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# **THE MOJO AMPLIFIER**

**a quick guide to get back in flow, and  
start loving your business again**

I hope this message finds you well.

This booklet is a summary of insights and tips to help you make a start to reset your perspective on business, life and yourself, and get back into powerful action.

This Covid-environment has really affected a lot of small business owners. Uncertainty. Fluctuating incomes and profit. Staff issues. Government politics and just general stress.

It's only normal that this affects you. It may have rocked your confidence and have you thinking about your priorities. Most likely you don't feel quite yourself, you get triggered more easily, feel less balanced and more emotional. You probably feel like you're just not as 'in-love' with your business as you once were.

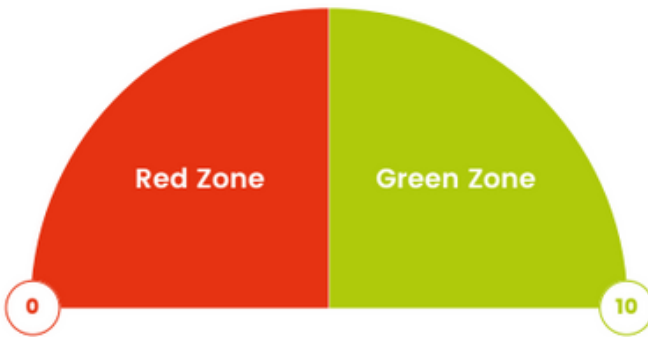
If this sounds like you then it's time to **AMPLIFY YOUR MOJO!**

- Get your mind back in the game
- Get clear on what's important for you
- Get committed to do whatever it takes
- Make plans to pivot / adjust your business to make it more resilient in the long-term, and create the profits you want
- Get back into action. Purposeful action
- Get back in the flow

Please enjoy the read, and if you like some support and motivation feel free to be in touch!

# It starts with the mindset

At Love Your Business we aim to make mindset work simple so that it's easy to understand and apply. Often people over complicate mindset (and business!) and this means the tools may often need 3rd party support or facilitation. We aim for self-sustainable and a 'way of life'.



## Green Zone and Red Zone

In the Green Zone we're in flow, working to our passions, feeling connected, free and motivated.

In the Red Zone we feel stuck, unmotivated, stressed, and disempowered.

Working in the Red Zone sucks energy. We push and operate from fear in a reactionary state.

Working in the Green Zone gives us energy. We are in-flow and a pro-active state, feel more in control and operate to our motivators.

## **Just checking in – What's your number?**

A question we often ask our clients is 'what's your number'. This is basically an empowerment self-score in terms of how they think they are showing up. There is often a strong correlation between how they show up and how they feel.

While the higher quadrant (with scores of 8-10) is somewhere people say they would like to be, it's more common in the start that scores are in the 4-6 range (and sometimes lower).

How you are feeling and how empowered you are fluctuates during the day, and even from moment to moment. That's perfectly natural. It's not that you won't go into the Red Zone from time to time, what's important is how long you stay there. You can train yourself to notice your feelings and reset your mind, and over time achieve higher levels of empowerment.

We need to undo habits of a lifetime, and that takes conscious effort.

## **What causes our Red Zone behaviour?**

Underlying the Red Zone feelings, thoughts and behaviours are what we call Red Zone Drivers. They are basically our negative core beliefs.

Core beliefs are established when we are younger, usually somewhere between the ages of 3 and 18. These get reinforced over time and become the basis of our default modus operandi.

When we get pushed or stressed these beliefs get triggered, which in turn drives our go-to automatic behaviour - and now we're operating from the Red Zone!

## **Why emotions are a good thing**

If we can see Red Zone emotions just as indicator beacons showing us where we are at, we can start using them to our advantage. Rather than pushing them away, being aware of them will provide opportunities to reflect and reset, and in turn follow through with taking empowered action.

Emotions often come about because we make certain situations mean something about the situation, about life, or about ourselves. It's a matter of interpretation, of perspective/ projection.

Rather than reacting unconsciously we can raise our awareness and recognise specific emotions, intertwined behaviours and thoughts, then proactively start choosing our response to any given situation.

### **MOJO Tip:**

Common core beliefs are; Alone, Abandoned, Not Good Enough, Confused.

If that's what we're believing about ourselves at our core then it's not hard to imagine why the Covid-environment triggers us so much. The trick is to recognise when you're moving into, or operating from the Red. You can then decide to get back to the Green and figure out your actions from there.

# **It's Your Choice – You're in Control**

This may seem obvious, but when you're in the Red Zone it often does not feel like you've actually got a choice.

Emotions are running high and your overactive mind is thinking about all the things that could go wrong and what others may think - your inner critic is likely to be having a field day!

You actually have the power to change that. It's your choice to control your state of being, how you behave and what actions you take.

Your feelings are your access point to change. Awareness of those and what you're thinking is very important.

The next step is applying some tools and turning that awareness into conscious choice and action.

## **What are you more committed to?**

Choice is also about knowing what you are more committed to.

When you know your values and motivators and can clearly put those in front of you it is much easier to make decisions at any given point of time. It becomes a choice between hanging out in the Red or moving to the Green.

First we work out what motivates you in life and in business and where you want to go. The next step is figuring out how committed you are to achieving those goals. What we are looking for here is a 'no-matter-what' level of commitment.

## **MOJO tip:**

In the Covid-environment it is very easy to point to external factors - 'this is a shit situation and other people are making strange and unworkable rules'. If we approach life like that we're actually giving our power away, and effectively disempowering ourselves. This in turn makes us feel tired, unmotivated, depressed and confused.

My advice is; start focusing on yourself and your immediate surroundings, figure out the areas you can control and start to take action.

Your sense of empowerment will grow which will influence how you feel and have a positive spin off effect. You'll start to take more proactive action which will show in the results, and this positive cycle will just keep growing.

# Take Action!

There's no point being 'very aware and committed' if you don't take any action.

If you don't take action it will likely make you feel worse and you will go into a downward spiral - now you are back in the Red Zone.

A lot of modalities are very good in creating awareness, and to a certain degree establishing a general direction in terms of motivation. However, the actual change will be visible and felt only after you are in action.

## **You know what to do**

I often find that business owners at some level actually know what they need to do but are not truly committed. They sabotage outcomes by not allocating their own time, not planning properly or setting deadlines. They do not include others and have no accountability in completing tasks. The business just drifts along and the results reflect that.

## **Mojo Tip:**

Time management is often an issue. We use an Ideal Week model to be absolutely clear on how we want to spend the week, allocating time slots for business and personal activities. The Ideal Week should be reviewed regularly.



## What's your plan?

Purposeful action needs a plan! A plan provides visibility on the next steps and a framework for accountability.

Plans don't need to be complicated and it's important to prevent overwhelm. We suggest our clients focus on the top 3 projects that will 'shift the needle'.

Many successful businesses operate with a 6 week, or 3 month, planning routine within an overall long term plan and direction framework. Failing this, create a to-do list you can review regularly.

Make sure you spend time working on the business as well as operational tasks.

### **MOJO tip:**

Make a list of tasks - sort them in terms of priority. Get help where needed, and just get started.

Personally, I like tick lists. They provide that dopamine hit when you check off a task.

## You're not Alone

One of the most common remarks I hear from business owners is that 'they feel alone' - not just from sole operators but even from owners with large staff numbers.

You're not alone in feeling stress, being overwhelmed, anxious, sad or angry. You are human and there are many that feel just like you do.

We find that one of the most common core beliefs are 'Alone' or 'Abandoned', and this is all part of the human psyche. When people strongly realise that they are not the 'only one' it is a massive breakthrough.

This also explains why our clients get a lot both out of our direct support as well as from working in group situations - everyone is looking out for each other's success.



## **MOJO tip:**

Be selective who you spend your time with. Surround yourself with positive can-do people. Get involved with others and don't be shy to share how you feel. Try to come from the Green.

Listen and learn from others' insights, this in turn will raise your own levels of awareness and responsibility for controlling your own state of mind. Small things matter.

You'll find if you communicate from a connected state your interactions will be much more positive and productive. You'll feel more connected to others and yourself.

# Be Bold in Business

Be Bold in Business means to operate from a powerful connected place - This is how you'll get your MOJO back.

It means showing up as the best version of you. It means making conscious choices moment to moment. It means knowing what your highest values are and doing whatever it takes to get there.

It takes something to change your ways and decide what's more important. That requires self awareness and self care. It takes something to figure out what's driving your behaviour. That requires curiosity to understand what is going on and what's really running the show.

Sure, this takes business skills and know-how, but your Mindset is most important. Everything else can be learned and applied.

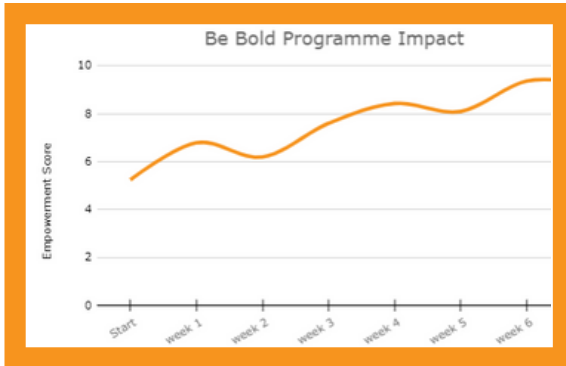


## Increased Awareness resulting in Higher Empowerment

Here at Love Your Business, as we work with people on the Be Bold Mindset, we soon see their awareness grow. They show up more and as a result start feeling a lot better. We measure this with an empowerment score.

It is common and noticeable for participants to experience a bit of a dip after the first couple of weeks. This can be for a combination of reasons; the client realises there is some effort involved, sabotage may sneak in, or they feel uncomfortable operating at higher levels of empowerment and feeling good.

However, as participants break through they get higher and higher scores. We actually guarantee that if applied, this programme will create massive results.



### What is possible?

Our experience tells us it's possible to sustain this Be Bold Mindset. We've found that participants in our Accelerator programme, one year out from completing the Be Bold in Business Kickstarter, show up regularly with scores between 8-9, and feeling good almost regardless of circumstances.

The results in their personal and business lives are totally reflective of how they are showing up for themselves.

## So, what's with the shirt?

I love this shirt! When I saw it on the rack I knew I had to have it. It was me. It's a John Lennon inspired shirt. Has lots of little intricate details. Did you know John was also a famous artist? Anyhoo... Freedom is one of my top values and this shirt speaks to me on many levels.

But it took me at least a year to wear out. What's with that? Every time there was an opportunity I'd go "ah, no, it's too much" or 'not quite right', the thought of wearing the shirt was triggering me.

It was triggering old beliefs of 'don't stand out', 'don't be noticed', 'Don't be silly. This was a strange awareness for me because I'm usually quite confident (or so I thought). But yeah, there was definitely something holding me back. It was about not showing up, literally, until one day I wore it. And it felt good. I felt vibrant. I felt alive. I felt me.

I call it my Be Bold shirt.

Peace Out.



If you've found this little booklet helpful and would like some support in getting your Mojo back, please feel free to be in touch;

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