

STEP INTO THE SPOTLIGHT

GET KNOWN, ATTRACT CLIENTS *Academy*

Week One

Cultivate your Mind for Success

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For further information contact:

Vanessa Talbot

Get Known Attract Clients

Phone: +61 0437 816 192

Email: Vanessa@extraordinarybeings.com

Agreements for This Program

The Step Into The Spotlight personal coaching/ home study program is an intensive training. It's expected that you, the participant, will:

- Be committed to achieving the results and goals that you have set yourself on registering for this training
- Participate to the fullest of your abilities
- Respond to feedback actively and with a desire to improve
- Attend all the training/coaching calls and be on time
- Respect the copyright of the materials you will be provided with
- Act on the information you learn
- Take responsibility for checking the accuracy of all content as it applies to your personal situation
- Pay for the training in full or monthly instalments to the full value of the training and the materials provided. To honour your obligations regarding payment and participation.
- To use the systems with integrity and the intent of making a difference for your clients and the world
- To take all reasonable steps towards building your public profile to attract more clients and more sales by implementing what you learn in this program

Results will vary depending on your effort, your willingness to apply the Step Into The Spotlight systems, and your ability to learn the systems.

All reasonable efforts have been made to make the content accurate and useful. No responsibility is taken for mistakes in content though all reasonable efforts will be made to correct mistakes that may be discovered.

Introduction to Step Into The Spotlight

Welcome to your Step Into The Spotlight Program!! It's your time to shine!! Throughout the 52 - week program you will learn and act on building your public profile to attract more clients and more sales. This program will help you brand, create, market and attract the spotlight to you.

Get Known. Attract Clients.

That being said, it's not going to be enough to buy this program and think that will be enough. If you have joined me for this program, then I know you have big dreams. To make big dreams come true, you must act on them.

This program is not a guarantee to instant success. The fact is, the best program with all the greatest information, guidance and coaching in the world will count for nothing if you allow your mindset to sabotage, delay and find reasons why you can't. If you choose to not implement what you are learning.

Those that have been a part of any Extraordinary Beings Success Creation program experience extraordinary success in both their personal and professional lives. They used what they learned, asked questions, got involved, took feedback and most of all acted on it all. They knew, as I think you do too, that the results from any Success program comes down to one thing: your willingness to do what it takes to succeed.

Throughout this program you may have challenges, you may need to push through obstacles, and you may feel at times that it's not working for you. In those times, I want you to remind yourself that very few people ever put themselves in the public eye. The fear of scrutiny and judgement stops them every time. Yet by committing to the Step into the Spotlight program you have done already what so very few will ever do. You have made the decision to stand out from the crowd. To be a leader. To be an inspiration.

When things appear tough, you simply must tap into your unique resilience to keep going in the face of challenge.

No matter how much I want you to succeed, and I will be there with you 100% of the way, your success is up to you.

Ordinary efforts achieve ordinary results. It takes extraordinary effort to achieve extraordinary results.

To Step into the Spotlight takes an extraordinary person. One who has voice, a message for many others that must be heard.

There may be times you feel like quitting.

Yet when that Spotlight beams down on you, you'll know that it was all worth it.

Because you're somewhere where 99% of the others will never get to be.

So let's take that first step towards that big bright light!!

This is your time to shine!

Vanessa T xxx

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Week 1:
Cultivate Your Mind for
Success – The most important
element of a successful Coach &
Change Maker

Step into the Spotlight begins now!! Beam on!!

Week 1

Know your reason Why and plan your future around it.

By taking on this intense profile building program, it's really important to know your reason 'why' you want to have increased public exposure. If you don't have a 'why', a reason, a purpose for wanting to put yourself 'out there' and attract attention, then the whole idea of Stepping into the Spotlight will become very difficult for you.

It is your big picture, the ultimate vision you have for you, your business, your products, your life that will give you the drive and motivation to do what 99% of the population are too scared to do; stand out from the crowd and be seen and heard.

Today, spend time knowing what you want, from both your life and business and discover how they interconnect and support one another. (And if they don't, then you're probably in the wrong game.)

It's important to know as you embark on this program to expanding your profile and business, what your destination is. Because if you don't know where you're heading, how on earth will you know when you get there? Or how to get there?

As you work on the following questions, be very clear and concise.

My True Purpose in Life is:

Hopefully, your true purpose is in some way connected to the work you do, or the work you do enables you to in some way, live your true purpose. Think about the reason behind your wanting to increase your exposure. What's the big vision you have for your life and business and how is Stepping into the Spotlight a part of it?

The Big Vision I have for my life is:

Before we go any further, let's take a look at the mindset needed to successfully build your public profile to attract more clients and sales.

The Success Mindset

It's a universal law. Your thinking creates your reality. If you want more on this, then read any of the books by Esther and Jerry Hicks about abundance attraction.

As it is true that what you think is what you get, it is also true that what you do also shapes your outcomes. And what you focus on, is what exists for you. Most people are living in tunnel vision, so focused on a few things, ie to do lists, and generally getting through the day, that they fail to see the many opportunities that pass them by. To them, opportunities don't exist because they don't see them. But just because you can't see it, doesn't mean it isn't there!!

If you are going to succeed at attracting more clients, sales, wealth and abundance to yourself while being able to enhance the lives of others with your message, work and products, then you need to develop your peripheral vision. You have to be able to see outside of your normal day to day focus, and look for the opportunities, events and people that will enhance your success.

How successful you will be at enhancing your profile and business will be due in a large part to how you think.

How you think will also determine your lack of success too should you experience it.

What do you currently believe about yourself?

What beliefs are holding you back?

What do you need to believe to be able to step into the spotlight and shine?

Let's have a look at some of the principles of the Mindset for Step into the Spotlight success.

1. Develop the abundance mind

Wealthy people know that wealth is possible for them. They see getting rich as easy to do. They have a 'wealth mindset'.

A mind for abundance is one that believes wholeheartedly and without doubt that abundance; money, time, love, health, joy, success, are all available to it.

There are no restrictions placed on this such as how and when you can have it. For example, I'll get my promotional photos taken when I get slim. (Will slim ever happen? Maybe it will, maybe it won't, so maybe those pictures will get taken, maybe never.)

I don't believe in 'luck'. Or that some people are born lucky and some are not. I believe we create our own 'luck' for want of a better word. That 'luck' is not some divine random finger point from above that bestows gifts on one and not another, but rather, something that is created by each individual's thoughts. Thoughts about themselves, others, and the world around them.

Ask yourself this: Do you see all the things that could go wrong, and this makes you hesitant and procrastinate? Or do you expect things to work out and you plan for it? Which of these ways of thinking is going to bring you a greater chance of success?

And as we embark on this first week of directing the spotlight to you, you can forget all about being 'realistic'. Being 'realistic' about what you can accomplish is a trap enforced upon you by people who don't believe in themselves and therefore don't want to see you believe in yourself either. Just because someone doesn't believe something is possible, doesn't mean that it isn't.

**"There are more things in heaven and earth, Horatio,
Than are dreamt of in your philosophy. " ~ Hamlet**

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So if there is one thing you can say as you enter into living the law of attraction it's this: Get Stuffed Realism!

It's actually far easier and less soul destroying to believe that anything is possible and that anything can happen to you!

Is being the center of attention, attracting more clients and sales, building your public profile, and living a life of abundance possible for you?

Let me know your answer on that one.

There is no doubt, that it can be a challenge to be one of those very few that reach the top to stand out from their competitors. It takes Focus, Commitment, Daring, Belief and plain old Hard Work. ***The beginning is much harder than the middle and the end. Success begets success.*** So the more you do, the longer you stick at it, and the more successes you have, the more you will get. And then, the road gets easier.

The idea is to push on through the tough stages so you can get to that place where it all becomes easier for you.

I'm telling you, the early stages for me were tough. No clients, no money, then sporadic clients, sporadic money, yet I pushed on, believing that this was what I wanted to do to provide the life I love for myself, my family and my animals - a peaceful retreat in the country for us all surrounded by wildlife, and the resources to take off on an adventure whenever we wanted.

Then there came that spot when things just started to flow. They just started to come together. I found it easier to talk about what I do. I found it easy to express my passion. People began responding. I didn't have to convince anyone. I began attracting in a much easier way. It all started happening for me. And then, as that energy continues to grow, I cross my heart and thank myself that I never gave up because the fruits of my efforts are now here to enjoy.

OH! Let's talk about **FEAR**. If it's fear that's holding you back, you only have to travel forward to your death bed and look back over your life. Is it the things you failed at that you regret the most or the things you didn't even try?!!

The best way to bust through limiting beliefs, and if you've got them, let's talk about them, is goal setting (which we will be getting to real soon), and following through.

2. Begin with the end in mind

The clearer the picture you have for what you want, the more you will be able to achieve it.

That's why we began this week with writing your end goal down first.

When you know what you want, we can work backwards on how you're going to get it. This is where we will break down your big picture goal, into smaller steps.

This is why this program is broken down into 26 weeks. Your goal is to build your public profile so that you can blitz your competition – the backyard life coaches, the run of the mill business coaches. So that your services and products stand out from the hundred, thousands, the millions of others – all those Amazon book listings, the trillion places on line to buy a new product.

To form a solid marketable version of you, your message, your service, we will work step by step in a forward motion towards your big vision. You won't do everything at once. We have a plan. A plan for what has to happen and what needs to be done for you to attract that attention to you.

You're going to Do it. And if you're not going to do it, then you're going to delegate it to someone who can do it for you.

Here's a few other success tips that will be important for you to believe in.

1. I create my own success and take full responsibility for it.
2. My mind is always open to possibilities.
3. On the other side of my comfort zone is where the Magic happens.

Now let's set some Goals!!!

Goals

This section is for you to record your long term and short term goals, and to plan out the steps to achieving them.

1. What are your overall Step into the Spotlight goals? What do you hope to achieve from doing this program? Though a 12 month program the results may take a longer period of time to build, so think long term, ie 10, 5, and 1 year.

2. What are your short and intermediate term goals for your Step into the Spotlight journey? This is a 12 month program. Where do you hope to be with your profile building by the 3 month mark? The 12 month mark?

90 Day Goal Setting Templates

In the Membership area, you will find your 90 Day Goal Setting Templates described below to photocopy and utilise.

1 Year Goals Templates

Decide what you want in 1 year. In one year, you should be beginning to see solid results from your implementation of Step into the Spotlight.

Dream, imagine, and see the possibilities for you, your life, and your business in one year's time.

Step into the Spotlight Quarterly Goals Template

We divide our 1 year goals up into quarterly goals. Print out 4 Quarter sheets and write each quarter on them, for example Jan-Mar, Apr – Jun, Jul – Sep, Oct – Dec. Decide when in the year, you wish to work on each of your goals, and what you need to do in each quarter to act on your goals.

Remember to include your personal as well as your professional goals. A life well lived is one where your personal and professional life interconnect for a life of meaning and purpose.

1 Week, Fortnightly or Monthly Goals Template

Are you going to break down your quarterly goals into weekly, fortnightly or monthly goals? It's your choice as to what works for you. As a tip, I use this template for my monthly breakdown of my goals and then divide the monthly goals into weekly tasks that I add to my diary.

Take your first quarter goals, and break down the steps you need to accomplish them into either weekly, fortnightly or monthly tasks. Make sure you mark them off as you complete them. This enables you to keep track of your progress as you build your profile and attract more clients and more sales