplish everything that's on your agenda, you cannot retreat to your comfort zones. You cannot retreat to what is familiar to you. You have to forward press. You have to move forward. You have to get the help that you need. You have to surrender yourself to the people who will help you accomplish what you are looking to accomplish in this life.

You have to be seen and I want to talk to some of you on the call right now who are church leaders, who are in ministry, in Christian ministry. And I want to even welcome those who are on the call from Australia and also from Indonesia and from the UK, welcome to you. Your culture is a little different from the culture in the US which is where I am, which is what I am most familiar with. But as a religious, as in your religious community, you have to be seen outside of that networking at other people's functions, outside of your organization, outside of your religious affiliation, outside of your church. Even across cultural lines, you have to be seen when you are building and when you want to shift doing those kinds of things.

I have a question for you right here. Are you a looker or a leaper? Do you mind just looking at the things that are possible for you to do? Do you like just looking at some of the things that you can accomplish or do you actually leap towards them? Do you move towards them? Going where you've never gone before because you have to be a leaper if that's what you're going to do, going where you've never gone before so that you can hear what you've never heard before, so that you can see what you've never seen before, so that you can do what you've never done before, so that you can be what you've never been before.

So you have to look at how you perceive yourself today and you have to realize that where you are is not your end result if you really want change. Where you are is not where you are ended up in life. It's your starting point, and you simply need to get from here where you are to there where you desire to be. And that takes mind shift.

That takes major changes in how you think, how you make decisions, how you make choices, and the things that you do. I said this several times in several different venues. The top billionaire today, the top ... Because in today's society, the top 1 to 5% of people are billionaires. The top 1 to 5%. Those billionaires today are not people who have inherited money. Many of the billionaires today are first generation, which means they simply started with a decision.

At each stage of life, you must grow and enlarge your capacity for change. You have to expose yourself to opportunities and you have to make sure that you are visible to those that are most important to you being successful, especially in your business, in your niche, in your market. You are on this call because you are an entrepreneur. You're on this call because you want shift, you want change. You are on this call because you're called to greater than where you are right now. You have a voice, you have a name, you have a ministry, you own a business. But then, opportunities come and you miss them because you have to shift your mind.

You're in a place right now, today, of decision. You have to decide am I going further or am I going to stay where I am right here, right now. And should you decide to go further, you must make the determination that you need help. You absolutely need help to get to your next level. You need help. You have to find someone and that someone is me. You are on this call. You have to decide I need coaching, I need mentoring, I need help to get me where I desire to be in this life. I need help. I can't stay here any longer. I can't do this by myself. I need someone to teach me, to train me, to help me, and you need to find out what is your big why. What is your reason? What is your why? What is your who, I should say. And be honest with yourself. I want to change.

What's your why? Think about your why. I want to leave a legacy for my children. I want to leave legacy. I don't want my children to live and end up with the life that I have right now. I want legacy. I want to change. I want to change my income level. I want to change my net worth. I want to change what is attracted to me. I want to change my attraction. I need to change my mind. I want to change my life. What is your big why? I want change.

Listen, right here, do your best to not mention God. Let this be about you personally. What do you want? What are you after? What are you looking for in this life? What will it take for you to state this course of change. These are hard questions especially for women. We have so many other people in front of us. We're always

cares for other people, taking care of other people, doing what we want, what we feel we need to do for someone else. But this is about you. I want to help you. I want to help you develop your worth in life. I want to help you develop your wealth. I want to help you develop your voice.

That's one of the reasons why I put together something like this teleseminar. It's why I'm in business. It's why my business, Awakening Initiatives, exists. It's why I am a redevelopment catalyst. It's why I'm known as the queen of making things easy to understand because I want to make it easy for you to get from your here to there. And your circle, your life circle has to change. You will never change your worth in life if your life circle doesn't change.

Where God wants to take you is to other circles where you are not the biggest fish in the pond or the biggest boss on the lot. You must find your equals or people who are greater and they applaud you. You must get to the place where your circle changes and you have to change your circle in order to change you. When you are the biggest fish in the pond, guess what? Your pond has to change because that means there's no one there who can elevate you, who can help you think larger, who can help you think on a grander scale. There's more in you than where you are right now. There's more in you than this. Repeat that. Say that to yourself. There's more in me than where I am right now.

When people come to me and people say that they're broken, I know that they are surrounded by broken people because when you get around people who are not broken, you'll stop being broken. Your pond is broken if that's all you have in your pond. Let's bring it to another level. When you are broke, that lets me know you have surrounded yourself with broke people and that there's no one around you who can elevate your mind so that your wealth can be elevated. That's what that's saying to me, that you are in a position where you are surrounded by people who don't have money. When you are around movers and shakers, your self expectation will change and you have to be okay with your pond changing.

Paul said when I was a child, I thought as a child. But at some point, something changed for him. You can want change but without changing your mind, you won't get it. You can want change, I'm going to say that one more time, but if you don't change your mind, you will not have change. You need a major mindset shift. You have to have it. You have to have it. And where, when? Let me say it like this, the way that I was taught it. I have coaches, I have

people that have trained me. I'm going to share with you before we end our call tonight major money mindset change.

But the question was asked of me of one of my coaches. When should you mind shift? When should you shift your mind? It's when you are making decisions, it's in certain situations, it's when you are experiencing something negative, when you need to go forward, when things are stagnant in areas of your life, when your money isn't growing, isn't changing, when you need self-development, when you have relationship problems. Those are all clues that you need a major mind shift, and you have to be willing to do whatever it takes. You have to be willing to invest in yourself. You have to be willing to do that or guess what? You will not shift.

I'm talking about awakening. I'm talking about waking some things up in you. You have to deal with lie-based thinking. You have to deal with what does not promote the truth of who you are. You have to deal with those things. You have to make time to invest in yourself. You have to make time to develop yourself. You have to do whatever it takes. You have to value who you are. You have to value time and you have to set the course for your day, set the course for what you're going to do in each day. I have so many notes in front of me. There's so much that I want to share that I cannot do it all in one setting. But I do want to deal with that for a little bit because we are talking about shifting your mind, we're talking about major mindset shifts. So I do want to deal with how you spend your day and productivity in your day. I want to deal with that right now.

When you want to shift your life, when you want to change, one of the other major mindset shifts that you have to have in life is in the area of productivity and how productive you are in a day. If you're going to be successful as a business owner in whatever you do, you have to be productive. So you have to learn how to own your day in productivity. Productivity has to do with producing, getting things done that are relevant to what you have to accomplish in life. I'm going to say that again. Productivity has to do with producing. It's getting things done that are relevant to you or relevant to what you have to accomplish in life.

So what's your level of productivity? You have to focus on the areas that are lacking that you need to shift and that you need to change because productivity is key. And one of the things that you can do to be more productive in a day is you can decide every morning what is my mission for today, what must I accomplish today? Nothing interferes with the mission. Everything revolves around the

mission. You have to determine what is it in the day that I need to accomplish and you learn to make sure that nothing interferes with that. That's very key to being productive. Actually, that is critical to being productive because you can get bogged down in doing a whole lot of stuff that at the end of the day not be accomplishing anything at all. So you have to ... What's the word that I'm looking for? You have to determine the direction that you will focus your day on.

I start my days, I start each of my mornings, I start with good morning Holy Spirit is the first thing that comes to my mind and out of my mouth in the morning before my feet even hit the floor. I say good morning Holy Spirit because I am giving my day to the God that I serve and I'm allowing him access, to take charge, and to be in control of my day. I'm giving him authority over my day. And then I make my affirmations and I make my confirmations for the day because I also want to affirm myself, speak into myself, and make sure that I am encouraging me because if I don't encourage me, no one else will. I have to be the first encourager in my life. I do have others around me that encourage me and I would hope that you have as well. But I encourage myself above anything and anyone else. I have things that I talk to me about that I don't talk to anyone else about.

How do you start your day? You must start your day with exercise. You must start your day with affirmation. You must start your day with a mission and agenda for your day. This is how you become more productive. Now for many of you, becoming productive in your day is a huge shift for you. It's large. You have to learn to think of your day as you are a boss. That's how you have to think of it, especially as an entrepreneur, when you are a business owner. You're the boss and now as a boss, you don't let you get away with stuff. Showing up late or any time you decide to in a moment of your day, take undetermined amounts of breaks or lunch, skip out in the middle of the day to go pick up laundry or to go have some lunch at a restaurant when you can make yourselves something real quick at home.

You don't let yourself do the things that a boss would not allow you to do working as an employee. You have to shift. It's huge shift. It's huge change for you. For most of us, we have never been trained for independence, to be accountable to ourselves as far as on our dreams and on our goals. Every day cannot be casual Friday. If you have been in corporate America, you know what I'm talking about. To understand how you should set up your day for productivity, that has to be the end result of what you're looking for. You have to

determine your value. You have to determine your worth and how much an hour of your time is worth in a day.

If you want to accomplish your agenda, your mission for your day, you have to determine what's important. So you know what, let's put some math to it. If you take your income goals and divide it up over 2,000 hours which is the expected number of hours you will work in a year, you will end up with your hourly rate. So if you want to make a hundred thousand dollars a year, your hourly rate is \$50 an hour. If you want to make \$250,000 in a year, your hourly rate is \$125 an hour. If you want to make 500,000, half a million, your hourly rate is \$250 an hour.

So if you get an email from somebody or a phone call and you sit and watch and listen and talk and you're on Facebook for hours and you're watching videos and you're binge-watching Greenleaf and Scandal and Reign and Queen and all those things that we do in an hour. Let's say your income goal is \$250,000 and you spent hours doing that, you might as well take two \$20 bills out of your wallet and just set it on fire because that's literally what you have done in value. You have to determine what is my time worth and then you have to live and do in a day what is accountable for you to do in a day.

What is your time worth? What is it valued at? How much is your time worth? What is your investment in yourself to get you to your income goals? Because you know what, honestly, you have to just be tired of where you are. You have to get to the point where you've had enough, you're tired and you've had enough of where you are and then you purpose, I'm shifting this, I'm changing this. We're living in an age of epic distraction. Everything is competing for your attention, your focus, your time. You must learn to set the agenda for your day, the mission for your day, and let nothing and no one distract you from the course of where you expect to end your day. You need to be militant about your focus.

Now, here is what you need to focus on as your vital signs for focus. Number one, your goals that you have written down and have a plan to achieve them. You need at least three long-term goals that every day you are focused on achieving that at year end, you have accomplished them. And then number three, your functions, the things that you do, the things that you do for your personal success. And number four, focus on the things that only you can do for your success. Set alarms so that you accomplish those things. No more than three that you and only you can do for yourself for your productivity, for your success in a day. You can

spend eight hours doing a whole lot of stuff, a whole lot, and only have 30 minutes that actually matter in the productivity of your day. What is vital for you to do each day for success?

Now here is where a strategy session with me can prove to be extremely valuable to you, especially as you plan the success of your 2018. So consider booking a strategy session and I will tell you how once we get to the end of these three days that we will spend together. You need to be clear about your three vital functions. You have to be clear about what your goals are. And when we get to the end of these three days, I'm going to give you a sheet that's going to help you outline your goals and what you want to accomplish in this life.

Now as an entrepreneur, as a business owner because that's really where I want to get you, and I want to shift your mind so that you stop thinking when I say business owner of brick and mortar and a building that you have to be in because advice is a billion-dollar industry. Just giving advice, just talking about what you know and helping somebody with the wisdom that you already have, you can do that from your living room, from your dining room, from your porch. You can start your business by being someone that is a source, a resource for people to answer some things. When you have been through some things in life, you are a source, you are a resource for people. You are people's answers and you just need, again, systems. You need strategy on how to kick off what it is that you can do that you can monetize in this life.

What makes you stop listening when business owner is mentioned? You must ask yourself that. Why do I stop listening? Why do I think they're not talking to me when they talk about those kinds of things? Picture this. Picture taking your children to Disneyland in Florida. Picture that. Many of us have done it. Picture the long lines, the heat, and that they prefer to stay in the hotel room and that they ... You have to literally force them to go back the next day to Disney because they don't like the lines. They don't want to be in those lines.

I remember taking my children when they were young. We were so excited, we got on our way. We finally got there with this beautiful hotel, beautiful pool. We're excited to go to Disney and go on the rides and all those things. The very first day when we got in those lines, by the time we left at the end of the day, my children wanted to go to the pool at the hotel that we were in and that's where they wanted to stay for the whole week because of the lines. We were so discouraged. That's where they wanted to stay.

Every day, entrepreneurs enter the market and the lines are long and they get stopped right in their tracks. Stopped by doubt, stopped by naysayers, stopped by tough decisions, stopped by a hard, grinding day. And if you don't have a proper perspective of what it takes to build and how long it takes, you can become frustrated and quit. I want to give you some insight there. This also is a mind-shifting moment. But I really want you to understand that if you stick with me and I can show you what to expect in starting your business and what it's going to take, if you get to the point where what you've already been told is going to happen, it won't stop you. You won't stop.

Ninety percent of working adults today are employees. Those who find the courage to step out of the 90% and start their own businesses, 66% of them fail. Over the next several years, millions of people will become entrepreneurs by desperation because of layoffs or by inspiration because now, an entrepreneur is okay. It's okay to be an entrepreneur today. People will say their business has failed for a number of reasons, for lack of capital, for pressure from competition, because I was in a bad location, because of a lack of credit, because so many other things, but none of it is actually true.

Most businesses are not successful simply because people were not equipped and were not ready and did not get the skills and the help needed to have a proper perspective of what it means to build and own your business. Perspective is everything. I don't know where I was. I was somewhere and I remember the story. I'm going to tell it to you briefly. I remember the story of being told of two brothers who grew up with an alcoholic father, and this is a true story. Two brothers grew up with an alcoholic, abusive father. The mother died and the father raised the boys. They were both raised under the same roof with the same challenges, with the same issues.

One brother ended up becoming a millionaire. The other brother ended up in a troubled life. He struggled through everything, in and out of jail, never accomplished anything. The other brother did nothing but read books, studied, put his self in networking places and in places where he could learn and grow and change. And they both were interviewed and each one of them had this to say, both of them, "I am this way because of my father." One was determined not to end up like his father and one let the circumstances and situations of his life stop him from shifting, changing, and building. Same father, two different outcomes. It's up to you.

My mission is to empower you for success, and there are some things that you need in order to be successful. You need emotional strength and fortitude and you need skills. Many, again, of the millionaires and billionaires today, some of them, no college degree. You have to refuse to allow yourself to be stopped by the things that other people label you with and because you don't feel like you have the education or you don't feel like you have the ability in order to accomplish what you want to accomplish in this life. This is your journey. These are your decisions that have to be made for changing your life.

Okay, now I'm going to spend this last 20 minutes or so talking with you tonight about shifting your money mindset. I'm teaching you and going to talk to you out of what I learned from my financial coach, LaShawne Holland, who is known as the Queen of Green, the Global Wealth Activator. It is possible for you to be the creator of your own personal wealth economy. So in essence, I teach leaders how to build a freedom-based lifestyle. Now time out for your boss dictating to you what you do with your family, how much money you make, when you can go on vacation, and restricting how long you can even take vacation.

Robert Kiyosaki who is the author of Rich Dad, Poor Dad said, "You may still work your job right now but you work your job during the day and at night is when you get wealthy." That's how she learned to build wealth by doing it in spite of working for someone else, and you can do the same thing as well. I want to talk to you for these last few minutes about shifting your money from poorly positioned in the marketplace and in your life to a winning position. You cannot win the game of money if you don't know the score or how to even read the scoreboard. So you can use the right strategies and the right insight to build your wealth.

Now here's some basic insight in your mind shift. There are five stages to your financial journey, five stages. Stage one is you have to want it. You cannot continue to make bad money decisions. You cannot spend money just because you have it at that moment. You cannot spend money that you don't have. If you're broke every day or most days, you don't have the money to spend on a new venture, you don't have the money to even eat out every day, you don't have the money to go on vacation. This mindset moves you further and further away from financial freedom and financial independence and financial security. You have to start shifting your mind. You have to start thinking, if I make this decision to do this, does it bring me closer or further from my financial goal?

You don't have a bank account with money in it, but you're going to take this money that you don't have yet and do XYZ with it. That's a poverty mindset. Your wishing something that sounds good in your mind will work is not a plan. What sounds good in your mind right now broke obviously is not good because you're broke. So stage two is the make it stage. Stage three is where you learn how to multiply your money. Stage four is where you learn to really protect your money. Stage five is where you are positioned in a place of significance and get to share the wealth you have built.

The name is the money game and the rules are maximization, multiplication, creation, impartation, and protection. The voice of poverty keeps most people in the want it stage, not even on the financial journey at all. They think they are but are not. Being in the game means you have a ticket, you walk through the gate, you're in the bleachers, you see the players and the scoreboard. You learn the strategies for how to read the scoreboard to see who's winning. You see the defense. You see the offense versus outside the gate looking in and you can't even see the scoreboard or clear view of the place.

Eighty percent of success in anything is just showing up. So that you are here, you are already at 80% success. You decided to take your head out of the sand. You decided, you know what, I'm going to participate in this teleseminar because there's something about it that I feel is going to shift or change something in my life. That, my friend, is already major mindset shift. You have invested in yourself. You did a good thing because this is going to shift you. This is the first night, and I know already there have been so many things said that have been overwhelming. I know what is going on inside of your mind right now. I know how far it seems from where you can even comprehend.

That's why I said you're going to have to listen four to even five times to this very recording and even the other two that you will get because it's going to take listening over and over and over again to get to the point where you have it a part of who you are. You have to decide, I'm no longer willing to be where I've been all of my life comfortable there. I'm shifting some things. I'm getting rid of some people. I'm getting rid of some mindsets. I'm no longer going to stay in this condition of lack. I will not be satisfied with this poverty mindset ever again. I'm going to change this.

In the industrial age, let me share this with you. Let me share this with you. My paternal grandfather worked for a company in New Jersey that made the poles that the traffic lights were on for 40

years. I remember him getting up at 4 AM putting on that uniform that was blue and off to work he would go. He got home tired and hungry. My father wouldn't really work in his prime. I guess you could say papa was a rolling stone. I have nine brothers and sisters, different mamas, baby mama drama. It's not new y'all, it's old. My dad, because of his poor work history, ended up just retiring last year when his second wife became ill and he needed to care for her at 81 years old as a truck driver, and guess what? He could not even enjoy retirement with her because sadly, my stepmom passed away within a year after my father's retirement. My stepmom was his life. They were married for 45 years. He did not get to enjoy retirement with her.

My maternal grandfather was a farmer. He owned about a hundred acres of land. He raised cow and pigs and chicken, and he also planted string beans and lima beans and cotton. He and his brother owned a night club, a juke joint called Mill Creek, and they brought the carnivals to town twice a year. My grandfather passed away almost 40 years ago and his children that he left his wealth to are passed away except two, my mom and one of her sisters. Their children were left the land and has lost most of it because of not paying taxes. Some were money hungry and sold land that had trees that each year could be cut down and the lumber sold for upwards to 20 to \$30,000 a season.

My mom worked as a factory worker until forced to retire due to chronic rheumatoid arthritis. Her retirement and social security barely take care of her household expenses. She cannot get assistance because my grandfather left her land, and she owns a tiny little home. So I am her plan B. I have to pay out of pocket for her home care and help where she needs help with her expenses and even some of her medications. Paternally, I am a first generation business owner. Maternally, I have followed in my grandfather's footsteps but I am training my children the principles needed to shift this poverty mindset. What you will not change, your children will do in excess.

The key to transformation is participation. The key to transformation is major mindset shift. I have to participate in my own rescue. You have to participate in your rescue. Don't allow this program, don't allow this teleseminar that we're on right now to just be another program that you are in. Be fully here, be fully in the room. Take notes. Write down your questions. Pay attention. Be present. What you don't get the first time, keep listening. Don't despise repetitive teaching. No thought lives in your head rent free. It's either an investment or it's a cost.

Knowing what's on your money tree is paramount to you being able to get results you want to change. There are two things that determine successful results, seeds and roots. We have been thought that you sow your seed and you can have it multiply. Well guess what, seed reproduces after its own kind. And if your seed grows with a bad root system, then you will only multiply more of the same bad financial habits, financial beliefs, financial result. It takes both seed and good roots to create great good fruit.

Seed alone is not enough. Sowing alone is not enough. You have to have the right, healthy, vibrant root system. You reap what you sow. It's more so speaking about heart condition as in what the condition of your heart is as you do what you do because that's what and where you will reap. It's not just sow money and reap money. Eighty percent of individuals will never become financial free because most people are unconscious at the wheel of their finances. They work on a very superficial level in life. They work only on what they can see and only on what is the visible part of this. That's why budgets don't work. Budgets simply don't work because it never deals with the unconscious things that money shapes and forms you.

We don't live in one zone where money is concern. We live in four money zones, the mental money zone, the emotional money zone, the spiritual money zone, and the physical money zone. What you see, the physical is made up of the other three. Your physical is a printout of mental, emotional, and spiritual money zones. This is why you need major mindset shift. This is why you registered and attended, attending right now this session that we're in right now. This is why.

When we talk about money, how many money experts only deal with the printout or results? Very few ever deal with roots. We've got to deal with roots of what's causing people to have issues with their money. The roots create the fruit. Under the ground is your mental and emotional blueprint, spiritual ground. These are all zones that affect you. They help you create your wealth when you're able to strengthen them. Money is a result. Money is absolutely never ever, ever the problem.

Many people think that a lack of money is the problem. That's not true. There are people who make lots of money. The more money they make, the more expenses they create or the more debt or the more bills they have. The reason this happens is because their roots are bad. Just because you make more money doesn't mean that you get rid of the same bad financial habits that you had. Just

because you may be born again doesn't mean that your money is born again.

If you had habits before you were born again, you still have bad habits if you are not dealing with it in your mind. Money is a result, it's never the problem. Most people think all I need is more money. That is not true. Honey, that's not true. That's not all you need because if you throw money on poverty, you just create more poor people. Money is never the problem. The lack of money is only a symptom of what's going on underneath and that's what we are dealing with tonight, mindset.

You have to discover what the cause is. I can't do that for you. You can walk through the process, but you must do the work. You have to do the work of getting yourself shifted. You have to do the work. There's a formula to how you do everything that you do in life. You have to get the formulas. Listen, you have to read books. You have to get magazines and things that will help you, that will increase your mental capacity, your mental knowledge. Get rid of Jet and Ebony and all those magazines in your house and get money magazine and get success magazine and get Oprah, the O. She has a lot of good stuff in her magazine. Get help with the areas of your life that you need help in to shift your mind. That's number one.

If you want to be impactful, if you want to be influential, if you want to own your purpose, you must, you have to shift your mind. It is not enough to just want it and then do a whole lot of things. There has to be major mind shift. And I am going to close us out right there because I feel overload. I feel overload. So I trust you have taken notes. I trust you will send me questions and I will hold on to them. And again, I will answer the questions after our third night. So we are tonight, tomorrow night, Thursday night, and I will look at the questions, answer them, and then I will put together a Q and A call that I will also record. And that will also become a part of the package of what you will receive when we get to the end of our three sessions together in this Impact Influence Purpose Teleseminar conference.

So I'm excited. Again, I'm absolutely excited about what is going on inside of you right now. I know I have shared a lot. It's been a lot. So you are going to have to review your notes. You're going to win. You're able to download this. You're going to have to download it, listen again. But I am excited about tomorrow night. Tomorrow, we are going to go into what is impact, what is influence. We're going to deal with impact and influence tomorrow night, and then we're

going to end on Thursday. We're going to spend our time dealing with purpose and how to define and discover purpose, what does that even mean. We're going to deal with that. But tomorrow, I look forward to talking with you and I'm excited again. So take care, and I will talk with you again tomorrow at 8 PM.