

10 steps to a stellar success mindset

by Mark Tyrrell

**Full self hypnosis program
with practical exercises and
10 audio downloads**



10 steps to a stellar success mindset

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10 Steps to Stellar Success Mindset

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Introduction



*Formal education will make you a living;
self-education will make you a fortune.*

Jim Rohn

This program is going to be different from anything you've ever tried.

Because that's what we do, isn't it? We try. Or we *believe* we do. I believed that *I* was trying, but all I was really doing was paddling in circles hoping I might be getting someplace.

We fantasize and hope and make efforts. That's what I did for years. To no effect.

It's funny how, looking back, a single moment scoops up your life, turns it around, and puts you down finally facing the right way.

Let me tell you the story.

Down at heel

It was 1994, summer. A cloying humidity, rare for England, made even the streets seem shimmered in sweat. Hunched over the dirty table in the down-at-heel café in a rare break in my day, cars honking outside, sipping bitter tea, I yet again considered my life. What *was* I doing?

I was trying to make ends meet. Ends that had no interest in joining up, no matter how hard I pushed.

Three poorly paid part-time jobs gave me a total of 16 hours of work a day, 7 days a week. A young family to support. A steep, persistent, unforgiving mortgage. Brown envelope debts like circling sharks, or possibly vultures. A disappointed spouse.

Although I had trained as a hypnotherapist the year before, and had even run a successful workshop and made some money out of it, I didn't see this as 'secure' work.

As I sat there in the oppressive heat I actually remember thinking (in fairytale cliché):

"What's going to become of me?"

I was too busy working to make any money. My life had become a trap. Or so I thought.

So what changed that day?

Encouragement and courage

I'd just visited an old man in his home. One of my jobs was as a paid carer going in every day to change his catheter, clean up the stump of his recently amputated leg and generally take care of him.

I was fond of this old man. That morning as I was getting ready to leave he'd turned to me and said, "You are meant for better things, Mark."

A strangely moving morsel of encouragement in my desert of despondency. But not the only morsel.

A simple twist of fate

Another of my jobs was in a call center. There I got friendly with Roger Elliott. Just another guy working.

We met through a twist of fate. Roger had come down from Scotland looking for work. I had already tried to land that call center job. Only desperation (that £5 an hour would make such a difference) had me applying a second time. This time I got lucky. Luckier than I knew. I started the same day as Roger.

I'd known Roger for only three weeks when, that day in the dirty café, coming up for air between jobs, something that Roger had said during our shift the previous day floated back into my head, as if carried on the sound of the distant car horns.

"Why don't you run another workshop, Mark, and I can start learning hypnosis too?"

And that wasn't all. He had carried blithely on, in his Scottish way, as if it was the most obvious thing in the world.

“You know, we could run six workshops a year in this town. And I bet we could run three times as many if we went to other towns to run them!”

When I didn't respond straight away, he was silent for a while, and then he asked, “Mark, do you use hypnosis to help yourself as well as other people?”

But I had been too busy being tired, working by the hour, worrying about what waited for me at home, to think much about what this meant at the time.

The idea that wouldn't go away

So 24 hours later, there I was, peering anxiously into the dreggy bottom of my teacup, when his words came back to me. Did I sense that it was that insistent beckoning from an encouraging future that knows possibility better than you do?

Fear of losing 'real work with wages' had prevented me booking time off to do what I really loved (and what could make real money).

Sometimes you have to let go of something before you can take hold of something else.

“I can't do this any more!”

I think I actually said this aloud as I stumbled from the café, leaving the overheated patrons to their stale tea.

Getting started

Two weeks later, with Roger's help, I ran another hypnosis workshop. A month after that I ran another one. Both made money. Both had satisfied attendees.

Roger quickly learned all the principles of effective hypnotherapy and in a very short time we were training alongside each other. A year after the turn around café time, I had paid off all my debts, was working exclusively seeing clients and running workshops and was *infinitely* happier. I had also made some hypnosis tapes (remember cassette tapes?) for myself and had started letting hypnosis help *me*.

'Physician heal thyself' as the saying goes.

Neither of us back then could foresee how one day we'd have a 7 figure business, with millions a year visiting our websites (I didn't even know what a website was back in 1994). I never dreamed I could pay off a mortgage and buy *other* properties.

But success (to my mind) is not just about money, or what you come to own.

Becoming who you are

Living in a box will always feel bad when you're too big for it.

When I look back, it was clear I was *underliving*. I was working for low pay in jobs that didn't fit in any way with my natural passions.

Are you *underliving* right now?

Maybe you know you could push it further, but just haven't yet.

Leaving that café with new determination, with the courage born from the encouragement I had received, I was about to embark on a journey that would bring success not just to me, but to many others too.

Your success spreads

'Success' might mean creating a life changing, internationally popular, million dollar a month pumping product for one person, while for another it might mean breaking into acting, or setting up a world helping charity. And money, improved status and the capacity to work and live on *your* terms are simply *byproducts* of many kinds of success. Not the real success itself.

One thing you're going to notice – *your* success will always help *others* to be more successful too. The extent of their success may not be exactly the same, but success is transferrable. This is an amazing truth, and here's another.

How to catch success

One of the major lessons for me has been that the success mindset is 'caught' as much as it is learned.

In recent years I've been inspired by a number one hit making songwriter, many entrepreneur millionaires, world famous musicians and internationally acclaimed authors. Olympic athletes have taught me the importance of laser like focus and TV actors the importance of boldness, presentation and the magic of social connectedness.

But I myself was already in my late twenties before I 'caught' the success mindset.

Everything I now know about hypnosis and success psychology is contained within this program. Everything I needed back then, but didn't have. Everything that *you* now have.

And now all these years later, I get goose bumps when I pass by that old café. To me it's forever symbolic of the time I finally left the tired old waiting room of life and got properly started.

It's time to start.

Mark

What this program will do for you

Whatever 'success' means for you, this program is going to put you on the road, with a clear map and a set of success tools.

Each step tackles a different aspect of working towards success *in detail*, with lots of thought provoking information and tried and tested exercises to help you:

- understand what has held you back from being as successful as you could be
- discover how to break out of limiting views of what you can and can't do
- develop the commitment and focus to take your project(s) forward
- realize your true potential.

But this program is not just a mine of interesting theoretical information. It's about helping you make really fundamental changes *within yourself*. So each step includes a carefully selected audio hypnosis session designed to help you more easily absorb and integrate powerful new behavior patterns and helpful mental attitudes.

This is how it will come to feel *completely natural* to you to automatically feel, think and *act* as a person who knows and values their own worth, who believes in themselves and who is ready to do whatever it takes to reach their goals.

And far from having to strive obsessively to remember every little thing we'll talk about on this program, you can *relax* and *absorb the material over time*, making it as naturally and deeply yours as your mother tongue that you learned to speak so fluently without even realizing that this was what you were doing.

Ready to commit?

Making major changes and adjustments to how you see yourself and how you pursue your goals requires a serious investment of your time and energy. To get the maximum benefit, you need to make a strong commitment to yourself:

- to **read** your material – over and over
- to **listen** to your downloads regularly
- to **do the exercises**
- to **practice** everything you learn
- to **be patient** with yourself and give yourself time
- to **notice, monitor** and **celebrate** your progress

and most important of all

- **NEVER EVER TO GIVE UP!**

How to see how you're doing – the Progress Checker

We've put the material in this program together very carefully to make it as easy as possible for you to use, and to review as often as you need. Each step provides you with vital information, tips, exercises and information about related material.

The related material includes:

- links to other associated downloads you might like to purchase (these are suggestions only – they are *not* required for the program)
- links to *free* informative articles to enhance your progress and understanding.

Each step includes a Progress Checker sheet containing two identical charts. We recommend that you print out several copies of the Progress Checker for each step you undertake and keep them sorted in a folder. (*For your convenience, we have also put all the Progress Checker sheets together at the end of this document, to make them easy to find and print out.*)

The Progress Checker makes a number of statements on the topic covered in that step, and asks you to indicate how true these statements are when applied to you. Nobody is going to see this information but you. Be honest and *fair* with yourself.

We recommend that you fill in the first chart on the day you start that step, *before* you read the material or listen to the download. This will give you a base line against which to monitor your progress.

It's only natural that, when you start, most answers will tend to fall to the left hand side of the chart.

At the end of the 7-day assignment period, complete the second chart.

Each week after that, continue filling in a Progress Checker for that step, even when you have moved on to a subsequent step.

And so on.

Why it's important to monitor progress

Keeping tabs on yourself like this makes you *more aware* of even small improvements and helps you to stay committed.

Even *one* move to the right on the chart is progress, and you should be ready to appreciate and congratulate yourself on the smallest positive change that you notice.

Always remember that you have a long term goal here, and it's little steps that will get you there. From time to time you may see a big jump, but gradual, steady, sustainable progress is what you are really after.

When do you stop filling in your Progress Checkers? You'll know...

So let's get going.

Good luck.

Mark

10 steps to a stellar success mindset

Mark Tyrrell



Think big



I think there is a world market for maybe five computers.

Thomas Watson, Chairman of IBM, 1943

Welcome to the first step of your **10 steps to a stellar success mindset**. It's wonderful to have you here!

ACTION POINT! Remember to fill in your [Progress Checker](#) before you start!

There is a better, brighter, quicker, more energized, bigger thinking 'you'. This secret self is lying 'in wait', hoping to be released into the light of day.

How can I be so sure?

Because it's true for all of us.

We all learn to shut down possibilities. Limiting beliefs infect us – often subconsciously – so that it comes to feel 'natural' to us to believe the lie of: *"I could never do that!"*

Creeping negativity may not be your problem but maybe, like many others, your inner vision isn't as bold or as broad as it could be.

The dangers of narrow living

There's an epidemic of physically narrowed arteries across the Western world, as we all know, and heart disease is a major killer. But millions more suffer from chronic narrowing of *vision* – a major cause of blocked potential.

Just as we need to nurture and safeguard our physical selves, we can all look after our *aspirational* selves much better than we do. You can revive, make healthier and let thrive that part of yourself that was meant for greatness.

This 10 step program is here to help you do just that.

Thinking big is a major part of a successful mindset. But what does this expression even mean?

‘Thinking big’ means:

- being able to **see what others can’t**, and refusing to limit your aspirations according to what other people think ‘can’t be done’
- seeing that ‘national’ is actually **small** because there is ‘*international*’
- solving problems for generations to come, **not just for now**
- being open to the possibility that things really could be **better than you can even imagine**.

Now what form does this vision, this capacity to see and pursue possibility, take?



What lies beyond the horizon?

I've worked with and around many different kinds of successful people. I've watched how they are, helped a few of them, and learned from them too.

I've spent time with famous musicians, acclaimed authors, fabulously rich people, people who've made other people rich. I've helped (and been helped by) people who had developed astonishing skills and expertise that only a short time ago were generally considered fantastical. I'm proud to have known and worked with men and women who wrote their own scripts for living and found success where few choose to look.

I have noticed that people like this have something in common.

They are explorers.

They get deeply excited about pushing the boundaries to see what might lie over the horizons of their own and others' potential. They don't pursue 'success', as such, directly. Their successes are the *byproduct* of their burning desire to explore the possible.

None of them automatically accept other people's ideas about where the boundary between possible and impossible actually lies. They like to find out for themselves, thank you very much.

Like Banksy, the guerilla street artist. You may have heard of him. He began his graffiti career in the early 1990s, spray painting around his native Bristol, England. His satirical style developed over time and his work became increasingly daring and bold, (and increasingly notorious). Thinking big is always a feature of his work, as he comments on world politics, capitalism and the human condition.

These successful people don't beat their chests or constantly try to whip themselves up into *knowing* they are going to be world-beating musicians, fabulously rich entrepreneurs, top of their sport or art or whatever it may be. They don't need to do any of that, because they all *already have a deep inner sense of exploration and curiosity*.

And when you have *that* level of *curiosity*, then fears and doubts tend to become so secondary to the sense of 'I wonder?' and 'what if?' that they drop away.

Once you become wildly curious then you don't think about limitations other people have assumed for you.

In fact, you don't think about *yourself* at all.

But you'll fall off the end of the earth!

Early sea-going explorers – and we're only talking 500 years ago here! – had been fed stories of what lay over the horizon (nothing) and how anyone foolish enough to venture out there would fall off the end of the earth and be devoured by monsters.

That might seem crazy to you and me, but how many of today's popular limiting beliefs will look just as crazy to *our* descendants? Just as crazy as Thomas Watson's 1943 prediction that there was no real market for computers? How many advances are made *despite* the gloomy predictions of the small thinkers?

Take up the adventure. *Wonder* how far you can take your success project. *Push* it with resilience and courage and see how far things move along.

And here's another thing.

It doesn't have to be personal

You don't need to get really emotionally attached to your project. In fact, if you identify too closely with your project, if you think you *are* your project, you risk being hindered by feeling *too emotional* about it.

Always be curious about *what* you can achieve, more than about what *you* can achieve. Be endlessly curious about what you do and *its* potential. Maybe how you'll be making a living in 10 years' time doesn't even exist right now. You don't have to constrain your future by limiting it only to what's possible today.

Because when I really push something forward, I'm really looking to see how far *it* can go. I don't have to feel it's all about me. I'll be saying more about this in later steps.

The formula for finding your way to success

The history of human success and invention shows us how determined and *flexible* people have been. Thomas Edison's experiments with light bulb filaments are a famous example. You'll find differing accounts of exactly how many different materials he tried, but it seems clear that it was a *very* large number. And eventually he found one that was suitable.

People seriously underestimate the power of:

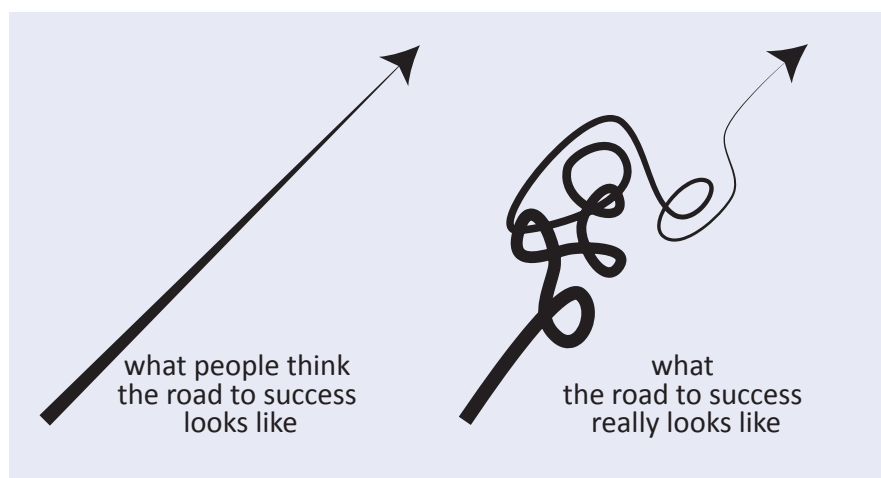
"Okay, then I'll try this... right then... I'll try this... hmm... let's see if this way works..."

So much 'success', from movie stars to scientists, consists in following the formula laid out in that last sentence.

Push it as far as you can. Don't make excuses or give up too soon. It might be that you find you have to try different ways. Many, many different ways. Inflexibility is to success what salt is to slug longevity.

Curious people try again and again, but *differently* each time. Speaking of time, the interminably curious are driven to improve, refine and amplify their success, no matter how long or short a time it takes. They don't keep one eye on the clock. They don't let time pressures constrict their thinking or deplete their energy so they lose momentum, accept less, or even quit.

This program will greatly increase *your* curiosity when it comes to just how successful you can make something be.



In a sense, you could say that this whole 10 step program is about thinking big... but I want you to think big in just the *right* way. I want you to think big in the way that will enable you to *become* big.

Successful companies, according to Jim Collins and Jerry Porras of Stanford University Graduate School of Business, have 'Big Hairy Audacious Goals' [\(1\)](#) which outsiders might consider crazy but which are internally achievable. A 'BHAG' is a sizeable, scary, *daring* goal that is ambitious, and almost un-doable. '*One laptop per child*' is a four word example of a BHAG, from a non-profit that aims to provide every child with a rugged, low cost, low power, connected laptop to empower the world's poorest children through education.

Okay, so Collins and Porras are talking about 'companies' and you are a 'company' of one – but the principle is the same. Take time to figure out *your* Big Hairy Audacious Goal. And then get to taking the teeny tiny steps on the long road to make it happen.

People have been striving for big things for centuries, and so the accumulated wisdom of the past holds many nuggets of 'success tips' that still apply today. Take the dreamer in the woods, for example.

The dreamer in the woods

One day a poor but ambitious man used his very last pennies to buy three good egg-laying hens at the market. He thought he'd got himself a mighty fine bargain. On his way home with the hens he became weary and lay down on the grass in a forest clearing, with the sunlight streaming through the leaves above him, to rest for a while. And as he lay gazing up at the sky, his imagination got to work.

"Let's see... If each chicken lays one egg a day, after one week I'll have more than 20 eggs, and after a month I'll have 80! I'll be able to sell those eggs for five gold pieces. With those five gold pieces I'll buy a cow. Then I'll slaughter the cow and offer it as a gift to the King. The King is sure to reward me, as is his custom, with a position in court and a good salary. With that money I'll buy a farm and set others to work on it. As that farm prospers, I'll buy another farm, and when that one prospers I'll buy more farms. As I gain more favor with the King I'll spend more time with him. His daughter is bound to notice how successful I am (and how very manly) and naturally she will fall in love with me. I will marry the princess. The King, who after all is not such a young man any more, will eventually die... and then I will become King in his place. With my armies I'll conquer all the lands around until I am ruler of the whole world!"

He lay in the grass laughing with delight at his magnificent world-dominating prospects. Eventually, feeling refreshed and invigorated, he sat up and looked around for his hens, with a broad smile still on his lips.

But they were nowhere to be seen. While he was lost in his dreams they had wandered off into the tangled forest, never to be seen or heard of again...

Okay, so you know not to count your chickens before they are hatched, right?

This ancient wisdom is sadly often ignored by the current 'success thinking' cult, which holds that all you have to do to find success is 'really really want it'. Yet internalizing this particular outwardly mundane yet vital notion might well be the first real step toward genuine success – and may be the most effective thing we ever do.

This program takes a different approach and, if you follow it, will give you a genuine shot at finding your success.

Keep your chickens safe



*Success is a nice byproduct,
but what I really want is work.*

Juliette Lewis, actress

So the guy in our story certainly had 'vision', and he could 'think big' and 'picture his success', but he did so without taking care of the little things. Result – disaster!



**'Thinking big', and doing nothing else, will have you missing
as many opportunities as 'thinking small'.**

Exercise • Look back (kindly)

Take a couple of minutes out, shut your eyes, and **think back** over your own life.

Have you ever got yourself 'lost in the forest' of fantasy land, dreaming of future triumphs, but **failed to take the proper small steps** (the 'chickens') that would have made those dreams real?

Just **recall** a few of those times.

But don't beat yourself up. You're in a club of millions (including me).

Just **acknowledge** the fact, and understand that this is a stage that needs to be transcended.

And remember, self help, like any kind of help, can do more harm than good if we don't have balance.

Self help snares

Contrary to a lot of self help dogma, you don't have to start off with a huge vision.

"This is going to be the BIGGEST thing ever! It's going to go worldwide!" You know, all that stuff.

The greatest 'big thinkers' *adjust their vision* to changing circumstances. What I mean by this will become clearer throughout this program.

In fact, *prematurely* thinking big can be a real threat to genuine achievement. And here's why. That kind of thinking too early in the course of your success project can actually narrow your vision and get you so focused on the greed and need of *outcome* that you start to neglect the vital artistry of *process*.

Our daydreaming story guy could have his big vision, sure. But what he really needed to do, right there and then, was to protect his three chickens and see that they didn't run off.

Just as, at the beginning, Amilya Antonetti's main task was to *protect her baby*. And focusing on *that* task brought her great success of another kind.

One baby healed. Why not millions?

Amilya Antonetti just wanted to stop her baby son David's horrendous suffering. From day one he was in pain, covered in blisters, wouldn't sleep, had terrifying breathing problems. The doctors were helpless.

It occurred to Amilya that her son might have allergies – but to what? Then she noticed that he was always at his worst on Tuesdays. Tuesday was her house cleaning day.

She started reading the ingredients lists on her packs and bottles of household cleaners and soaps. She researched every one of them and discovered that many did indeed contain potential allergens. So, as any sensible person would, she tried to buy products that didn't contain those specific chemicals.

There weren't any.

So she started to make her own cleaning products. For David's sake.

David got better almost instantly. As her vision adjusted, Amilya started to see that if David could be helped, there must be many other babies out there who would also benefit. She set up 'Soapworks' and in 2003 alone it turned over \$10,000,000. Each year since its launch profits doubled. [\(2\)](#)

Amilya's story is a perfect example of natural progression from thinking locally to seeing globally. Her vision adjusted once she had addressed what was in her close up field of vision (her baby son's health). Once that specific 'chicken' had been looked after, she could suddenly see the massive potential. And not just from a 'there's money in them thaar hills' kind of a way.

How many people have been healed through this woman's vision? But it grew, if you'll forgive the pun, organically.

When you deprive yourself of success you deprive others too

Had Amilya *not* eventually 'thought big', think how many others would have continued to suffer unnecessarily.

The way to make the biggest difference to yourself is to make a difference to the world. *Always* link your own big thinking to the welfare of others. You can bring success and enhancement of life to others too.

But don't let big picture thinking shatter a smaller picture focus *to begin with*. Remember the expression: 'Do the small things well and life will find you big things to do.'

Not that healing her own baby was in any way 'small' for Amilya Antonetti – but she didn't know where it would take her in a global sense when she started. Trying to think

big all the time is like walking around New York City only looking up at the tops of the buildings. It might be hard to actually get anywhere that way!

Okay, I've said all this and it *is* very important. Maybe it doesn't apply to you personally all that much – but don't just *assume* that it doesn't.

Now I want us to look at what may have been preventing big picture thinking.

Removing inner roadblocks

If you've been having problems figuring out what to pursue, you might have not been letting your imagination run free *enough*.

Mr. Story Guy losing his chickens, the silly fool, was too easily seduced by the comfort and fun of his fantasy life. But *too little* fantasy can bring its own problems.

Exercise • Corrections

A corrective exercise for *too little* imagination.

Take **2 minutes** to let your mind wander now.

Focus on something you feel you do or can contribute that is pretty special **on some level**.

Maybe you play guitar. Perhaps you can make people laugh. Maybe you bake amazing cookies.

Now **imagine** that somehow you are **doing this on a worldwide scale**. That what you have to contribute has become accessible to millions of people.

Don't think about how, or why, or the 'chickens' you need to protect for now... just close your eyes and take **120 seconds** or so to ask your subconscious mind to present to you images of you **living the big picture**.

If after that time *nothing* comes to mind, that in itself is feedback.

I don't want you to see the big picture before you are ready.

If during the exercise above you found it really hard to see the bigger picture, you are at the 'just about to buy chickens at market' stage.

If you had a great, wide and big vision, that's fine, because you understand the importance of switching this bigger vision on and off so that them there chickens (small things that need doing) don't escape.

I promise I will not be mentioning chickens again.

We will be addressing fear and self doubt in future steps, but for now we've looked at:

- how **your desire to explore the possible will increase** as you follow the program
- how important it is **not to get too emotionally attached** to or identified with your success project – because ultimately it's about you nurturing and making it successful
- the way thinking big needs to happen **in the right way at the right time**
- how thinking too small can deprive others of 'success' – **it's not all about you** (or me)
- how **success is not a goal in itself** but a byproduct of continuously asking "*How can I bring this before, how can I help, how can I influence, as many people as possible?*"
- exercising your imagination to help your subconscious mind **build a template** for what the results of thinking big might feel like – while always **protecting those small and seemingly trivial parts** of your success campaign which might be integral to the *whole* success project.

ASSIGNMENT 1

Think big

Download [Think big](#) and listen to your download:

- every day
- at least once a day
- for 7 days
- or until you notice at least half of the progress indicators shown below.

Progress indicators

- you notice you are **adjusting your focus** on the big picture and find yourself starting to feel that it is **not only possible but even probable**
- **an ever increasing curiosity** just to **find out** and explore the full extent of what might really be possible starts to **drive out fear** or excuse-making as a way out of big living
- you start to **make things happen** rather than just fantasize
- you **feel inspired** about the destination – but also start to **think more clearly** about the journey.

Supplementary material

Related downloads available to purchase

[Expect the best](#) | Develop an optimist's mindset

Recommended FREE articles

[How to think big](#): 7 tips to help you think big and realize your dreams

Okay we've made a great start here but there's lots more to master on this program.

The great thing is that some of your learning will be conscious (of course), but much of it will be *subconscious* as you listen and relax to your hypnosis sessions. You can revisit any step any time you choose because there are some key elements here that will continue to inspire and enlighten you the more you open yourself up to them.

We've addressed what to do (and what not to do) when starting to think big about your own part in the possibilities of life.

Next time you'll get a sense of lifting and maintaining your success motivation in ways that might surprise you.

All my best

Mark

Notes

- (1) The phrase 'Big Hairy Audacious Goals' was coined by Jim Collins and Jerry Porras in *Built to Last: Successful Habits of Visionary Companies* (1994).
- (2) See: [Why David hated Tuesdays](#).

Think big – Progress Checker

Date: _____

How true are these statements of you?	Slightly	Partly	Fairly	Mostly	Totally
I can really imagine what life might be like when my project is successful					
I feel that my plans really can succeed					
I am keen to find out for myself just what is possible					
I am taking genuine practical steps to realize my plans					
I feel great about the possibilities but can keep my focus on how to get there					

Date: _____

How true are these statements of you?	Slightly	Partly	Fairly	Mostly	Totally
I can really imagine what life might be like when my project is successful					
I feel that my plans really can succeed					
I am keen to find out for myself just what is possible					
I am taking genuine practical steps to realize my plans					
I feel great about the possibilities but can keep my focus on how to get there					



I hope you found Step 1 of the 10 Steps to Stellar Success course useful

If you would like to try the whole course, you can [read about it here](#).

All my very best,

Mark Tyrrell
Co-founder of Uncommon Knowledge
Author of [10 Steps to Stellar Success](#)