

## ITEMS REQUIRED

- 1) Eliminate pessimism – you need to be optimistic at all times, otherwise it negatively affects your motivation.
- 2) Have unwavering confidence in your success, not "let's see if this works, I can always quit". If you're always looking for reasons to quit you'll have plenty of them.
- 3) Accept failure as part of the journey. For example, I had to tweak my Prosperity Formula offer which started converting at 1% - now it's at 4-6%.
- 4) Don't look for reasons why you can't do something, look for solutions.
- 5) Can't have issues with your privacy. People will always find a way.
- 6) You can NOT be scared of spending money on your business.
- 7) Sell people what they want, give them what they need.
- 8) Everything is down to you - accept responsibility for your own actions.
- 9) Focus on value-based selling, not hard-selling.
- 10) Focus on long-term strategies, not short-term loopholes or shiny objects.
- 11) Be committed *before* you get results, not waiting until *after* to be "all in".
- 12) Don't fall into procrastination by perfectionism. It doesn't need to be perfect!
- 13) Learn, implement, repeat. Not just constant learning. Learn by doing!
- 14) Don't let fear stop you from moving forward. Fear will never go away. You have to fight through it instead of letting it control you.
- 15) Overcoming pain will always lead to positive change.
- 16) Be aware of limiting beliefs, e.g. "I can't do x".
- 17) Be proactive, not reactive.

To Your Health,



James Francis.

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