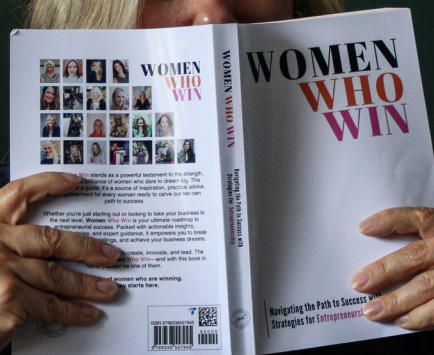


# Rewiring for Wealth:

*NLP techniques to transform your  
business mindset*

My Chapter from the NO. 1 Bestseller, Women Who Win



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## **Rewiring for Wealth: NLP Techniques to Transform Your Business Mindset**

I never set out to become a business owner. For over a decade, I thrived in a management and senior HR role at a company, building a career I loved. But after having kids, the appeal of 60-hour workweeks and the daily commute to London faded. I craved the flexibility and freedom that self-employment could offer. So, in the midst of the pandemic, I relocated to a small village in Devon and embarked on a new journey. I qualified as a Personal and Professional Development Coach and an NLP (Neuro-Linguistic Programming) Practitioner (more on that later) and began setting up my business.

My coaching business launched while I was pregnant with my youngest and caring for a one-year-old full-time. Despite the success of my coaching and client results, I often felt lost in the whirlwind of actually building a business. For many of us, starting a business means quickly becoming a marketer, social media manager, accountant, PR specialist, copywriter, and business strategist—all at once. I found this transition challenging. "Maybe this isn't for you," I would tell myself. "Who do you think you are?" I would challenge myself.

I realised there were two components I needed to master to create the business and life I wanted:

1. ME - My mindset, beliefs, and behaviours needed to align with my goals, not hinder them.
2. KNOWLEDGE - Strategies and expertise to grow my business.

Without the funds to outsource support, I dove into learning everything I could. I studied every free and paid course I could find, qualifying in digital marketing, copywriting, SEO, and as an accredited business strategist. Slowly, the puzzle pieces began to fit together, and results started to happen.

As I continued my coaching and strategy work, it became clear that many of my clients' blocks were internal. Like my own journey, issues like mindset, motivation, beliefs, and self-talk were common and crucial to address alongside business strategy. I noticed that no matter how robust a business plan was, if the individual behind it lacked confidence and clarity, progress would stall. This realization was pivotal. It wasn't just about having the right tools and strategies; it was about cultivating the right mindset to use them effectively.

If you have all the tools and strategies to build a business but lack the belief, conviction, or confidence to apply them, what good are they? Combining the powerful techniques of NLP with strategic planning transformed my clients' businesses remarkably. Today, I specialize in Marketing and Messaging Strategy for coaches and small businesses. But my secret weapon is NLP, which helps my clients become the CEOs they need to be to achieve incredible results.

NLP provided the breakthrough I needed to truly understand and overcome the mental barriers that were holding me back. By applying these techniques, I rewired my brain to focus on success, resilience, and proactive problem-solving. This not only accelerated my personal growth but also became a cornerstone of my coaching methodology.

My clients began experiencing similar transformations, achieving clarity and confidence that propelled their businesses forward. This dual approach of strategic planning and mindset mastery is what sets my approach apart in marketing and drives the exceptional outcomes my clients enjoy.

## **Rewiring Your Brain to Boost Business Success**

The biggest factor affecting your business success isn't your strategy, technology, or even your products and services—it's you. Your drive, motivation, resilience, flexibility, confidence in your capabilities, and conviction to succeed are what separate dreamers from achievers. Mastering your mindset and behaviour is the best strategic advantage you can give yourself. Thankfully, NLP provides powerful techniques to achieve this.

### *What is NLP?*

NLP (Neuro-Linguistic Programming) is a powerful approach to communication, personal development, and psychotherapy. Developed in the 1970s by Richard Bandler and John Grinder, NLP explores the connection between neurological processes (neuro), language (linguistic), and behavioural patterns learned through experience (programming). By understanding and changing these connections, we can transform our thoughts, feelings, and behaviours to achieve specific outcomes. NLP offers tools and techniques to model excellence by understanding the strategies and behaviours of successful individuals. It allows us to 'reprogram' our minds to eliminate unproductive habits and create new, empowering ones.



Here are five strategies to boost your business success using NLP:

## **Strategy 1: Harnessing Peak Performance with “Anchoring Your State”**

What is it?

Anchoring is an NLP technique that creates a stimulus-response pattern. By associating a specific physical touch, gesture, or object with a powerful emotional state, you can trigger that state at will. Just as a particular smell can transport you back to a moment in time, anchoring can help you access desired emotional states on demand.

How to do it:

Decide how you want to feel in your business—confident, powerful, successful? Find an object, picture, or item that you associate with a time you felt that way. This is not a vision board for the future, but a reminder of past achievements. Place it prominently near your workspace. Each morning, pick it up, reflect on your past success, and notice your posture, breathing, and feelings. With practice, merely glancing at the object will help you embody your desired state.

For example, one of my clients, Rachel, chose a small trophy she won in a high school debate competition. Each morning, she would hold the trophy and recall the feelings of confidence and success she felt at that moment. Over time, this practice helped her bring those same feelings into her business dealings.

Why it works:

Anchoring leverages the brain's ability to associate a specific physical action with a particular emotional state. By consistently pairing the two, you create a neurological shortcut that allows you to access the desired state quickly and efficiently. The brain's plasticity means that these associations become stronger with repetition, making it easier to access positive states in high-pressure situations.

## **Strategy 2: Transforming Perspectives with "Powerful Reframing"**

What is it?

Reframing helps you view a situation, person, or relationship from a different perspective. It challenges the mindset that your perspective is the only way to look at a problem. Reframing teaches you to ask questions like, "Is there another way to look at this?" or "What are some other possible reasons this could have happened?"

How to do it:

Take a negative thought that isn't serving you and challenge it by asking these questions.

For example:

Negative Thought: "I'm no good at this!"

## Potential Reframes:

- What else could this mean? → "I am good at it but don't feel like I am because I don't speak to myself fairly."
- What would I like it to mean? → "I am not good at it YET."
- What is the positive value of this? → "I recognize it is important to me to do well at things."
- What is my intention behind this? → "I want to be good at my job."
- How else could I satisfy my intention? → "I will look for new ways to learn and improve at this."

Let's take another example. Suppose you are facing a setback in your business, like a product launch that didn't go as planned. Instead of seeing it as a failure, ask yourself:

- What else could this mean? Perhaps it's an opportunity to gather feedback and improve the product.
- What would I like it to mean? This could be a stepping stone to a better, more refined version of the product.
- What is the positive value of this? You now have real customer insights that you didn't have before.
- What is my intention behind this? Your goal is to create a product that truly meets customer needs.
- How else could I satisfy my intention? By conducting more in-depth market research before the next launch.

Why it works:

Reframing changes your internal dialogue and emotional response to situations. By choosing a more empowering perspective, you alter your brain's response, reducing stress and increasing motivation and problem-solving capabilities. This shift in perspective can transform challenges into opportunities, enhancing your ability to navigate the ups and downs of business.

### **Strategy 3: Crafting a Vision for Achievement with “The Inspiring Story Method”**

What is it?

This method involves writing your vision of achievement as a diary entry from your future self. By vividly describing the achievement of your goals, you align your mindset and actions with your desired outcomes.

How to do it:

Write a diary entry dated 12 months from today. Describe in detail what you see from your desk, your schedule, achievements, experiences, and how you feel. Include every sense—colours, sounds, smells, and feelings. Re-read this story often to maintain motivation and drive.

For instance, imagine it's 12 months from now. You are sitting at your desk, overlooking a lush garden. Your calendar is full of appointments with high-profile clients. The air is filled with the aroma of fresh coffee. You feel a deep sense of accomplishment as you glance at the framed awards on



your wall. You've achieved a 50% increase in revenue and expanded your team by three members. Every detail, from the colour of your office walls to the sound of birds chirping outside, should be captured in this entry.

Why it works:

Crafting a detailed vision from a future perspective activates both the subconscious and conscious mind. This technique helps you internalize your goals, making them feel more real and attainable. It provides a clear, sensory-rich blueprint for your brain to follow, increasing motivation and aligning your actions with your vision. Visualization is a powerful tool used by elite athletes and successful entrepreneurs alike to manifest their goals into reality.

#### **Strategy 4: Breaking Negative Self-Talk with "The Paper Technique"**

What is it?

The Paper Technique disrupts and challenges negative self-talk. It interrupts passive neurological loops and creates a habit of confronting and countering harmful thoughts with evidence. This technique uses physical action and verbal affirmation to break down negative thought patterns and build new, positive neurological pathways.

How to do it:

1. Identify negative thoughts and write them on six pieces of paper.
2. Turn the pieces of paper face down on the table.
3. Pick one piece at random and turn it over.
4. Immediately counter the negative statement with evidence to the contrary, and speak it out loud. For example, if the paper says, "I'm not good enough," counter with, "I successfully launched my business and have satisfied clients, which proves I am capable and competent."
5. Repeat frequently to build a habit of challenging negative thoughts.

For example, suppose you wrote, "I can't manage my time effectively." You might counter this with, "I have successfully managed my family's schedule, balancing multiple responsibilities with ease."

Why it works:

Repeated negative thoughts create strong neurological pathways. By challenging these thoughts with evidence, you create new pathways and weaken the old ones. This technique interrupts the passive acceptance of negative thoughts and actively reshapes your mindset, strengthening positive thought patterns and diminishing the influence of negative self-talk. Consistent application of this technique helps build resilience and a more positive outlook, crucial for business success.

## Strategy 5: Boosting Creativity and Confidence with "The Disney Strategy"

What is it?

The Disney Strategy is an NLP technique named after Walt Disney, who was known for his innovative and imaginative approach to problem-solving

and creativity. This strategy enhances creativity and problem-solving skills by adopting three distinct perspectives: the Dreamer, the Realist, and the Critic.

This method helps you explore new ideas, plan effectively, and address potential challenges, boosting both your confidence and your marketing messaging.

How to do it:

1. Identify a Problem or Area for Improvement:

- Start by identifying a specific problem or area in your business that you want to improve. This could be anything from developing a new marketing campaign to improving customer satisfaction or creating a new offer.

2. Set Up Your Spaces:

- Place three pieces of paper on the floor labeled: Dreamer, Realist, and Critic.
- Each spot represents a different mindset you'll adopt during the exercise.

Paper One: *The Dreamer Phase*

- Stand on the "Dreamer" paper.
- Let your imagination run wild and brainstorm as many ideas as possible for solving the identified problem or improving the area. Think big and dream about innovative solutions and possibilities without any limitations.
- Write down all your ideas without filtering them. This phase is all about creativity and exploration.

## Paper Two: *The Realist Phase*

- Move to the "Realist" paper.
- Review the ideas generated in the Dreamer phase. Evaluate them realistically and start planning how to implement the most promising ideas. Consider resources, timelines, and actionable steps.
- Develop a practical strategy for bringing your best ideas to life. Focus on what can realistically be achieved and outline a step-by-step plan.

## Paper Three: *The Critic Phase*

- Step onto the "Critic" paper.
- Critically assess your strategy from the Realist phase. Look for potential flaws, risks, and obstacles. Ask yourself tough questions about what could go wrong and what might be missing.
- Use the insights from the Critic phase to refine and strengthen your strategy. Address potential challenges and make necessary adjustments to your plan.

## 3. Integrate and Act:

- Bring together the insights from all three phases. You should now have a well-rounded strategy that is creative, realistic, and resilient.
- Implement your refined strategy with confidence. Regularly revisit the three phases to adjust your plan as needed and maintain a balanced approach.



Why it works:

This leverages the power of multiple perspectives to foster creativity, practical planning, and critical thinking. By separating the dreaming, planning, and critiquing phases, you allow yourself to fully engage with each mindset, without dismissing the ideas quickly and moving on. This leads to more innovative and well-thought-out solutions.

This technique not only boosts your creativity and problem-solving skills but also builds confidence as you develop a comprehensive and realistic plan for your business. By regularly using the Disney Strategy, you can enhance your ability to generate compelling marketing messages and overcome challenges with more ease.

## **Empowering You to Unlock Your Business's Potential**

As a business owner, your mindset and messaging are some of your most valuable assets. The strategies shared in this chapter are just the beginning of how you can transform your business success by mastering your mindset and stepping out of your own way. When you align your thoughts with your business goals and communicate effectively, the possibilities are endless.

That's where I come in. As an award-winning coach specializing in Marketing and Messaging Strategy for coaches and small businesses, I am dedicated to helping you unlock your full potential by refining your message and boosting your confidence. Whether you're struggling with defining your

brand identity, finding your niche, overcoming self-doubt, maintaining motivation, or simply needing a clear, actionable plan to grow your business, I'm here to help.

Imagine having a partner who understands the unique challenges you face and can provide tailored strategies to overcome them. As a coach, I not only guide clients through business tactics but also help them develop a mindset that drives success. This is the transformative power of combining NLP with strategic business coaching and effective messaging. With these tools, you can reshape your approach to business, build confidence, and achieve remarkable results.

I believe that every entrepreneur has unique strengths and challenges, and my goal is to help you leverage those strengths while addressing any obstacles that stand in your way. By integrating personalised strategies, you can reframe your mindset, break through mental barriers, and foster a positive, proactive approach to your business.

A major focus of my coaching is on messaging and marketing strategy. For coaches and small businesses, the ability to communicate your value proposition clearly and compellingly is crucial. We will work together to craft a strong brand message that resonates with your target audience and sets you apart from the competition. This includes developing your unique voice, creating content that engages and converts, and utilizing marketing channels effectively to reach and grow your audience.

Whether it's refining their marketing message, developing a robust business strategy, nailing their niche, or building a strong brand presence,

I'm a trusted advisor by my client's side to guide them through every step of the process and help them rewire their mindset for success.

Ready to take the next step? Get access to my library of free resources and business boosts using the QR code below.

Embrace the journey of building an unforgettable business and becoming the CEO you were always meant to be. Turn your dreams into reality, one strategic step at a time.



Ready to accelerate your  
business growth?  
Let's talk.

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