



LINKEDIN FOR LEADS

# *Mindset for Success*

**WORKBOOK**



## **JOIN OUR FACEBOOK GROUP!!**

It's the place we hang out & chat about our businesses!! It's also a great place to ask some burning questions & get quick feedback from fellow freelancers!

I'll see you on the inside!

**JOIN US HERE!**

# WELCOME

## **TO THE FIRST LESSON OF LINKEDIN FOR LEADS!!**

I'm super excited to welcome you into this program, where I'm about to hand over all the tips & tricks I've learned over the last few years that have helped me immensely!! YAY!!

I've created lots of simple systems to make every step easier & quicker than ever.

All links are easily accessible with easy-to-use buttons that take you straight to the intended link, in an effort to save you precious time!

Enjoy!!!

-Susan Miller



# MINDSET FOR SUCCESS



## WELCOME TO LESSON 1

In this lesson, we will be covering the 5 most common mindset barriers that keep us from attaining success.

1. Imposter Syndrome
2. Fear of failure/ success
3. Comparison to Others
4. Unhealthy Money Mindset
5. Perfectionism

We will also cover the tools you need vs. don't need, your marketing expectations & your personal development strategy.

Take your time to ponder over each of these, be honest with yourself & refer back to this lesson whenever needed.

“SOME DAYS YOU’LL BE PRODUCTIVE. SOME DAYS YOU WON’T. SOME DAYS YOU’LL BE HEALTHY AND ENERGIZED. SOME DAYS YOU WON’T. BUT EVERY DAY, YOU CAN CONTROL WHETHER YOU SHOW UP OR NOT.”



# 5 MINDSET BLOCKS TO OVERCOME

## *1. Why would anyone listen to me?*

- Focus on your audience, not yourself. Marketing is always about them! Think “What's in it for them”?
- Result: When you focus on helping them with the knowledge you already have, marketing becomes much easier
- Imposter syndrome is the only thing that's between you & what you want

**IN WHAT AREA DO YOU STRUGGLE WITH IMPOSTER SYNDROME MOST?**

Blank space for writing the answer to the question above.

**WHAT ARE SOME POSITIVE THOUGHTS YOU COULD REPLACE THOSE THOUGHTS WITH?**

Blank space for writing the answer to the question above.



## 2. Fear of failure or success

- Failure is a part of the journey of growth, both when you're learning to walk & learning to run a business. The only reason we're afraid of failing is because we're afraid of other people seeing us fail. If no one was watching, we wouldn't care.
- Instead of only tracking success, track the effort you applied
- Whenever you fail, immediately write down the answers to these questions-
  1. What did the experience teach you?
  2. How will it shape your decision-making, your thinking & your actions, moving forward?
- Don't be afraid to share your stories & you'll likely find others who connect with what you're saying & you'll feel less alone.
- The people who do more aren't judging you
- What's the worst thing that can happen?
- What could happen if you take action and people judge?
- Will you worry about it?
- Does it say more about you or more about the person who's judging you?
- Fear of success-Some people just think that More taxes= Higher responsibility
- Think this instead- More taxes = More people being served & Less taxes= fewer people being helped
- It can also simply be the fear of losing something you currently have, such as your friends, relationships, etc. Usually this is a bigger problem than the fear of high taxes
- People self-sabotage more when things are going well, so just keep encouraging yourself to move forward all the time.



# EVALUATION

Answer these questions about your fear of failure or success & how it relates to / affects your business.

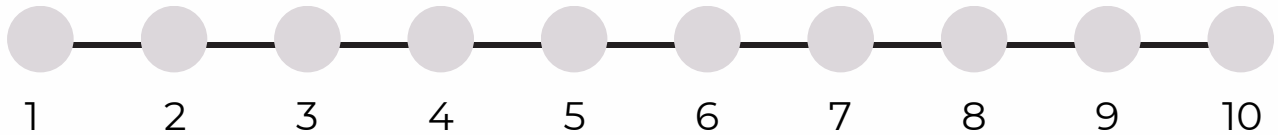
**WHICH DO YOU FEAR MOST?**

FAILURE

SUCCESS

**IF YOU FAILED COMPLETELY, WHAT WOULD BE THE WORST THING THAT COULD HAPPEN?**

**HOW WORRIED DO YOU FEEL ABOUT IT, ON A SCALE OF 1-10?**







### 3. Comparison to others

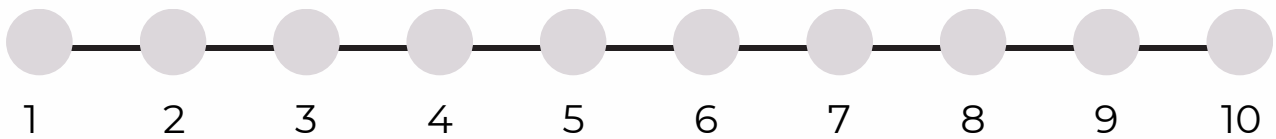
- You don't know their story or background, don't compare your chapter 1 vs. their chapter 20
- Comparison is you trying to adapt to someone else's standard, your standards are your own, don't focus on what others are doing
- Focus on-
  1. Taking action,
  2. Making small progress,
  3. Learning from your niche leaders,
  4. Getting inspired,
  5. Implementing knowledge
- The time & energy you're putting into comparison, could be used to actually achieve what you want
- Nobody else's success is taking away from yours, there's plenty to reach around
- If you wouldn't let other people talk to you like that, then don't let yourself say that.

“When you are  
*content*  
to be simply  
*yourself*  
and don't  
compare or  
compete,  
everyone will  
*respect*  
you.”

# EVALUATION

Answer these questions about comparison to others & how it relates to/ affects your business.

**ON A SCALE OF 1-10, 1 BEING NEVER, 10 BEING DAILY, HOW MUCH DO YOU STRUGGLE WITH IMPOSTER SYNDROME AFTER COMPETITOR COMPARISON?**



What particular items should you be focusing on instead?

---

---

---

---

---

---

---

**DON'T COMPARE YOURSELF TO OTHERS. THERE'S NO COMPARISON BETWEEN THE SUN AND THE MOON. THEY SHINE WHEN IT'S THEIR TIME. GOD MADE THEM FOR DIFFERENT REASONS.**





#### 4. Money Mindset

- What beliefs were you taught about money from childhood?
- Money is simply what you get paid in direct proportion to the value you bring to the marketplace
- Deliver a lot-make a lot,
- The more you give, the more you deserve
- There's always plenty to go around.

#### WHAT ARE SOME BELIEFS THAT YOU HOLD ABOUT MONEY?

Good Beliefs

---

---

---

---

---

Bad Beliefs:

---

---

---

---

---



## 5. Perfectionist

- Fear of being judged
- A form of procrastination
- You delay your success by not taking action, because you're waiting for the perfect circumstances
- There are people who have become successful with worse circumstances than you
- It's just an excuse to not take action, so go get on it & do what needs doing!

**WHAT ARE THE BIGGEST OBSTACLES THAT YOU BELIEVE HAVE KEPT YOU FROM GOING FURTHER IN YOUR BUSINESS? WHAT COULD YOU DO TO OVERCOME THOSE?**





# MARKETING EXPECTATIONS

*Not everything will always be roses, so let's set several things straight, just so we know what to expect.*

## *1. It's a long-term game!*

- Most folks aren't going to buy your products and services right away. It takes an average of 7+ exposures to you for them to buy anything from you.
- People do buy things on a whim too though! Sometimes you'll watch a tiktok video and go buy that cool thing, because it's something you really need today.
- Don't be surprised at all if you have people engaging with your content for months or even years before they download a freebie or buy a 20-dollar thing.
- Your clients could also just happen to come across your content at just the right time! But it isn't guaranteed and that doesn't always happen

**“YOUR GROWTH WILL HAPPEN ORGANICALLY IF YOU GIVE IT TIME AND EFFORT!”**

## *2. The growth on social media won't always be linear.*

- There may be several months of consistent 500 new followers a month, then a month of losing 100, then 1 of only gaining 293. It varies and nothing will be perfectly uphill!
- Social media and business itself is like a roller coaster. You're always going up and down! Keep your expectations somewhat realistic.
- Sometimes new content creators have a viral video that brings them loads of new followers and then the next seven videos don't do as well and they're disappointed. It usually doesn't just always start and stay viral!
- Viral marketing isn't an actual strategy that you can predict. It either happens or it doesn't. People simply respond differently to different things at different times. There are many factors that go into it, one is the algorithm. We don't control that.
- Focus on the things you do control such as your output and the activity you do on a daily basis.

## *3. Number of followers*

- Don't let this keep you from getting started!
- When you start, you generally start from zero. Or you have only friends and family, who aren't your ideal client. Or you may have a relatively small audience with several people who care about what you're offering.
- Don't run ads to third world countries simply hoping to add followers and fast growth!
- Number of followers is just a vanity metric and it doesn't define you as a leader or a business owner. Don't pay attention to all those odd hacks or strategies! They simply distract you from focusing on the real things that actually matter!
- Don't join engagement pods or buy followers!
- Whatever you do, don't do anything dishonest!
- If you create engaging & valuable content, people will naturally give you likes and comments!
- If you aren't getting any attention at all, even with a lot of outbound engagement, then make better content!!!!!!
- Maybe you're talking to the wrong audience. You want to be sure you're talking to the right people, and giving them valuable things.
- Their engagement is a metric that shows you how well your audience and your content are matched.
- If they're matched, they'll fall in love!

# PERSONAL DEVELOPMENT

Personal Development will be the backbone of your thriving business, so let's dig in!!

## *Why?*

- Why do some people succeed & others don't?
- Mindset, mindset, mindset!!
- "Success in life is 80% psychology, 20% mechanics." -Tony Robbins
- Without the correct mindset, your actions don't matter, because you'll never succeed if you're constantly spewing negativity.

## *How?*

Dedicate at least 30 - 60 minutes a day to personal development

- Podcasts
- Books or audiobooks
- Events (Virtual or In-Person)
- Paid Programs
- YouTube Videos

Check out the following Leaders:

- Tony Robbins
- Jim Rohn
- Bob Proctor
- Brendon Burchard
- Mel Robbins
- John Maxwell
- Dean Graziosi





# RESOURCES

These are my personal favorites for personal development!! Click the links, check them out & feel free to binge watch the shows!!!



The ULTIMATE platform!!! Top Leaders, Audios, Videos, Journaling- they've got it all!

[DOWNLOAD HERE](#)



Alex's advice is timeless & one of my favorite binge-watches!! Highly recommended!

[LISTEN HERE](#)



My go-to for when I need Biblical Business wisdom!

[LISTEN HERE](#)



Another great pod for Christian women in business!!

[LISTEN HERE](#)

# PERSONAL GROWTH CHALLENGE

Just listen to 1 audio/video per day!

1

'Brainwash'  
Yourself to Be  
Successful

The Mindset  
Mentor

[LISTEN HERE](#)

2

You Are  
Qualified For  
Greatness

The Ed Mylett  
Show

[LISTEN HERE](#)

3

1-3-5 Rule That  
Will Increase  
Your Productivity  
by 90%

Bright Side

[LISTEN HERE](#)

4

The Secret To  
Stop Doubting  
Yourself

Motivation With  
Brendon Burchard

[LISTEN HERE](#)

5

See It, Solve It,  
Sell It

Motivation With  
Brendon Burchard

[LISTEN HERE](#)

6

The Offer Is King

Alex Hormozi

[LISTEN HERE](#)

7

The Power Of  
Your Offer

Alex Hormozi

[LISTEN HERE](#)

8

The Big Problem  
With Personal  
Growth

The Mindset  
Mentor

[LISTEN HERE](#)

9

How to Make  
People Get Off  
the Fence & BUY!

Shiny New  
Clients

[LISTEN HERE](#)

10

Choosing Your  
Own Path In The  
Game

The Game  
Podcast

[LISTEN HERE](#)

11

Scaling  
Outbound

The Game  
Podcast

[LISTEN HERE](#)

12

3 Habits of  
Successful  
Content Creators

Think Media

[LISTEN HERE](#)

13

How to Post on  
LinkedIn even  
When You Don't  
Know What to Say

The Dream Job  
System Podcast

[LISTEN HERE](#)

14

The Season of  
No- What It  
Takes To Win

The Game  
Podcast

[LISTEN HERE](#)

15

The 3 biggest  
Mistakes You're  
Making On LinkedIn

Marketing Made  
Simple

[LISTEN HERE](#)

16

Grab Attention  
With Persuasive  
Writing

Maximize Your  
Influence

[LISTEN HERE](#)

17

How To  
Incorporate God  
Into Business

Expert Ownership  
Podcast

[LISTEN HERE](#)

18

Why Consistent  
Branding Matters &  
How it Affects Your  
Your Brand

Double Shot of  
Branding

[LISTEN HERE](#)

19

How To DIY a  
Brand  
Photoshoot at  
Home

Tabitha Emma

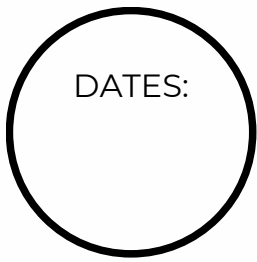
[LISTEN HERE](#)

20

Time-Blocking 101:  
How I Schedule My  
Time In 4 Easy Steps

Online Marketing  
Made Easy

[LISTEN HERE](#)



DATES:

# WEEKLY PLANNER

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

TO-DO LIST



# TOOLS & SHINY OBJECTS

We're all attracted to shiny objects, but they're dangerous in our businesses!!

## *The Tools You'll Need*

- Don't get Shiny Object Syndrome & become obsessed with all the tools out there!!!
- Start simple & scale as needed
- Don't switch all the time
  
- Things you'll probably need right now-
- PayPal or Stripe- in order to receive payments
- Zoom- for calls-free version is all you really need
- Canva- for graphic design if you don't use as many photos on LinkedIn-also lots of options on the free version



## *The Tools You Don't Need Right Now...but may want later*

- GoDaddy domain- if you'll be doing Email Marketing, you'll want to create your own Domain & professional Business email, using that domain.
- Website hosting- Wordpress
- Website Builder- Elementor
- Landing pages for Lead Magnets- ConvertKit-free version
- Email Marketing-Convertkit- free version
- Calendly- for booking calls if they'll be paying for a call -it has lots of options on the free version