



**Grow Your Business and
Income**

**The 4 Pillars of
Success and Empowerment**

By Ryan Judd, MA, MT-BC

Your Relationship To Yourself

"It is not the mountain we conquer, but ourselves."
- Sir Edmund Hillary

"Every decision in your life is controlled by your beliefs and values. You may not realize it, but you have the power to choose what you believe about your life, people, money and health. You can either choose beliefs that limit you, or beliefs that empower you to move toward success. Your beliefs energize you to create the world you want to live in right now. The key is to be aware of them because what you value determines what you focus on." - Tony Robbins

Self-Limiting Beliefs

- We all have them and the more aware you can become of them, the less power they will have over the decisions you make
- They often come in the form of:
 - Excuses
 - Disempowering stories about oneself
- Your future is shaped by the decisions you make and the decisions you make are based on your beliefs

Your Beliefs About Money

Think about your parents' relationship with money and write down three things that come to mind

- 1.
- 2.
- 3.

What is your perception of "Rich People"?

Money Mindset: Consumerism versus Freedom

If approached from the right mindset, money buys you the freedom to:

1. Watch your kids grow up
2. Pursue your wildest dreams
3. Make a difference in this world
4. Do what you love without stressing about financial retribution
5. Build and strengthen relationships
6. Outsource what you don't enjoy doing

How Are You Treating Yourself?

Rate Yourself On A Scale Of 1 - 10

1. Sleep
2. Diet
3. Exercise
4. Meditation, Mindfulness or Spiritual Practice
5. Social/Community Interaction

Your Self-Worth And Its Relationship To Your Success

- You will only have the level of success in any area of your life that equals your level of self-worth

Your Vision

- What Do You Want?
- Write down some things that come to mind when you picture your perfect future

Personal Investment

“This is the most important personal development distinction you can come to realize. IT (health, marriage, money, career, etc.) is not the problem; the problem is YOU.

IT will only be as great as you are.
If you work on IT, it will continue to elude you.
If you work on you, IT will rise to the level of the new you.”

- The best investment you can make is in yourself
- There is lots of great free info, but consultations and paid classes will speed your path to success
 - Don't reinvent the wheel! Save time and frustration by finding people who have already walked a similar path and have them teach you what to do and what not to do
- Read
- Listen - Car University
- Watch – Fill your visual senses with uplifting stories and inspirational content

Your Intuition

- **Trust it!**

Your Relationship To Fear/Failure

“The cave you fear to enter holds the treasure you seek.”
- Joseph Campbell

Fear And The Lizard Brain

- Seth Godin, who is known for his best-selling book, Tribes, illuminates this subject

“The lizard is a physical part of your brain, the pre-historic lump near the brain stem that is responsible for fear and rage and reproductive drive.”
- More technically known as the amygdala
 - The amygdala’s job is to provide us with our most primal instincts: fear, hunger and arousal
 - It drives us to fend off predators and protect ourselves from harm
- What would rejection mean to us 4,000 years ago or even 400 years ago?
- Mel Robbins, author of “The Five Second Rule” explains how most people think that we are “thinking machines that feel” when in reality we are “feeling machines that think”
- We make our decisions based on feelings, not logic and so many times we experience self-doubt, especially when it comes to marketing and outreach
- The moment you realize your feelings are holding you back, you have the ability to move past them
- What can you do?
 1. Realize and label your feelings when it comes to your resistance in making a decision or taking action to grow your business
 2. Count down from 5 and do it
 3. Each small success will increase your confidence and make it easier to make these decisions and take these actions in the future
 4. Start each day with the tasks on your list that you least want to do, especially if they involve marketing or outreach
 5. Use tools such as “The Productivity Planner” or “The Freedom Journal” to organize your efforts
 6. Find an accountability partner or mastermind group

Failure

"Failure is a trickster with a keen sense of irony and cunning. It takes great delight in tripping one up when success is almost within reach." - Napoleon Hill

Your Relationship To The Future

"A goal without a plan is just a wish."
– Antoine de Saint-Exupery

- A 1979 Harvard study of graduate students found that the 3 percent of students who had clearly written down their goals went on to earn ten times as much money as the other 97 percent of students combined who had either no goals, or did have goals and/or a vision but had not written them down.
- Build your goals around the lifestyle that you dream of
- What's your "Why?"

Tips For Writing Effective Goals

- Use S.M.A.R.T. Goals
 - Specific: What do I want to accomplish? When do I want to accomplish it by? Why do I want to accomplish these goals?
 - Measurable: How many new clients will I gain?
 - Attainable: Have I achieved these goals, or similar before? How much more is this than what I have done in the past?
 - Realistic: Am I willing to put in the time, energy, resources, in order to make these goals possible? Why or why not?
 - Timely: What will my time frame be for achieving these goals?
- Have your personal vision and mission be your header
- Write goals in shorter chunks of 2 to 3 months and then break down these into weekly or daily tasks
- Review these goals on a daily basis
- Lead with "I am" versus "I want"
- Have a vision board that you look at every day, perhaps after you meditate or just before you go to bed
- Use a system like Darren Hardy's goal planner at www.TheCompoundEffect.com/free
- Make sure your goals are balanced between different areas, e.g. Business, Family, Financial, Spiritual, Health & Fitness, Social

6 Reasons For Failure - Darren Hardy

1. Too Many, Too Much
2. Too Tough, Too Soon
3. Too Hardcore
4. Too Rigid
5. Too Vague
6. No Measurement - you can't improve what you can't measure

"Give me someone with no goals and I'll give you a stock clerk. Give me a stock clerk with goals and I'll give you someone who will make history."

—J.C. Penney

Your Relationship to Others/ Community

- Whatever you are striving for or struggling with, tell others about it and allow yourself to be vulnerable
- Put yourself out there
- Surround yourself with supportive, positive people

"We are the average of the five people we spend the most time with."
- Jim Rohn

- Write down the 5 people you spend the most time with and rate them on a scale of 1 – 10 on how positive and supportive they are.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- Things you can do to create your uplifting and supportive circle of influence
 1. Find or create a mastermind group
 2. Find a mentor, business coach (check out your local S.C.O.R.E. association)
 3. Add a someone new to your circle of influence every quarter
 4. Set a financial 3-5 year goal and add people to you circle of influence who have surpassed that goal
 5. Listen to entrepreneurial podcasts, read self-development books, watch Ted Talks and uplifting films and programs
 6. Build your money team – bookkeeper, accountant, consultants, S.C.O.R.E. mentors, business mentors, mastermind group

7. If you can't break ties with negative people because they are your relatives, then focus on increasing the positive influences in your life in order to outweigh the negative
8. Know and align yourself with the most successful music therapists (Kat Fulton, Jamie George, Meredith Pizzi, Kalani)

Resources

Apps

- Headspace
- Calm
- Yesware

Courses

- www.thrive-academy.com: Geared toward people in healing professions who are in private practice
- Business and marketing courses on MusicTherapyEd.com
- Kat Fulton's "90-Day Activator Program" - designed especially for music therapists
- Productivity Planner – Alex Ikonn & UJ Ramdas
- The Freedom Journal: Accomplish Your #1 Goal in 100 Days – John Lee Dumas

Magazines

- Success magazine and accompanying "Success Talks" podcast

Podcasts

- Entrepreneur on Fire - John Lee Dumas
- Smart Passive Income with Pat Flynn
- Freedom Fast Lane - Ryan Daniel Moran
- The Tim Ferris Show
- Steal The Show (Public Speaking) – Michael Port
- Success Talks

By listening to these and others, you'll then hear of other podcasts, people, websites, software programs, blogs, etc. mentioned in interviews that you will want to check out.

Video Blogs

- MarieTV - Marie Forleo
- Darren Daily - Darren Hardy

Books

- Think and Grow Rich – Napoleon Hill
- The Magic of Thinking Big - David J. Schwartz
- How to Win Friends and Influence People - Dale Carnegie
- The Four Hour Work Week – Tim Ferris
- Tools Of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers – Tim Ferris
- Rework - Jason Fried
- The Entrepreneur Roller Coaster – Darren Hardy
- The Compound Effect – Darren Hardy
- You Are A Bad Ass: How to Stop Doubting Your Greatness and Start Living an Awesome Life - Jen Sincero
- The 5 Second Rule: Transform your Life, Work, and Confidence with Everyday Courage – Mel Robbins
- The Seven Habits Of Highly Successful People – Stephen Covey
- The 9 Steps to Financial Freedom: Practical and Spiritual Steps So You Can Stop Worrying - Suze Orman
- See You At The Top - Zig Ziglar
- Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Destiny! - Tony Robbins
- Tribes: We Need You To Lead Us – Seth Godin
- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time – Keith Ferrazzi

Incredible resource for empowering self-development books and summaries of each - <https://sivers.org/book>