

20 Top Beliefs

THAT SABOTAGE
ENTREPRENEURS

(AND
HOW TO
CHANGE
THEM!)



LIVE a LIFE you LOVE ♡



20 TOP BELIEFS That Sabotage Entrepreneurs (And how to change them!)



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Practically everyone has thought about starting an online business. Over a half million people start businesses every month in the United States. And 90% of online businesses fail within four months. Yes, those odds seem daunting—until you think about what makes every business, and every person succeed or fail—their thoughts, emotions, and beliefs. And the good news is: those can be changed.

We create our own realities—without exception. Therefore, if you desire to create a successful online business, it is entirely within your ability to do so.



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It wasn't too many years ago that I started an online business with just \$50. I grew it into a \$5 million company within five years without investing another dime. How did I do that? I set my intentions, I was conscious that my thoughts and feelings supported those intentions, and I ***changed a lot of beliefs.***

Beliefs are the cornerstone to any reality, good or bad. If you don't believe something can happen, it won't. But you can become conscious of your beliefs and change them—easily and elegantly. And from that moment on, everything can be different.

You may think that identifying and changing subconscious beliefs won't work—but it does and it will. It is possible for us to hold beliefs that we learned in childhood, adolescence, and young adulthood and also hold *completely opposite beliefs* that we've come to understand intellectually, but that haven't replaced our older, stronger subconscious beliefs. (The strength of our subconscious beliefs is that we are probably unaware of their existence.)

Yes, you can hold two diametrically opposed beliefs at the same time—which is the reason it seems as though changing a belief won't work. Because we identify with the positive belief, without really acknowledging the underlying negative one.

But when you identify and then change a belief that is making you unhappy or creating a reality that you don't want, you do have the ability to free yourself and be the successful, happy, deserving person you truly are.

How do you tell if a belief is yours?

In order to determine if a certain belief is yours, first ask, "*Does this feel like something is true for me?*" Then ask, "*Does my reality reflect that this belief is true for me?*" And if you'd like even further proof, you can ask your body if it's true for you, by using [applied kinesiology](#). I write a lot more about beliefs in my book, [The Map—To Our Responsive Universe, Where Dreams Really Do Come True!](#)



20 TOP BELIEFS
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Beliefs you may have about being an entrepreneur and success:

1. I don't know all I need to know to run a successful company.
2. I'd need to work very long hours to become super successful.
3. I would have to do some things I don't want to do in order to be successful.
4. I would have to struggle and sacrifice to make my business successful.
5. It is hard to start and run your own company.
6. Money is difficult to make.
7. If I am successful, I won't be able to maintain the success.
8. I need money to make my business successful.
9. I'm not good enough at _____ to run a successful company.
10. I won't be free if I'm the head of a successful company.
11. I can't find the support/help I'd need to run a successful company.
12. It's not safe to be visible.
13. It's not safe to be successful.
14. I need to focus on making money.



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15. My idea isn't good/special enough.
16. Everything's that's successful has already been done.
17. It's hard to differentiate yourself in the marketplace.
18. There's too much competition in the marketplace to create a successful business.
19. I may fail and then I'd be humiliated.
20. Success only happens with hard work and luck.

This list is not all inclusive. You may have slightly different beliefs or totally different beliefs. Use this list as a jumping off point to discover your specific beliefs. The important thing is to *change the beliefs* interfering with your success. It's not difficult. I've outlined the procedure below ...

How to change a belief:

Beliefs were given to us by our parents, our siblings, our grandparents, aunts, uncles, teachers and other authority figures like religious leaders and scoutmasters. Even society and the media have helped to form our beliefs about the world.

Note: There is a recorded version of this technique available at:

<https://www.livealifyoulove.com/changing-your-beliefs-guided-meditation/>

The process:

1. Write out or print the old and the new beliefs.



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2. Get into a quiet space, and close your eyes. Have your list of old and new beliefs with you. Call upon your unseen friends (it doesn't matter if you don't know who they are) to assist you. You can say:

"I call on my angels, higher self, guides and others who desire to help me successfully change these beliefs. Gently guide, protect and assist me please, with harm to none."

3. Imagine yourself in a beautiful place in nature. This place is serene, quiet and safe. Then imagine your unseen friends coming to be with you, surrounding you in a bubble of love and light. Take a few moments to close your mental eyes and feel the warmth of the love and light. Feel the love, guidance and protection of your unseen friends. When you open your mental eyes you are surrounded in mist. And before you is a grand marble staircase. You, and your unseen friends, begin to walk up this staircase ... up, up, up into the clouds.
4. At the very top of this staircase, you will be at the entrance to a city, which represents your subconscious mind. It might be modern or ancient. It might be a city in nature, with natural caves and carvings in the rocks. It might look like anything at all. It may change shape. Whatever it looks like it is perfect for you.
5. The king or queen of this city (your subconscious) will soon come to welcome you. Tell them you want to change your beliefs. They will look to your higher self for permission, and your higher self will nod its consent.
6. Follow the king or queen to the Building of Beliefs. Your higher self will join you. They will take you to the room in this building that holds your level two beliefs. You will enter a gigantic circular room, lined floor to ceiling with filing cabinets. There will be a ladder that slides around the room on a rail, to access the high drawers. You find yourself gazing around in amazement.



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7. Tell them the first belief you want to change (it's OK to peek at your paper). They will go to a drawer, open it and pull out the belief. It is written out on an 8½ x 11 piece of cardstock, plain as day.
8. Take the belief and bring it to a small table in the center of the room. On the table you'll find a big, fat black marker. You take off the cap, and strike through the entire belief. You then rip it into tiny pieces, and place it into a silver bowl lying on the tabletop. Your higher self points a finger, and the belief bursts into flames, quickly extinguishing and leaving nothing, not even ashes, behind.
9. Take a clean, white piece of cardstock from a shelf underneath the table, and with a smaller black marker, write your new belief. Feel your hand shape each letter and say each and every letter in your mind as you write.
Hand the new belief to the king or queen and watch as they deftly replace the belief. Repeat this process with every belief you want to change.
10. When you are finished, thank your higher self and the king or queen. They will appreciatively accept your thanks. And when you are ready, open your eyes.
11. Conscious mind follow-up: Write or type out *only* the new beliefs. Every day, for sixty days, read the new beliefs, with as much excitement and joy as you can muster. (If you skip a day, just add another day at the end.)

That's it! Below are both the negative beliefs listed above and new, positive beliefs to substitute.

Negative and positive beliefs about being an entrepreneur and success:



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- ~~1. I don't know all I need to know to run a successful company.~~
I can learn all I need to know to run a successful company.
- ~~2. I'd need to work very long hours to become super successful.~~
I can work whatever hours work for me and still become super successful.
- ~~3. I would have to do some things I don't want to do in order to be successful.~~
I can do only the tasks I love and still be successful.
- ~~4. I would have to struggle and sacrifice to make my business successful.~~
I would have to consciously create success to make my business successful.
- ~~5. It is hard to start and run your own company.~~
It is easy to start and run your own company.
- ~~6. Money is difficult to make.~~
Money is easy to create.
- ~~7. If I am successful, I won't be able to maintain the success.~~
When I am successful, I will be able to maintain the success.
- ~~8. I need money to make my business successful.~~
I need passion to make my business successful.
- ~~9. I'm not good enough at _____ to run a successful company.~~
I am good enough at _____ to run a successful company.
- ~~10. I won't be free if I'm the head of a successful company.~~
I will be free when I'm the head of a successful company.



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11. ~~I can't find the support/help I'd need to run a successful company.~~
I can find the support/help I'd need to run a successful company.
12. ~~It's not safe to be visible.~~
It is safe to be visible.
13. ~~It's not safe to be successful.~~
It is safe to be successful.
14. ~~I need to focus on making money.~~
I need to focus on having fun.
15. ~~My idea isn't good/special enough.~~
The implementation of my idea is totally unique.
16. ~~Everything's that's successful has already been done.~~
My passion, creativity and unique perspective will create success.
17. ~~It's hard to differentiate yourself in the marketplace.~~
It's easy for me to differentiate myself in the marketplace.
18. ~~There's too much competition in the marketplace to create a successful business.~~
No one does what I do like I do it therefore I'm creating a successful business.
19. ~~I may fail and then I'd be humiliated.~~
I will succeed, and then I'll be excited.
20. ~~Success only happens with hard work and luck.~~
Success only happens with conscious creation and magic.



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The positive beliefs about being an entrepreneur and success:

(Copy and print the beliefs you changed and read this list twice daily for 60 days)

1. I can learn all I need to know to run a successful company.
2. I can work whatever hours work for me and still become super successful.
3. I can do only the tasks I love and still be successful.
4. I would have to consciously create success to make my business successful.
5. It is easy to start and run your own company.
6. Money is easy to create.
7. When I am successful, I will be able to maintain the success.
8. I need passion to make my business successful.
9. I am good enough at _____ to run a successful company.
10. I will be free when I'm the head of a successful company.
11. I can find the support/help I'd need to run a successful company.
12. It is safe to be visible.
13. It is safe to be successful.



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14. I need to focus on having fun.
15. The implementation of my idea is totally unique.
16. My passion, creativity and unique perspective will create success.
17. It's easy for me to differentiate myself in the marketplace.
18. No one does what I do like I do it therefore I'm creating a successful business.
19. I will succeed, and then I'll be excited.
20. Success only happens with conscious creation and magic.

I truly hope you change the beliefs about success and entrepreneurship that may be keeping you from starting a business or sabotage your success. If you'd like to learn more about consciously creating your reality, read [*The Map—To Our Responsive Universe, Where Dreams Really Do Come True!*](#) and/or [*The Map to Abundance: The No Exceptions Guide to Creating Money, Success, and Bliss!*](#)

With so much love,

Boni