

DECIDE

The
**Ultimate
Success
Trigger**



JIM PALMER



Praise for *DECIDE: The Ultimate Success Trigger*

Jim Palmer did it again! Another AMAZING book by a guy who all entrepreneurs should learn from. If you're ready to achieve more success and happiness, then follow the strategies in this brilliant book by my friend, Jim Palmer!

– James Malinchak
Featured on ABC's Hit TV Show, "Secret Millionaire"
Author, *Millionaire Success Secrets*
The World's #1 Big Money Speaker® Trainer & Coach
Founder, www.BigMoneySpeaker.com

If you think this is another feel-good, touchy-feely, self-growth guide – you're mistaken! When I first picked up this book I thought it will be a re-hash of what I already know and I'll quickly put it down. I was wrong! Jim's transparent personal stories, real-life examples, step-by-step advice, and bold calls to action turn *DECIDE: The Ultimate Success Trigger* into the every entrepreneur's ultimate success guide. Frankly, I think you'll be making a mistake if you don't buy it and don't read it as quickly as you can!

– Adam Urbanski
The Millionaire Marketing Mentor®
Founder & CEO
TheMarketingMentors.com

Without a doubt, the root cause of what prevents far too many entrepreneurs from achieving their dreams and reaching their fullest potential, is indecision. When opportunities arise or when challenges present themselves, which they always do, the ability to make fast, sound decisions moves businesses forward and helps you grow. I've been studying and teaching on the power of mindset for many years and I must say that Jim Palmer has nailed it with his latest book, *DECIDE: The Ultimate Success Trigger*. I

especially appreciate how much Jim shared his own personal demons and struggles and how he overcame them. You will be inspired by Jim's story and moved into action from his strategies.

– Lee Milteer
Author of *Reclaim the Magic* and
Success Is an Inside Job
www.milteer.com

When someone finds out I'm a #1 best-selling author, they say, "I've thought about writing a book." When someone discovers I own three businesses, they say, "I've thought about starting a business." When someone figures out I have online coaching programs, they say, "I've thought about..."

These people live at 1313 I'veThoughtAboutIt Lane, Squishyville, USA.

To all of these people still thinking about it, my friend and hero Jim Palmer says, "DECIDE!" I only wish he had written this book 15 years ago when I was starting out. I would have more hair on my head and money in my accounts.

Read this book as if your business and life depend on it...because they do.

– Dr. Joey Faucette
www.GetPositive.Today

Your ability to make decisions will directly affect your ability to be successful. Should you take retirement funds and start a new company? Should you hire someone to do a task for you or do it yourself? Should you wait or move ahead? Every decision has some knowledge built within it, but in the final analysis, every decision requires a step (or leap) of faith. Jim's new book, *DECIDE: The Ultimate Success Trigger*, is a roadmap to help you learn how to make decisions more efficiently and more timely. I

hope you will take time to study each section of this book and then assimilate them into your own life. After all, "you get to choose."

– Steve Graves, Sr.
Chief Fun Officer
Play-a-Round Golf
www.playaroundgolf.net

I've had the privilege of knowing Jim Palmer for many years, and he is an extraordinary coach, entrepreneur and friend. I've read his other books, but *DECIDE* is my favorite by far. I felt like I was sitting side-by-side with Jim in a coaching session as he candidly shares what it takes to be truly successful.

What I like most about this book is Jim's authenticity, transparency and true love for those he currently coaches and those who will be coached by reading this book. If there is anyone that can help you build your dream life, Jim Palmer is the right guy to do it!

– Michelle Prince
Ziglar Certified Speaker / America's Productivity Coach
Best-Selling Author & Self Publishing Expert
www.MichellePrince.com

After reading *DECIDE*, I have DECIDED that this is one of the best tools an entrepreneur can own. I felt that Jim really understood the mental struggles EVERY entrepreneur goes through and gave sound credible advice on the head trash we all deal with. He is right on target with his wisdom and observations. This is definitely a book you should start your entrepreneurial life with and live by it. Thanks Jim for not being afraid to stand tall and tell it all.

– Dr. Raynette C. Ilg N.D.
Naturopath • Author • Speaker
Olive Branch Wellness Center

Jim Palmer's book, *DECIDE*, is amazing! The valuable nuggets of information on clearing head trash, acting and moving forward are a must for every entrepreneur.

– Cindy McLane
Founder, www.TranscribeYourBook.com

As a founder of several multi-million dollar businesses, I've had my share of successes over the past 14 years. They've afforded my family and me the opportunity to live a life I never could have imagined. None of these successes would have been possible had I not decided to take action, even in the face of fear, uncertainty and doubt. When I'm asked the question, "What's your secret to success?" I usually reply by saying "There is no secret." However, after reading this book, I've found I owe much of my success to the very same principles that Jim shares within these pages. Read this book and apply its concepts. I can think of no better manual for the entrepreneurial mind.

– Bobby Deraco
Founder and CEO, Synapse
www.synapserevents.com
Inc. 500 Honoree

Not only did I have the privilege of being featured in Jim's book *DECIDE*, I have the benefit of having Jim as my business coach and reading *DECIDE* was like being in a massive coaching session with him. In *DECIDE*, Jim offers tough love and actionable steps, coupled with a willingness to share the nitty-gritty of what it takes to truly succeed. He articulates not only the barriers, but the essential need for us to *DECIDE* in the midst of fear and uncertainty. Jim's conversational guidance and authenticity makes you feel like he is coming along side you, and rooting for your

success. Jim's knows our struggles, he is in the trenches and *DECIDE* is a handbook of wisdom every entrepreneur needs.

– Susie Miller
The *Better* Relationship Coach
www.susiemiller.com

Being an entrepreneur is not an easy road and very few books tell it like it is. Jim Palmer's *DECIDE: The Ultimate Success Trigger* is a warrior's journey at its very best! Arm yourself with real entrepreneurs baring it all about overcoming and beating the odds; turning failure into strength, and mistakes into lessons. Get a highlighter. *DECIDE* is THE guidebook for the journey ahead.

– Brad Szollose
Global Business Adviser
21st Century Workforce Culture Strategist

I read every word. Good information, only wish I had read this book 30+ years ago when I began my selling career. Your personal life struggles are a testimony to the successes that have brought you through to make *DECIDE* a must-read book for anyone asking the hard questions. For those who've ever found themselves face to face, having that 3:00 a.m. moment of self discovery, your book's words help to understand what life is about and how to overcome the many obstacles we ALL face. Thank you for sharing.

– Mark D. Gleason
Author, Entrepreneur, Realtor, Sales Trainer
www.Soldbygleason.com

It's so easy, as an entrepreneur, to get caught up in the head trash that attacks all of us. We think too small and convince ourselves that working harder will result in success. In reality that just isn't true – you end up working harder, don't have time for your family, and are tired all the time. (I know because I've been there!) When

you couple that with a fear of success, you have a recipe for getting mired in “Squishyville.” This is not a good place to spend your time!

Jim Palmer’s book, *DECIDE*, quickly dispels the myths we carry around in our heads and helps us to see beyond whatever ideas that come from our childhood. I can truly say that Jim’s books, coaching program, and mastermind group have made a significant difference in myself and my business. I am now empowered to become the successful entrepreneur that I was created to be!

– Diane Gardner
Your Tax Coach
www.taxcoach4you.com

I have read each of Jim Palmer’s books, but *DECIDE* is in a class all but itself. This is the best down to earth, real and solid business advice book you must read. Starting in the foreword with the statement “The quality of your choices shapes the quality of your results” to the final question on the very last page of the book “If not now, when?” Each page contains at least one golden nugget, and Jim’s advice is always on target and exactly what I need to hear to achieve better results. Get this book now and watch the results you will get if you just follow Jim’s advice. The book is the best investment that you can make in yourself and your business right now.

– Nile Nickel
www.LinkedinFocus.com

Jim’s book, *DECIDE: The Ultimate Success Trigger*, is by far one of the best books for both new and well-seasoned entrepreneurs. There are many reasons to read this book, but the biggest reason is this: it is not simply a book of suggestions, tips and strategies. Jim opens up and shares details of his personal journey and the many struggles he faced, and how he overcame them to grow his Dream

Business. After reading *DECIDE*, you will feel motivated and inspired into action.

Jim Palmer is the go-to coach for entrepreneurs who are ready to get down to business, toss the excuses and get it done! Give him 30 minutes and he will give you gold (as long as you are willing to put it into action). I highly recommend partnering with Jim to take your business to the next level-fast!

– Kelly Roach
Business Growth Strategist
www.KellyRoachCoaching.com

The Ultimate Success Trigger indeed! In his new book, Jim has really hit the nail on the head with what it takes to succeed as an entrepreneur! Many would-be entrepreneurs fail to realize how vitally important your mindset is to succeeding at ANY endeavor. What you tell yourself, your self-talk will ultimately make or break you. Your success is not determined just by the mechanics of whatever business you are in, but how you make decisions and take action. In *DECIDE*, Jim did not just create another mindset book, but Jim brings key success concepts into clarity by really opening up and sharing his personal experiences; his own journey from struggle to abounding success. Jim shares his success not only in his own business, but also by helping others to achieve abundant success in their own right through his various publications, coaching programs, and events.

Jim is the real deal! *DECIDE* to not just read, but absorb the lessons Jim shares in his book. When you embrace the lessons of *DECIDE*, you will be uncomfortable for a time, but you will not regret it!

– Roy Adler
The Freedom Eagle Blogger.com

During these times, who wouldn't want to "build a more profitable business faster"? Jim's thought-provoking, stimulating and practical book walks you through the exact steps you can take to move you into decision-making mode! I promise you, if you decide to read this book, it might rattle you, get you going, make you really think, but in the end you won't regret taking the time to *DECIDE*! Great read Jim, thanks for helping to equip entrepreneurs!

– Shawn K. Manaher
Sidepreneurs
<http://sidepreneurs.com>

Just about every entrepreneur will experience a "crisis point" during their journey toward ultimate success. This can be so debilitating, you find yourself a spectator to your own business's impending doom. When this happens, read Chapter 8, "Decide to Use GPS" - and allow Jim Palmer's new success map to guide you toward a more profound success, profitability, and prosperity.

– Adam Hommey
Host, Business Creators' Radio Show
BusinessCreatorsRadioShow.com

Wow! Absolutely love Jim Palmers most recent book *DECIDE*. It's packed full of honest, relevant, and cutting edge tips, tools and strategies for not only overcoming the mental blocks we have as entrepreneurs, but also provides proven techniques for gaining clarity and confidence in making powerful decisions. If you are an entrepreneur who is serious about success and making a difference in the lives of those you touch, this book is for you.

– Travis Greenlee
Master Business Growth Strategist
Profit Groove Marketing – Founder and CEO
www.ProfitGrooveMarketing.com

Working alongside Jim Palmer for over five years I've been privileged to witness a ton of great things from the man himself. As a member of his "Dream Team," I see firsthand exactly what it takes to be successful as an entrepreneur. I've also watched him help many, many people move past their own self-imposed road blocks, quite often in an amazingly short amount of time. In his book, *DECIDE: The Ultimate Success Trigger*, Jim pulls back the veil on the sometimes ugly bits that a lot of entrepreneurs face at some point. This book helps you look in the mirror, face your fears and finally do what you know you need to do, what you've been fighting against all along. Reading this book, and reflecting, I'm very familiar with "Squishyville," I lived there a long, long time - I suppose we all have at some point. Thank you Jim for writing it all down and help to make sense of it all!

– Kate Bradbury
Admin Icons, Inc.
kate@adminicons.com

There are a ton of business books available for entrepreneurs to read and use as they work on growing their businesses. *DECIDE* stands apart from the rest because of Jim's authenticity and straightforward style of coaching. The whole book is fantastic, but for me, just one chapter gave me the motivation to decide to raise my prices and by doing that, my revenue grew immediately. I can only imagine how much my business will grow as I continue to implement the advice written throughout *DECIDE*!

– Jessica Rhodes
Founder of InterviewConnections.com

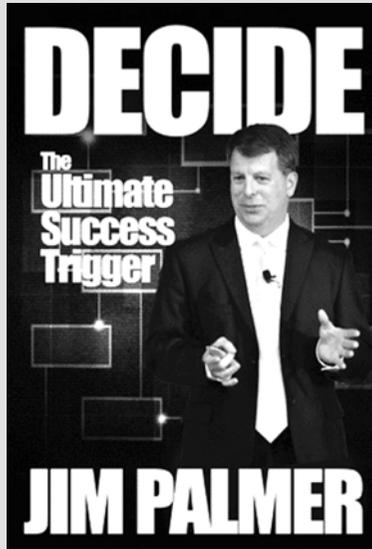
I thought the *Stop Waiting For It to Get Easier* book was the blueprint for my business, but after reading *DECIDE*, all I can say is WOW!!! This is truly a life changer and contains some of the juiciest insights into what really makes the difference between a

successful and unsuccessful entrepreneur. High-level business lessons cloaked in colorful, entertaining and insightful story telling. This is a must read for anyone looking to take their business to the next level.

– Gary George
Blazin Multimedia
www.blazinmultimedia.com

Do you know a friend, colleague, or perhaps a group that would enjoy and benefit from the information and strategies in this book?

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DECIDE: ***The Ultimate Success Trigger***

By Jim Palmer
Your Dream Business Coach

With a Foreword by
Melanie Benson Strick
America's Leading Small Business Optimizer

Dream Business Coaching
Dream Business Academy

DECIDE: The Ultimate Success Trigger

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This book is dedicated to my family,
Stephanie, Nick, Steve, Jessica, and Amanda.

Table of Contents

Foreword.....	3
Preface.....	7
Acknowledgements.....	11
Chapter One:.....	13
Nothing Happens in Squishyville	
Chapter Two:.....	25
Decide to Take Out the Trash	
Chapter Three:.....	37
Decide Not to Be an Impostor	
Chapter Four:.....	45
Decide to Be Authentic	
Chapter Five:.....	53
Decide to Invest	
Chapter Six:.....	63
Decide to Delegate... or Stay Small	
Chapter Seven:.....	73
Decide to Be Immune to Criticism	
Chapter Eight:.....	85
Decide NOT to Be Perfect	
Chapter Nine:.....	95
Decide to Take the Rewards of Risk and Speed	
Chapter Ten:.....	105
Decide to Be an Entrepreneur	

Chapter Eleven:	115
Decide to Survive	
Chapter Twelve:	119
Decide to Change Your Mindset	
Chapter Thirteen:.....	127
Decide to Be Profitable	
Chapter Fourteen:	137
Decide to Emulate Successful Entrepreneurs	
Chapter Fifteen:	145
Decide to Use GPS	
Chapter Sixteen:	157
Decide to Think Big	
Chapter Seventeen:	163
Decide to Be Different	
Chapter Eighteen:	171
Decide to Roll with It	
Chapter Nineteen:.....	177
Decide to DECIDE	
About the Contributors	183
About the Author – Jim	189

Foreword

There are a few concepts that can transform you from the inside out. One of those is a principle that I learned many years ago that I use daily in my own journey: “The quality of your choices shapes the quality of your results.”

For the first 18 months of my career as an entrepreneur, I struggled financially. Working 14-hour days, it seemed that I could work another four hours a day and still not achieve the dream. One day I realized that the biggest impediment to my cash flow was me. I was not making the best decisions on how to grow my business. My mindset was influencing every decision I made in a negative way – and I was rationalizing all my poor choices because my deep belief was that I was not capable of being successful.

In a pivotal moment, I knew I needed to make a new choice. Instead of struggling, I decided to be the person who could easily have a six-figure business. Whatever action I needed to take, behavior I needed to have, or thought pattern I needed to shift... I was willing.

Nine months later I broke six figures for the first time, and I’ve never looked back.

I’ve been mentoring thought leaders and creative, visionary entrepreneurs for over 14 years now, and I’ve come to realize there’s one factor that holds true: Each decision you make is either moving you closer to your ultimate goal of success or is putting you on the path of distraction, causing you to become derailed and focused on activities that cannot deliver you to the gold.

Anyone who has ever started a business knows that one decision can change everything in life. The decision to start a business can mean freedom! No more bosses and all the independence you could ever want. Once you make that decision to be an entrepreneur, making the best decisions possible is a

muscle you must strengthen. Entrepreneurs are faced with daily decisions like...

How much should I charge?

What should I do to market my offering so that people will buy it?

Who will be the best assistant I could hire to help me get everything done?

Which of these ten opportunities will actually generate the best leads without wasting my time?

What task should I do next?

Should I pick up that phone call or let it roll to voice mail?

As a matter of fact, you'll find that strengthening your core "decision-making" muscle to make excellent decisions is essential. Today we are barraged with so much information that making good decisions can become overwhelming. Between all the email, social media, text messages, phone calls, Google Hangouts, daily webinars, and even workshops and live trainings, there is no shortage of information bombarding us.

How we use our time has never been more complex. We stretch our brains trying to do it all and keep up with an ever growing list of action items.

But, and many people don't quite realize this, you cannot make good decisions when your brain is full of fear, stress, and problems. An entrepreneur who is spinning in overwhelm has a diminished capacity to think strategically and clearly.

Here's an interesting fact: The mind can only process five to seven bytes of information at one time. And, as I previously mentioned, there's at least a billion bytes of information trying to get our attention. Your ability to quickly parse that information and make decisions is crucial to achieving higher levels of success without overwhelm and stress.

Your ability to rise above the noise of life and create space for clear decision making will serve you well. That's why Jim Palmer's book, *DECIDE: The Ultimate Success Trigger*, is one of

the best books you will ever read. Within these pages lies the wisdom of not just one successful entrepreneur but two wise souls... and even more. Jim has shared my own success principles alongside his extraordinary guidance – you are literally gaining insight into two of the best business minds in the industry. Plus he has included additional insights from members of his Dream Business Mastermind and Coaching Program.

Jim and I have been a part of each other's success journey for many years. First, Jim was a member of one of my coaching programs. Then we partnered to create MARS (Magnetic Attraction and Retention Program) together. We immediately saw how the synergy between our two styles could bring great value to the community of entrepreneurs we serve. Now we are in a mastermind and have become life-long friends.

There's nothing more valuable as an entrepreneur than being in regular connection with movers and shakers who challenge you to be the best you can be. I'm beyond fortunate to have that kind of mutual support with Jim. That's why when he asked if he could share a few of my coaching principles in his book I said, "Yes! Absolutely!"

Read this book first to get the overall principles. Then read it again with a highlighter and pen to take notes. You couldn't get better coaching unless you hired one of us directly. Make this book your best friend and come back to it over and over again. You'll find that each time you read it, you'll uncover a different nugget of wisdom – exactly when you need it the most.

Melanie Benson Strick
America's Leading Small Business Optimizer
www.MelanieBensonStrick.com

Foreword

Preface

If you are an entrepreneur, wanntrapreneur (someone wanting to start a business), sidepreneur (someone who has small business on the side while still holding a job – a term I first heard when Shawn Manaher interviewed me for his radio show by the same name), or a small business owner seeking higher growth and profitability, this book is written for you. It will help you build a more profitable business faster.

DECIDE will prove to be *Your Ultimate Success Trigger!*

My recommendation is to move this book to the top of your to-be-read pile of books (I know you have one) and start reading immediately. Why the urgency? Because none of the skills and talents you already possess and none of the marketing strategies you may soon employ are going to help you build your Dream Business until and unless you unleash the Ultimate Success Trigger. It is *that* powerful.

DECIDE is one of the most important books I've written so far and will prove to be the most important book you'll read along your entrepreneurial journey.

I published *Stop Waiting for It to Get Easier – Create Your Dream Business Now* in October 2013. At that point, I had written five books in five years, and to be candid, I wasn't sure if I wanted to write another one! Writing a book requires an enormous amount of time, dedication, and energy, and with the growing demand for my coaching services and running two live events each year (Dream Business Academy), I felt like I needed a break from writing.

But that all changed when I began feeling the “nudges.”

In March 2014 at my sold-out Dream Business Academy in Las Vegas, I taught a module titled, “**Success – Mindset and Money,**” and the audience loved it. Candidly, they liked it more

than I thought they would! In this module, I share a lot of my entrepreneurial journey, particularly as it relates to my mindset about success, money, debt, and the hundreds of decisions I made in the early, lean years of my business.

My commitment to the entrepreneurs and small business owners who attend Dream Business Academy is to be transparent and pull back the curtain on how I built my Dream Business and how I continue to market and grow it today. It is one thing to attend an event where you hear the latest technology or strategy that's working today, but I felt that sharing the early struggles, mistakes, and not so glamorous details of building a business would be also instructive and beneficial.

Reliving some of my struggles, challenges and personal demons with a live audience is not easy, but when I saw some entrepreneurs with tears in their eyes, I knew I was hitting close to home. I also knew then that my challenges were not unique: in many ways, my story was their story. Sharing it was helpful to both them and me.

That was my first nudge.

In September 2014 at my Dream Business Academy in Philadelphia, I taught this module again, and when I finished, some of the entrepreneurs suggested that I write a book on the subject of mindset, focusing on how it relates to the hundreds of decisions and choices new entrepreneurs make when starting and building their businesses.

Another nudge.

On the next break, a few more attendees approached me and shared privately that what I revealed about my journey touched them deeply and, in some cases, gave them the courage and encouragement they needed to push through their current struggle – to keep on “keeping on.” Wow.

After the event, an entrepreneur who I respect and admire said, “Jim, I believe that you need to share your story with a larger audience because entrepreneurs need to hear it. Especially during

this difficult economy, many entrepreneurs are struggling, and instead of the usual “cheerleader” speech, hearing what you faced and how you overcame it to build your business would be very beneficial and inspiring.”

BAM! Another nudge.

The Decision! Promoting and running a live event takes a great deal of energy, and I always schedule a few days off afterward to decompress and recharge. Following the Philadelphia event, I spent a couple days on my boat staring out at the beautiful Chesapeake Bay... thinking about the powerful experience and yes, the nudges.

I’ve learned somewhat late in life not to ignore the nudges, so while sitting on my boat, I made a commitment to write the book you’re now holding. Yes, I DECIDED to forgo my initial thoughts about taking a break from book writing and write *DECIDE*.

Today I run several businesses, but one of my greatest joys is helping other entrepreneurs start and grow profitable businesses. I do this largely through my Dream Business Mastermind and Coaching Program (I’ll include some information on this unique program in the back of this book and you can also learn more at www.DreamBizCoaching.com), but with this book, I’ll be able to help even more entrepreneurs and small business owners take their businesses to the next level.

NOTE: This is not simply another “mindset” book!

This book is about the importance and business-building power that comes when you have the ability to DECIDE. It’s about the hundreds of choices we make as entrepreneurs, and it’s about challenging you to do the one thing that I’ve learned through six years of coaching is actually quite difficult for many entrepreneurs – deciding, making a decision – yes or no, but not maybe!

Deciding one way or the other and moving forward. Deciding and moving forward, and taking corrective action if necessary, is one of the main traits that separates ordinary

Preface

entrepreneurs from highly successful entrepreneurs. Deciding is the one thing that can trigger success like nothing else.

Confidence comes from success, and success comes from moving forward. And moving forward faster comes from the ability (and confidence) to make fast decisions and implement them.

Think of this book as a private conversation or coaching session between the two of us. You'll find it no-nonsense and hard hitting and as always, you can count on me to candid and blunt with my suggestions and recommendations. You can also count on me to share some straight talk about what it takes to achieve significant success as an entrepreneur... to grow your Dream Business and create the dream lifestyle you want and deserve.

Unlike speaking to an audience, where you get instant feedback, writing a book often leaves you wondering – is this information resonating? So, if this book helps you in a small or large way, I would be grateful if you let me know! You can post a comment on my Facebook page, or if you prefer to remain anonymous, please email me at guru@thenewsletterguru.com – I'd love to hear from you!

God bless you and I hope *DECIDE* will soon be Your Ultimate Success Trigger.

Acknowledgements

As always I thank God for saving my life. After facing what I describe as my “season of crisis” – 15 months of devastating unemployment, debt, shattered confidence, and just for good measure, Stage II cancer – God rescued me and my life has been simply extraordinary and blessed ever since.

I thank Stephanie for being my wife, my greatest supporter, and best friend of 34 years. She is an amazingly patient person and more than anyone has taught me the importance of serving others. I truly cannot imagine my life without her.

My four children, Nick, Steve, Jessica, and Amanda, have all moved on and in most cases, away! But even from a distance, they continue to cheer me on, and I’m very proud of the adults they have become.

As I mentioned in my last book, one of the greatest joys in the last few years has been helping Jessica start her home-based business, so she can be a stay-at-home mom to Nathan. She is doing phenomenally well.

Last but most certainly not least, I want to thank my grandson, Nathan, for helping me stay young and a kid at heart. Thanks to FaceTime and Skype video, I get to visit with Nathan frequently, and when Nathan visits, I forget everything else and get down and play with him, read



Acknowledgements

with him, and I've even taught him some Creedence Clearwater on guitar. Nathan loves driving my boat and is an Eagles fan. What grandfather could ask for more!

The amazing growth of my business would not be possible without my incredible support team – my Dream Team! Thank you to my remarkable personal assistant, client service manager and friend, Kate; the Sensei of my web presence, Adam; my lead designer, Chris; my interview scheduler, head of Pinterest marketing, and so many other things, Jessica; amazing client support rep and Concierge lead designer, Lyndsay for providing outstanding client support to our hundreds of valued clients; Amy for the hundreds of “Newsletter Guru” and “Dream Business” graphics that make me look so good; Julie-Ann, Helen, and Matt for leading my team of content writers; Mike and his team at Mikel Mailings for printing and mailing my monthly No Hassle membership programs; Bobby, Jacki, and the entire team at Synapse for being outstanding partners in my Concierge Print and Mail on Demand program; and thank you to Ann Deiterich for doing a wonderful job editing this book. Ann has been a part of all my books, and she's done an incredible job taking both my written words and my thoughts and making me sound a lot smarter than I am!

To Your Success,

A handwritten signature in black ink, appearing to read "Jim Palmer". The signature is fluid and cursive, with a large initial "J" and "P".

Chapter One: Nothing Happens in Squishyville



Every day, if not every hour, entrepreneurs are faced with a never-ending array of choices. When a decision needs to be made, you essentially have three options: “yes,” “no,” or “I’ll think about it.” The last option leads directly to Squishyville.

It is my strong belief that deciding “yes” or “no” moves your business forward at a much faster rate of speed than postponing the decision. Your ability to **DECIDE** is **the Ultimate Success Trigger**.

As an entrepreneur, your ability to get more comfortable accepting and managing risk and making faster decisions will help you grow a more profitable and successful business in less time.

A quick word about the title, ***DECIDE - The Ultimate Success Trigger***:

As I mentioned in the Preface, I made the decision to write this book while relaxing on my boat last September after my Dream Business Academy in Philadelphia. My first thoughts, based on input from the attendees of Dream Business Academy, were that this was not going to be a mindset book. I didn’t necessarily disagree with the importance of mindset; however, there were and are already a plethora of books on success and entrepreneurial mindset.

From the granddaddy of them all, *Think and Grow Rich* by Napoleon Hill to countless other books with futuristic-looking pictures of the human brain with firing synapses on the cover, there is no shortage of mindset books.

My goal was to not be “another mindset book” and get caught in the clutter and noise of that crowded arena.

One of the marketing strategies I teach my coaching clients is the importance of niching yourself and how to stand for something different and unique, so you can stand out from your competition.

So what is a Dream Business?

I’m sure your definition might be different than mine, but when I refer to creating a Dream Business when working with my coaching members, this is the definition I use:

A Dream Business:

- Continues to grow even during a crappy economy
- Has multiple streams of revenue
- Becomes an asset for worry-free retirement
- Is always firing on all cylinders
- Is fun to operate
- Provides the lifestyle you want
- Allows you to give back and make a difference in the lives of others
- It can help make your dreams come true!

As I sat on my boat resting from my recent event, I reflected on my presentation, “**Success – Mindset and Money,**” and tried to decipher what was *the* most powerful message I shared during that module.

Honestly, I talked about money, debt, the countless challenges entrepreneurs face, and I also thought about what makes the highly successful entrepreneurs just that – highly successful.

And that’s when it hit me.

Highly successful entrepreneurs have an uncanny ability to see opportunity, assess a situation, quickly and deliberately consider the pros and cons, and then DECIDE and move on. They make a decision and act –

one way or the other, and they build greater momentum moving their businesses forward.

The ability to DECIDE in large part comes from confidence, and confidence comes from success and being in action.

Before success, confidence happens when you first DECIDE that enough is enough. It's that moment when you say to yourself, perhaps at 3:00 a.m. when you're lying in bed wondering how to make payroll or whether or not to invest even more of your savings or borrow from someone, anyone, "I am going to keep this dream alive just one more week."

There is a point for most entrepreneurs when the success they want seems to be eluding them; they finally look themselves in the mirror and get real about why they're not taking action, why they're not doing what they know they need to do to grow their Dream Business.

My great friend, Melanie Benson Strick, known as America's Small Business Optimizer, says, "Far too many entrepreneurs are the impediment to their own success." This is true, and Melanie, who is my personal mindset coach (more on that later) kicked me in the butt to start doing what I knew I needed to do to achieve higher levels of success and for that I am forever grateful

With Melanie's help, I finally DECIDED that it was my time, and if I stepped up my game and DECIDED that I would be bold enough to make the tough choices that needed to be made, I too could become the success I knew I could be... and wanted to be.

Doing what needs to be done means different things for different people. However, having coached many entrepreneurs, one of the common places where struggling entrepreneurs get hung up revolves around money and the willingness to put their money where their mouth is. But as Coach Melanie says, "Not willing to do some of the things successful people do and expecting that

somehow you can achieve high levels of success anyway – is simply not reality.”

What am I talking about? I’ll get very transparent with you and share some of the things I KNEW needed to be done, yet I held back. In effect, I decided to “think about it” and perhaps do these things later. Of course I now know that this just put me farther into Squishyville where *nothing* happens.

Here are some things that I was not ready to do and some of the areas I was not willing to invest early in my business and they definitely slowed my growth:

- *Speak to groups of people*
- *Write a book*
- *Create videos*
- *Start a podcast*
- *Hire a coach*
- *Join a mastermind*
- *Host my own seminar or live event*

I knew all of these things would help me grow my business, yet I was bound and determined to become a success *without* doing them because, frankly, they scared the hell out of me. Eventually, I had that 3:00 a.m. moment, and I DECIDED that I was no longer willing to be the impediment to my own success. I decided to man up.

I finally DECIDED that slow-to-no growth was no longer an acceptable option for me (a saying I use often and display at my events) and DECIDED to “go all in” and do what needed to be done to grow my Dream Business and finally live the lifestyle I wanted.

Have you had a 3:00 a.m. moment?

Perhaps you’ve had many 3:00 a.m. moments.

I want to encourage you to DECIDE right now, this very moment, that slow-to-no growth is no longer an acceptable option for you and your business.

Where is Squishyville?

Let me finish telling you about the title of this book and this chapter, which is highly instructive from a marketing perspective. I told you I was going to be transparent!

DECIDE: There is unquestionably something that *triggers* higher levels of success for some entrepreneurs while others simply struggle to even break six figures. It is the ability to DECIDE!

DECISION POINT

Decide yes or no, but never “maybe.”
Maybe leads to Squishyville!



When faced with a challenge, situation, opportunity, or anything else that requires a commitment to do one thing or the other, when a decision needs to be made, some entrepreneurs freeze or many more simply postpone the decision to a later date – the ol’ back burner!

The reverse is also true. Some immediately step up to the plate and decide: “yes” or “no,” but never “maybe.”

Being indecisive will slow you down. It’s like tying an anchor around your waist, or in terminology that I prefer, it’s like trying to get your boat up on plane while dragging your anchor.

The Ultimate Success Trigger: Having the ability to quickly size up a situation and make a decision – to DECIDE – is what I know is the Ultimate Success Trigger. Looking back on the last 13 years as a business owner, my ability to be comfortable making thousands of decisions, sometimes in rapid succession, has unquestionably given me the ability to create my Dream Business and enjoy the success and lifestyle that come with it.

While many decisions were made in my first five years in business, I recall a REALLY big decision I faced in 2006. After starting my first business in October 2001, five years later I had grown it to multiple six figures.

Nothing Happens in Squishyville

I was doing okay financially; however, I struggled to live the lifestyle I wanted because, candidly, I was tied to my business.



Oh sure, I was the founder and president of my own corporation, but besides the title on my business card, I was simply the sole employee of a company that I happened to own. I did everything. Can you relate? Are you there now?

In 2006, I realized I had options, and as scary as the decision was, I did DECIDE... to start over!

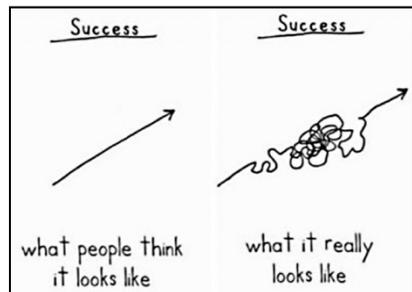
Today I run several successful six-figure businesses – some multiple six-figure businesses, and the advice, wisdom, and information I share in this book will help you create your Dream Business too. This book will help you get more comfortable with the power to DECIDE and avoid Squishyville.

Our journey toward the Ultimate Success Trigger and your Dream Business begins with an explanation – where is Squishyville?

As I said, when faced with the need to make a decision there are essentially three options: “yes,” “no,” or “I’ll think about it,” and I contend that “yes” or “no” are your two best choices. The last option paves the way to Squishyville!

Even if time later proves that you made a wrong decision, you can always take corrective action and keep moving forward. Forward progress is the goal.

Indecision leads to paralysis. Indecision leads right to Squishyville. Remember, success is NOT a straight line. It is perhaps the most crooked line you’ll find!



However, when you decide *not* to say “yes” or “no” and instead say, “I’ll ‘think it over,’” you go directly to Squishyville, and *nothing ever happens in Squishyville*.

Squishyville might be another name for the “back burner,” but the end result is the same. It is a place where growth is slowed and opportunities go to die. Even with the best of intentions to revisit some opportunities later, once you decide *not to decide*, life takes over and 99 percent of the once-good opportunities are long gone. You may think that choosing not to decide is a decision. And perhaps it is, but it’s a very bad one.

The Doctor Is In!

In addition to my own experience and sharing the decisions I’ve made, you’re going to benefit from the amazing wisdom, knowledge, and expertise I’ve learned from working with someone I believe to be the best entrepreneurial mindset coach in the business: my good friend and personal mindset coach, Melanie Benson Strick.

Melanie is known as America’s Leading Small Business Optimizer for a reason. She has been blessed with a gift to “see” and quickly ascertain what’s wrong in the ol’ entrepreneurial brain box and fix it. Melanie helps successful entrepreneurs up the level of their games.

I have had the pleasure of interviewing Melanie many times for the members of No Hassle Newsletters and No Hassle Social Media, my Dream Business Mastermind Group, and on my weekly podcast, Stick Like Glue Radio.

Melanie and I share a love for helping other entrepreneurs achieve higher levels of success, and knowing how important this topic is, when I told her about this book, Melanie graciously gave me permission to use



any and all material I have gleaned from our years of working together, both from the interviews I've done and from our personal work together – working on me! I will be including Melanie's insights throughout *DECIDE*. Additionally, I have interviewed a number of entrepreneurs, members of my Dream Business Mastermind and Coaching Program, about some of the key topics I cover in this book and am including their thoughts as well. (Note: complete bios for the entrepreneurs featured in *DECIDE* are included in the back of the book.)

WARNING: Who I Am Not:

I will be talking about some of the financial decisions I made in the early years of my business, and I want you to know that I am not a financial advisor and honestly have very limited expertise in this area of business.

For financial decisions, you might read books by Dave Ramsey or Suze Orman or consult your own CPA. I have read several of their books and enjoy both of their advice and wisdom on financial matters. I also have a very good CPA.

I want to be very clear with you that some of the choices I made are against what some of the experts advise. I share my story and the decisions I made in some personal detail for two reasons:

First, not every situation you face will be a by-the-numbers, clear cut choice. Sometimes you have to rely on your gut and what your heart is telling you to do.

Second, while the decisions I made may not be what's best for you, I urge you to focus more on and learn from the decisions I made and why. In fact, the biggest lesson to be learned is that I did make tough decisions, invested in my future success, and have ultimately prospered as a result.

To be sure, not every decision worked out the way I wanted, but I have become very comfortable with making fast decisions and benefitting from and adapting to the results of these decisions.

What Else You'll Learn from This Book

This book is not simply about how to make decisions. I will share a lot about the types of decisions you will face that could be holding you back.

In a very personal way, I'm also going to "pull back the curtain" on my business and on myself as a person and entrepreneur and talk about some things that are most often not talked about, especially in what might be called a business success book!

Here's a small sample of what lies ahead and why... again I say... this will be the most important book you'll read about business success:

- *The Impostor Syndrome*
- *How to get comfortable with and attract more money*
- *Entrepreneur vs Small Business Owner – which are you and which should you be?*
- *How to handle the ever present entrepreneurial head trash!*
- *How to become immune to criticism*
- *Do you have the right to be successful?*
- *Five habits of highly successful entrepreneurs*
- *Why it's okay that you're different from your friends*
- *How to know when you're really successful*
- *Why fear is preventing your success*
- *The truth about money and debt*
- *How successful people think differently*

As with my other books, I'll end each chapter with a quick summary and a decision point.

Are you still with me?

Are you ready to be uncomfortable?

Are you ready to face some of your own personal demons – things that are holding you back from realizing all that you are capable of?

Are you ready to create your Dream Business?

I often share the first chapter of my books as free gifts for people who visit my various web sites. Some authors will write the first chapter of their book in a less harsh or straight forward way to encourage you to either buy their book or keep reading.

I have purposefully gone the other way for a reason.

DECIDE is not a feel good book full of optimistic quotes from millionaires and billionaires, nor is it a “rah rah” entrepreneurial cheerleading book to help you get going. Instead, *DECIDE* will hit you right between the eyes with the reality of what it is like to start and grow a successful business. As I often tell my coaching clients, building a Dream Business is not for the faint of heart.

Building a Dream Business is a lot of work, and it requires a level of intensity, commitment, and perseverance that simply put, most do not possess. That’s why the statistics are what they are. Half of all small businesses started will fail in the first few years and 80 percent will fail by year five.

Many will cite “running out of money” as the reason they fail. I believe that is likely true. Yes, they ran out of money, but I believe most likely ran out of money because they ran out of guts and courage to make the tough choices necessary to keep going.

If there were an autopsy done on failing businesses, I’m willing to bet that many failed because the owner never had that 3:00 a.m. “holy crap” moment. And while many likely had sleepless nights and the desire to be successful, they never got to the point where they DECIDED to stop being the impediment to their own success, to cast their egos aside, to “man up” and do what’s needed to become a success.

I wrote this first chapter of *DECIDE* with an “in your face” tone for a reason. *DECIDE* is about facing reality and doing what

needs to be done to create your Dream Business. If you're ready to "go all in," then turn to Chapter Two and let's get started.

Pulling the Ultimate Success Trigger:

- ❖ *There are only two options to any decision: yes or no. "Maybe" or "I'll think about it" leaves you mired in indecision that weighs you down and prevents forward progress.*
- ❖ *A "maybe" decision leads right to Squishyville, and nothing ever happens in Squishyville.*
- ❖ *If time and evidence later prove you made an incorrect decision (and it will happen), correct course and move forward again.*
- ❖ *Good opportunities, when placed on the "I'll think about it back burner" rarely come around a second time.*
- ❖ *You will face countless decisions and several tough choices in your business. Dedicate yourself to learning to quickly analyze situations and DECIDE.*

DECIDE:

Having completed the first chapter, you have come to the first decision to make, along with space for you to list the pros and cons and your commitment to your decision, whether it's "yes" or "no." A decision for yes or no (a "no" provided that you have solid reasons for it and a plan for an alternative) is acceptable. "Maybe" may be your choice. However, remember that maybe is the choice to head directly to Squishyville.

Is slow-to-no growth an acceptable option for you?

Pros:

Cons:

Yes, here is the action I will take:

No, here is what I will do instead:

Chapter Two: Decide to Take Out the Trash



Head trash most likely affects a majority of people, and entrepreneurs are no exception. In fact, I would argue that because of the risky nature of launching a business, entrepreneurs may be more susceptible.

Head trash is the junk that floats around in our heads. I feel compelled to once again share a disclaimer: I am not a doctor and have zero professional training in psychology. The training and opinions I'll share here are based on my own experience and the experience of many other entrepreneurs that I know and/or have coached. End small print!

Here's Coach Melanie's take on head trash:

Head Trash

Do you have a trash can going on in your mind in which you're polluting your energy by having negative thoughts and junk in your head that you're sorting through all the time? If you have not achieved the level of success that you want, if you're doing all the right things and have given yourself enough time to achieve success but haven't gotten there yet, you probably have some trash that's keeping you from performing at a higher level.

You have to determine the ratio of effort spent and success achieved. If you spend 80 percent of your effort to get 20 percent of your results, it's upside down. You probably have some ineffective strategies or junk and trash going on that is preventing you from seeing greater possibilities.

Decide to Take Out the Trash

Look at what is going on in your head all day long. This is a real truth moment. You have to ask yourself how much time you spend worrying about what might happen. How much time are you worrying about being able to pay your bills? How much time do you have going on in your head thinking, “Wow, what happens if this all goes away?” How much of it is fear? How much of it is real joy and power and possibility?

If you have more than 40 percent of your time in fear of some kind, worry or anxiety of some kind, then you really do have some stuff going on that needs to get cleaned up. Personally, if I spend more than ten percent of my time in this state, I’m going to go do a tune up. I just don’t want to exist there.

When our brains are running in those negative programs, they are, on some level, sending out negative thought patterns that we’re going to start acting from. Those negative thought patterns are almost always destructive.

Head trash is real, and left unchecked, it can be a real business crippler... or killer. The remedy is the same as if your kitchen trash can were overflowing with garbage and “smelling up the joint.” The solution? Easy, take out the trash!

While taking out the trash may be easy, let’s look at what comprises the trash that exists between your ears. It is the enormous collection of feelings, thoughts, beliefs and experiences that you’ve been accumulating since you were born. Your kitchen trash can left unchecked becomes stinky and unpleasant. Your head trash left unchecked also becomes stinky and unpleasant. Squishyville is full of residents who, for whatever reason, cannot or refuse to take out their head trash.

As an entrepreneur who presumably wants to achieve great success, you must DECIDE to deal with your own head trash. Left

unchecked, paralyzing fear will often be the result of letting your head trash fester. In an upcoming chapter (Decide Not to Be an Impostor), we will talk about the fear of “being found out,” and to a large degree, that is a result of head trash and a lack of self-confidence.

Sharing My Own Problems with Head Trash

Let me be vulnerable and share some of my once limiting head trash. Remember the list of things I could refuse to do and still be successful? Don’t look back for them, here they are again:

- *Speaking to groups of people*
- *Writing a book*
- *Creating videos*
- *Launch a podcast*
- *Hiring a coach*
- *Joining a mastermind*
- *Hosting my own seminar or live event*

Without a doubt, most of these are things that highly successful entrepreneurs do to grow their businesses. For as long as I can remember, I was terrified to speak in public – so much so that when it came to reading aloud in high school, I was prepared to skip class and take an F rather than face my classmates and read to them. You see, head trash can strike at any age!

As my career started advancing, I became a regional manager with a large staff of people reporting to me. In that position, I had occasional meetings to lead and my escaping or maneuvering around this fear was getting harder by the day. I couldn’t take an F! I remember feeling that I could either accept this limitation and take whatever career risk I needed to, or I could fix it – take out the trash – and continue to advance.

When I DECIDE to go all in and fix something, I go all in! The following is short list of what I’ve done to overcome my fear of public speaking... what I’ve done to take out this head trash:

Decide to Take Out the Trash

- Took the Dale Carnegie program...
... and I liked and enjoyed so much that I was an assistant instructor for nine years!
- Did positive affirmations every day for two years (and still do them).
- Joined a local group where speaking every month was a requirement... not an option.
- Underwent hypnosis – both professional and self-hypnosis.

I'm probably omitting some other remedies, but you get the idea. The point is, I had a 3:00 a.m. moment and I DECIDED that I would no longer be the impediment to my own success. One 3:00 a.m. moment occurred after I was asked to speak to a group of

DECISION POINT

Take out your head trash before it stinks up your mindset!



successful entrepreneurs led by Bill Glazer and my wonderful friend, Lee Milteer. This was a huge opportunity for me, and as soon as I got the invitation, my heart raced and all the public speaking head trash came

rushing back. Thankfully, with everything I had done to “take out this trash,” I DECIDED to accept the invitation, and it was a big moment in my newly re-branded Dream Business.

Today I'm comfortable speaking anywhere to any group.

In 2009 when inexpensive flip cameras were developed, posting videos was all the rage. Up to that point, we entrepreneurs could hide behind teleseminars, written words, and web sites. But with this new and now inexpensive technology, people you didn't know were going to see “who you really are” and hear your silly voice... and that made me nervous.

In the chapter “Decide to be Authentic,” I talk more about my experience with videos, but once again, I was in a place where I had to DECIDE that no longer would I let my insecurities about being liked or accepted, or sounding silly and potentially made fun

of get in the way of me creating my Dream Business with this powerful marketing strategy.

I don't recall the exact 3:00 a.m. moment for this, but it was during the time I was still heavily in debt, and in addition to knowing that a successful growing business would quickly erase my debt, my twin girls also wanted to go to college and no doubt get married. KaChing!

I DECIDED it was time to act, so I dove into videos and never stopped. Over the last six years of creating weekly videos – yes, every week without fail (another lesson there about consistency and persistency, but I digress!) – I will tell you that I've not only become very comfortable doing them, they have produced a lot of money for me! You can view my videos at www.NewsletterGuru.TV.

Another early fear was working with a coach. Once again, time has shown that highly successful people work with coaches. My head trash was that in working with a coach, I would feel that even though I had achieved some success, I would not measure up... and once again, the feelings about being an impostor started filling my brain. Thankfully I DECIDED to do what I knew would help me grow faster, and I've been in mastermind groups and working with coaches ever since. And guess what? As with most fears, it's never as bad as you think... and the upside is huge!

Before moving on, let me tackle one more, quite "fresh" piece of head trash that I've gotten rid of – live events. I've known for years that running your own live event is perhaps *the* best way to grow a coaching business – hands down, no question. And for at least three years, I made one excuse after the other about why I was not hosting my own seminars, when seemingly everyone else in my circle of peers was offering live events.

The head trash was simple yet enormous and loud in my head:

- What if nobody attends?

Decide to Take Out the Trash

- What if I bomb and owe a ton of money for the hotel, AV team, caterers, etc.?
- What if I'm successful getting people to attend... and then I totally freeze and suck! Yikes!

As I said, head trash can be paralyzing. Thankfully, through some friendly and not so friendly prodding from my peers and coaches, and honestly through a lot of prayer – I DECIDED that 2014 was MY YEAR!

In 2014, I created my Dream Business Academy live events and sold out two of them. As I write this chapter, we're about 90 days from Dream Business Academy in San Diego, and we're down to only 12 available seats, and guess what – I don't suck! I should have taken out "live event" head trash long ago.

Other Entrepreneurial Head Trash

While I've shared quite a bit about my own head trash and what I did to "take it out," the problem is pretty pervasive among entrepreneurs, so I asked about this when interviewing a few Dream Business Mastermind members and want to take a few minutes to share what they had to say to help you really understand that you are not alone in your own struggle with head trash.

Brad Szollose, consultant and best-selling author of *Liquid Leadership*, shared this with me:

"Most of us have a template hammered into us from our family background and what our mothers and fathers led us to believe. For me, I grew up in a small town with a farming community and a working class. There were two beliefs: One, you must work hard for *every single* penny, and two, there was a poverty consciousness with some religious overtones. This was my head trash throughout the years. My father suggested that as an artist, I'd never make a dime.

"This head trash isn't really conscious, but it becomes a gut feeling. You feel stymied or that you can't move forward. When I

first started K2 Design, there was one night at 1:00 in the morning when I was in my backyard on Staten Island, looking up with tears in my eyes asking, ‘Why me? Why am I struggling and can’t make money?’ Then a garbage truck went by in the *opposite* direction of the dump with a giant ‘Z’ spray painted on it. The Z typically represents the end of something, so it made me laugh. It was a real metaphor for all the trash in my head being carted away, and I started laughing. Tears of sadness turned to laughter and within a year, my company went public.

“Right after that, I started to really analyze why things were going wrong. One of the profound things that came out of that was that I was trying to prove my father wrong my whole life. Once I let that go and decided what was truly driving me, that’s when everything shifted.”

Gary George, Founder and CEO of Blazin Multimedia, shared this with me regarding the head trash he overcame:

“My head trash happened when I started my television show. No one wanted to join me, and I had to go at it myself. I felt like I would have more courage if I were working with others. I felt really uneasy that others didn’t share my vision, but I shook that off and moved forward, and the show became a huge success. Then everyone came out of the woodwork to help.

“Other head trash I had to shake out was due to my age. I was pretty young when I started, so it was a little intimidating. I had to tell myself that I wasn’t a kid and could go ahead and carry myself as an adult and move forward.”

Another Dream Business Mastermind member, Kelly Roach, Founder and CEO of Kelly Roach Coaching, really shared some information about dealing with head trash that rocked!

“When I first started my business, I was working full time, the breadwinner, and had a high level of responsibility. I said I wanted success but had head trash around fully committing to really growing my business. I wasn’t doing everything I could possibly do to build my own business. We can all play a bit of the

victim in our own story. There is no shortage of excuses. One day I woke up and realized that I could not expect my business to give me what I was not willing to give my business. For me, it was picking up the phone, connecting with clients, and making sales calls. I had to focus on fundamentals. I caught myself in the idea

DECISION POINT

Decide that you cannot expect your business to give you what you are not willing to give your business!



about wanting what was at the end of the rainbow without rolling up my sleeves doing the work. As soon as I made that change, my business started to grow.”

Finally, Susie Miller, speaker, coach, author, and The Better Relationship Coach shared her own words of wisdom about head trash and how it affects you:

“What we believe and think about takes root. What will other people think about me is a big question we all have. It’s a driving force in a lot of our lives. What I tell clients as a coach and counselor is that first of all, most people aren’t thinking about you. They’re thinking about their own insecurities and head trash. Worrying about what other people think of you is allowing them to dictate your future. You are allowing them into the driver’s seat instead of you sitting there.

“I’m a firm believer in affirmations, but not the Polly Anna, pie-in-the-sky statements because our subconscious mind can actually work against that. I believe in framing it as being in the process of becoming that which we want to become. For example, ‘I’m in the process of becoming disciplined and consistent to grow my business and move it forward.’ Or ‘I’m in the process of building my savings account to buy a boat or invest in a vacation.’ These types of affirmations don’t create an argument with our subconscious brains but challenges it to reach those goals and move beyond.

“We also tend to only visualize the end. I teach people to visualize the process. Visualizing the end isn’t enough... you have to visualize yourself doing the thing that will get you to your goal.”

Different people will react to different stimuli or being pushed to get outside of their comfort zones. I remember a coaching client a few

years ago whose business model required him to make cold calls, at least initially until he built momentum. He was paralyzed in fear to make these calls, even though

DECISION POINT

Those who mind don't matter, and those who matter won't mind.



he knew and agreed that they could and likely would turn his business around. During one of our private coaching calls, I could literally hear the fear and depression in his voice. He asked me what I would do. I then asked him for his permission for me to speak candidly and rather bluntly. I told him that he may hate me after this call, or it may be the best call of his life. I was prepared to deliver some tough love, and he said he was prepared to hear it.

This guy had two kids, one in middle school and one in high school. I asked him to consider the message his inaction and fear of doing what he knew needed to be done was sending to his kids. I said, “Suppose your son says he no longer wants to play ball because it’s hard and he doesn’t want to stink. He’d rather stay home and play video games... what advice would you give him? Would you tell him that it’s okay to give up when things are hard? It’s okay to retreat to your bedroom to play video games? How does that prepare him for life?”

He was starting to see my point, but I did not back off. I said, “Our kids watch and observe every move we make, and they’re going to take their cues about how to live their lives by how you live yours. Your kids may not see you not making the

calls, but the end result is the same. You are struggling and they know it. Now let's flip the coin. Suppose you make ten calls a day first thing in the morning. What are the chances that you'll land a client?"

He cited some accurate stats about cold calls and conversions, and I told him that with full pride, he could share his story of DECIDING not to give up just because things were hard, share his story about making cold calls even though they sucked, and then tell his son about the new clients he got as a result. Bottom line, prove to his kids that their dad is not a quitter, and by example, they won't be quitters either.

There was silence on the phone for a while. As uncomfortable as it was, I let it be. He then told me how much he appreciated my tough love, and he committed to making ten calls a day – to start. He did it, and his business grew so much that he was offered a partnership in a large company in his field. I have no doubt that his kids and wife are proud of him and the example he set stepping outside of his comfort zone and doing what was hard because it was necessary. It was not only great for his business and career – it will serve his kids well for many years. He DECIDED to take out his head trash.

You've probably seen several acronyms for fear and most, if not all, are true. Everyone has fears but what separates most entrepreneurs from highly successful entrepreneurs is their ability to DECIDE to push through and step out into a space and place that may be uncomfortable... But guess what – all BIG growth happens outside your comfort zone. Head trash leads to Squishyville, and nothing happens there.

Pulling the Ultimate Success Trigger:

- ❖ *Everyone has head trash. It's made up of negative, self-limiting thoughts. If you don't take it out, it paralyzes you.*

DECIDE: The Ultimate Success Trigger

- ❖ *Head trash leads to fear: fear to do what you need to do to create your Dream Business and live your dream lifestyle.*
- ❖ *Consider these FEAR acronyms:*
 - *False Expectations Appearing Real*
 - *Forget Everything and Run*
 - *Finding Excuses and Reasons*
 - *Failure Expected and Received*
- ❖ *Fear is part of the human existence. Learn to get rid of it when it pops up. You may need to take some big steps and make some tough choices to do so. Just do it... or accept slow-to-no growth.*

Decide to Take Out the Trash

DECIDE:

I fully understand head trash and fear and shared my story about DECIDING to overcome my fears. I even had some trepidation about sharing my personal experiences so transparently. I did so to show you that you can get rid of your own head trash and overcome fear.

Should I take out my head trash?

Pros:

Cons:

Yes, here is the action I will take:

No, here is what I will do instead:

Decide to DECIDE

When I look back on those long days of stress and anxiety with the clarity of hindsight, I realize that taking that job at Target stocking shelves, when I was an entrepreneur, was my first opportunity to prove that I was “all in,” and I was willing to invest in my future growth and profitability. Nobody was going to stop me, not even myself.

So I think I’ll close this coaching session (I mean book!) with a few ideas for you to think about:

- It’s time for you to DECIDE that the time is now.
- It’s time for you to DECIDE to jump.
- It’s time for you to DECIDE to take out the head trash that is holding you back.
- It’s time for you to DECIDE to get clarity about what you want and how you define success.
- It’s time for you to DECIDE that you deserve all of the wealth and success that you can muster.
- It’s time for you to DECIDE to stop being the impediment to you own success.
- It’s time for you to invest in your future growth and profitability.

On the next few pages, if you’re ready to grow your Dream Business, I’ll share some of the ways that I can help you. You’ll see some resources – some free and some worthy of your investment. I’ll also share some additional information about my Dream Business Coaching and Mastermind program. As with everything, it is all up to you.

My final question for you is this: If not now, then when?
DECIDE.

About the Contributors



Melanie Benson Strick, America's Leading Small Business Optimizer, helps fast-paced, creative entrepreneurs accelerate their impact and income by making the business they have work ten times better. With over 12 years in corporate America, Melanie specializes in getting creative visionaries focused on their highest payoff opportunities.

Melanie combines her extensive traditional education (she holds a Bachelor's Degree in Business Management and a Master's Degree in Organizational Management) with multiple advanced certifications in Project Management, Results Coaching, Neuro-Linguistic Programming and even a license as a Spiritual Counselor to get her clients past their obstacles and into impacting the world in a fulfilling, and profitable, way.

Melanie speaks for many entrepreneurial audiences across the globe both live and virtually via webinars and telephone-based seminars; has been a regularly featured expert on radio shows and in media publications such as *American Express OPEN Forum*, *Women's Day*, *Parenting Magazine*, *University of Phoenix Alumni Magazine* and *Female Entrepreneur Magazine*.

In addition to multiple business trainings in systems, marketing and advanced success strategies, Melanie is also certified in Neuro-Linguistic Programming (NLP) and Hypnosis, Master NLP Trainer, is a Licensed Spiritual Counselor, a graduate of Coach U, and has an accreditation as an Insights Discovery System™ Facilitator. Melanie also holds a Masters of Arts in Organizational Management and a Bachelor's of Science in Business Management.

www.SuccessConnection.com

About the Contributors



Steve Graves, Sr. worked for over 30 years helping hospitals and physicians manage their information needs with Shared Medical Systems. After leaving SMS in 2005, Steve earned his MBA in Organization Management from Eastern University where he and his team developed the foundation for what is now today Play-a-Round Golf. Steve and his wife, Sue, have three grown children and two grandchildren. Steve's son, Steve Jr, works for Play-a-Round Golf.

<http://playaroundgolf.net>



Brad Szollose is a global business adviser and the foremost expert on Workforce Culture Intelligence...which includes a deep understanding of Millennials. Author of the award-winning, international bestseller *Liquid Leadership*, Brad is a former C-level executive of a publicly traded company that went from entrepreneurial start-up to IPO within three years. His company K2 Design, became the first Dot Com Agency to go public in an IPO on NASDAQ, experiencing 425% hyper-growth for 5 straight years due in part to a unique management style that won K2 several business awards.

Today, Brad helps smart companies understand just how much technology has transformed a new generation, and how that impacts corporate culture, management interaction, expectations, productivity and sales in The Information Age.

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Dr. Anthony Weinert is a board certified physician and surgeon of the foot and ankle. He is also the founder and CEO of the Stop Feet Pain Fast Institute, located in Michigan. Dr. Weinert is known for his caring, educating, and his overall concern for patient care and safety. Dr. Weinert prides himself on his holistic approach to foot care. Dr. Weinert served for eight years as the Chief of Podiatric Medicine & Surgery at Henry Ford Bi-county Hospital located in Warren, Michigan. Dr. Weinert has served as team consultant for many high school, college, and professional sports teams in Michigan.

These qualities make Dr. Weinert the go-to expert and recognized authority for many premier national media outlets, including radio, TV, Internet and magazines, when it comes to articles and information on foot care. Dr. Weinert is also a published author of a book on foot and ankle wellness, titled *Stop Feet Pain Fast- A User's Guide to Foot & Ankle Health*. Dr. Weinert is also host of "Happy Feet Radio" which is a radio show dedicated to foot and ankle health wellness. Dr. Weinert believes in the motto "Happy Feet, Happy Life!" Dr. Weinert's life mission is to give back and serve others and to educate others on how to live a healthy and quality filled life.

www.stopfeetpainfast.com



Susie Albert Miller, MA, MDiv is The Better Relationship Coach™. As a therapist/coach, Susie's passion is to help people have better relationships with each other, themselves, and God. For over 20 years, Susie has helped people reduce stress, communicate better, and grow deeper in their faith. If you want to stop beating yourself up, increase your self-confidence, understand how God loves you; or if you are tired of feeling lonely, misunderstood or

About the Contributors

frustrated with your spouse, kids, or coworkers, Susie is here to help!

Susie is a cancer survivor, has overcome numerous health challenges and difficult life experiences. She believes faith, perseverance, and grace are key to moving from just surviving to thriving in life. Her personal life has been referred to as a Shakespearean tragedy, but she's known for looking at life as a "possibilitarian"! She and her husband John have been married for 32 years. They have three adult children, who bring them joy, laughter and more than a few wrinkles! Susie loves dark chocolate, great shoes and lingering conversations.

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Dr. Michele Summers Colon, a physician, surgeon, certified yoga teacher, author and overall health and wellness expert, is known as The Holistic Podiatrist of Southern California and has been interviewed and quoted in many prominent publications. One of Dr. Michele's greatest strengths is her ability to combine the best of Eastern and Western medicine to treat the whole patient and create individualized treatment plans, yoga sequences, and meal plans for her clients and patients. She believes that food is medicine and that yoga, Ayurveda, and meditation are the keys to perfect health. She has even created a shoe company for women called 34 Minutes to alleviate the pain associated with women's footwear. A Los Angeles based doctor and yoga teacher, Dr. Michele has been featured in various print and online publications, including *USA Today*, *US News & World Report*, *Sole Sisters*, *Beauty Fashion & War*, *Career 100: On Becoming a Podiatrist*, *Made Woman Magazine*, and others.

www.elmontefootdoctor.com ~ www.34minutesshoes.com



Dr. Carri Drzyzga DC, ND, is known as “The Functional Medicine Doc” – the go-to expert on finding the root causes of health problems, so you can feel normal again. She is a chiropractor and naturopathic doctor, host of the popular podcast “The Functional Medicine Radio Show”, and author of the hit book *Reclaim Your Energy and Feel Normal Again! Fixing the Root Cause of Your Fatigue with Natural Treatments*. Her newest program is *Entrepreneurial Fatigue: How to Fuel Your Brain & Body for Entrepreneurial Success*. Her private practice is Functional Medicine Ontario located in Ottawa, Ontario. To learn more about Dr. Carri go to www.DrCarri.com.



Kelly Roach is a Business Growth Catalyst and has helped hundreds of individuals rapidly grow their businesses and multiply their incomes. Kelly teaches business owners proven and profitable strategies to skyrocket their sales, increase their profits and become a true industry leader. By teaching business leaders how to implement strategy and systems in their business, Kelly takes the guess work out of creating rapid, sustainable growth without compromising your quality of life. www.kellyroachcoaching.com

About the Contributors

About the Author – Jim

Learn More About Jim:

Jim's other books:

The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life

Stick Like Glue – How to Create an Everlasting Bond with Your Customers So They Stay Longer, Spend More, and Refer More!

The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today

It's Okay to Be Scared – But Never Give Up (with Martin Howey)

Stop Waiting For It to Get Easier – Create Your Dream Business Now!



Get Jim's Books At
<http://www.SuccessAdvantagePublishing.com>

Check out Jim's wildly popular Smart Marketing and Business Building Programs:

No Hassle Newsletters – www.NoHassleNewsletters.com

No Hassle Social Media – www.NoHassleSocialMedia.com

Newsletter Guru TV – www.NewsletterGuru.TV

Stick Like Glue Radio – www.GetJimPalmer.com

Jim's Concierge Print and Mail on Demand Program –
www.newsletterprintingservice.com

Double My Retention – www.DoubleMyRetention.com

How to Sell From The Stage Like a Pro –
www.howtosellfromthestage.com/

Custom Article Generator – www.customarticlegenerator.com

No Hassle Infographics – www.nohassleinfographics.com

Dream Business Mastermind and Coaching –
www.DreamBizCoaching.com

Dream Business Academy – www.DreamBizAcademy.com

The Magnetic Attraction and Retention System (MARS Training Program) – www.MarsTrainingProgram.com

Interested in interviewing Jim? Visit www.GetJimPalmer.com or contact Jessica@InterviewConnections.com

About Jim

Jim Palmer is a marketing and business-building expert and in demand coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Newsletter Guru TV, the hit weekly web TV show watched by thousands of entrepreneurs and small business owners, and he is also the host Stick Like Glue Radio, a weekly podcast based on Jim's unique brand of smart marketing and business-building strategies.



Jim is best known internationally as “The Newsletter Guru” and creator of No Hassle Newsletters, the ultimate “done-for-you” newsletter marketing program used by hundreds of clients in nine countries.

Jim is the acclaimed author of:

The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life

Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More

The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today

It's Okay To Be Scared – But Don't Give Up – A book of hope and inspiration for life and business

Stop Waiting for It to Get Easier – Create Your Dream Business Now!

Jim was also privileged to be a featured expert in *The Ultimate Success Secret*; *Dream, Inc.*; *ROI Marketing Secrets Revealed*; *The Barefoot Executive*; and *Boomers in Business*.

Jim speaks and gives interviews on such topics as newsletter marketing, client retention, entrepreneurial success, the

About Jim

fastest way to higher profits, how to use social media marketing, and how to achieve maximum success in business.

Jim is a cancer survivor, has been married for 34 years, has four grown children and a grandson. He lives in Chester County, Pennsylvania with his wife, Stephanie, their cat, Linus, and Toby, the marketing dog. Jim and Stephanie love to kayak, travel, and spend time with their family.

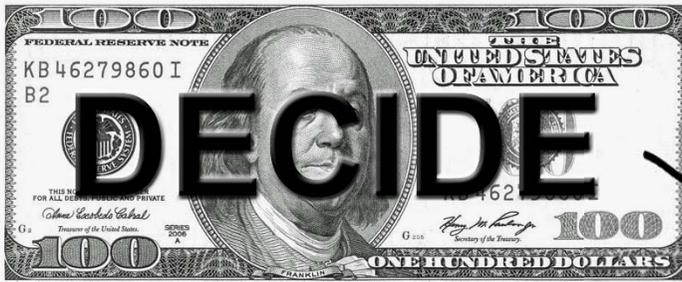
Connect with Jim on Facebook, Twitter, Google+, LinkedIn[®], and tune into his web TV show.

For more resources and information on Jim, his blog, and his companies, visit www.GetJimPalmer.com.

Subscribe to Jim's free weekly newsletter, "More Profits and Customers for Life," at www.GetJimPalmer.com.

DECIDE & SAVE \$100!

If you've decided that "slow to no growth" is no longer an acceptable option and are finally ready to accelerate the growth and profitability of your business, then I invite you to join me and a small group of entrepreneurs at my next Dream Business Academy. And because you've already invested in yourself by reading this book, I'd like to reward you with a \$100 discount! To claim your \$100 discount, simply go to www.DreamBizAcademy.com and when you register, enter the coupon code: **DECIDE**.



NOTE: Seating at Dream Business Academy is limited by design. We are currently running two events a year, one in spring and one in the fall. If you try to register and the current event is sold out, then please email guru@thenewsletterguru.com and ask to be put on the waiting list and also be notified when the next event is scheduled.

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Jim Palmer's
"Dream Business"

MASTERMIND & COACHING PROGRAM

- ✓ Tired of slow to no growth in your business?
- ✓ Are you feeling overwhelmed, unfocused, and unsure of what to do next?
- ✓ Do you want multiple streams of revenue in your business?

Apply Now!



If you've DECIDED that slow-to-no growth is no longer an acceptable option for your business, then consider applying for Jim's Dream Business Mastermind and Coaching Program.

What is a Dream Business?

A Dream Business:

- Grows even during a crappy economy
- Has multiple streams of revenue
- Becomes an asset for worry-free retirement
- Is always firing on all cylinders
- Is fun to operate
- Provides the lifestyle you want
- Allows you to give back and make a difference in the lives of others

What Makes Jim Palmer's Dream Business Coaching and Mastermind Group Unique?

- This group is not for tire-kickers.
- Everyone in the group has been meticulously vetted before approval.
- All members come to the group prepared to give as much as they look to receive.
- Members participate in monthly group mastermind calls and get a private 1:1 monthly coaching call with Jim.
- Depending on your level, members have additional access to Jim between monthly calls.
- Every member makes a one-year commitment to the group and themselves.
- The Dream Business Private Facebook group is often a “port in the storm” for busy entrepreneurs building their Dream Businesses. Members regularly interact, post questions, success stories, and get feedback, motivation and moral support from each other.

Is this Coaching Program Right For You?

- If you're at the point in your business where you finally decide that slow-to-no growth is no longer an acceptable option.
- If you want to play a bigger game and are ready to experience real growth in your business.
- If you're ready to be part of an elite group of forward-thinking and action-oriented entrepreneurs.
- If you're ready to invest in your future growth and profitability.
- If you're open to new ideas and perhaps changing direction to achieve your Dream Business.
- If you're ready to create wealth instead of simply selling more of what you currently offer.
- If you answered yes to any of the above questions, then review the three Dream Business Coaching Options and decide how fast and how far you want to grow, and apply today!

If you answer yes, then apply today at www.DreamBizCoaching.com!

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- **FREE MONEY MAKING REPORT:** "Don't Be A Newsletter Pansy, aka Use Newsletters and Grow Rich!"



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DECIDE THAT NOTHING WILL STOP YOU

Entrepreneurs and small business owners face hundreds of choices every day. Deciding is the one thing that can trigger success like nothing else. The ability to DECIDE—making a decision—yes or no, but not maybe, and moving forward is one of the main traits that separates ordinary entrepreneurs from highly successful entrepreneurs. Confidence comes from success, and success comes from moving forward. And moving forward faster comes from the ability (and confidence) to make fast decisions and implement them.

ABOUT THE AUTHOR



Jim Palmer is a marketing expert and small business coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Newsletter Guru TV, the hit weekly Web TV show watched by thousands of entrepreneurs and he is also the host Stick Like Glue Radio, a weekly podcast based on Jim's unique brand of smart. Jim is best known internationally as 'The Newsletter Guru' and creator of No Hassle Newsletters, the ultimate 'done-for-you' newsletter marketing program and No Hassle Social Media – a done-for-you social media content marketing program.

Jim is also the acclaimed author of *The Magic of Newsletter Marketing*, *Stick Like Glue*, *The Fastest Way to Higher Profits*, *It's Okay To Be Scared – But Don't Give Up* and *Stop Waiting For it to Get Easier – Create Your Dream Business Now*.

MESSAGE FROM COACH MELANIE...

"The quality of your choices shapes the quality of your results. I've been mentoring thought leaders and creative, visionary entrepreneurs for over 14 years and I've come to realize there's one factor that holds true: each decision you make is either moving you closer to your ultimate goal of success or is putting you on the path of distraction, causing you to become derailed and focused on activities that cannot deliver you to the gold."

*"As a matter of fact, you'll find that strengthening your core "decision making" muscle to make excellent decisions is essential. That's why Jim's book, *Decide: The Ultimate Success Trigger*, is one of the best books you will ever read. Within these pages lies the wisdom of not just one successful entrepreneur but two wise souls. Jim has shared my own success principles alongside his extraordinary guidance—you are literally gaining insight into two of the best business minds in the industry."*

Melanie Benson Strick – America's Leading Small Business Optimizer

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