



SCIENCE OF SUCCESS



STEPHANIE
BOGAN

UNCOMFORTABLY
Comfortable



MEDIOCRITY

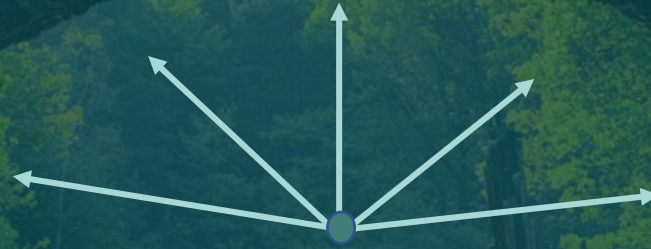
LIMITLESS

BRIDGING THE BEHAVIOR GAP

WHERE YOU ARE NOW
the experience you've created



\$1M+ PRACTICE &
TIME & FREEDOM TO ENJOY IT
the experience you want to create



WHAT YOU'RE REALLY HERE FOR
proven practices and coaching that help you bridge the behavior gap

WHAT'S IN YOUR GAP

I can do it faster
and better myself

I can't charge (more)

I need more people
in the pipeline

There's not
enough time
to do everything

I have too many clients

I can't keep up
with all the work

I don't like
managing people

I'm not good
at marketing

I'm the only one
who does things right

I need
more people
in the pipeline

I hate quoting my fees

I need a consistent
system

I don't know what to
deliver to clients to
demonstrate value



FILL IN YOUR BLANK IN THE CHAT

ENVIRONMENT



SKILL



MINDSET




LIMITLESS

80%

MINDSET

A decorative graphic consisting of multiple thin, overlapping lines that form a wavy, ribbon-like shape. The lines are primarily teal and orange, with some lines being dashed. The shape flows from left to right across the upper half of the page.

An established set of
attitudes held by
someone; a person's
way of thinking

A decorative graphic in the bottom right corner consisting of several concentric, overlapping circles in shades of teal and orange.

LIMITLESS

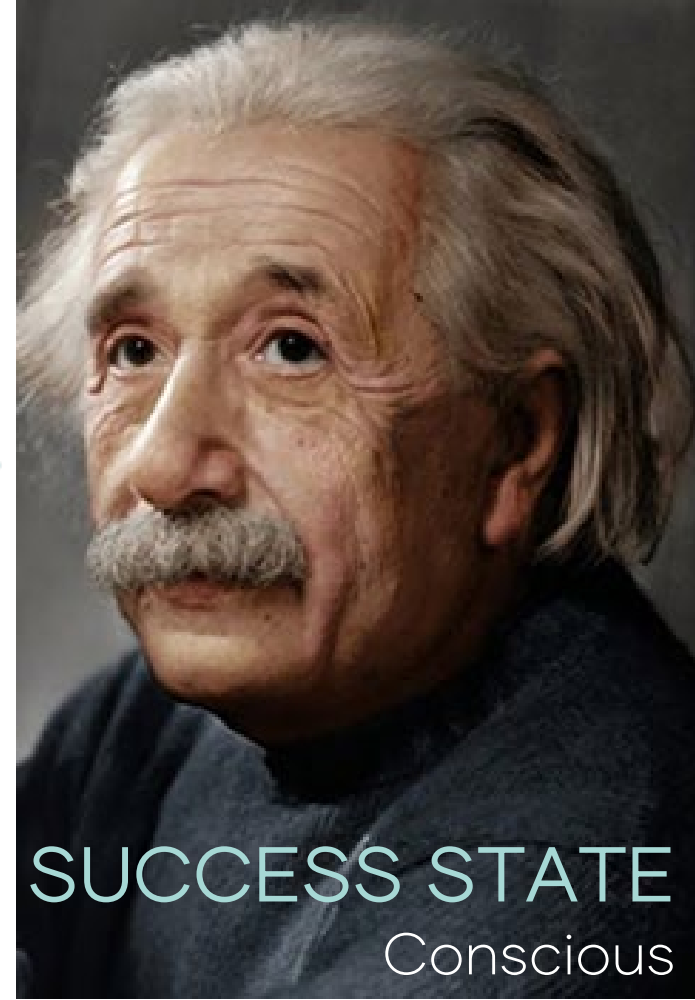
ONE BRAIN TWO MINDS



SURVIVAL STATE
Conditioned

SUBCONSCIOUS

- Programmed by, lives in the past
- Instinctive, habit mind
- Hard-wired for survival
- Powered by emotion



SUCCESS STATE
Conscious

CONSCIOUS

- Lives in the present
- Present, future-focused
- Reasoning, logical mind
- Powered by reason

OUR *operating system* MOST OF THE TIME

We have an average of 60,000 thoughts per day

80% of them are negative

We process 11 million bps info per second

Only 40 bps are processed by conscious mind

Our brains focus on negative inputs

By a factor of 7 to 1

We spend an avg. of 70%+ of our days "stressed"

Exist in a perpetual state of 'fight or flight'

When we're stressed, we default to auto pilot

Governed by our belief systems & conditioned behaviors

By age 35,
we're 95% hard-wired,
a set of pre-programmed behaviors



BELIEF SYSTEMS

1

PRE-CONCEIVED MENTAL MODELS

2

INTERNAL PROCESS OCCURS COMPLETELY OUTSIDE
OUR AWARENESS

3

WE ARE MEANING-MAKING MACHINES
events have no meanings except the ones you give
them

4

IN 1/5 SECOND BELIEFS DRIVE CONDITIONED
REACTIONS
(versus conscious responses)

5

YOUR STORIES SHAPE YOUR SUCCESS
empowering or disempowering





I'm going to
be eaten by a
HUNGRY
LION
AND DIE!?!

SHIFTING INTO SUCCESS- STATE

LEARNING TO MIND YOUR LINE

+

SUCCESS STATE



STRESS STATE

-

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common LIMITING BELIEFS

1

MISTAKES
ARE BAD,
MAKE ME BAD.

2

I HAVE TO BE
_____,
TO BE _____.

3

I'M NOT
WORTHY
OF/DON'T
DESERVE
_____.

4

I AM NOT
IMPORTANT
OR LOVED.

5

I AM NOT
ENOUGH.

L I M I T L E S S

How DO THESE BELIEFS show up?

1

I CAN'T CHARGE
(MORE) FOR
PLANNING.

2

I CAN'T FOCUS
ON A NICHE,
I CAN'T...

3

IF I DO THAT OR
CHARGE THAT,
MY CLIENTS AND
COI'S WILL
REVOLT

4

ALL CLIENTS
ARE GOOD
CLIENTS, YES IS
THE ONLY WAY
TO WIN

5

I'M AN
IMPOSTER,
THEY'RE GOING
TO FIND OUT

L I M I T L E S S



IDENTIFY & SHARE
ONE LIMITING
BELIEF

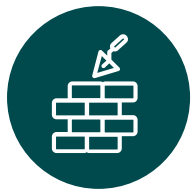
BELIEFS

- Some beliefs help, some beliefs hinder
- You can move beyond auto-pilot
- Have to “interrupt” these habit loops
- Willpower is garbage
- Answer is awareness followed by action
- Upgrade your beliefs, upgrade your results





IT'S A STATE OF BEING



LIVING BEHIND 4 WALLS

Protect. Prove. Hide. Defend.



CONDITIONAL LIVING

When (this happens), I'll be (happy)



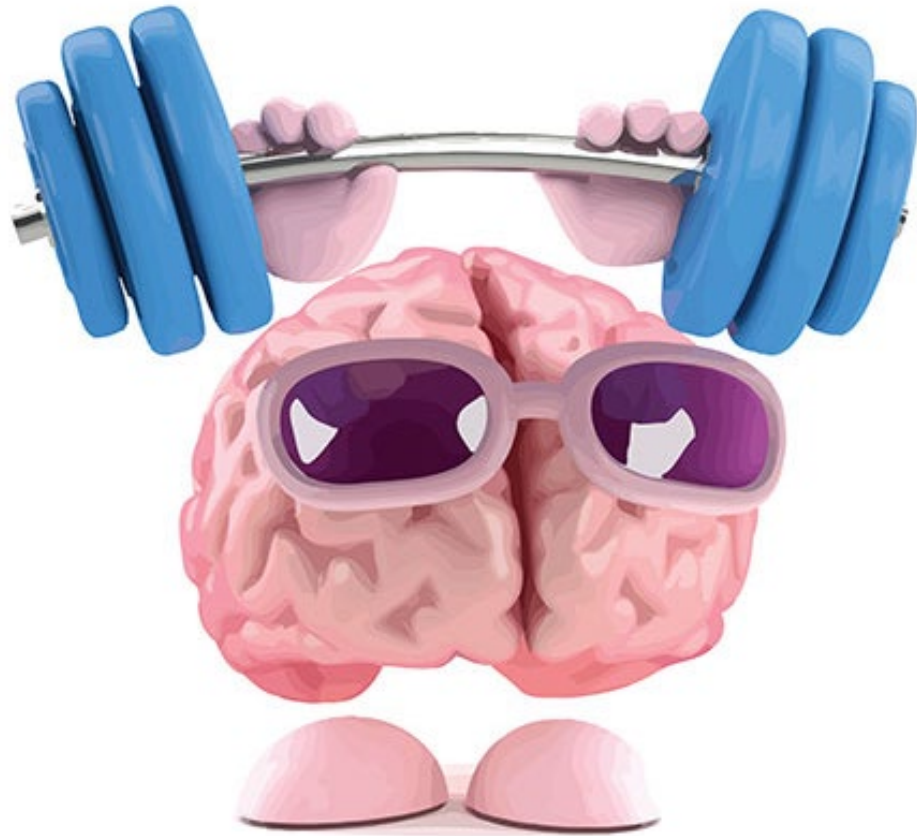
EGO-DRIVEN

If (s/he) would just (act the way I want) then everything would be OK and I would be (happy)

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APPLYING WHAT
YOU LEARN

LIMITLESS



RETRAIN YOUR BRAIN

A Crash Course
on How to Re-train your Brain
for Greater Success and Well-Being

THE 7 MINDSETS OF SUCCESS



L I M I T L E S S

Am I Worth It?
Will They Say Yes?
Can I Say No?



SHIFTING THE CONVERSATION

with the voices in
your head...



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BREAKING THROUGH LIMITING BELIEFS



1

Take out a
piece of
paper



2

Draw a line
across,
dividing the
page in half



3

Above the
line list
what's
working?



4

Below the line
list what's not
working



5

What are
your
beliefs
about
what's
below the
line?



TAKING A CLOSER
LOOK AT YOUR
LIMITING BELIEFS



What do you want and what's your story about why you don't have it?



What's the benefit of this belief? How does it serve you?



Where does it stop you / what's it costing you?

RECORD
NEW & BETTER
Stories

AWARENESS

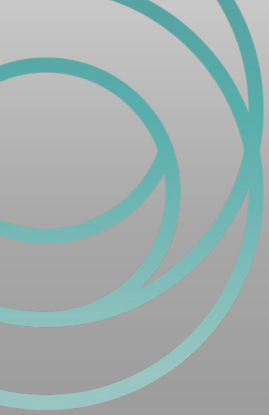
FEELING
STATE

CATCH &
CORRECT

NEW STORY

A 4-step
process for
Shifting
your Stories





LIMITLESS

RAISING



AWARENESS

I can't
do it



*Check out Hal Elrod's TED talk
on Morning Routines*

Best
PRACTICE

Rituals
& Routines

ASK BETTER QUESTIONS

Get Better Answers

- What would it take to...2x my income in half the time?
- What would it take to...get a referral from my top 10 clients and COIs in the next 90 days?
- What would it take to start digital marketing and find 100 ideal clients?
- WHAT'S IT COSTING ME TO SETTLE?

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L I M I T L E S S

TERMS & CONDITIONS

You can be,
have, achieve
and experience
whatever you
desire.

You simply have
to raise your
standards.





WATCH & READ

- The Formula for Change, Stephanie Bogan
- Take the Uncomfortable Leap, Stephanie Bogan
- Harnessing your Head Trash, Stephanie Bogan
- Mindset: The New Psychology of Success, Carol Dweck
- How to Unf*ck Yourself, Gary John Bishop
- Think & Grow Rich, Napoleon Hill
- 10% Happier, Dan Harris



APPLY

- Watch: Learning Path Mindset Mastery
- Read 7 Mindsets Guidebook
- Complete Shifting Your Thinking Workbook
- Complete 7 Mindsets Activity



ACT

- Start: A Daily Mindfulness practice
- Start: Minding your Line (ongoing)
- Start: Practicing "Catch & Correct" (ongoing)
- Daily Use: Success Shifter or Habits Journal



LIMITLESS Q&A