



## 3 Effective Mindset-Shifting Strategies to Attract More Clients

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Your mindset is your internal mental attitude and influences the way you view life, relationships and your business. It determines how you interpret and respond to situations and can completely transform how you perceive the world.

Your mindset can also influence if others decide to do business with you. If, in your mind, you're constantly playing, "they will never do business with me" you'll get what you're thinking. There is good news if you find yourself in this self-limiting thinking. There's a way to change it. Throughout the years, I have found three effective mindset-shifting strategies to attract more clients:

### **Mindset-Shifting Strategy #1: Success by Gratefulness.**

The way you start your day can be the most important indicator of how you'll spend the rest of your day. If you start negative, you'll probably spend the rest of the day inviting negativity. Instead, make a conscious decision to spend the first five minutes every single morning taking inventory of all of the blessings that have come into your life.

Even life's challenges can bring gifts you wouldn't have otherwise have seen. Over a decade ago, I was starting my business and pondered if starting a business was the right decision. As I was driving to my networking appointment questioning this path, something popped up from the freeway and headed straight at me. I put my hands over my face and waited for what I thought would be a very painful event. I heard this big whooshing then dinging sound in the front seat of my car. I peaked, put my hands on the wheel and saw a shattered windshield, a softball-sized hole in that windshield, and a four foot, five pound semi-truck's tire iron in the front seat of my car. As I got off to the side of the road, I eventually parked in a parking lot where I called the police.

While waiting for the police to arrive, I got out of the car and shook off the shards of glass although there was not a scratch on me. After further inspection, I noticed a six inch gash that sliced open the steel hood of the car like a hot knife on butter. Since the tire iron hit the hood first, it changed the original trajectory of that tire iron missing me by about four inches. Each police officer came on scene that day, looked at the original trajectory of that tire iron, looked at me and said, "Lady, you must be on this earth for a reason."

Just moments earlier I had been asking if starting a business was the right decision. Even in the most challenging situations, you can find something to be grateful for. I was grateful for those three messengers who reinforced that I needed to continue on this path showing other people how they can build a business they love.

### **Mindset-Shifting Strategy #2: Success By Association.**

If your parents told you to carefully choose your friends, they were on to something. If you spend your time with negative and lazy people who look for excuses, you're going to find it hard to become anything other than negative and lazy looking for excuses. First, raise your awareness point of the people you hang around. Notice if they exemplify the kind of life you desire to live.

Second, just notice where you need to shift your energy and relationships. Just as quick as you make the decision to move away from relationships that hold you back, you will start to see how new relationships come into your life.

### **Mindset-Shifting Strategy #3: Success by Completion.**

All too frequently, people are focused on too many things. Before too long, you're left with a lot of unfinished projects collecting a heaping pile of clutter. If that describes your scenario, you may be trying to do too much and need to change the way you work.

One of my new clients was in constant overwhelm. After listing all of her open projects, she quickly realized she could not do it all alone. After hiring an intern, she was able to get projects completed and be more present with her clients. By adopting a mindset of completion, her dream work became her reality simply by following through and asking for help.

When you implement these three mindset-shifting strategies, you'll begin to see how your life, relationships and business flow magically and profitably. It all starts with your mindset and making these strategies a habit.

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