



The **Entrepreneurial Woman's**
Mindset UPGRADE Workbook

4 SIMPLE STEPS TO ELIMINATE SELF-DOUBT
& ACCELERATE YOUR SUCCESS

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WELCOME AWESOME Woman!

- ✓ If it's hard for you to see yourself as AWESOME
- ✓ If you sometimes fall prey to self-doubt
- ✓ If your lack of certainty makes you settle for a mediocre life instead of really going for it
- ✓ If your insecurities, doubts, and fears are keeping you from creating the life you desire, then I can help.

These quick and easy self-reflection exercises are to help you remember your inner strength and to show you how truly awesome you really are.

When that happens, your self-esteem will soar and that will fuel you to get on with creating the life YOU want.

As a strong professional woman, let me tell you that It's quite normal for doubt and insecurity to creep in from time to time, even when things are going well. When demands soar and life throws more than we think we can handle, it's easy to lose sight of our TRUE strength. When this happens, it's a sign that you need to STOP '*doing*' and focus time on who you are '*being*'. And, while this workbook will have you '*doing*' a few quick exercises to re-ground you, they are all related to who you are '*being*' when you feel less than powerful.

It's time for some contemplation and re-grounding so... get a glass of wine (*or tea or coffee or other soothing beverage of choice*), light a beautiful candle, turn on some calming music and spend the next 15 minutes contemplating what I offer you here.... Reminders of who you truly are!

This is YOUR time.



As a transformational coach, I help entrepreneurial women eliminate anything that keeps them from having the most amazing life and business possible. At times it's a limiting belief, other times it's a fear of failure or maybe even of success. And when you've worked so hard to get where you are only to have your mindset try to do you in, it can be so disheartening. Ughrrr! It may even piss you off, especially when you know 'You're better than that'. You have all it takes to kick butt in your life, your work and your relationships but still, that darn mindset can sometimes feel like a villain that wants you to just give up.

That villain is your EGO who wants you safe in your comfort zone.

The mind is the very thing that holds all of us back or propels us forward. 80% of success is attributed to your mindset (I believe it's more than that). IT determines what you SHOULD and WILL have in life and sets the bar for it. Nothing more and nothing less will come to you. I know you have seen questionably competent people reach immense success while truly capable ones barely make it. MINDSET is the differentiating factor.

So, let's do a little inner work and bring your mindset back to yielding you rather than it being the other way around... what do you say Powerful Lady?

Let's create some inner peace and re-awaken that confidence that can withstand the toughest of days, weeks, months or even years. When you're reminded of who you REALLY are, your mindset will strengthen and you will be able to, once again, climb the mountains that show up on your journey.

Let's UPGRADE that mind-set – together!!!



ABOUT Elena

Elena Zanfei is a Transformational Mindset Coach for professional and entrepreneurial women who are up to great things in their lives. Elena uses her extensive 35-year training in human potential and personal development along with her own triumph over 26 years of abuse, a horrible divorce and years later losing everything she loved (her 17 year relationship, her home, her security, her 3 dogs and her mom) all in a matter of 6 months. Her experiences, training and commitment have helped her become strong and resilient allowing her to help other women create massive success in their personal and professional lives. By gracefully challenging, nurturing and coaching them she helps them recognize patterns that hinder them and dim their 'light'.

Through her gentle guidance, Elena helps her clients annihilate self-doubt, create inner strength and peace, and unleash their true greatness. She helps them accelerate their positive mindset to find their inner 'AWESOME'; that place where they know who they **truly are**.

From HERE, they can create the powerful, meaningful business and life they were meant to have.



1. KNOW THAT YOU ARE ENOUGH

Sometimes, you may get to a place where you feel that you are NOT enough.

You fear that you don't have what it takes to be/do/have what you really desire. You may even think "Who am I to think I can do this". "I don't

(fill in the blank with any excuse your mind comes up with to talk you out of your dream).

The world is full of examples of people who have overcome incredible odds; who were rejected and experience incredible failure and refusal; who, at one time, believed they were not "Enough" yet, they stayed the course and in time, anything they believed was lacking in them and their pursuit, faded away in their success.

Oprah, Tony Robbins, J.K. Rowling, Walt Disney... these are just a few of THOUSANDS who had to overcome A LOT and persevered until their internal inspiration matched their determination and finally create the life they wanted.

Well I'm here to tell you  **and have what it takes!**

In this first step, I want you to go back in time and recall all the successes you have had. When you take inventory of all you really have done and accomplished, you will be blown away at how powerful you have been. You rarely remind yourself of this, especially when you need it most.

Let's show your brain, and remind you, how truly competent you are....

1. Make a list of the top 5 achievements from your past 3 years. List more if you want

1.

2.

3.

4.

5.

2. Ask your friends and family – what would they add to this list?

1.

2.

3.

3. List the things you do in your business/work as if you were describing it to a friend. The detail tasks.

Now, read the above and let it **sink in** - look at all that you do, all you know, all you have accomplished!!

Write down what you see now about being ENOUGH.

2. YOU ARE STRONG AND RESILIENT

You may sometimes doubt your own strength especially when challenges are weighing heavily on you. In those times you may feel inadequate in your ability to withstand what life throws at you. You may feel weak and fear not being able to resolve a situation or overcome a test. Let's debunk that Myth!



- 1. Make a list of the things that at one time you did not believe you could do or overcome and yet you DID!** Like when you drove for the first time and thought “I will never get this”. Or when you thought you could not overcome that break-up or raise that child on your own. Your life is filled with things you have accomplished and overcome; you would not be here now if that were not true. Take inventory of what those are.

2. **List the things people come to you for** – the questions they ask, the help they solicit, the advice they seek.

3. **When you read the lists above, how strong are you really?**

4. **How resilient have you been?**

We are not good at remembering who we **really are**, what we have **already accomplished** and what we are **capable of**.

Knowing what you are truly capable of by looking at your past and what you have already **ACCOMPLISHED**, you can immediately feel more empowered in the **now**.



3. YOU ARE NEEDED, YOU MATTER & YOU ARE LOVED!

Many of us don't often reflect on all the people in our lives that depend on us, need us and love us. You may feel that you aren't really that important or that you REALLY make a difference for others. You may go through days of busy work without giving any thought to how many people truly love you. In fact, your place in the world is strategic and important and there is more love in your life than you realize. Focusing on how much value we bring and how much love there is in our lives strengthens us from the inside; it provides the fuel we need to keep going. It reminds us that our life is important and valued and that we DO matter.



1. List all the friends, family, acquaintances (and even fur babies 😊) that you interact with, support, consult, collaborate with or that support consult and collaborate with you. If you need to use a bigger page to fit everyone, then do so.

2. List all the people that need you & love you – those whose life would be impacted in any way if you were gone.

When you really take inventory of all the people whose life you are intricately connected with, you can see that you are pretty darn important. You make a difference in the life of so many without even realizing it. You forget how much you do for others on a day to day basis.

When you look at the list above, how significant & loved do you feel?

You see, dear, powerful, wonderful woman... you FORGET who you really are most of the time. Print these pages out and read them OFTEN as a reminder of your TRUE nature and deep WORTH.



5. AFFIRMATIONS

Since what we focus on expands, make a list of what you want to affirm for yourself now that you have been reminded of the truth about you, so that the REALITY of that will EXPAND into your sub-conscious.

- 1. Create a list of affirming statements that you can read from time to time** to keep this front and center in your mind.

Statements such as



“I AM LOVED AND NEEDED BY SO MANY”

“I HAVE ACCOMPLISHED SO MUCH IN MY LIFE”

“I HAVE THE STRENGTH AND RESILIENCE I NEED TO BE SUCCESSFUL”

“I AM AWESOME IN MORE WAYS I CAN COUNT”

Ok, you get the picture...

2. From the list above, choose a few that you will record, in your own voice and listen to a few minutes a day. You can do so by:

- a. Recording them on your phone as a memo
- b. Use an app called ThinkUp (free to download) and record with background music (free version limits the number of recorded affirmations you can use)
- c. Finding another app or method to use – **just DO IT!!**

3. Listen to your recorded affirmations daily

- while you're brushing your teeth
- driving to work
- just before going to sleep
- when you first wake up
- ANY WAY YOU WANT
- just DO IT!!!

REPETITION LOCKS THINGS IN
AND SHIFTS
YOUR SUB-CONSCIOUS BELIEFS!!

I'M PROUD OF YOU FOR GETTING THIS FAR!!

This has been ONE example of the many techniques I use when teaching my clients to strengthen their mindset and be reminded of who they were created to be.

Your work doesn't end here!!

Business success is 80% MINDSET!

You must make it a priority to cultivate it.

It does NOT matter the skills, strategies and expertise you have, if your mindset isn't aligned with your desires, you're setting yourself up for failure.

So many incredible entrepreneurs and professionals quit too soon because their mindset fails them. They feel like they've invested in every program or coach out there and still haven't found success.

Do you know what I tell them?

“The problem is NOT that you don't have what it takes, it's that your MINDSET is keeping you from seeing that you do!”

There is a reason the self-development industry has reached \$10 BILLION – no ONE is immune to the power of our mindset. Billions of individuals have taken it upon themselves to learn how to harness this driver to success

THE MIND.



So, If you're ready to...

- Improve your confidence to take whatever steps are necessary for your success
- Create powerful boundaries that produce ease in your life & business
- Stop the saboteur in your head and master your own thoughts
- Be FEARLESS about going after what you want
- Develop unshakeable trust that you are here for a purpose greater than yourself

.... then DON'T WAIT... →

Click [HERE](#) To book your
Complementary
'AWESOME LIFE'
discovery session

See how I can put my 35-year Personal Development education to work in support of you cultivating a mindset for SUCCESS!!!

Whatever you decide and wherever life leads you, know that you are more AWESOME than you can possibly imagine!

I wish you a lifetime of love, peace and success!

