



“What does your MINDSET have to do With your MARKETING?”

I know there are a few of you who really get this stuff because you’ve responded to my ezines over the last year any time I write about something more in depth or from my heart.

However I thought I should explain a little why a Marketing Coach and Consultant like me is now talking so much about:

- Your Mindset
- Big Picture Thinking
- Focusing and Working ON Your Business
- Generating Wealth
- The Millionaire Mind

I know I used to write about (and still do) topics like:

- The 5 Mistakes Made in Email Marketing
- How to Get Free or Low Cost Publicity
- The 7 Simple Ways to Follow Up
- My 13 Networking Secrets

But I realized something in the last year of all my training, coaching and workshops – that I’VE TAKEN or paid for to learn more and increase my skill set.

None of these things matter without the right MINDSET!



Let me explain:

Have you ever had an opportunity arise like a great deal on running an ad somewhere that would reach your target market for sure; it cost a couple hundred bucks but for some reason you didn't even have a couple hundred bucks and so you **DECIDED NOT** to take advantage of the opportunity?

Well, the fact that you consciously made the decision NOT to do this thing was really the result of your **SUBCONSCIOUS MIND** believing that you couldn't afford it. I've learned (mostly from the teachings of David Neagle) that we all have a ton of limiting beliefs deep in our subconscious mind that prevent us from stretching or from going outside our comfort zone.

So many of those beliefs came out last week for me during his seminar – it was really eye-opening for me and for the other hundred or so attendees. It was an emotional week as well as a real life-changing week for me and I think for everyone there.

I for one realized (and this is really hard for me to admit to you all right now but I want you to learn) that the fact that I want to be in a relationship and feel like I'm not going to be completely happy in my life or business until I have someone to share it with is a limiting belief from my childhood because my parents didn't show me the kind of love that I wanted. They showed it in their own way and I love them very much (my mom is reading this) but for me if it wasn't affectionate and touchy feely it wasn't love. If they didn't take an interest in the things I enjoyed or was involved with like my cheerleading or softball games, then they didn't love me.

I didn't realize this at the time of course but **those things formed my subconscious beliefs** that I now have involving love and relationships and loving myself.

Get it?



Another gal (and actually three quarters of the room at David's seminar) had a limiting belief around money. Around spending money on things like the seminar in the first place or she would be the one who wouldn't spend that couple hundred dollars on that really great ad opportunity.

Do you ever feel like this?

Like there just isn't enough money? So you hold on to it, save it, rarely ever spend it if you don't have to, never spend it on things you AREN'T SURE WILL bring the return? (For example coaching, training, workshops, other learning environments or self-improvement help.)

This is a limiting belief that formed sometime when you were young about scarcity, either with money, or other resources.

A belief in Scarcity in your subconscious will prevent you from taking those big leaps that might really catapult your business, stepping outside your comfort level, spending big money on a really great seminar like the one I was just at (or the one I'm holding this spring!) and really just taking those risks that could literally **CHANGE YOUR LIFE!**

David taught us that everything you do or everything you're scared of doing or stop yourself from doing or everything you **BELIEVE**, actually stems from **3 different needs** that we all have:

- **LOVE**
- **SECURITY**
- **SELF-ESTEEM**



He also said these aren't needs really because we all already have them, but we need to become aware of this and learn to let them shine.

Now, my issues revolve around love; I can admit it. Now that I see that though, I can let that go. What he suggests you do is become AWARE of these things that are limiting you from being in your greatness. Then to RELEASE THEM and LET THEM GO. They don't have to stay around, your CONSCIOUS MIND can SET THEM FREE.

THE TRUTH WILL SET YOU FREE.

This is just a snippet of the things he covered in his seminar last week called "Experience the Reality of Success" (not The Science of Getting Rich like I had originally said, he does that program too and covers it a bit in this seminar but it wasn't about that). If you want more information on what David offers and maybe want to sign up for his ezine – go to DavidNeagle.com.

This has to do with your Marketing though for many reasons:

- You're probably limiting your own business success in one way or another depending on your subconscious beliefs.
- You're probably not making enough money in your business for one reason or another.
- You're probably not taking certain risks or leaps in your business due to some inner fear, worry or doubt.
- You're probably even not as happy in your personal life because you haven't let yourself live your true authentic self.



So, if you're feeling like there's so much more you can be, do or believe then I'd love to help you on your journey. Along the way we'll review how it all affects your marketing and your business too and I'll suggest specific actions for you to take that I see will probably stretch you or take you outside your comfort level. If you're ready for this ride, then let's go!

**I'm launching a new group coaching program TODAY
But I'm only taking the first 10 people who sign up
And it starts in February.**

- I only want really highly motivated women entrepreneurs in this first group who are ready to make a huge shift in their business and their lives.
- I'm pushing you NOW beyond your subconscious mind's comfort level I'm sure by hurrying you to take action but this is how you make LIFE-ALTERING SHIFTS!!!
- Don't think about it, if you feel like this is something you believe you need to do then just make the decision to do it!

Is this you? If you're ready, then you have to **DECIDE TO TAKE ACTION NOW**. There is NO time to waste or contemplate this. **There is NO time for your subconscious to take over and tell you all the reasons WHY YOU "SHOULDN'T" DO THIS**. If you keep listening to your subconscious, you will stay stuck in the place you are now. If you're ready for your CONSCIOUS MIND to take over then you can make that decision now.

Find out more about my new JumpStart Your Business in 90 Days – Group Coaching Program – [click here now!](#)



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Katrina Sawa is an Award-Winning Relationship Marketing Coach who's helped hundreds of small business owners take dramatic steps in their businesses to get them to the next level in business, revenues and life. She offers one-on-one coaching, group coaching and do-it-yourself marketing planning products but go online now to get started with her Free Report and Free Audio at www.GetFreeMarketingTips.com!

About the Author



Katrina Sawa, Relationship Marketing Coach, helps entrepreneurs and independent or direct sales consultants build their database of clients and prospects, determine the best ways to market their business to their unique target market. She teaches them how to network, develop follow up systems, creates marketing and advertising plans and finds creative ways to get in front of their clients which all lead to more customers and increased sales!

An avid gardener, party planner and softball buff, Katrina enjoys the sunshine of Northern California with her dog Zeke. She grew up not too far from the Sacramento area and then received her B.S. in Business, Marketing Concentration, from California State University, Sacramento.

Here's to enjoying huge success, happiness and balance in life!!

Katrina Sawa, Your Relationship Marketing Coach

P.S. You can keep hoping to change your business and make more money, but unless you are willing to do something different, take action and put together a solid marketing plan to follow - your chances for success are slim to none. So let me give you advice and tips monthly in order to keep you on track with your marketing and have someone keep you accountable besides yourself. Find out more on how you can get an Action Plan together for your business now at www.1on1planningmeeting.com!