

Mindset Pivot Process



Step 1: Call out the inner fears

Sit down and be real with yourself (no judgement) about what you're so worried about. Notice it and bring it into the light of awareness. Then, simply see that your thoughts are just that, thoughts. And remember, no one makes you think them but you. Stop the 'worry autopilot' and short-circuit the automatic thinking, which becomes easier with practice.





Step 2: Identify what the fears are keeping you from

Does procrastinating or not taking enough action keep you feeling safe from rejection, imposter syndrome, judgement? If you're not doing something, that's because a part of you thinks that if you do it, you'll somehow feel bad or get a negative result.

Be real with yourself, and speak to your inner critic as if YOU were your own coach. Then, think realistically what's the worst that could happen? (you'll begin to realize how much less power your fears have that you previously thought).





Step 3: Envision what you do want

The key to creating what you desire is not just to think about it, but it's to FEEL it as if it's already there. It's like thinking about your favorite snack food and your mouth waters. The mind doesn't know the difference between what is real and imagined.

It's the same with your practice. If you can spend just 5 minutes each morning seeing your goals (clients, income, freedom, successful services) as if they are there now in real time, and how it will feel as you accomplish it, you'll be taking a powerful first step to attract it and shift your energy.





Step 4: Pivot your mindset

So, you send out a newsletter and no one replies to join your program. Do you go back into the self-doubts like.... I told you so, it's not going to work... or do you think, HMMM.... how are my thoughts affecting my results and influencing my actions?

You keep getting what you focus on and your unconscious mind will just keep creating it. So, what can you tell yourself instead? How about: Well, this didn't work as planned but I know others are having success as a coach and there are many people out there who will gladly pay me. So, I'm going to create time today to do some research to find them.





Step 5: Give objective review to your actions

Once you change your focus and energy, then think with an objective mind:

"How would an already successful coach create their marketing to achieve the goals I have this month?" Consider how would they share the benefits of their course, write their emails, create their social media and so on.



About Robert Notter, Marketing & Mindset Coach

I'm passionate about supporting health practitioners to authentically build profitable business doing what they love! For the past 21 years, my easy-to-understand strategies have helped entrepreneurs to take the dreams they have for their business and translate it into services their clients are eager to invest in. My approach makes marketing fun and in a way that's repeatable, so it works for you.

I started out as a Health Coach and Reiki Practitioner and Pilates teacher in 2003. And I was so inspired by the success of my practice and how I was helping people, I wanted to help other health and wellness practitioners learn how they could be successful too! So, I went on to found my marketing coaching business in 2005. I believe that growing your practice should be something you enjoy, a fun adventure that brings a smile to your face.

I'm also deeply committed to helping my clients and students create a confident mindset that attracts the results they want. As a former corporate man, I've transformed my life into one of joy, abundance and freedom, and I'm excited to authentically model how you can create this success too! I've had the honor and joy to have worked with over 100K practitioners since starting my business coaching practice.



I live in New York City and work with clients all over the world via webinars, online programs, in person retreats, VIP days and virtual private coaching programs. I have taught for numerous organizations including the Institute for Integrative Nutrition, UKIHCA, the School of Applied Functional Medicine, Maryland University of Integrative Health, Health Coaches Academy, Functional Medicine Coaching Academy, the Swedish Institute, the New York Open Center, Lincoln Center, the Javits Center, Beacon Theater and more!

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