



Entrepreneurial Success Guidebook: **The Two Mindsets That Either Create Or Destroy Results**

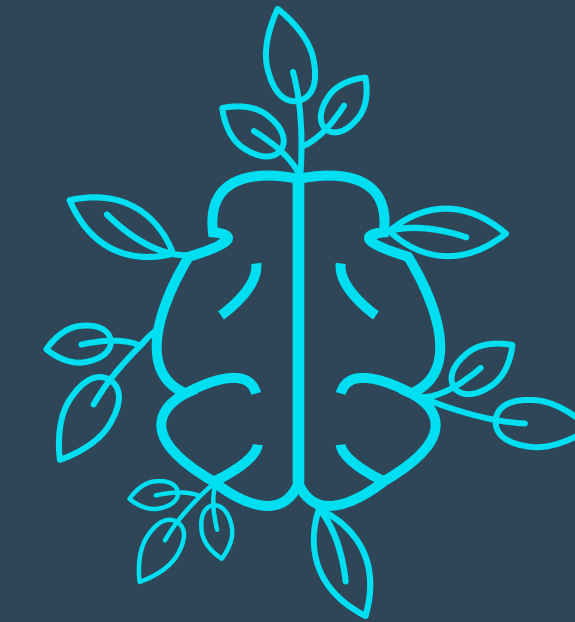


THE OWW BRAIN

Everybody has some part of their life that's a struggle. But for many it comes in areas they truly want to succeed in, which creates stress, anxiety and worry. When caught in the OWW Brain cycle, no matter what someone achieves with their actions, it's never good enough and satisfaction will always elude them.

This individual's actions are driven by pain.

THE SUCCESS STORY

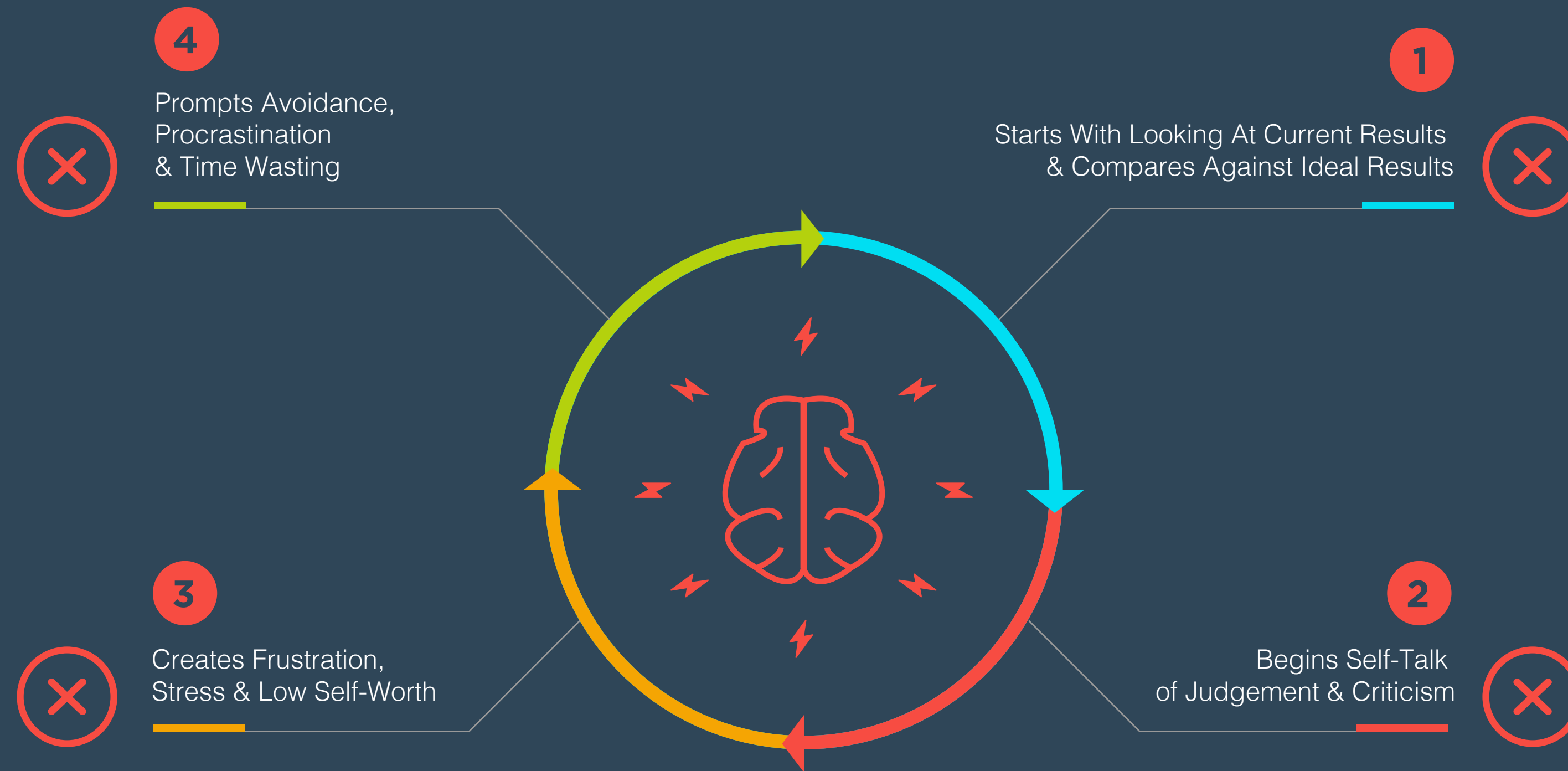


THE WOW BRAIN

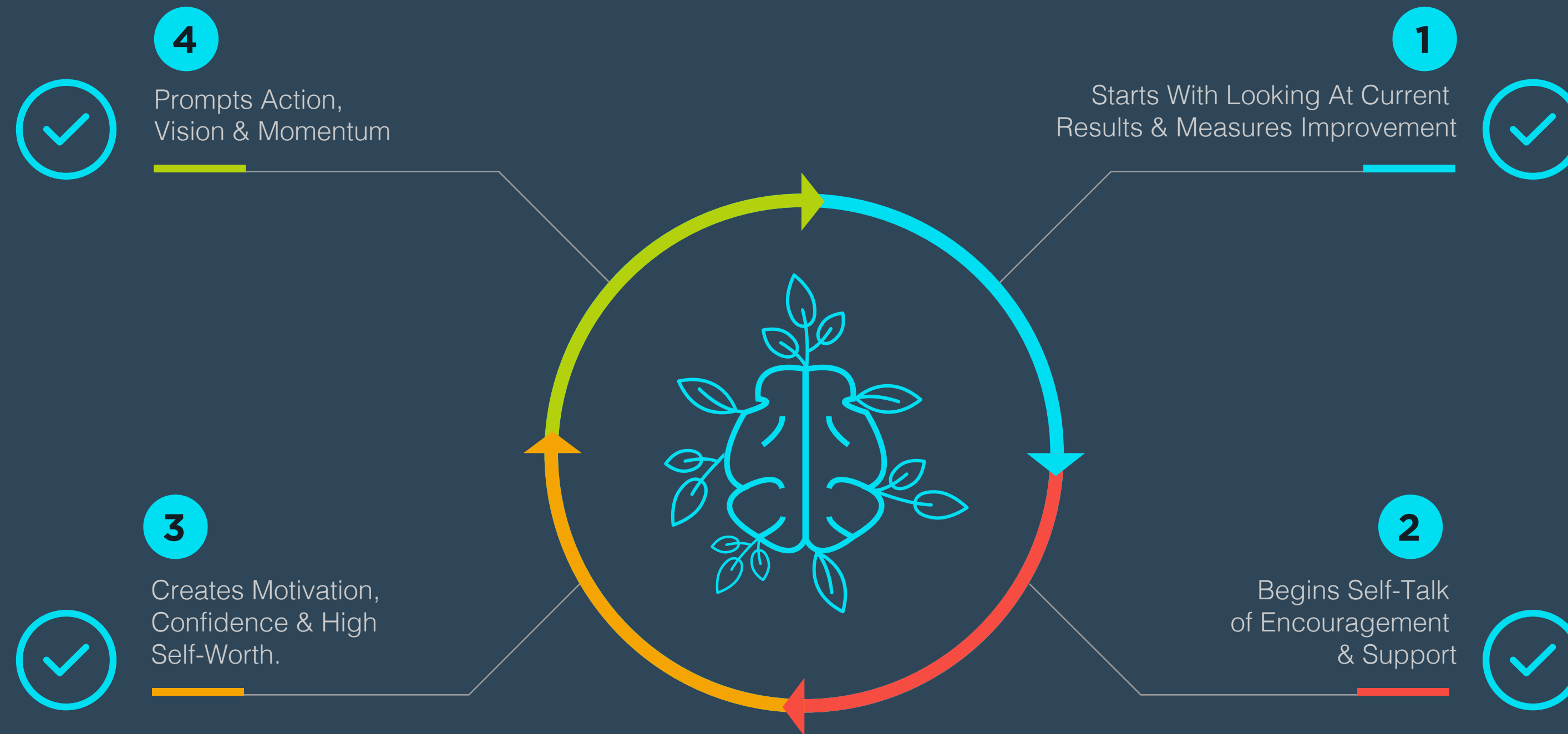
Everybody has some part of their life that's easier for them than others. It's not that the effort is easier, it's that the mental & emotional resistance isn't a struggle. When engaged in the WOW Brain Cycle, achievement self-perpetuates because they're measuring improvement and creating feedback loops of learning & growth.

This individual's actions are driven by gain.

THE OWWW BRAIN



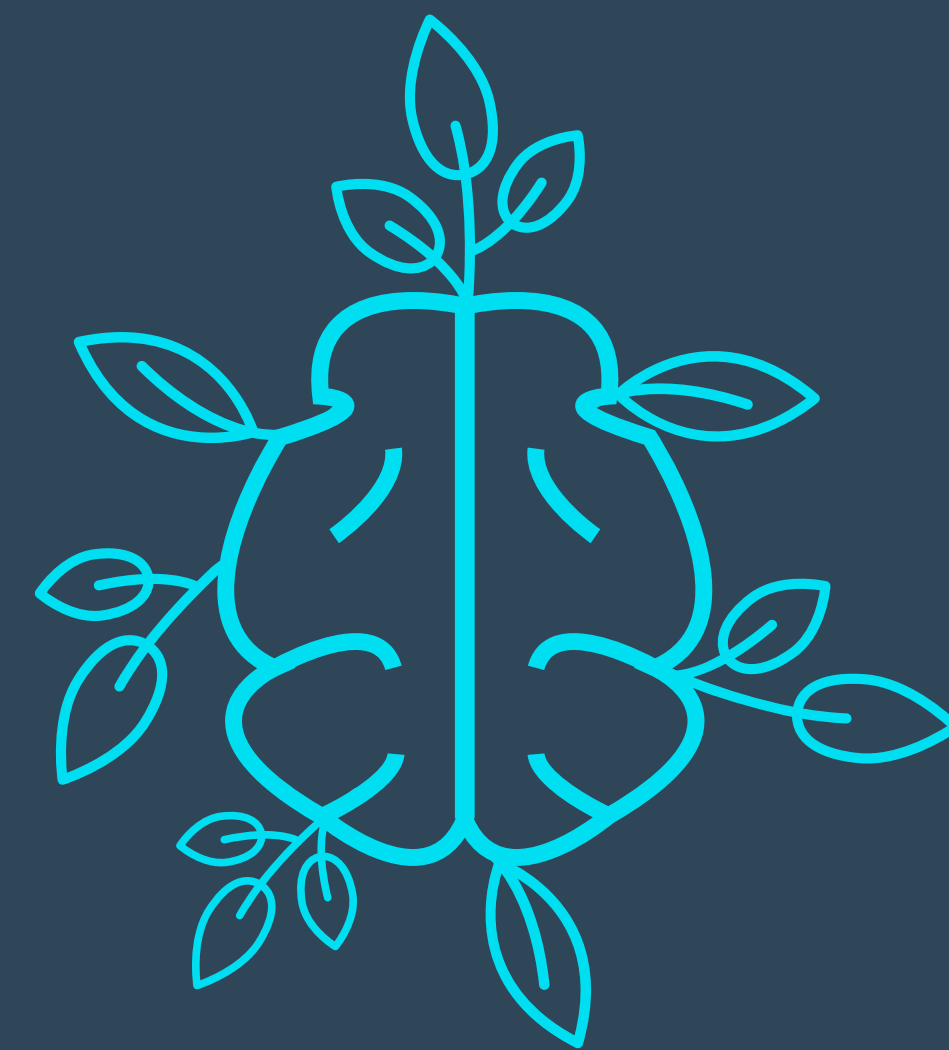
THE WOW BRAIN



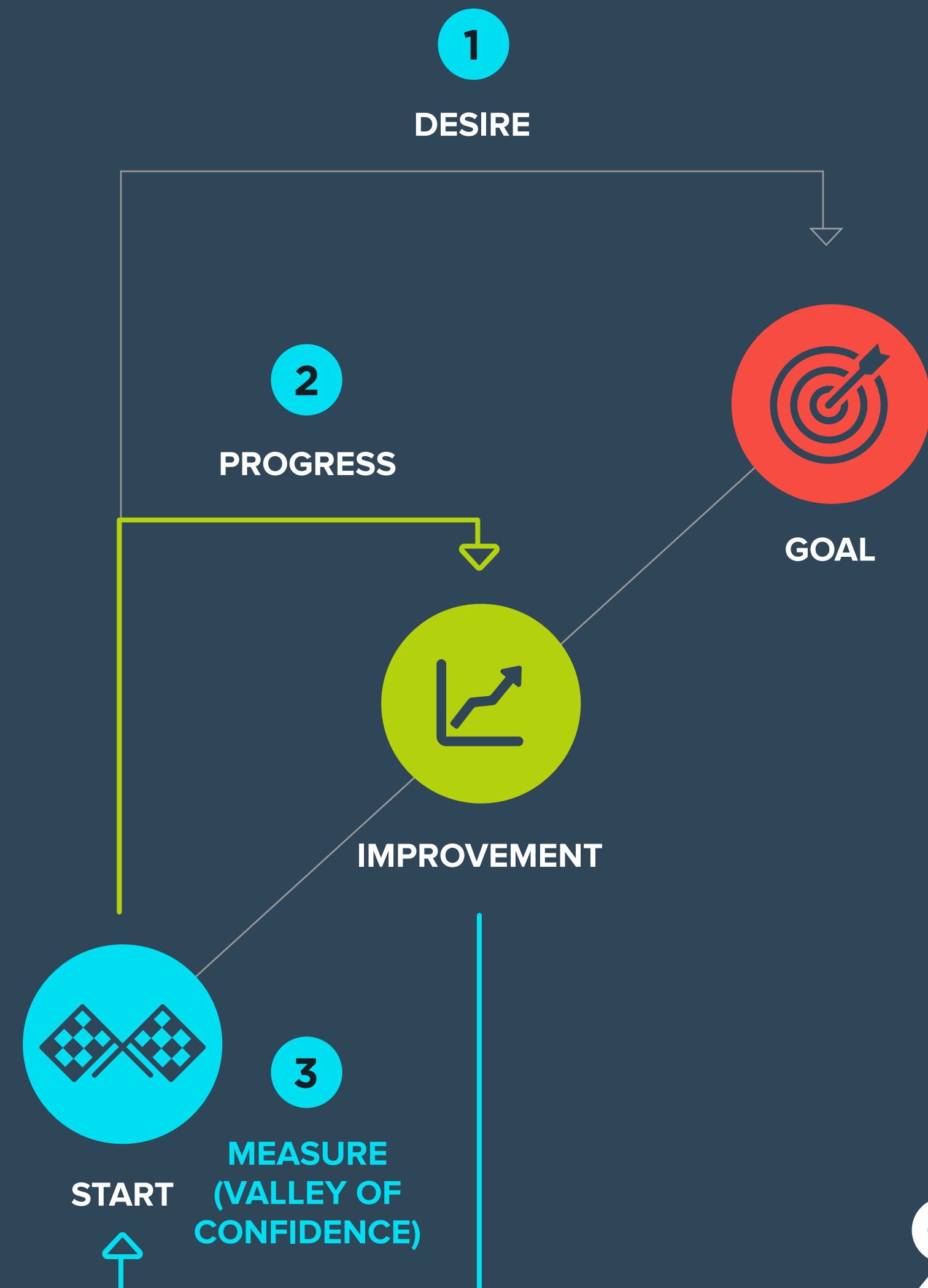
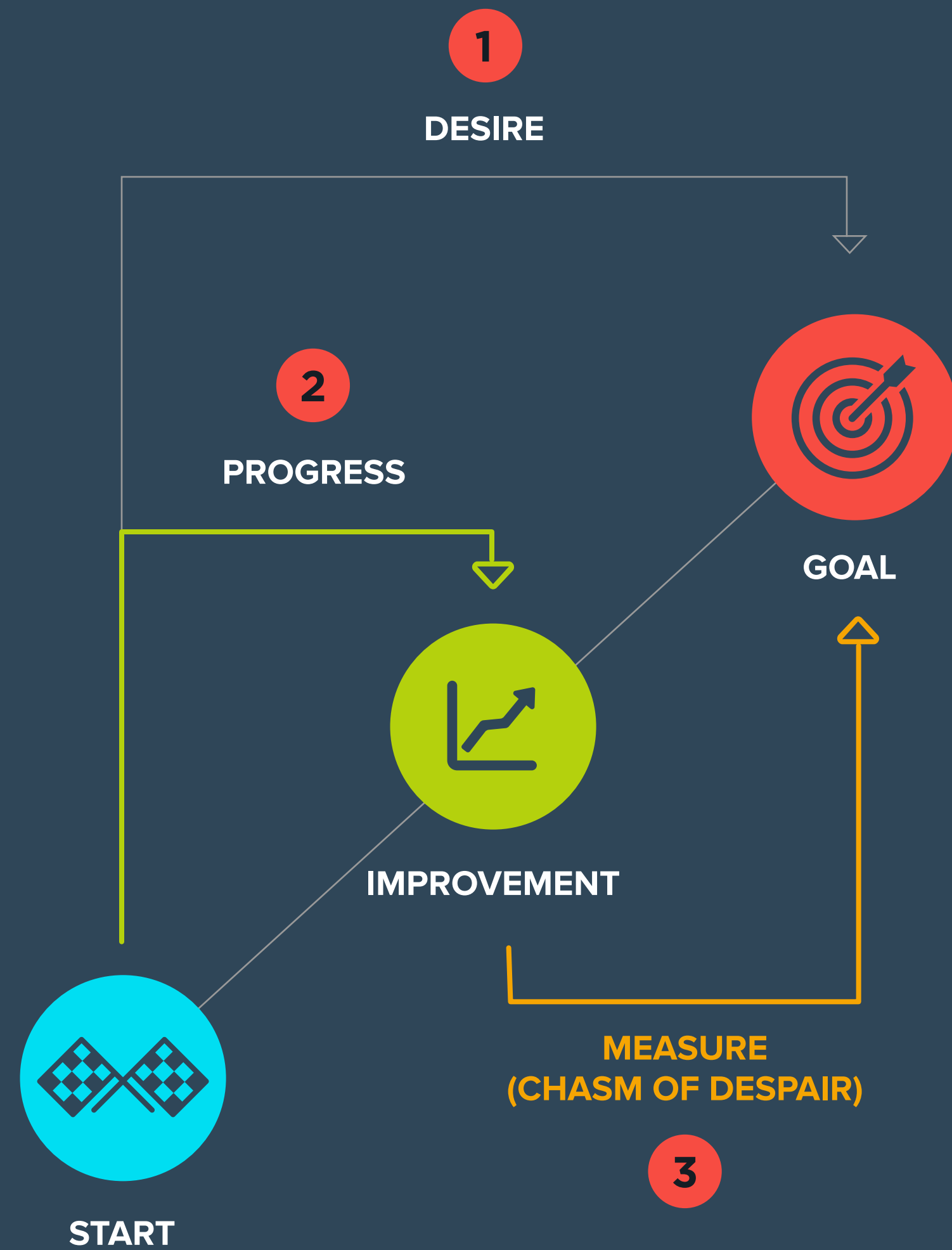
CHANGE
=
PAIN



CHANGE
=
GAIN



HOW THE BRAIN WORKS

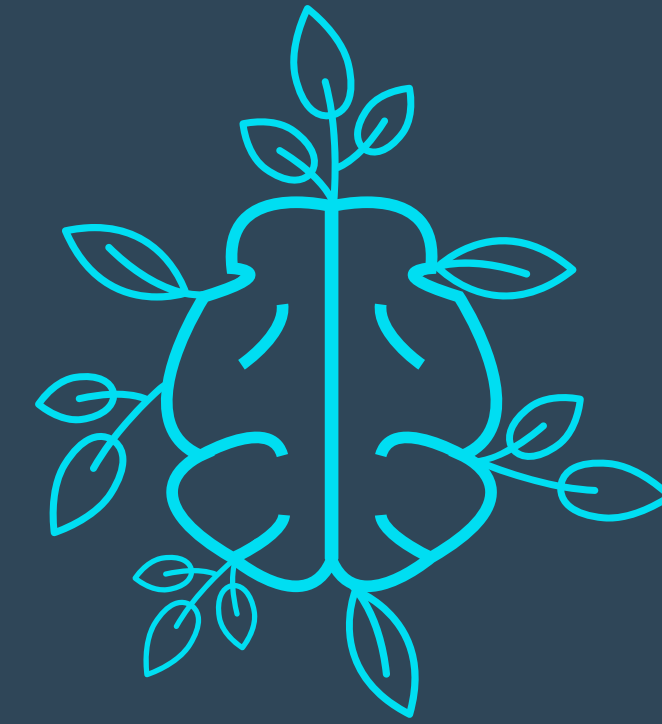




NEGATIVE

Someone caught in the OWW Brain cycle grows more and more dissatisfied with their life, even though they may be achieving growth because they measure their progress by their unfulfilled goals.

- ✓ They start with the desire to achieve a goal, dream or vision.
- ✓ They take action, make progress and achieve measurable improvement.
- ✗ They, then, measure their little wins FORWARD into the 'Chasm of Despair' and against the bigger goal. Which causes them to experience feelings of inadequacy, frustration and disappointment.



POSITIVE

Someone caught in the WOW Brain cycle grows more and more inspired and motivated with their life, because they're constantly looking at their growth and measuring their progress from where they started.

- ✓ **Identical:** They start with the desire to achieve a goal, dream or vision.
- ✓ **Identical:** They take action, make progress and achieve measurable improvement.
- ✓ **Different:** They, then, measure their little wins, growth and progress BACKWARD into the 'Valley of Confidence' and against their starting point. Which causes feelings of power, positivity and encouragement.

LIFE IN THE OWW BRAIN

“Why are they better than me?”

“Ugh! Why didn’t I just do it when I was supposed too!?”

“I don’t feel like it.”

“Wow, I can’t believe how far I have to go!”

“They’re more successful because they’re:

- Better looking.**
- Came from money.**
- Had better parents.**
- Have the contacts.**
- They’re just smarter.”**

“I’ll do it tomorrow.”

“I’m tired.”

“Why even bother, nothing seems to work for me.”



IT CAN CHANGE

Work the right system of goals, habits, routines and mindset
and life can become an amazing experience.

LIFE IN THE WOW BRAIN

“How can I follow in that persons footsteps? Their success really motivates me!”

Well that setback sucked, but I just learned how NOT to do it, for next time.

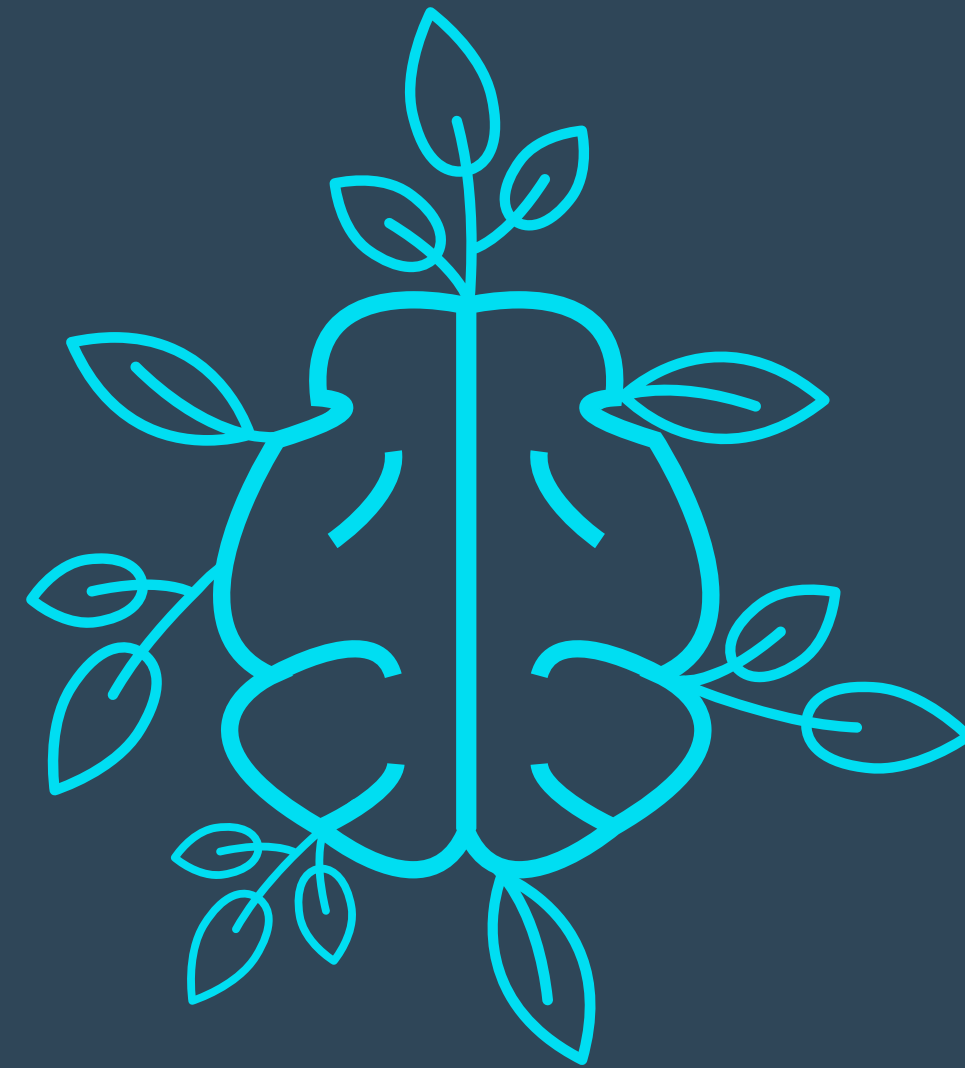
“I may not feel like it, but I’ll just get started for a few minutes and see what happens.”

“Wow, look how far I’ve come!”

“I can be successful like them, because:

- I can control my actions.**
- I’ll get better and better each day.**
- Nobody can take away my effort.**
- There’s a mountain of free information I can tap into.**
- I’m coachable and willing to learn from others.**

“My skills are so much better than before!”



Once the WOW cycle gets moving

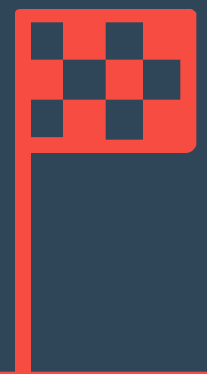
it creates a self-perpetuating loop of more action,
more motivation, more momentum and a greater sense
of self-worth.

“Hi, I’m Todd Herman and if you’d like more great training on how to achieve goals and wire your mind for growth and success. Go To The90DayYear.com for videos and downloads.”

[Click here to get videos](#)

YOUR PLAN

“Hmmm... this seems pretty straightforward”



REALITY

