

SUCCESS IS JUST AN ATTITUDE!

**YOUR** *M*illionaire  
**ATTITUDE**

YOU'VE ALREADY GOT IT, LEARN HOW TO

**ACTIVATE IT!**

*Pam Brassman*  
FOUNDER of SHEEXPERTS

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# Testimonials

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## People who've activated their Millionaire Attitude through Pam's belief in their ability to Think Bigger!

"Pam you are a true gift to all who you touch. No matter how successful you become, you do not forget those who may not be in your position. That counts for a great deal with me and I am sure many others. Thank you".

Roz Fruchtman

"You're such a breath of fresh air Pam!!! Magic!!"

Carren Smith Quantum Leadership Group

"Pam I especially loved your book Your Millionaire Attitude and going to SheExperts. I think having a role model like yourself that Australian women can look up to and hang out with at your events and online is a privilege we are all very lucky to have."

Melissa Groom, Toddlers To Teens

"I value your friendship and your focus is so inspirational. You are a great role model".

Suzie Cheel

"Pam! As you know, you're my mentor for 2012 and (I'm certain) well beyond! How fortunate for me that I met you when I did. Too many women leaders today are simply teaching "fluff"- your direct, to the-point, REAL, caring approach is a breath of fresh air amidst a lot of noise. Your strategies have already helped me so much, and I can't wait for what's to come. Thank you Pam!"

Pam Haack

"Thanks for everything you teach and share! You're an inspiration."

Karen Robertson Treasure Kai Books

"Pam, if it wasn't for you, I would not be on the road I am now and I would not have the opportunities that have eventuated because of the new path. Wow, how my life has changed. And I'm so grateful for all the great friends I've met because of you".

Lisa Tremolada Maddisons Real Estate

"I'll never forget that moment when you physically sat me on that stool (my pedestal) and showed me exactly how I could grow not only my business but my clients' businesses in a way that was different to others in my niche.... I know that your generosity and faith in me has increased the value in many more businesses indirectly and will continue to do so for a long time to come... watch this space...!"

Karen Thomson Visionary VA

"Pam, meeting you has quite frankly changed my world for the better... thanks"

Nikki Cooper

"Two years ago I walked into an event held by Pam Brossman not knowing that my life was about to change. The content she shared changed the direction my life was heading. Today I am not only more educated with online marketing but I have the information and confidence under my belt to implement it all. If you want results and want to stay ahead of your competitor to have the benefit of insightful knowledge of not just online marketing but also in business coaching then she is the

women for you.

Her ability to find innovative ideas aimed at improving the performance for any niche, or breaking things down till you completely understand what you are working on has allowed her to assist many entrepreneurs and small businesses boost knowledge and then in turn their profits in a very short period of time. Or more so I believe in her steering ME onto the right track. Pam Brossman has definitely changed my life."

Maryanne Karouche Hair Beauty Glamour

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National Library of Australia

Cataloguing in Publication Entry

Pamela Gail Brossman 1965

Your Millionaire Attitude: You've Already Got it, Now Let's Activate It

2nd edition

ISBN: 9780987262004 (pbk.)

Wealth--Psychological aspects

Millionaires--Psychology.

Success--Psychological aspects.

Self-actualization (Psychology)

305.5234

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# Other Books Pam Blossman is a Contributing Author:

PurseStrings  
The Power of 100  
The Relationship Age  
Ms Millionaire

## Seminars Run By Pam Blossman

SheExperts  
Video Marketing Mastery  
Your Millionaire Attitude Action Plan Program

**Meet Pam Blossman and receive free tips,  
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**<http://www.SheExperts.com>**

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# Foreword

I was first introduced to Pam Brossman through a chance Social Media Encounter in 2009. At the time, I never could have imagined where my life would take me just a few short years later, with most of my success directly associated to my relationship with her, and what she has taught me in such a short time. We have become the best of friends, Business Partners, and still today she is one of my most respected mentors.

I have had the greatest pleasure of getting to read this book prior to publication, and all I can say is WOW! This book is a must read for anyone who is looking to improve the quality of their life. If you have ever faced a hardship or stared adversity in the face, then you too can rise above all things and make your dreams a reality, by creating your own Millionaire Attitude.

In this book, Pam shares some amazing life experiences that will have an incredible impact on how you look at your own life, and what purpose you have for being on this planet. You are not here by accident!

Pam has the greatest ability to connect with Women, and help them embrace their talents in a way that I've never seen before. It's like she knows exactly what you are meant to do, and teaches you how to make it happen. She motivates and inspires you to reach higher than you ever thought was possible.

This book touched my heart immensely, and is both heartwarming and inspirational. Not only will you connect on several different levels, but Pam also shares practical advice and gives you an "Attitude Action Plan" to follow. She is brilliant when it comes to creating step by step systems and providing tools and resources to achieve your goals. She is dedicated to helping you live the Millionaire Lifestyles that you desire, and deserve. It all starts with "Your Millionaire Attitude."

Imagine for a moment what your life would look like if your dreams could actually come true, if you could accomplish the things you desire, and if you could make the kind of money you want. It all starts with your mindset and having the right attitude. So find a quiet place and soak up all this book has to offer. It illustrates that each and every one of us has the power within us to create our own dream life. Living the life you desire will bring you fulfillment like you've never known.

My final note: Attitude is everything, and you can overcome anything with the right attitude and mindset! Remember, Adversity Creates Opportunity, Embrace it!

Personal Note to Pam:

I am so proud of you. I know at times it probably wasn't comfortable sharing such a personal journey but it's through your honesty and transparency that makes you so approachable. You are making a difference in this world, and your dedication to help others is an inspiration to everyone you come in contact with. Thank you for continuing to encourage and inspire me to reach higher. You've given me wings to fly!

Dana Dunn

CEO/Founder, WomenWithPassionandPurpose.com

## Introduction

I personally believe everyone has a gift and the ability to use that gift to achieve anything they want in life. The problem I find with most people is either

- They can't see it for themselves

- They've lost their way
- ~~They've hit a hurdle and given up~~
- They've lost their self confidence
- Or for some reason, believe they never had it to begin with, so never even tried to achieve anything

For years, I kept meeting women who had everything it takes to be successful in life, but who could not see it within themselves, so they just stopped living the dream.

That is when the **Millionaire Attitude Program** came to me.

Over the last 3 years, I have been working with women entrepreneurs helping them to take the knowledge and expertise and turn it into a lifestyle business model.

I had been living this for the vast majority of my life in some shape or form and I wanted to help the women, and other people who were stuck, to get back out there and reactivate their own **Millionaire Attitude**.

In this book I share with you stories, tips, tools and strategies on how you can use your attitude to impact every area of your life including:

- Personal goals and aspirations
- Wealth
- Career
- Business
- Health; and
- Success, whatever that may be for you.

Did you know that success is just an attitude?

Did you also know that the only person stopping you from succeeding in life is you and your current attitude?

Good!

Now that we have that sorted, let's get down to business and start creating your own personal success story.

I know some of you have wasted a lot of valuable years living life with the wrong attitude. And to be honest with you, I have heard every excuse in the book as to why that is, so don't try and tell me yours is any different because it will fall on deaf ears. Why?

Because I have heard, experienced and seen far too many stories of people who have lived real life horror stories and the worst of adversity in their life, who've never let that be an excuse for not being able to succeed in life. If anything it was that adversity that became the WHY that drove them to succeed even more.

That is what I want for you - to find that exact same attitude and belief. No matter what you've faced in your life, you can always change how the story ends and why I dedicate this book to you.

This book has been written with the sole purpose of helping you to find your own **Millionaire Attitude**.

An attitude that will activate you to



- Take action
  - ~~Create your own personal success story and;~~
  - Start living the lifestyle you were born to live.
- 

The best way to use this book is to read through it once and take notes. Write down your ideas and aha moments using a notebook, workbook or the **Your Millionaire Attitude Journal** [available on our website at [YourMillionaireAttitude.com](http://YourMillionaireAttitude.com)].

Once you have read the complete book, go through each chapter again and use it as an **Attitude Action Plan** that will help you succeed.

No one else can activate your new **Millionaire Attitude** but you.

So let the activation begin.

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# Your Millionaire Attitude

## Success is just an attitude!

This book has been written to help you activate **Your Millionaire Attitude** from within and implement it into whatever area of your life where you want to succeed.

**Note:** you will see that each chapter of this book is based on the acronym of the word **ATTITUDE**.

**A = ATTITUDE**

**T = THINK BIGGER**

**T = TEACHERS**

**I = IMPLEMENTATION**

**T = TRUST**

**U = UNIQUENESS**

**D = DETERMINATION**

**E = ELEVATION**

Each letter defines what I believe to be the mindset, skills, tips and tools you need to stay focused on your journey and succeed in life.

Some examples are based on personal success, some on career and business and some on financial wealth. You can use this book to help you grow, think bigger, change your mindset and your attitude and succeed in all or any particular area of your life that is important to you personally.

At the end of each chapter you will find the **Millionaire Attitude Action Steps**. These are steps that you can start using to help you start activating and creating Your **Millionaire Attitude Action Plan**.

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# Chapter 1 – Attitude

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## A=ATTITUDE

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So how did I come up with the term **Millionaire Attitude** and what does that have to do with your mindset?

I have found that most people associate the word Millionaire with the outcome of someone who is successful. But what most people do not realize is that you do not have to have a million dollars in the bank to be successful in life.

I have learned, after years of studying successful people, that success is just an **Attitude**. So I took what people believed success to be, which for many is becoming a Millionaire, and combined it with what success really is, which is having the right Attitude and created **Your Millionaire Attitude Program**.

You see, I soon realized that for you to be able to activate your own Millionaire **Attitude** and for you to start creating your own success story, you needed to shift your mindset and change your attitude.

If you ask any successful millionaire, they will all tell you that success is 95% mindset and 5% idea, risk, action, implementation and strategy.

I believe we are all born with the mindset to succeed in life. I mean, think back to when you were growing up. You experienced many challenges at a very young age, from trying to swallow solid food without choking, learning to crawl without falling down stairs or whacking your head on tables. Then walking, talking, climbing, riding a bike, going to school, reading and being called names, HS [Higher School Certificate], driving a car and the list goes on.

Then almost without even realizing it, you are all grown up and making your own choices in life.

But if you take a minute to step back and reflect, not only did we achieve and succeed at all of those challenges, we did this while overcoming many hurdles, obstacles and sometimes horrific experiences along the way and still survived to tell the story.

The problem is that most people keep reliving the past and staying in their adversity as a way to overcome the fear of failure. When, if they just took a chance and changed their attitude and mindset they could leave the past behind and start building a future based on a life they really want, and a life they deserve to live.

So what is it that makes some of us go through all this in life and see the glass still half full and others go through different challenges and see the glass forever half empty. It's your **ATTITUDE!**

There will be critics who say "You were born in a middle class family, with a great education, nice clothes, beautiful home, lots of friends, a Mum who stayed at home and a Dad who had a secure job, why wouldn't you see the glass half full?"

But is that really my story? Or is that the one that you have assumed must have been my story because of the success I have created for myself?

Just because someone is born with what seems like the icing on the cake does not mean that the cake tasted very good. Stop to think if it was made with the right ingredients. Was there a helping hand to make sure it did not flop? Was it a cake she even wanted to bake?

So my first Attitude Advice Tip for you to overcome is this ...

*"Never assume another person's journey has always been rosy. And never use those assumptions"*

*as an excuse for your own personal failures or bad attitude. How people get to where they are in life is their story not yours. It's how you tackle your life and how you look at your own glass that will determine your outcome".*

*Never blame another person for where you are today; I have made that mistake in the past. The choices you make now will determine the road you will follow, and even when sometimes that journey is beyond your control, how you survive those bumps in the road and move forward from those adversities will determine the end result. You have full control of the journey and the destination, and how you choose to look at your own 'life glass'. Is it going to be half empty or half full?"*

### **I will share with you a quick story.**

Going through school I was an 'A' grade student. My sister was very gifted at art but not so good at English and Maths so she was not in the higher classes like myself. She used to hang out with the kids at school who always got into trouble and I use to hang out with the kids who were the class captains. When my sister was 14, she decided that she wanted to do her own thing and go to night clubs, parties and stay out all night. This mortified my parents but no matter what they said she would not listen and chose to run away.

As you can imagine, she became the bad kid at school. Parents stopped wanting their kids to play with me, and I started to blame her for my lack of friends and the impact on my grades at school. I kept on wondering why she couldn't be just like me. We had the same parents, the same great upbringing; we wanted for nothing. Yet she was determined to hang out with the kids who got into trouble. I seriously could not figure out what was wrong with her.

That stigma of no longer being accepted by my peers stayed with me for a long time and impacted on how I saw myself. I no longer believed I deserved to be with the 'A' grade students and my grades started to fall. My parents' reaction was to move far away to escape the situation which left me with no friends. And all this right in the middle of my exams. And guess what? Yep I failed didn't I!

So then I thought 'great, now I am stupid and I am going to end up living the life my sister has chosen and I was angry, upset and a little scared.

From then on I blamed my sister for everything that went wrong in my life. It was never my fault. It was always hers. It was so much easier to blame another person than take responsibility for my own choices, actions or more accurately, lack of action.

Looking back now I realize that I used my sister as a way out for me. She was someone to blame for me failing my subjects and making bad decisions in my own personal life. Deep down I think I envy her for breaking away from the norm and following her own dreams instead of living the dreams our parents had wanted for us.

Now with a different mindset and **Millionaire Attitude**, I realize that the choices that I made were always mine, and the journey my sister had chosen for herself was her story. I really had no one to blame for my life, my choices or my experiences but me.

In fact, now I can look back and seriously say she did me a favor. She gave me an insight into a life I did not want to live and helped me to realize that if I did not take control of where I was going, or the choices I made, I may end up living her story and that was not the life I saw for me.

Even though my sister and I are still very different, she has been the inspiration behind many of my successes because she has always taken risks, and looked at the world always with the glass half full. When I have got lost on my own journey, she has always been there to show me how to get back in the

car and continue on my road to success.

Even when life threw her the biggest curve ball of all, and no one would have blamed her if she'd just got up and walked away, she never did. Why? Because, she has a **Millionaire Attitude**. [And yes, I will share her story with you later in the book].

Is there someone in your life that you blame for where you are right now? For the mistakes that you've made? For your lack of success?

Maybe you feel you have good reason to blame that person, experience or situation. But the question you need to ask yourself today. Does blame still serve you or help you to create your dream life? Think about the life that you really want to live, but don't seem to be able to get to, because you are still living in the past.

If that blame is no longer serving you, then it is time to

- Let it go
- Wipe the slate clean
- Start resetting your goals
- Fill a new glass and make that glass forever full
- Change your focus into what it is you really want to achieve; and
- Just get out there and do it!

The minute you stop blaming others and stop focusing on what you haven't achieved in your life you will direct your focus into what you can achieve and your mindset shift will be HUGE.

That is what having a **Millionaire Attitude** feels like. Knowing you can achieve anything...the excitement of getting out there and just doing it. Trust me; shifting your mindset will be the biggest life changing experience ever in your life, for the better!

The point I am trying to make is,

You will have experienced many things in your life that has had a huge impact on your attitude, your results, where you are right now in your life and how you look at your own glass.

And you may have gone through life blaming where you are right now, on what you have experienced in

- Your past environment
- A particular circumstance, or
- An act of another person

And for some of you the blame, anger and hurt is justified without a shadow of a doubt. I am by no means trying to trivialize your pain, heartache or experience.

But what I do want you to think about is...

...Are you going to let that chapter of your life designate the rest of your life? Or are you going to wipe the slate clean, move forward and start building the life that you've always wanted and can now choose to achieve? That is a mindset choice that only you can make.

As soon as you make the decision that yesterday is gone and can't be changed, and start focusing on today and the future of tomorrow, the mindset shift will be the beginning of a new route that will impact your direction, your attitude and your success stories for the rest of your life.

How do I know? Because this has been my journey and the journey of thousands of successful people. Individuals who were where you are now, but chose to change their mindset, attitude and create their own success story and who've never looked back.

Now it is YOUR TURN!

*"Success is a choice, what are YOU going to choose?" Pam Brossman*

Okay, so now you've decided to change your attitude, today is the day you are going to wipe your slate clean and start moving forward. No more looking back, no more blaming others - just wipe it clean [this is very, very important].

It is now time to start activating your **Millionaire Attitude Mindset**. That's right it is 'Your Time to Shine', so let's get the party started!

### **Millionaire Attitude Tip #1**

*"You do not have to do this by yourself. In fact the more support you have, or buddy system or positive reinforcement you can find to help you get to where you want to go, the faster you will reach your destination."*

### **MILLIONAIRE ATTITUDE MINDSET ACTIVATION**

The best way I know to help you get started, is to tell you what worked for me, and see if that resonates with you. This will give you a framework to start moving yourself forward.

How I got my Millionaire Attitude back...

Even though I believe everyone is born with the Millionaire Attitude from birth, I also believe that circumstances and your environment can also send you many curve balls, to test and see if you really have what it takes to succeed.

That is where the attitude comes into play. People who have an attitude, that is channeled in the right direction, with clear focus, can achieve amazing things. So this story is to help you see how I channeled my energy after a curve ball was sent my way.

Another Quick Story....

Being lucky in love was never really my forte. I think it stemmed right back to when I got braces at 12 years of age. All my girlfriends were taking an interest in boys; going on dates, holding hands and hanging out at the beach. When the boys looked at me though, all they saw was Frankenstein with metal teeth [or so I thought] and that stigma stuck with me throughout most of my teenage years.

So I channeled all my lack of romance into trying to succeed at school and after that in my career and I did very well [outside of failing my exams, but we already know that story].

Finally I found someone who I thought was the man of my dreams, began settling down, buying a house and getting engaged. I really thought I had finally found my nirvana in life. Funnily enough my friends and family did not quite see what I saw in my choice of partner.

Have you ever experienced that? Everyone keeps telling you what is wrong with your partner or relationship but you just can't see it? I think they call it 'blinded by love'. Well guess who had the blinkers on big time...yep you guessed it little Miss Frankenstein.

Looking back now I realize it was my toxic environment that had whittled down my self-confidence and my Millionaire Attitude so low that I had lost all belief in myself, my goals and my dreams and I just started living someone else's.

One day, 7 years later, I woke up and saw exactly what my friends and family had been seeing all along, realized that what I thought was nirvana was really just settling for second best and I deserved better.

It took all my strength to walk away. We had hit one too many rocky roads and I just knew this time we had run out of petrol and there was nothing left to put back in the tank. It was time to trade the old life in for a new adventure.

That was one of the scariest days of my life. My family couldn't really support me as they all lived overseas. I moved close to the ocean; a place where I felt at peace and where I could wipe the slate clean and make a fresh start.

### **Millionaire Attitude Tip #2**

*Have the strength to let go, with no regrets and wipe the slate clean. Letting go can be the activation button you need to get back out there and start succeeding in your life.*

I continued to pour all my energy into my career and once again started moving up the ladder, but I was lonely and my biological clock was ticking. About 12 weeks after my split, I decided I needed to get away, go on an adventure and see what the world had in store for me.

This was a very daunting decision for this real homebody, but I knew it was something I had to do; I just had to get away.

So I booked a Contiki trip around Europe to see 12 countries in 28 days. Something I had always wanted to do. And so off I went.

### **Millionaire Attitude Tip #3**

*Be prepared to take risks, try new things and push yourself past any limiting beliefs that do not serve your journey to success.*

On the way home I stopped in to see my sister. Remember the one I told you who was living the life she did not want to live, but always saw the glass half full.

Well since I had last seen her, she had become a life coach and was doing really, really well. But what I loved the most, was that she was really happy and living life with no regrets. Even though she had made a lot of mistakes in her life, she understood it was part of her journey and just kept moving forward. Once again I envied her ability to always look on the bright side of life.

### **Millionaire Attitude Tip #4**

*Look at the positives in your adversity so that you can find a solution instead of focusing on what you cannot change.*

I told my sister about my dreams for me and my life and how I really wished I could take better control of achieving the dream. I knew I had it in me to get out there and do it, but I just needed some sort of structure or framework to stay focused on the end goal without getting side tracked like I had so many times in the past.

"Pam, I have a system that I teach my clients that I think may help you. Would you like to try it and see if it helps you?" she said. "Sure", I said "Why not? I have nothing to lose".

This is what she shared with me:

- Get a folder - this will become your 'Success Folder'
- In that folder I want you to break it up into the 5 key areas of your life
  - Family
  - Finance
  - Health

- Wealth/Assets

- Relationships

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- On the very first page write down your WHY. Why do you want to achieve these goals so badly? What is the driving force, the core reason that you want to achieve your goals? It is very important that you have a strong **why**, because that is what keeps you going when the going gets tough.
- Now under each of those 5 headings I want you to write in very specific detail what each area of your ideal life looks like. It is very, very important that you write down exactly what you want and if you want to add more power to it include images in your folder as well.
- Then at the back of each of your detailed specific descriptions write down how you plan on obtaining, achieving or focusing on each area of your life.
- Then pick which one is the most important to you right now
- Then place the rest of them in order of importance to you in your folder
- Take the one that you want to achieve the most right now in your life, take your description of how you are going to achieve it and turn it into an action plan

- 30 day

- 3 month

- 6 month

- 12 month plan

- It might not take you 12 months to achieve it but it keeps you focused on moving forward if 'life' gets in the way.
- Once you have achieved a goal, in your most important area of your life, then move onto the next one. Focus is the key to your success. Your Millionaire Attitude is the key to not giving up.
- Reward yourself when you meet a goal or target you have set for yourself
- Enjoy yourself, have fun and just revisit your life folder every day or once a week to remind yourself what you are trying to achieve and to stay on target for reaching your dreams.

"And that is it", she said. I told her "I can do that".

So I went back to Australia and I did exactly what she told me to do. My key focus at that time in my life [after being on my own now for a while] was to meet someone to love, be my best friend, share my life and start a family. So relationships and family were my top two goals in my Success Folder and then came health, assets and finance.

I was very specific in what I wanted in a life partner and when I read back what I had written, I realized I thought this person was just too perfect to even exist. My sister had very clearly stated that I had to get very specific including:

- Where they lived
- What they did for a job
- How much they earned
- Their values
- Hair color



- Eyes
- Height
- Weight
- Health
- Passions
- Career aspirations
- What type of car he drives
- His assets
- Values & beliefs[very important]

I had to include everything.

One day I said to her in jest "What about his underwear brand? She said "If that is important to you write it down," I laughed.

Now, I know you are going to laugh and probably think I have lost a few marbles, and that is okay, I still can't believe that this stuff works myself.

But no word of a lie, within 6 months, I met exactly, I mean exactly, the person I had described in my Success Folder. 12 months later I got married and 12 months after that my beautiful son Hunter was born and the rest is history.

"My **WHY** in the front of my Life Journal was to become a Mum and create the happy family I had longed for, but so far had eluded me'.

And if you don't believe me, ask my husband Steve Brossman. I told him this exact same story 6 months after we started going out and showed him my list of what I wanted in a life partner that I had written in my Success Folder.

He read it, and he read it again and the third time he read it he said...."That's me". I said "Yes it is". And we have been using some form of Success Folder and Vision Board ever since. Why? Because it works!

### Millionaire Attitude Tip #5

*Clarity and focus is key. When you want something badly enough, your WHY is strong enough, and you are living in the NOW and not in the past, the energy and positive attitude that is laser focused on a certain area of your life has no other choice but to gain momentum and get results.*

I am not telling you that you have to create a Success Journal if the idea of that does not appeal to you. All I am saying is.....take the time to sit back and really, really think about what it is you want for your life. Answer some of these questions and get clear and focused on what you truly want and how you are going to get it including:

- Why are you here? What is your purpose?
- What is your biggest dream?
- What is really, really important to you that you want to achieve in this lifetime?
- What is holding you back?
- What could you change that would alter your direction and start moving you forward?
- What is in your life that is no longer serving you?
- What do you need to let go of?
- Is there someone in your past that you need to forgive so you can clear your slate and move forward?

- What is your Why? What makes you wake up each morning with a smile? And if you don't have why, why not?
- What is your plan? How are you going to get to or achieve your goals?
- What do you want people to say about you when you leave this earth?
- Do you have a Millionaire Attitude or does it need reactivation? If the answer to this is No what are you going to do about it?
- What excites you?
- What is it that you wish you always tried but never had the courage to have a go?
- What is it you have always wanted to learn? Why not learn now?!
- Is this the life you saw yourself living when you were a child? If not how can you get back on the journey that you always dreamed of?
- Who did you want to be, and what's stopping you from achieving it?

Once you really know what you want in life, the rest of this book will help you with tools, ideas and guidance on how to turn what you want into a destination and a journey that you are going to be excited to travel.

But you can't get started if you do not have a destination.

Here you will find your **Millionaire Attitude Action Steps** to help you get started.

### **MILLIONAIRE ATTITUDE ACTION STEPS**

1. **Create your own Success Folder** if you think that will help you focus and create a Millionaire Attitude Action Plan for you to follow like I did.
2. **Write down your 'Why'** and put it somewhere you can read it every day. When the going gets tough and you feel like giving up, you can remember why you are creating your success story and it will motivate you to keep going.
3. **Write down what your perfect day looks like** so you know what you are striving for. [There are questions to help you do this in the **Millionaire Attitude Journal**]
4. **Create a vision board [or use your Success Folder]** – seriously, visually having your goals somewhere that you can see it every day opens up the mind to opportunities, helps you stay focused on your goals and keeps a positive attitude and mindset for believing that they are achievable. Remember to reward yourself every time you achieve one of your goals. This creates a mindset of success that keeps attracting more success your way.
5. **Do an act of kindness for someone else to help them get to where they are headed.** Helping others has a huge impact on your own personal success. Plus one act of kindness not only makes you feel good but has a huge ripple effect on the lives of many. The more you give, the more rewarding your life and the more opportunities seem to appear.....just because!
6. **Have a gratitude journal by your bed and write down 5 things you are grateful for before you go to sleep each night.** Gratitude is one of the most powerful mindset strategies you can implement into your life. The more you are grateful for what you have the more you seem to attract into your life to be grateful for.
7. **End the day writing down your top 3 achievements that you accomplished that day.** You go to bed with a positive mindset and wake up with a Millionaire Attitude the next morning.
8. **Create a Millionaire Attitude Action Plan** to help you achieve your successes including a 1 week, 12 week, 6mth and 12 Month plan.

[Note all of these steps are included in the **Millionaire Attitude Journal & Success Folder**]

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# Chapter 2 – Think Bigger

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## T=THINK BIGGER

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*Never give up on an idea just because someone else cannot see 'your vision'. Just keep looking until you find someone out there who does! Pam Blossman*

Now that you have the tools to get your mindset right I want to focus the rest of this book on using the Millionaire Attitude in other areas of your life to start getting results wherever you may need it right now.

In this chapter I want to share with you the power of having the right attitude to believe in yourself, your ideas and open up opportunities for success. Basically I want you to start to **Think Bigger!**

Have you ever heard the saying "Any idea is a great idea"?

Well that is what successful people believe and something you will learn to believe too with your own ideas as part of activating your Millionaire Attitude.

Many success stories that you see out there in the world today all started from a simple idea. We are all born with the ability to create ideas, but somewhere along the way we stop believing in the vision of our ideas and just become robots to creating other people's dreams, goals and ideas.

Now that does not mean that everyone who has an idea becomes a multi-millionaire or that every idea becomes a success story. But what I want you to learn is that no idea is ever a bad idea.

Because even when things may not work out as you had planned, that one idea usually leads to an even better idea that eventually could lead to the million dollar idea or an idea that saves another person's life or really makes a difference in the world.

If you study the stories of successful people you will see a distinct pattern of failures that eventually lead to a huge success story. I have been studying successful people for the last 10 years to try and understand how their mind thinks and what makes them successful vs. those who have not reached their own personal goals.

The key traits I have found are these:

- Self-belief
- Ability to Think Bigger – have a vision, a purpose, a goal or a destination
- Focus and determination
- Never give up mentality – they will persevere at all costs
- Most importantly - the ability to learn from their mistakes, dust themselves off and keep going

Successful people have the ability to look at what didn't work the first time and either know when to shelve it, tweak it or add to it to get their desired outcome.

Have you ever been told by someone, perhaps a superior, boss or a client that your idea was stupid, silly, not possible?

And did you walk away from that idea because you thought that they were probably right? Or that they could not see what you see, then it must be a silly idea?

Only to find 6 months later someone else comes up with the same idea and turns it into a huge success.

and you forever kick yourself knowing that it should have been you!

Well don't feel bad, this happens to 95% of people who are too afraid to **Think Bigger** and have a goal. One of my mentors Rich Schefren says "You must be really clear on what it is you want to achieve. He calls it 'Outcome Clarity'. You need to know

- Exactly what you want in life
- How much you need to have to get what you want
- And figure out the fastest and easiest way to achieve it.

Rich taught me that having unclear goals makes it impossible for you to know what actions will produce the best results.

"If you're not crystal clear about what your business success looks like you're wasting a massive amount of time daily. Worse, the chances of success are slim to none" Rich Schefren.

Now I am by no means an expert when it comes to Strategic Profits which is why Steve and I learn with the best. And there is no smarter person when it comes to strategically growing a business than Rich Schefren.

If that is the core focus that you want in your life right now then I cannot recommend Rich highly enough for reaching your business goals the fastest way with amazing results. He has had a huge impact on my ability to Think Bigger.

You can get his details in the acknowledgement section at the back of the book

This chapter is about making you Think Bigger in all areas of your life - but clarity is key. If you do not know what it is that you want to achieve and how you plan on achieving it step by step then it does not matter how big you think; it will always just be wishful thinking.

As Rich said... clearly define

- What do you want?
- What do you need to do or how much do you need to have to get it?
- What is the fastest and easiest way to get there?
- Now create a plan and get started.

### **How we cleared a 30K debt in under 6 months**

I will share with you an example, of how we successfully used this strategy to get ourselves out of \$30,000 credit card debt in under 6 months.

So, following the steps above, this was the result:

- Clear our 30K debt without paying any interest in under 6 months
- What we need to do is... Pay our living expenses as well as find the extra monthly repayments to pay our debt off in under 6 months
- Fastest way to do it is... Put all our extra money into paying off the credit card, and not indulge in any other activities for 6 months until it is paid off
- Our plan... Create a budget for us to follow to achieve this goal

This debt was incurred after we lost our home [which you will read about in another chapter]. Steve

business had gone quiet and we had used all our extra funds to repay our debt and acquire our bedroom unit so there was no spare cash.

We figured out that Steve would have to get a fulltime job to allow us to have a regular income to clear the debt. [Sometimes you have to make sacrifices to see the light at the end of the tunnel. As much as Steve did not want to work for anyone else, he was prepared to do what he had to do to move us forward].

This is what we did:

- We swapped our complete 30K debt over to a 6 month interest free new card that gave us 6 months to pay it off without incurring any interest. This was the smartest thing we ever did. Most people fail to pay off their debt because they are paying mostly interest and can never make a dent in the initial debt so they just keep incurring more debt.
- We changed our loan for the unit to an interest only loan so that we were only paying the minimum that we had to pay [which was less than what we would have been paying if we were renting, and why we bought the unit. It was actually cheaper to pay the mortgage than rent at the time, plus we had the ability to earn capital gains in the property to try and get ourselves out of the mess we had incurred when we lost our million dollar home] We learned later on that this was one of the smartest decisions we made!
- Every extra amount that we had spare after living expenses [which we cut back to bare minimum], was put into the repayments for the credit card debt.
- It was a struggle, but I was earning some money on eBay and through some of my products so I was able to add some money to the repayments while still looking after Hunter as a fulltime Mum.
- We paid it off exactly 5 days before our interest free period was over and never paid one penny of interest to the bank. [Not that they were happy, but we proved that it could be done. So this should be an inspiration to anyone who has got themselves into a financial mess]

The reason I shared that story is because I know some of you may have got yourself in a little bit of financial stress and you may be thinking that there is no light at the end of the tunnel.

But if you think strategically and put together a plan like Rich Schefren says, anything is achievable and we are living proof that you can hit rock bottom and still turn it around and work your way back to the top

You just have to believe in yourself and **Think Bigger!**

### **Millionaire Attitude Think Bigger Tip #1**

*Know your game plan. Be clear about your outcome and destination, what you need to get it and the steps it will take to do it fast!*

Do you think we would be...

- Flying around the world in a plane
- Walking on the moon
- Talking to people on the other side of the world through a cable
- Reading 30 books from one hand held device as thin as a notebook - in color

If people did not Think Bigger and had not followed their vision?

As in the previous chapter, where some people live their life seeing the glass half full, successful people who ~~Think Bigger~~, think outside of the box, believe in their capabilities and the limitless possibilities that are out there for them to make a difference.

People like Steve Jobs, the most amazing man, had the ability to **Think Bigger**. Every one of us has it, you just have to see it within yourself, activate it and get out there and live the vision.

### Millionaire Attitude 'Think Bigger' Tip #2

*Always look at each idea, opportunity, adventure with the attitude of the endless possibilities out there waiting to be found and you will always be 95% ahead of the next person!*

One of my mentors Brendon Burchard calls us 'creators'. I love that word as it inspires me to the endless possibilities I have within me to make an impact on the world and that excites me.

In this chapter I want you to start thinking about the difference your ideas could make and how you too can start **Thinking Bigger** and impacting lives.

I personally have come up with many great ideas in my life that have either moved me forward in my career or that has made a difference to the lives of others. But the one I will share with you in this chapter is the one that nearly got away.

The Idea that nearly cruised away...

After 25 years in the corporate world, and finally meeting the man of my dreams and having my soul, the thought of going back to my day job was not that appealing anymore.

I think the fact that my husband was an entrepreneur, who used to have his business meetings down on the beach in a pair of shorts, played a huge part in my decision to leave my corporate life behind.

Another key reason was deep down I knew I was a 'creator' and that my purpose in this lifetime was to make a difference and I could no longer tolerate working for those who were living their dream but who would not let me share my ideas or visions in their business.

You know, we have all heard the same one liner... 'Sorry I don't think that idea is going to work. Or that's a great idea but not in our budget, maybe next year'.

So I made the scariest decision of my life to become an entrepreneur and take control of mine and my families own financial future. Like so many of my mentors had done before me.

This is when your 'Why' can have a huge impact on your success or staying power to never give up until you succeed.

To spend the first 5 years with my new born son at home being the driving force behind my decision, failure was not an option. So I kept going until I made it work.

After finally finding something I was interested in at a lunch seminar, I decided my new career as an entrepreneur was going to be in online marketing. I had a background in visual communications and intranet sites so this seemed a good fit.

Even though I had absolutely no idea what I was doing, I started out with what I knew best and that was document design. [This is where the mindset of 'every idea is a good idea' comes into play].

I started out creating personalized journals for people with reasonable success but they were very labor intensive. Then one day I watched the movie 'The Secret' and came up with an idea to create a Gratitude Journal. This was a very successful venture but one that sort of petered out as the movie lost its momentum.

Then I had a go at eBay and did quite well but it was not really my passion I really wanted to do online marketing and IP marketing whereby you get to create products from your Intellectual Property [your expertise] and make money from it over and over again.

So from there I created a journal for women diagnosed with Breast Cancer to be able to write the journey and called it 'Your Inspirational Journey'. This venture was not as successful because I kept giving them away. Financially my empathy was not making it a viable business model, but I loved making a difference and it opened my eyes to other ideas which is what I am trying to teach you. **Every idea is a great idea!**

### **Millionaire Attitude 'Think Bigger' Tip #3**

*Your first idea may not be the winning idea, but it just may be the catalyst that leads to the winning idea or the one that makes the biggest impact!*

What I soon realized in a very short period of time was that even though these ideas and start-up businesses did not make me rich, they taught me:

- How to turn an idea into a business
- Negotiation skills
- How to create my own products
- How to do my own accounts and financial records
- Build a website
- List building
- Relationship marketing
- How to build a brand
- How to sell online - ecommerce
- How to master the world of internet marketing including SEO, Article Marketing, Online Marketing, Affiliate Marketing and more
- Brand new skills that I had never even heard of in the corporate world

All while positioning my expertise as a leader in my niche market.

Okay, so you are asking what does this have to do with a cruise.

Eventually my new found skills lead me to the world of Social Media and this new thing called Video Marketing. Something both my husband, who was already a very successful entrepreneur and direct response marketer, and I just fell in love with.

We had recently realized, after reading the book 'One Minute Millionaire' by Mark Victor Hansen and Robert Allen, that to get to where we wanted to go we needed to hang out with people who were already where we wanted to be. So we started investing in our education [more on that in the next chapter].

We heard about this Millionaire Mindset Cruise from London to Florida and that we had the opportunity to have our business hot seated on the boat. Steve and I both knew we had to be on the cruise so we booked our seat and got really excited about spending 14 days with over 100 likeminded entrepreneurs wanting to improve their mindset and take their business to the next level.

### **Millionaire Attitude 'Think Bigger' Tip #4**

*Always invest in your education if you want to get to where you want to go faster including hanging out and learning from people who are already where you want to be!*

Video marketing was still very new back in 2009. It had started to take momentum in the USA which was where I was learning, but in Australia it was still not a strategy that business owners were willing to implement into their business.

To cut a long story short, we went on the cruise and it changed our life forever. But what I want you to take away from the next part of this story is that even mentors can get it wrong, no matter how good their intention. Sometimes they too cannot see your vision and so their advice might not always be the right advice for you.

Steve and I had put lots of time and thought into our Video Marketing business plan to take on the boat. We wanted to make sure we made the most of this hot seat opportunity that we'd been given.

But when we shared our business idea on the cruise, our Millionaire hot seat hosts were hesitant to encourage us to go forward as they did not see what I saw as being a sustainable business model for the long term and recommended perhaps we find something else.

Well my heart sank. Not only had I found something that my husband and I could do together, [that had been my dream for so long, for us to work together as a team and create a successful business and lifestyle that we could grow together], but it was something we both just loved to do and were really really good at.

This is where my Millionaire Attitude [or stubbornness my husband calls it] 'self-belief' came in to play and I said to Steve, "I don't agree with their advice and I think we should go ahead anyway".

He looked at me and said, "I don't agree either, let's do it". I was so glad I married a man who was just like me; prepared to take risks, make mistakes but just have a go and see what happens.

### Millionaire Attitude 'Think Bigger' Tip #5

*If in your heart you have an idea, or something you just know you have to do because it is right for you, then just do it. Because even though people may think they have your best interests at heart it may be the wrong advice.*

*I always say... let your instincts be your guide. But also know that if you cannot live with the worst case scenario, should it not work out, then don't do it. That way you have no regrets.*

Six weeks after getting off that boat Steve and I ran our very first Video Marketing workshop in Australia and earned almost my complete full year's salary from my previous corporate job in 1 day.

Imagine if we had done what 95% of people do and canned that idea? Sometimes you just have to have a go, and if it does not work out, it will still always, always be a good idea, because as I said before it may become the catalyst to an even bigger and better idea that is just waiting to pop out of your head.

I don't write the results of our event to brag, I write that to share with you that we decided to **Think Bigger**, have a go against opposing advice and succeeded. I write it to inspire you to get out there and have a go with one of your ideas and see what happens.

I believe you can do the same, whether it is financially, for your health, for your children, for your career - whatever is important to you right now in your life. You just need to start **Thinking Bigger!**

These days Steve and I run our own Marketing Cruises to help other entrepreneurs create their own Millionaire Attitude and put together their Game Plan for their own business, careers and success stories.

We are still friends with many of the people that we met on that cruise and have created joint ventures and business opportunities, spoke on each other's stages, supported each other's businesses and celebrated each other's successes.



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