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INSTITUTE

14-POINT CHECKLIST

FOR BUILDING YOUR DREAM BUSINESS



INTRODUCTION

As you look over this checklist, one thing will become quite clear: if you control what you think, you can build a successful business.

That's because success is an inside job.

So, unlike typical checklists for business startups, the following pages don't include items like coming up with the appropriate legal structure, getting a business license, or even setting up a website. While those types of activities are necessary, they will come naturally as a result of your right thinking.

This checklist contains key success elements that most would-be entrepreneurs and business owners are either unaware of or ignore...

The "inside" elements that build the foundation of all great success and enable you to do what must be done in order to create the business you desire. If you commit to doing each item on the list as directed, you'll save yourself a lot of time, energy, and money in building the business you want.

I've built dozens of businesses by doing the tasks you'll find here, and I've made millions and millions of dollars as a result. I've also helped countless people build their own businesses this way.

This 14-point business building checklist is based on more than 50 years of research and 40 years of direct experience. If you do each step, you'll succeed beyond your wildest dreams.

To your success,

Bob Proctor

"As a single footstep will not make a path on the earth, so a single thought will not make a pathway in the mind. To make a deep physical path, we walk again and again. To make a deep mental path, we must think over and over the kind of thoughts we wish to dominate our lives."

—Norman Vincent Peale

PART ONE

SUCCESSFUL MINDSET

To build a prosperous business, you must first create it in your conscious mind over and over again until it is planted in your subconscious mind. For whatever is ingrained in the subconscious mind must, by universal law, become physical reality.

To make a deep mental path that will create the business you desire, do the following tasks at the frequencies indicated below:

1 | Set a Goal

Allow yourself to relax. Then, let your imagination whisk you off to a mind place where dreams and wants float freely and in full view. Fantasize about the business you want, without giving one speck of mental energy to how this dream—this image—is going to be accomplished. Don't concern yourself with where the money, the time, or the assistance you may require is going to come from. Attempting to think of the how will either limit or destroy the fantasy. Think only about what you want. And then write out your desires in present tense and in as much detail as possible—engaging all of your senses.

FREQUENCY: Review your goal once a day for 30 days and revise it as necessary. After 30 days, continue to review and revise your goal periodically.

2 | Fill Out a Goal Card

Print this card or create one of your own that you can carry in your pocket, wallet, or purse. At the top of the card write, "I am so happy and grateful now that . . ." Condense your goal to one concise sentence and write it (in the present tense) below the phrase above.

FREQUENCY: Read what's on your card several times a day.

3 | Practice Visioneering

Visioneering (or visualization) is creating the picture of something you want in your mind and holding it there with your will to attract everything you need to fulfill the image. Relax and create an image of your business thriving. Make the picture so clear in your mind that you can not only see it, but you can also touch it, taste it, hear it and feel it. See yourself in the image as if it is happening right now.

FREQUENCY: Do this for at least five minutes twice a day—in the morning and at night just before going to sleep.

4 | Express Gratitude

Write down ten things that you are grateful for. As you write, feel the joy of each thing that you are expressing gratitude for.

FREQUENCY: Do this every morning, more often if you'd like.

5 | Create Affirmations

Repeat positive statements (affirmations) in the present tense about owning and managing a rewarding business.

FREQUENCY: Read what's on your card several times a day.

6 | Think Into Your Desired Results

Write out, in detail, the worst results you can think of for building your business. Next, write out the best results you can imagine—the polar opposite of what you wrote initially. Destroy the negative description—burn it, shred it, or cut it up. Rewrite the positive description.

FREQUENCY: Rewrite the positive description every day until you start to see the results you desire.

7 | Build Self-Confidence

Self-confidence is essential for you to build a successful business. So print, sign, and date this Self-Confidence Formula. Read the formula out loud.

FREQUENCY: Read the formula aloud for the next 30 days. If you miss a day, start all over.

[DOWNLOAD SELF-CONFIDENCE FORMULA](#)



Education does not mean teaching people what they do not know.
It means teaching them to behave as they do not behave.

—John Ruskin

PART TWO

SUCCESSFUL ACTIONS

While the tasks in Part One of this list enable you to develop the mindset you need to succeed, the items in this section not only help you maintain that winning mentality, but they also empower you to take new actions that lead to your success:

8 | Get a Mentor

The fastest way to succeed at anything is to get advice from someone who has already done what you want to. A mentor can provide you with priceless advice and serve as a sounding board. And perhaps most importantly, a mentor sees more talent and ability within you than you see in yourself, and helps bring it out of you.

9 | Commit To Your Growth

It's critical that you spend a part of every day in self-development. There are tremendous benefits to be had by rubbing your mind against the minds of great authors. In addition to reading up on your industry, study books that teach you how to develop your untapped potential.

10 | Build a Resource Network

You can't possibly be an expert on all things. Recognize what you don't know and build a team of people who complement your skill set. Surround yourself with those who share the passion and vision of where you want to go, and who want to help you get there. Never be afraid to hire or work with those who are smarter than you.

11 | Create or Join a Mastermind

Napoleon Hill talks about the power of Masterminds in *Think and Grow Rich*. When a group of individual brains is coordinated, and function in harmony, the increased energy created through that alliance becomes available to every individual brain in the group. Being in a Mastermind can even give you access to knowledge that is beyond or outside the individual members' own experience—Infinite Intelligence.

12 | Make Decisions Quickly

Most people have difficulty with decisions. They look at a problem; they see all the possible solutions, but they don't zero in on one. Until you zero in on one and take action on it, nothing happens. The second you make the decision, you flip your brain onto a different frequency, and the appropriate thoughts start rolling into your mind.

13 | Give the Impression of Increase

Get in the habit of leaving everyone you come in contact with feeling better than before. Celebrate other people's gifts and highlight what they are doing well, and do everything you can to be a blessing to others. What you give to others will come back to you multiplied.

14 | Surround Yourself With Positive Energy

Spend time with positive or successful people. Build a team of individuals whom you admire and can grow personally from. Remove from your circle those who attempt to bring you down, tell you that you can't do something, or blame their own failures on external circumstances.

CONCLUSION

By controlling your thoughts, your business will begin to grow steadily. As it does, keep the following three things in mind to maintain your momentum.

Be persistent.

Even with a successful mindset, you may fail a number of times before you succeed.

Rather than letting a temporary defeat define your results, learn from your mistakes and swiftly move on. When you are committed and persistent in going after your dreams, you can achieve anything you want.

If you feel your persistence waning, read the chapter on persistence in *Think and Grow Rich* every day for 30 days.

Be better tomorrow than you are today.

Always give what you're doing everything you've got, never believing that what you do today will be good enough tomorrow. Continue to grow and bring more of yourself to the surface. If you do, there will be no limit on your success.

Build a vision of tomorrow.

Continue to dream and write it down! Think of all the future possibilities for what you want in your life and your business. Write down the things that excite and scare you at the same time.