

DEVELOPING THE BUSINESS MINDSET

THINK

POSITIVE

BE

POSITIVE



Developing The Business Mindset

How to develop the business mindset

This is the one thing that I feel very strongly about in the Therapy Industry, and I have made a mission for Ali's Therapy Academy – to get therapy business owners into a business mindset.

I cannot say passionately enough how important it is that you believe in yourself and with what you

provide. Marketing/selling is equally important, but you really need the passion, determination, discipline, and the will to build your confidence to succeed.



But remember that whenever you make a mistake or do not achieve what you wish to, (which we all do from time to time) you must have the ability to bounce back or 'bounce ability'. Have a rant and rave (I do) learn from it and then move on. This is crucial but not easy on your own. You need some help to see the woods for the trees.

How do you do this? You create your '**Dream Team**' Create a team that you want around you, that you want to work with, that you will listen to and they will listen to you, that you trust, respect and admire. Who are these people in your Dream Team? -



- Peers – like-minded people
- Mentors and Advisors – people that you follow in the industry, people that you respect in business or people that you have met while networking.
- Someone who runs your ideal business – the business that you would love to have, or you have seen them work and would like their business model.
- Naturally sociable people who are well connected in your community.

For those positive attitude people out there, you are not going to like this bit, it is probably as important, if not more important, to examine what's not working as well as what is. Talk to your mentors, advisors, and peers about what is and is not working and analyse and get to the bottom of WHY for both.

Also beware of who you mix with in business circles. Do you mix with energy vampires who are happy to stay the same and plod along and stay in their comfort zone, who do not like change, and they want you to stay with them? Or do you mix with get up and go getters, those that grab life by the throat who are always brainstorming, coming out with new ideas and implementing them – and that is a big difference – they implement and put into place not just have the idea and sit on it. Those that are growing and stepping out of their comfort zone, who grow their business and succeed. These will feed your mindset and help you to grow. You will meet these people networking, you will follow them on social media, and you will also see them in your industry and business news.

Do me a favour though! Please bring your head up out of the sand and stand tall.... be different!

This may mean networking (I know this is an evil word for a lot of you) and brushing shoulders with people very different from you and, business wise, more advanced than you to help you raise the bar and level that you are operating at. Peers and friends are great. We need them. But if we



are to grow and grow our business we may need to move to a different field.

Over the years I have had some fantastic mentors and advisors who have kept me on the straight and narrow for my therapies business, but for the ATA I had to step up a gear. I joined a group back in 2014 that I call my mentoring group to help me with my seeds of an idea. This group is run by a multi-millionaire Nigel Botterill who charges huge fees to be a member of his Entrepreneur Circle, but I tell you what, while paying that I make sure that I listen and read every word and that I implement the ideas and use every bit of my membership! And thanks to the mentoring group there is the ATA!

This now my second stint as a member (I had a 2-year break) and I and my business suffered because of it!

This group encourages, supports, focuses the mindset, kicks arse, and teaches the ever-changing platforms for marketing, social media etc. This group helps to keep me up to date.

This mindset and focus I use with the Academy members as well. Here I share what I have learned and experienced with my therapy business since 2000 – warts and all.

To work 'on' your business, takes that mindset to succeed!