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Mindset First™
A 3-Step Framework to Unlock
More Money, Success and Freedom!

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Hey Friend!

In my work as an entrepreneur and a mindset coach, the one thing I've learned is that mindset is critical when it comes to your success. The problem is that most of us don't really consider mindset until we're in the middle of a crisis.

Until we're in the thick of things.

And at that point, it can feel like you're scrambling and wish you had something to help!

I know that in my own life, that's how it was. When I was a trial attorney, I desperately wished I could leave the law - but fear of failing, fear of starting over, fear of losing everything I had - kept me stuck.

And no amount of courses, skills or training helped me out. The one thing that pulled me forward and helped me leave my law practice in pursuit of my passion was focusing on dismantling my fears and my beliefs so I could make choices that led me to chase what I really wanted, become fully visible and embrace success.

As a Master Mindset Coach, I've helped hundreds and hundreds of people adopt a Mindset First™ framework through my private coaching, courses and membership so they can **finally reach the** success they want.

Now I'm excited to help you. Mindset First™ is a framework that will help you no matter what obstacle you imagine, no matter what challenge you face. Using these principles will help you take greater action and feel more empowered - each and every day!



What is Mindset?

If you google mindset, you'll get a variety of definitions that go from being clinical and detailed to almost unreadably heavy.

For our purposes, mindset is simply defined as the set of thoughts, assumptions, beliefs, world views and philosophies you hold - as adopted - that impact the behaviors, choices, actions, and non-actions you take in life.

It's the "stuff" in your head that you're all too familiar with that has held you back from achieving what you most want out of life. Mindset work then, is the act of dismantling some of those blocks, patterns and habits so you can finally create a bridge to what you want and desire to achieve.

When it comes to finding success - having a negative or restrictive mindset can impact every aspect of your business (and life).

Tell me if this sounds familiar . . .

- * You struggle to own your worth, which can show up as an inability to create a business plan, set pricing or even discount your pricing on sales calls.
- * You find yourself unable to be fully visible in your business or online, worrying what others might think or how they might judge you.
- * Just as things start to get good, you sabotage your success in some way - like the time you spent money on some new technology you absolutely needed (you didn't) instead of saving for your tax bill.
- * You get overwhelmed with work because you're afraid to say no to clients - you worry about paying rent, being forgotten or being unable to survive.
- * You've just signed up for another course (hoping you'll finish this one) because you don't feel like you know enough to stand out as an expert.
- * You finally gain the courage to put yourself "out there" but can't stop the incessant negative dialog about how dumb you must look.

All of this, **yes this** - is mindset garbage, my friend.

And the more you keep playing this outdated material in your mind, the harder it is to reach your goals.



Here's How to Use the 3-Step Mindset First™ Framework!

#1 - Read the whole framework all the way through

I know it can be kind of exciting when you start reading and suddenly the light bulbs go off - you can see what's held you back and what you can do about it.

If you're anything like me, you want to start trying the techniques out right away (will they work for me?). You want to skip to the end, get to the punch-line and get going.

But, I want to encourage you to read all the way through. Each of the three parts of the framework work together and can help you feel ready to apply this to your life and business.

It will give you a leg up and help you see results faster just by slowing down!



#2 - Be Curious: Withhold Judgment and Criticism



The process of adopting a Mindset First™ framework to your life will require a lot of inquiry into your habits and patterns.

It can be tempting to judge yourself for your past or label your choices as missteps.

But the truth is that every single step you've taken has brought you here - good or bad - and the lessons that you've learned are gold.

It can be tempting to unleash your inner critic and think you should have had this all mastered. But rather than shoulding all over yourself, I want you to look at your own behaviors and patterns with curiosity.

Every single moment is an opportunity to learn how to move forward. And maybe up until now self-criticism and judgment have been a way you push yourself...but as you progress, I want you to consider a new way.

One that prioritizes curiosity, looking for lessons and taking action over negative self-talk and inaction.

You're here to help you master a whole new mindset and it begins with you!

#3 - The Power of One

When it comes down to it, transformation happens one step at a time. We are so tempted to take leaps when, sometimes . . . baby steps create greater rewards.

When you take action. When you move forward. I want you to focus on creating steps that are simple, doable, realistic and won't get you caught up in your old mindset patterns and habits.

We're looking for wins here.

And the power of one . . . one action step, one movement, one thought shift . . will help you create the kind of wins that last a lifetime.

When in doubt, pick the smaller step and take action. I don't care if you think it's too simple or others won't think it's a big deal. If it's big for you - that's all that matters!

#4 - Have Fun!

Listen, no matter what your opinion is about mindset work, this isn't all about lighting incense, meditating with crystals, staying quiet and reflecting all day long - don't get me wrong, I kinda love some of that stuff too - this is about implementing what I call practical-woo.

And with practical-woo we get down to the truth, but we also have a little fun. In fact, when you learn to truly adopt a Mindset First™ attitude, you learn that fun is part of the prescription - because without it, you can't go the long haul when new business or life challenges arise.

This could be an important piece for you if you've struggled to let go and have a little fun (instead of just working all of your waking hours).

So, while I'm talking about some serious stuff that can change your life . . . know that it's ok to have a little fun along the way.



Which brings me to Mindset First™ ...

What is the Mindset First™ Framework and How Can It Help!

Mindset First™ is a framework I created to help you navigate your own mindset in a more proactive way.

The truth is that like most people, you probably don't really pay attention to mindset until it's screaming at you, wielding a machete and running at you at full speed.

It's normal.

And then when a crisis hits, you reach for tools to help you relieve the distress and come up short.

All you have are a bunch of reactions that will drive you to make choices that, in just a few short weeks (or days), will make you go ... "why did I do that?"

I've been there. We've all been there.

But here's what I'm going to ask you to do differently.

When it comes to adopting a Mindset First™ approach to problem solving and being proactive in every aspect of your life and business growth, I'm going to ask you to think first about your fears, beliefs and patterns and shift how you relate to each one - so you can make decisions that continue to be aligned with your vision and goal.

Now ... I know that was a mouthful so let's break this down.

Mindset is the foundation of your business.

Whether you know it or not, your mindset has been influencing your business (and success) from day one. And if you have a shaky foundation, it can result in some poor decision making or worse yet, holding yourself back in ways that don't help you grow. Which is why it's so important to remember that having a solid foundation is key.

Your mindset comes before any business plan. It comes before acquiring another skill. It comes before your first sales call. So, it's important to pay attention. And even if you've been in business for years - this is good news - because you can use the Mindset First™ framework to reset your foundation and reach new heights with your business at any time!



Mindset First™ means that you check in and ask important questions.

About what challenges, beliefs, habits and patterns have tripped you up in the past and might trip you up now (and in the future). You want to create awareness so that you get to know yourself better and the drivers that keep you back!
e there will always be at least one).

Mindset First™ is also about taking action.

When you take action and focus on the things that strengthen your mindset, you'll be able to move past your current blocks and be more proactive any time you do run into any unanticipated road block (and I promise there will always be at least one).



Mindset First™ focuses on creating awareness + Taking action = Real transformation.

In these next sections, I'll show you how - when you implement this framework - you'll start to gain the confidence and courage to do things you've waited to do and break habits that have chased you for years. So, I hope you're ready! I can't wait to get started.

"I don't even know where to begin. Working with Linda has been life-altering. I've done a TON of personal development but nothing has affected me like the work I did with Linda (in a good way!). She helped me shift how I view everything in my life and business. She was with me every step of the way as I worked out of my victim mindset to that of someone who takes full responsibility for everything in my life. She guided me to forgive past "mistakes" and showed me a whole new way to view and appreciate them instead. I now have tools that I can draw from when I feel anxious or overwhelmed. And my self-talk has noticeably improved! I can't speak highly enough of her. She's kind, caring, compassionate... and seemed to know exactly how much I needed her to press a little harder - I can be stubborn! As long as Linda is a mindset coach, I'll be working with her."

~ Amy Remark, Conversion Copywriter

The Mindset First™ 3-Step Framework

When it comes to adopting a Mindset First™ approach to business (and life), there are three steps to adopting a healthier mindset no matter what your personal situation.

#1: Get to know and embrace your fears

#2: Shift the limiting beliefs that have been running the show

#3: Identify outdated patterns and habits and let them go

Keep in mind this framework is designed to help you master your mindset before you hit any potholes or bumps in your journey, but can be used even when you find yourself in a mindset crisis.

Step One: Make Fear Your Friend

One of the things clients ask me is how do I get my fears to go away?

How do I stop my fears controlling my every move?

Take Dana for example. She constantly was in fear when it came to her business. She relied heavily on a couple of retainer projects and couldn't even imagine pitching clients on what she really wanted to work on.

She was afraid of setting prices that reflected her full value. She took on clients for too little money. She even used to "bargain with fear" - taking only those "risks" she knew would pay off. But the problem is that fear never disappeared, and it certainly didn't help her grow her business.

It was only when Dana learned to embrace her fears that her business took a positive turn and she finally started to see the success she desired.



Here's the thing...

I can't make fear go away, but I can help you change your relationship with fear.

*** *Instead of ignoring fear, wishing it would go away or pretending it doesn't exist (ahem - how many times have you simply white knuckled your way through things), what if you could use fear to help you propel your business?***

Understanding that fear isn't going away and that by ignoring it, we're actually binding ourselves to our fears is a first step.

The second step is recognizing that fear has a legitimate purpose. Fear stops you from doing stupid things - the problem is that in business - fear usually exaggerates and bases its argument on past experiences ...

NOT WHAT'S HAPPENING NOW!

By telling yourself that fear is your friend, each time it shows up, you can welcome it and ask this ...

- * *What is my fear trying to show me right now?***
- * *Is there absolute proof that what I fear will come true?***
- * *What steps can I take today, that are still aligned with my goals, that will help me move past my fears?***

Close your eyes and take a deep breath and connect to the answers within.

If you get stuck and hear your internal voice say "I have no idea!!" just allow yourself to breathe and imagine. Take out a journal or a piece of paper and write whatever comes to mind.

One thing to keep in mind is that when pressed, fear has a hard time finding **objective** proof or facts to support its claims. Fear may mask itself as the truth but it can't really find anything but the past or unresolved emotions to hold on to.

Use these questions any time you need to make a decision, take a leap or are confronting discomfort in your business (or life). Fear simply wants to be heard. .. When you allow it the space to share what it wants, it will loosen its grip and you'll be able to take action that is guided from a place of choice, instead of fear.



Daily Practice Tip:

Every morning check in with yourself and ask this simple question: Where am I holding onto fear and how is it getting in the way of who I want to be today and what I want?

Let yourself hear the message as if from an important friend. Thank it for the message but affirm that you are the one in control - fear does not need to take over today!

Step Two: Shift Your Shadow (or Limiting) Beliefs

Coined “shadow beliefs” by psychologist Carl Jung and later by inspirational teacher and best-selling author Debbie Ford, the idea is that we all have beliefs hidden in our subconscious brain that are telling us how far we can go, what we can do and what we can expect out of life.

Also called limiting beliefs, one of the foundational pieces of the work I do with my clients is help them shift their hidden, limiting beliefs so that they can move forward without feeling controlled by or driven to act on those beliefs.

You might be aware that you have these shadow or limiting beliefs. You might even be aware of some of the ones that are controlling your life. But chances are that there are some sneaky beliefs that are running the show and you’re unaware of it.



Here are some of the common limiting beliefs I hear from clients:

- * I have to work hard to be successful
- * I can't say no or people won't like me
- * I need more courses/experience before I can share what I know
- * If I charge more, people won't pay
- * I have to give my client the full value they've paid for
- * I'm not unique (or special or different)
- * No one else can do it!
- * That part of the market is already cornered.
- * People can't be trusted
- * There is not enough
- * I'm not enough

Find yourself nodding along to some of these?

Limiting beliefs are the reason that we don't reach our goals. So, it's important that we become aware of what they are, shift them and take action to adopt new beliefs.



By using the Mindset First™ approach to problem solving, you'll start considering your beliefs before you consider ever taking action. Mindset First™ asks that you consider what shifts you need to make so that you can truly get to where you want to go.

Now, a simple note. Shifting beliefs doesn't mean you adopt a positive thinking approach or sugarcoat things. In fact, I don't believe that positive thinking works. You really can't trick your brain that way because deep down . . . you know what you believe.

Positive thinking is a little like putting ice cream on poop . . . a few scoops down, you still get . . . well, you get the picture.

So what can you do instead?

#1 Identify an area or situation where you're struggling and not achieving your goals. Perhaps you want to be more visible, but every time you go to write a blog, you encounter writer's block. Or perhaps you've been wanting to raise your prices, but each time you get on a new sales call, you default back to your old pricing system. Simply identify an area where you aren't reaching the goals you want.

#2 What belief is holding you back from achieving this goal? Close your eyes and take a deep breath. Ask yourself this simple question: What belief is holding me back from achieving my goal? Trust whatever you hear. Don't question or judge.

#3 Recognize that belief was formed long long ago. This may come as a surprise, but most of the limiting beliefs we hold today were formed under the age of 10! Yes, 10! They were formed at a time where we couldn't make sense of the world and we decided something negative about ourselves or the world.

You may have even inherited your beliefs from your parents or teachers and they may not be your own. We never stop and question our beliefs because we're simply used to holding onto them like precious family heirlooms.

#4 See how this belief has served you. Not every limiting belief has been all bad. In fact, most of your limiting beliefs have offered you some lesson, gift or wisdom.

Perhaps you grew up poor and you've been rewarded with success by working hard, but you have little balance in your life now and are ready to let that go. Perhaps you felt stupid so you drove yourself to gain as much knowledge as you could about a certain subject. Recognize the lesson, gift or wisdom of your belief.

#5 Identify a New Empowering Belief!
This is my favorite part, shifting a belief begins by adopting a new belief that feels right for you. It's not about finding something that sounds good, but something that will help you shift and take new action.

For example, I used to hold a belief that I was stupid. Rather than shift my belief to "I am a genius", I shifted it to "I can do whatever I want as long as I give myself time". That new belief feels empowering and helps me move forward.

#6 Take Action. Now that you have a new empowering belief, it's time to take action. What is one new action step you can take this week that will support you in moving forward? Something that will support your new belief and show you how you can move forward. Make sure that your action step is simple (go back to the power of one).

Now, I often work with my clients to go further in order to truly shift the belief, but for now . . . I promise this will move you in the right direction!



Daily Practice Tip:

Every morning check in with yourself and ask this simple question: What beliefs am I holding onto today that are getting in the way of who I want to be and what I want? You may also want to ask yourself . . . are these my beliefs or did I automatically adopt these beliefs without question?

Asking yourself these questions can help you think about your beliefs in a more proactive way. You're more likely to identify the beliefs that will trip you up or hold you back from accomplishing big things!



Step Three: Identify Outdated Patterns and Habits and Let Them Go

Let's face it, we're creatures of habit.

And despite the fact that we know our patterns and habits hold us back, we tend to choose comfort over our desire to change.

This discomfort with change (and the unknown) is why people stay stuck in bad relationships, bad jobs, bad situations . . . well, that and our limiting beliefs.

We like our habits.

But sometimes your habits become the impediment and you know it. A Mindset First™ approach requires taking a look at the habits and patterns that have kept you from achieving success.

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- ✳ Habits like money spending.
- ✳ Habits like not charging enough and giving away our services
- ✳ Habits like drinking wine at night instead of reading or relaxing
- ✳ Habits like putting everyone else's stuff before our own and not carving out time on our calendar for ourselves (this last one is sometimes mine)



When you adopt a Mindset First™ approach you start to build ways to shift your habits.

When it comes to building your business, scaling your business or facing adversity, you have to ask yourself what habits and patterns are holding you back or might hold you back as you move forward.

Just as with the other two steps, you have the opportunity to go inside and ask yourself some questions:

- * ***What are the habits and patterns that keep me from achieving what I say I want?***
- * ***How are my habits or patterns keeping me safe?***

Most of the time our habits help us to play small and not get hurt. An example might be that instead of getting rejected, you don't prioritize business growth and instead rely on referrals. Or perhaps you don't carve out any time for yourself so you don't have to look at the current condition of your business. Be honest and let yourself see how your habits have served you.

- * ***What are the habits I know I need to adopt, but may be uncomfortable or hard for me to do?***

Identify the discomfort and check back in with your fears.

Again, just as before, you want to identify the habits and patterns that are currently getting in the way or that you know will get in the way based on your previous history.

You'll also want to adopt **one** new habit that will move you forward.

This goes back to making sure you implement **one** new habit at a time. As James Clear shares in his book Atomic Habits, you're looking only to be 1% better with each new step.

It's about accumulating and building wins.



Daily Practice Tip:

Each morning, check in with your habits. Are they moving you forward or holding you back? Identify the habits and patterns that you need to build every single day to check in with yourself. Score yourself and don't be afraid to make adjustments that aren't working.

Mindset First™ is about taking a look at what's holding yourself back so you can move forward.

It's also an opportunity to powerfully set yourself up so that no matter what you come upon in your everyday life and business, you'll have a set of tools to lean on and help you through.

Begin by using this framework as a way to look at the various aspects of your life and business.

Determine what you're currently experiencing and what you anticipate you might experience as you move through the next phase. This isn't about creating a what-if kind of scenario, but recognizing how your fears typically show up and how your beliefs might sabotage your progress.

Use the questions in here as a way to create space between your triggers and your response.





The Daily Practice Tips are a way to check in with yourself each morning (and again each night if you wish). The key is to simply begin and remain consistent.

Try this out for 5 days (that's all I'm asking) and then email me and let me know how it's going. As I said, if you get stuck, I'm here to help.

Send me a direct message or tag me on instagram (@linda.m.perry) and add the hashtag #mindsetfirst.

I look forward to connecting and helping you adopt the Mindset First™ framework in your life!

Mindset First - Linda

To explore how we can work together,
[check out my services on my website.](#)

I work with individuals through my memberships, courses and private coaching programs to help you achieve the goals you desire.