

MINDSET is EVERYTHING podcast series

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Ep. 1 – The First Step to Success

Hi everyone ... Marty Braden coming to you from Bountiful Utah ... This is my Introductory podcast of my **Mindset is Everything** podcast series I'm launching ... This podcast series is an integral piece of my **Coaching for Beginner Entrepreneurs** coaching system ...

Let me share a little but about myself ... I'm a 65-year old man ... soon to be 66 in July of this year, 2020. I'm a husband of 44 years and still counting ... I'm a father of 8 wonderful children who I love dearly ... and I'm proud to be a grandpa to 13-Grand-babies ...

After 44 years working in the workplace ... I have most definitely learned a thing or two about business, success, failure and life in general ... and so I wanted to share my experiences and the lessons I've learned from **the school of hard knocks** ... through the eyes of a business coach of beginner entrepreneurs.

My coaching program is called, **“Your Journey to Business Alignment ... 12-Coaching Lessons for Beginner Entrepreneurs”** ... and a whole lot more.

Some people have asked ... “What’s different about **your** coaching and what I might find on the Internet?” And, “What qualifications do you have for being a coach to beginner entrepreneurs?”

Well ... **I not only coach my clients on the ‘How’s and Why’s’** of starting their own business ... where I cover everything from coming up with an idea that’s viable ... to every step in between ... including ‘how’ and ‘when’ to launch your business ... but ...

I also coach you on the ‘how’ and ‘why’ you need to acquire a **Business Owners Mindset ... A Business Owners Mentality** ... which you absolutely have to have if you want a real chance of succeeding at each of the 12 steps to becoming a successful business owner ... In other words, ... **My coaching program is not just about business ... It’s about how you have to think!**

To those individuals who are listening to this Podcast, I **want you to know** ... that I haven’t started nor do I own a multi-million dollar business ... **but**, I did start a small business from a seed-idea I had ... called True North Business Development LLC ... and I’ve grown it into a business that has continued to pay me thousands of dollars of income for over more than 25 years now ... So, let me tell you a little about my business experience ... and why I chose to become a **business coach ... for beginner entrepreneurs just like you.**

Like I said ... I’ve been a small business consultant now for most of my adult life ... and for the last 15 years or so, I provided **permission-based email marketing**

services to a total of more than 150 local business owners throughout Utah ... I even served a handful of clients while I was a Sr. Account Manager for a large 100-million-dollar company called ... Purch.

At the time I was hired, they were managing 8 Web properties, one of which was called Top 10 Reviews. It's a comparison website that provides product comparison reviews ... listing the top 10 products in 8,000 product categories.

It was my job as the Sr. Account Manager ... to work out contracts with more than 2,500 companies who had products on my account websites in more than 300 categories. We listed each of their products on our comparison websites, ranked them, wrote articles about them, and then drove millions of visitors to our sites ... and ... when they clicked a buy button and bought a product off our site, our company got paid the affiliate commissions I set up with those manufacturers.

So ... the bottom line ... my job was to set up those commission contracts, sell them ad slots to promote their products, and at the same time get them to agree **to pay us** 20, 40, 60 and even 100% in commissions.

After working for Top 10 Reviews for almost 6 years, I was able to grow my income from \$70,000 my first year, to over \$438,000 the last year I was with the company.

When new management came in after a couple of acquisitions that brought in a large infusion of cash ... the new CEO ... which by-the-way .. was making less than I was ... he, and a few of the top-level people, decided to close out our department of 6 individuals, which included me ... I was 63 years old and so I decided to go ahead and retire.

After three years of not working for anybody ... except for the handful of long-term Email Marketing Clients I still was servicing ... I had a **paradigm shift** at the end of last year ... 2019.

I had just finished setting my goals for the next year, 2020, and I called it my 2020 Vision. I finished typing them up before going to a New Year's Eve party with my wife ... over to a family gathering to celebrate the coming new year ... After the party, my wife and I came home ... and I was exhausted and so I went to bed.

The next morning ... New Year's Day, ... I was relaxing and not really doing much of anything important. Hey ... it was a holiday for watching football and being a couch potato ... right?

Well, I went upstairs to my office, and sat down at my desk to look at my inbox on my laptop. In looking at my inbox ... I saw an email that caught my eye.

It was one of those junk-mail emails that all of us get almost every week ... that say, **'You Can Have Anything You Want if You Get This Package or That Package'**, and so I was about to delete it ... but ... for some reason ... and I don't know why, I clicked on it to check it out. I even clicked on the link to watch a video about it.

Well ... after more than 30 minutes of it telling me why I should purchase the **'Instant Manifestation Secrets' by Croix Sather**" audio program ... I have to tell you ...

... and I'll make this short ... I was about to click the delete button to leave the ad ... and like all of these kinds of ads do, ... a pop-up window opened up saying, **"Don't leave yet, we have an offer that you can't**

refuse!” ... and right then I noticed a link that said... “Save 93% off the program if you buy now!”, and it said that I could buy Croix’s program for just \$17 ... I couldn’t believe it ...

Just a couple of nights before ... I got a pizza and a liter of root beer ... and that cost more than the \$17 ... and so I pulled the lever ... and bought the program ... and my life was changed forever ...

I won’t go into it now ... because I don’t want this Podcast to bore you as I ramble on and on about myself, but, I will tell you ... that if you want to hear the end of that story ... after you finish this podcast ... go to YouTube and search for **Marty Braden – My Journey to Alignment** ... and watch Day 1 of my personal video journal of my Journey to alignment.

You’ll see that I have almost an entire year of daily Video Recordings ... where I share my progress of How and **Why I decided to become a successful business coach of beginner entrepreneurs.**

As part of my Coaching Program ... I’ve also recorded a series of podcasts that I called, “**Mindset is Everything**”. Each podcast in this series ... covers a specific theme or principle of success ... that if followed ... assures success!

And like I said ... you’re listening to my first **introductory podcast** ... titled “**The First Step to Success**” ... and so I sincerely hope you’ll enjoy it .. and will find this **first principle of success** ... that I’m going to talk about right now ... helpful and enlightening.

So ... Ladies and gentlemen, “The First Step of Success”.

Many popular businesses, such as Microsoft and Apple, started their journey ... in a garage. If you have similar aspirations ... then I encourage you to start the process of **“learning how to bring your dream into the world of the physical ... and do it now”** ... Don't delay!

And if you follow my counsel ... and decide to get started now ... let me save you some lost time and frustration by telling you ... **that the first step to success in your journey to start and launch a business of your own ... is to ... “get honest with yourself.”**

I'm not kidding ... **If you miss this step and start without getting honest with yourself** ... you can mess everything up for you ... and that would be sad. So, listen up.

Most of us need to learn to distinguish between a goal and a wish. Simply wishing to own a successful business, isn't going to make it happen. It doesn't work that way.

One of today's most popular television shows is a perfect example of **wishful thinking** ... American Idol. Thousands of people make that trek of thousands of miles ... just so they can try out for American Idol's singing contest, ... seeing visions of them becoming the next American Idol.

Far too many of those dear folks ... don't take the time to even ask themselves if they can carry a tune ... at least that's been my observation over the years that I've watched the show. In fact, thousands of them fantasize becoming the winner, and they're awful ... It's like they're clueless or something ... It's a fairytale.

Fairy tales are those stories we loved as children. They're full of spells that bring "instant happiness" and charms that make dreams come true "immediately" ... but ... they are a fantasy and not reality.

The reason such stories have had such appeal through the ages ... is that they promise glowing rewards without any effort ... Life just isn't like that.

In our world of instant gratification ... a good percentage of people cling to wishes that are really just fantasies, and I'd even call some of these dreams ... 'a stupid dream'. **For example**, ... Someone who dreams of becoming the next King of England is entertaining a 'stupid dream' ... Don't you think?

I'm not trying to mean or unkind. I'm just being honest. This concept of **wishful thinking** can make one feel important .. and so, they cling to it, magnify it, and talk about it all the time.

Don't get me wrong ... It is a glorious idea ... but ... the fact that there are more than four men and boys already in line for that position ... proves that it's just a wish, and dare I say again ... a stupid wish. In other words, ... it's not a realizable goal.

The singer who can't sing in tune ... and the young man who dreams of becoming King of England ... would serve themselves better if they took **the first step to success** and just got honest with themselves, ... **and the way we do that is ...**

... to step back and observe ourselves ... check our thoughts, our feelings, our actions, and most especially, we need to get honest about where our talents really

are at this moment in time. Yes we can improve, and we might even can learn to sing, but, success isn't instant! It's okay to say, "It's possible" about a big dream we're thinking about. Most dreams are **indeed** possible. Even 'Big' ones. I once thought that making more than \$35,000 a month wasn't possible ... but ... in time I came to believe that it was. I just didn't know how to do it **yet!**

But the difference here ... is that we need to make sure **we're** not confusing 'wishful thinking' or a 'fantasy' with a real possible dream. Real achievable dreams take real action to make our dreams come true. In other words, hard work!

We often like the images of our daydreams ... or wishes ... playing out in our mind. We see ourselves living the fantasy life as the King ... and we love the attention we get from declaring such an unbelievable ambition.

But, the difference between real big dreams coming true ... and fantasies playing in our minds ... **lies in whether or not we're willing to do what they require.**

For example, ... Norman Vincent Peale, the author of The Plus Factor, asks his readers in chapter two of his book ... to compare the American Idol daydreamer ... with a young couple who wanted a home of their own.

They were honest with themselves and knew they couldn't afford to buy a playhouse let alone a lovely new home, at least not right away. They were simply being honest with themselves. They knew they couldn't get their dream home right then ... but ... they still believed it was still possible ... if they were willing to take tiny

financial steps until they had the money for their down payment.

In just a few months they were able to come up with enough money to make the down payment on a lot they had been eyeing for some time. They continually imagined their home being ‘finished and sitting on that very lot they had purchased’. Once they had the lot, they drew some rough plans on wrapping paper as they sat at their kitchen table in their little rented apartment.

They then went out with stakes and string in hand ... and paced off an outline of their dream house on their newly purchased lot. They discussed every room and what they were going to put in them. They discussed what their home would look like, and how much it would cost.

Whenever they wanted ‘**more of a house**’ ... they would change the stakes and the rearrange the string, and then plan for the added expense. This went on for months, with “**one piece at a time**” coming through the portal of their minds ... into **their** world of the physical.

For example, they both got jobs and set themselves up with the discipline of setting aside 10 percent of their joint earnings for their ‘**someday**’ house. When either of them took on a second job ... or moonlighting on the side ... they put that money into their building fund too.

They denied themselves a lot of minor pleasures so they could keep the fund growing every month ... This sounds a lot like Dave Ramsey’s Becoming Debt Free Program ... doesn’t it? It sure does to me.

Anyway, this “piece by piece” of bringing their dream home from the portal of their minds ... into the world of the physical ... went on month after month, and at the

end of three years ... they took their plans and their savings to a mortgage company.

By this time ... there was a kind of momentum, a quiet confidence, even an aura of determination about them ... which impressed even the hard-boiled loan officer that they met with.

Call it the 3rd Mind, the Vibrational Mind, or the 'Incomprehensible It' ... call it whatever you want ... they got their mortgage and they built their dream home.

That dream home came through the portal of their minds ... into their world of the physical ... and it started with a Dream-Seed ... and then taking the first step towards growing that Dream-Seed ... **Getting honest with themselves!**

When people set goals for themselves that are clear and distinct ... when they hold tenaciously to those goals, through times of disappointment, frustration, and even apparent failures ... when they imagine themselves through mental pre-played movies, seeing themselves progressing steadily toward those goals ... and finally achieving them...

... there's a force deep within us ... that aligns with the powers in the universe ... and it becomes virtually irresistible. This is what happens when we align all three of our minds ... so that the Plus Factor can be released from within us.

Releasing this force ... begins with that first step of ... **"Getting honest with oneself"**. Once we take this first step ... The Plus Factor, The Incomprehensible It ... The Vibrational Mind ... makes its appearance ... and it really

takes ahold, and the surge of energy and confidence in us ... becomes so strong ... that we can overcome all obstacles.

Let me share another story from Mr. Peale's book. He tells a story that illustrates how we can release our own Plus Factor's power ... like this young couple did. It's a story about a graduate from a high school in a small farming town up in the eastern corner of Pennsylvania. This winner's name is Walter Harter. He's just another example of someone who got honest with themselves.

Walter Harter, who had just graduated from high school in that small town in Pennsylvania, seemed like just an ordinary young man. He had a **slight** limp ... caused by a badly broken leg while in his childhood. He was just an average young man who was unable to go to college because his family couldn't afford it.

As any farmer can tell you, things can get pretty tough in a farming community ... and so there were few openings of any kind of work for Walter to do.

But ... **a dream and a plan** had been stirring in the back of this young man's mind for a couple years now ... And when a dream and a plan get together ... man-oh-man ... the result can be extraordinary ... and that's because it opens the door to ... The Plus Factor within us.

In Walter Harter's case, the goal was to find work in New York City, which he had never visited, and where he didn't know a soul. But ... **He believed it was possible.**

Once again, Walter's first step to his success was to get honest with himself. He knew he didn't know anybody

in that big city. He also knew he didn't have the qualifications or skills that would help him land a job.

However, ... he knew and told himself that it was a possibility that **he could find some kind of job** there ... a starter job ... and so he acted on his dream and plan.

Only one thing could have given Walter the unshakable conviction that he could achieve such a goal, and that one thing was the Subconscious Mind, or what I call the Gatekeeper ... and ... his third mind ... his Vibrational mind ... which I call The prosecutor. His third mind of course was his conscious mind, which makes us human.

The Plus Factor within Walter was activated by his "creative goal" ... and of course ... because of his honesty with himself ... he "got real" with himself ... 'before' ... he decided to go for it.

Walter Harter went to the local telephone office and borrowed the New York city telephone directory. He looked up the listings of various stores in the metropolitan area ... and finally, he decided to concentrate on a well-known chain of stores.

There were 393 store addresses listed in the directory. They were scattered all over Manhattan, Brooklyn, Queens, Long Island, and the Bronx.

What separated Walter from the wishful thinkers ... is that Walter told himself that ... It is possible ... He said that among all those stores ... **there had to be an opening for him** ... He believed it was possible! ... So, he made up his mind to write to every single one of them.

This was a big undertaking for a teenager with no resources or help of any kind. He composed a letter

expressing his desire to become associated with any store in the chain ... and that he'd work **in any capacity** ... from floor sweeper ... or whatever was available. This reflects that Walter had truly gotten honest with himself and therefore was willing to start anywhere.

He had no typewriter, and so he wrote handwritten letters to those 393 managers of the various stores. He even set himself a quota of fifteen letters a day, and stuck to it, day after day.

No replies came back. Not a single one. Of all the various forms of rejection, **silence** can be the most devastating.

But ... something was pushing and sustaining Walter Harter ... so, he kept doggedly on.

Finally, Walter asked his parents to let him leave home and try his luck by going to the Big City. They were apprehensive because he didn't know anyone there. But ... they agreed and let him go ... They scrounged up enough money to sustain him for a few days ... and figured he'd be back in no time.

In Manhattan, Walter went to Time Square and there he found one of the chain's largest stores. He asked for the manager, who explained that even if the store had received a letter from Walter, it would have been sent to the 'personnel department' of the chain.

Walter wasn't even sure what a personnel department was ... but ... he followed directions to a huge building on Park Avenue.

Upon his arrival ... after he identified himself ... he was taken to a stern-faced man sitting behind an enormous desk ... who seemed to be in charge of everything.

The man stared at Walter ... for what seemed like a long time ... and finally, he stood up, smiled, and pointed to a table holding stacks of letters. “Your applications are there” he said, “All three hundred and ninety-three of them!”

“We knew that someday you would walk in here. **We have a clerk’s job waiting for you.** You can start this afternoon.”

An amazing story ... Huh? ... But a true one non-the-less. Walter Harter eventually became a store manager.

And even after he moved on to other things, he carried with him the momentum that came from aligning his three minds ... the third one being the Vibrational Mind which releases The Plus Factor within us.

It’s what generated the power of initiative and perseverance in Walter ... and moved him in the direction of attaining his dream. But ... it took that first step of **getting honest with himself** ... before anything amazing could happen.

Without taking that first step ... Walter would still be farming in his small town in eastern Pennsylvania.

So ... There you go ... I loved sharing the principle of **“The first step of success ... is to Get honest with yourself.”**

I know you can do anything you put your mind to. I know you can believe it is possible for you too ... If I can do it ... so can you. I promise you ... Just remember though ... to take that first step into your successful future ... by getting and being honest with yourself!

I sincerely hope that we can connect again soon ... And if you'd like to ... let me invite you to subscribe to my Mindset is Everything podcast series **for free** ... Just click on the Subscribe Button ... and we can connect up again.

Until we do ... whether by Audio or video or even on one of my Live Coaching Calls ... I wish you continued success and happy listening! ... Bye!