

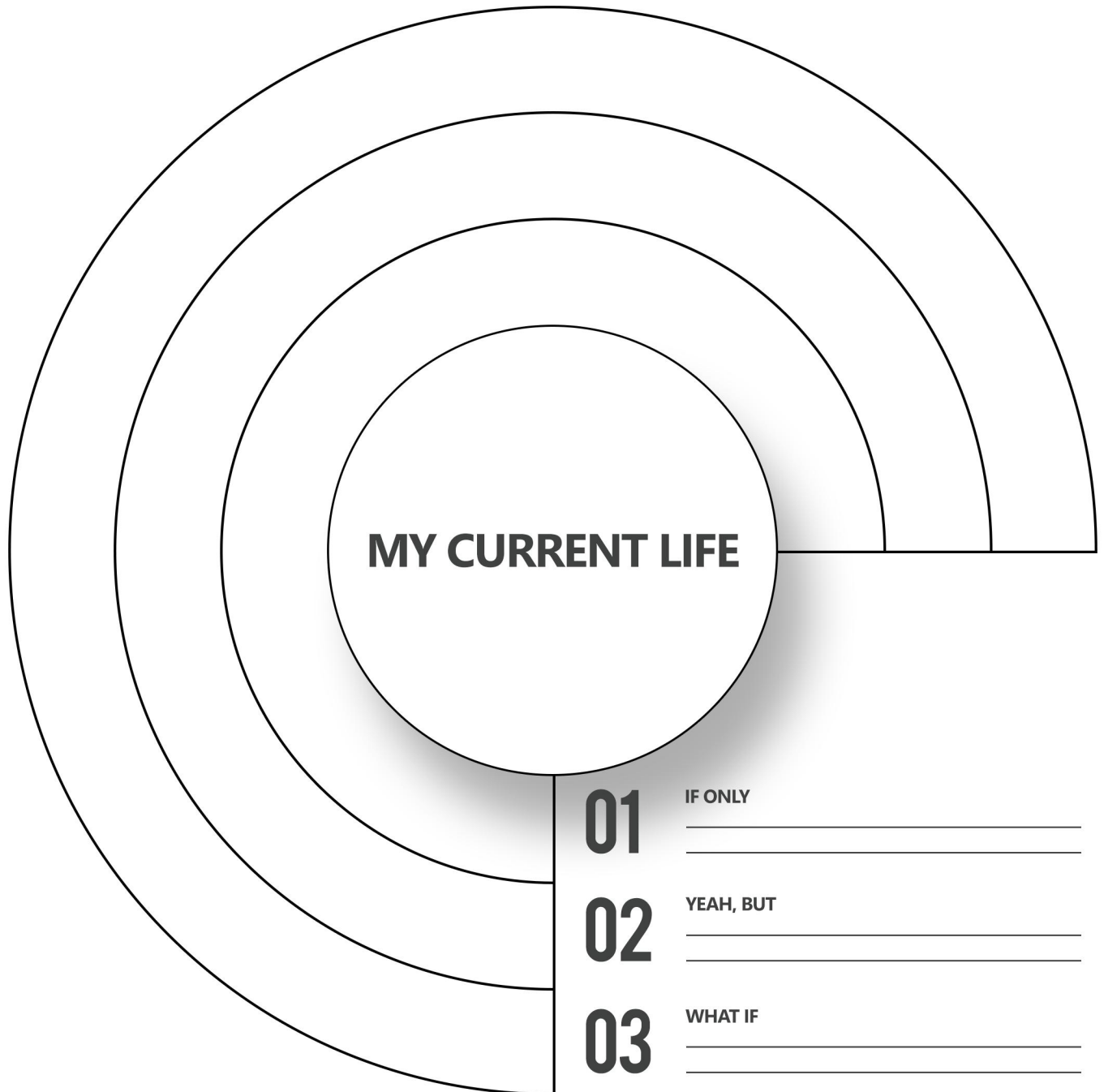
# THE GURU MINDSET

BREAKING MY COMFORT ZONES TO FREEDOM

FREEDOM

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## BREAKING MY COMFORT ZONES TO FREEDOM

### The 6 Words That Kill

#### “If Only”

IF ONLY is simply another way of saying I WISH. It is based on a fantasy or an idea that we know is not going to happen. It is often something that is NOT going to happen because WE elect for it NOT to happen,  
“Man...IF ONLY I could get some of this marketing going”  
“IF ONLY I could get this Podio thing going”  
“IF ONLY I had more time to work on this business”

IF ONLY serves no positive purpose and is not used for protection or survival. It is simply the EASIEST way to very quickly divert any responsibility you have in your achievement or success to the side. It is the easiest to remove from your subconscious because it doesn't fall under “Fight or Flight” survival mode.

**IF ONLY IS RIDICULOUS**

#### “Yeah, but”

YEAH, BUT is typically used due to lack of knowledge of a subject.  
“YEAH, BUT, I heard you have to have a 790 FICO to get a hard money loan.”  
“YEAH, BUT, doesn't it take like...a year to evict someone in California?”  
“YEAH, BUT, mobile homes depreciate, so you can't make money on them.”

So often times YEAH, BUT is used based on misinformation from say, a real estate forum, real estate group, or rumors. Take Lease Options in Texas. The first 2 words people use when discussing Texas Lease Options are “YEAH, BUT...”

YEAH, BUT is the lowest level of protection and survival mode, because it is normally based on the lack of desire to educate oneself, HOWEVER, it often shows either a lack of desire to learn about something, or laziness to actually take the time and effort to educate ourselves on a particular subject.  
YEAH, BUT IS **COMMON**

### “What If”

WHAT IF is based on self created scenarios to allow us to fear something, REGARDLESS of how ridiculous the scenario or fear.

“WHAT IF a real estate agent calls and yells at me?”

“WHAT IF I send out postcards and nobody calls?”

“WHAT IF the seller says YES?”

WHAT IF the tenant tears up the house and the seller calls me?”

“WHAT IF I struggle to get this going and my spouse/family/friends make fun of me and belittle me?”

WHAT IF is the strongest self created road block because our subconscious can often drive it while we are not even thinking about these ridiculous scenarios or fears.

WHAT IF is powerful because it is based on a VISION.

A scenario we can SEE, FEEL, and become EMOTIONAL about.

WHAT IF is the most difficult of the 6 words to control, because it IS based purely on “Fight or Flight” survival mode, but is not often derived in the pre-frontal cortex. (The area of reason. The ‘turtle brain’)

Destroy WHAT IF from your subconscious, and you have destroyed your biggest inner barrier to success.

WHAT IF IS **CONTROLLING**

## The 6 Words That Kill

If Only \_\_\_\_\_

If Only \_\_\_\_\_

If Only \_\_\_\_\_

If Only \_\_\_\_\_

Here is the most RIDICULOUS 'IF ONLY' thing I say to myself:

\_\_\_\_\_

Yeah, but \_\_\_\_\_

Yeah, but \_\_\_\_\_

Yeah, but \_\_\_\_\_

Yeah, but \_\_\_\_\_

Here is the most COMMON 'YEAH, BUT' thing I fall back on:

\_\_\_\_\_

What if \_\_\_\_\_

What if \_\_\_\_\_

What if \_\_\_\_\_

What if \_\_\_\_\_

Spend at least 2 minutes to consider this next one.

It is time for me to be honest.

Here is the most powerful, dominating and CONTROLLING ‘WHAT IF’ vision I have allowed to take seed in my head, that I feel has kept me from succeeding in real estate:

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Here is the most RIDICULOUS reason I tell myself that I can continue real estate on my own without the help or support of others:

Example: “If only I could get time off work to attend the quarterly masterminds.”

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Here is the most COMMON reason I tell myself that I can continue real estate on my own without the help or support of others:

Example: “Yeah, but, those people play at a whole other level than me.”

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Here is the most CONTROLLING reason I tell myself that I can continue real estate on my own without the help or support of others:

Example: “What if my spouse doesn’t WANT me to join a powerful mastermind?”

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## The BUCK System

**B Basics.** Learn the BASICS as fast as possible without being distracted by non-relevant data or information

**U Uncomfortable.** Do something UNCOMFORTABLE! This can be something like going to a RE meeting, TALKING to people, standing up and making yourself known, joining a high level MASTERMIND

**C Creative.** Always be creative! Creativity is your most powerful tool and can be what separates you from success and failure.

**K Knowledge.** Although you always want to be learning, understand that knowledge falls into 2 categories.

1) OH MY GOSH! I need that information to implement RIGHT NOW!

2) That's interesting. I'll keep that in mind.

Do not confuse these 2 or you will be stuck in paralysis of analysis.

BASIC things I need to implement or take action on in the next 7 days:

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UNCOMFORTABLE things I can do TODAY:

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CREATIVE things or ideas that will make me different from the masses:

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KNOWLEDGE that I need to implement TODAY and in the next week and  
KNOWLEDGE that is just interesting.

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“It is on the edge of destiny that you will be tried”

“We set ourselves up to fail, because if we plan to fail and we fail, what have we done? We’ve succeeded!” John Jackson

“The chains of habit are usually too weak to be felt, until they are too strong to be broken.” Samuel Johnson

Here are some of my habits that I must break in order to succeed:

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Here are ways to actually STOP these habits:

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Emperor Moth

Here are some cocoons in my life that I’ve had to break thru in order to be a better person or to elevate my situation to a better level:

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Crab Story

Here are times in my life or people in my life that I remember trying to keep me in their “bucket”:

(Be honest. If it is your spouse, or your best friend, write it down!)

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\_\_\_\_\_ here are 3 SOLID reasons to be a part of a powerful group rather than floundering while going it alone:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

“Your resourcefulness is more powerful than your resources”

“Your mind is like a field, it will give you what you plant. It doesn’t care what you plant, it simply grows what you plant.”