MODULE 3 | LESSON 1

MASTER THE MIND GAME

OVERVIEW

As you know by now, your most valuable business asset is not your financial equity or sweat equity. It's your mental equity–does your mind work for you or against you? After all, whether you think you can or you can't, you're right. The more you work your mental muscles, the stronger they will become.

© COPYRIGHT 2019 NICOLE LAPIN

FLIP THE SCRIPT

In order to project confidence, you have to feel it. You can meditate every day to build your brain up, but if you spend all your non meditating hours tearing yourself down, you'll never rise up. Success won't make you confident. But self-confidence will make you successful. The most effective way I found to increase my self-confidence was to flip my internal script from one that was self-loathing to one that was self-empowering.

Scene 1: You are looking for a job.

Script: "I could never get that position. I'm not qualified, so I'm not going to even waste time applying."

Flip the script: "I know I'm good at what I do and I'm a quick learner, so I'm going to give it a try."

Scene 2: You are envious of someone in a higher position than you.

Script: "She has access to people and resources that I don't, so I could never do what she's doing."

Flip the script: "I'm sure she struggles with responsibilities and prioritizing, too. I'm going to concentrate on my own work today."

Scene 3: You are having a problem at work.

Script: "I don't know what to do here. It's just not my day; I can't catch a break."

Flip the script: "I am in control of this situation. I am in control of myself. I'm going to finish the task at hand before I move on to the next one."

Researchers at Columbia University found that assuming a "power pose" for as little as two minutes makes people feel more confident and in control, and it even changes their hormone levels. A power pose is one that is expansive and takes up space—for example, standing with your hands on hips, chest out, and placing your feet shoulder width apart. Try taking a power position before your next presentation or job interview; it's a trick lots of boss Super Women swear by.

© COPYRIGHT 2019 NICOLE LAPIN

MANIFEST DESTINY, CHILD

Another critical part of your new and improved mindset is also one of my favorite words to say: “manifestation.” The idea behind manifesting is simple: you want something, you ask for it. Putting your goals and desires out in the universe (or, on the internet, as in the case of Pinterest) and keeping them front and center in your consciousness helps make them happen.

Do you have a Pinterest board loaded with all of the stuff you covet? Clothes, home decor, maybe even that “secret” board with sparkly engagement rings? Yeah, I think a lot of us do. That’s because it, along with newer apps to help you vision board, has become the modern way to “manifest” what you want out of life.

You can manifest anything, as long as it’s something generally within your control. There’s no point in trying to manifest world peace or your boss into liking you more or a dude into being more romantic (as lovely as that would be). You can’t change people through manifestation or force someone to do what you want them to do. The only business you can control is yours, so make sure that’s what you’re all over.

Do you want a career with longevity? A sick car? A sweet pad? A pony? You do you, but decide what it is you want, and then say those words OUT LOUD to yourself. In the shower, in the car, on the treadmill—everywhere. Then say them again. And again.

Keep it short and simple. And put the target of your manifestation in the affirmative. So, instead of saying “I don’t want to be broke and homeless,” say “I want financial security.” Rather than saying “I don’t want to fail,” say “I want to be the most super version of myself.” Remove words like “not,” “but,” “either,” “as well as,” or any other modifiers. You aren’t settling. There’s no “I want to be a Super Woman, but if I can’t be, I will settle for just being okay.” Nope. Super Women don’t settle.

Using that as an example, here’s how you would manifest becoming a Super Woman:

© COPYRIGHT 2019 NICOLE LAPIN

First, come up with a manifestation.

Think of it as your slogan, tagline, or mini motivational speech. You can make it as poetic as you want to, but it's best to keep it simple, straightforward, and affirmative, like "I am a Super Woman" or "I can and I will."

Second, be all about that manifestation.

Tweet it, pin it, scream it, sing it, write it. Tattoo it on your body (joking, unless you want to . . .). Do all the things that can be done with your version of "I am a Super Woman." Feel that you are worthy of being a Super Woman every time you say it and think it. Feel those superpowers shooting out from the tips of your toes up through the top of your head. (BTW, Lady Gaga is a fan of manifestations, too. Hers is "Music is my life," and she repeats it to herself every single day.)

Third, visualize what you want.

Yes, short and sweet is good, but don't be vague about what you want. It can sound vague to someone else, but if what you want is to be a Super Woman, you better have a clear picture in your head of exactly what that looks like for you. And once you have that picture . . . picture it. Visualization is powerful—studies have found that imagining an activity activates the brain in a way similar to actually performing that activity. That's why so many athletes use visualization to supercharge their performance.

Fourth, make karma your bitch.

Karma essentially means that what you do affects what happens to you. You do bad stuff, bad stuff will happen to you. So if you want good stuff, do good stuff. What do you want as a Super Woman? Money? So give money away. Tip more. Donate. Give to those in need. Give whatever you can and it will come back to you. If that seems far-fetched, think of these examples: If you want friends who have your back, go out of your way to have other people's backs. If you want career success, take the time to mentor and help out others in your industry. I hate clichés, but it's true: what goes around comes around. Including the good stuff that you want knockin' on your door.

© COPYRIGHT 2019 NICOLE LAPIN