



# How to Make a Shift From Where You Are to Where You Want to Be

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**Whether you have always thought of starting a business, just started one, or have had one a while, there is one principle that is essential to any small business owner's success.** Without it, you'll get sidetracked and wonder why things are going awry.

**When you practice this principle each and every day, you will grow your influence, attract what you do want, and expand your reach in your area of genius.** This key principle will help you make a shift from where you are to where you want to be.

**What is the principle, you ask?** It's the Principle of Conscious Thought, which states what you hold in your conscious thought you invite more of it into your life. It's one of four principles to Mastering Your Inner Entrepreneur. I learned this lesson early in my career – before I was even an entrepreneur - when I worked in a very chaotic corporate environment. I became consumed in what was wrong with everything.

**While I thought I was communicating what needed to be fixed, my team members were left feeling hopeless.** After a while, others in the organization questioned whether I had a handle on things because all they heard was all of the stuff that was broken. Although there may be a lot of things that need to be fixed, what you communicate expands. (Once I communicated the vision and the action plans instead, we moved in the same direction to achieve a 94% employee satisfaction ratio and meet budget.)

**Be the influencer that I know you are.** Focus on the vision of what you do want to invite as well as the solutions to get there. When you do this, others develop faith in you as a leader who has the answers. You bring ideas to fix the problems. As a business owner, this principle can take you from struggle to success.

**Here are some simple tips to get started:**

1. **Write down the contribution you want to make in this world.** When you write down your vision, it makes it real. You set an intention and that vision becomes closer to a reality, if only on paper at first.

2. **State your intention.** Writing it down is one thing, saying it is another. When you say your intentions aloud, you begin a whole series of events. You start to align your action with your conscious thoughts.
3. **Practice saying your intentions daily.** This step is where many people fall down. They say their conscious thoughts aloud for a while and then they stop just as they are about to breakthrough. It is important to create a lasting habit and transfer your intentions into your subconscious so you automatically take action in alignment with your thoughts. Take just a few minutes while you're getting ready in the morning to set your intention and your positive affirmations.

**When you make a shift in your conscious thoughts, that is what you're telling yourself and speaking what you want to invite,** you will notice how effortless it is to bring about the shift you want to create in your life.

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