

HEART CENTERED ❤️ PLANNING

Don't Be
Mediocre

Create An
Abundance
Mindset



What Does It Mean To Create An Abundance Mindset?

There are so many words and feelings that come to mind when we No business wants to be defined by mediocrity and nobody ever starts a business by saying, “Hey, wanna do something mediocre?” To fulfill our true potential requires us to take an appropriate risk. You know, the kind that pushes boundaries not the one that gets you a date with the coronavirus. To conform is to be safe, but to challenge the status quo takes courage, creativity and leadership. This is true in life and business.

An abundance mindset is the key to being in the driver’s seat and inspiring others.

You have a choice to lead your business with abundance or scarcity. People who lead with scarcity see competition negatively. They spend their time worrying about what people think and allow it to destroy their business. Scarcity leads you to pick the safe, short-term win but does not push you to your full potential. And who wants to play small?

Leaders with an abundance mindset focus on future possibilities and see everything as an opportunity. They see a bigger picture and do not sell themselves short for an immediate gain. They embrace the success of others realizing it does not impact their own because clients are naturally drawn to the business that feels the best to them. By striving towards a vision, an abundance-based leader does not accept what is comfortable but instead takes the necessary risks to show their intrinsic value and invites those who are ready to join them.

Why Incorporate It In Your Business?

To stand out in a competitive market place, a business must develop an effective marketing strategy, along with strong branding. However, the soul of your business should not be compromised by conforming to commonly accepted marketing practices. There is no reason why the campaign to promote a product should not be as unique as the product itself and the person offering it.

An abundance mindset is the key to being in the driver's seat and inspiring others. Mediocre marketing materials and repetitive LinkedIn posts do not connect you to your audience. Secure, confident and original content promotes engagement and strong relationships that not only last but bring in even more.

The truth is, scarcity will only lead to mediocrity. Leading with thoughts of abundance will push you out of your comfort zone and have you creating with new levels of ingenuity. Instagram model bikini pics probably isn't the right approach to take but when you tap in to the essence of who you are and what is possible for you and your business, the ideas begin to flow and a new way of talking to your customer emerges. So put down the latest book on marketing strategies, embrace your abundance mindset and show the world what you and your business are capable of.

You can change your mindset, push away scarcity and harness abundance. We believe in you and here is how to do it...

YOU DID NOT
WAKE UP
Today
TO BE
MEDIOCRE



How To Incorporate It Into Your Business

Embrace change. Leaders with a scarcity mindset fear change. Those with an abundance mindset embrace change understanding that it often leads to a more positive outcome. The change may take time. It may not be a “quick win” but it is part of a bigger picture.

Create mastery experiences. Nothing is more powerful than having a successful experience. It encourages the belief that you can succeed and it fuels confidence. Mastery experiences build the belief you have in your ability to meet challenges and complete tasks successfully.

Customize content. Not every customer has the same needs and by customizing content, you demonstrate how your service will work for them. It allows your client to exercise control over their own experience. Your audience will feel connected and that promotes engagement.

Stop comparing yourselves to others. We all naturally compare ourselves to others and notice the negatives. Realize that you can celebrate the success of other people as it does not take anything away from you. Embrace an abundance mindset and stop focusing on others. Instead, focus on yourself and what you can do right now to make your business better.

Embrace the empowerment of failure. People with a scarcity mindset develop a victim mentality when something goes wrong. The truth is, we all suffer losses and setbacks. However small, there are positives to be found in every situation. Look for them, allow them to empower you and move forward.

Create abundance affirmations. Positive affirmations can change your mindset from one of scarcity to abundance. Complete this simple exercise. Create two lists; one with your worries and fears, and a second with your desires and the opposition to your fears. Read your second list daily to stay focused on abundance and revisit it if you find yourself feeling fearful.



Recognize unlimited possibilities. When you focus on an immediate gain, other possibilities go past you unnoticed. Scarcity will limit you. Look forward to what you want to achieve, even if it is not possible right now. Do not sell yourself short and you will work out a way to achieve your goals.

These simple daily actions will help you to introduce an abundance mindset allowing both you and your client to reach full potential. Remember you are in control, you have the choice. The freedom to choose your own path and develop your own strategies. By doing so, you inspire your clients to do the same. It is often how we think and not opportunity that limits success. This is where the good stuff lives so throw off the shackles of scarcity, make abundance your home and bring in the best clients and biggest business you've ever had!



Why Work With Us?

We are The Annuity Consultants Team (TACT). We don't sell products; we teach and guide you. Knowledge is the most important tool to have when it comes to planning for the future. We take pride in our deep knowledge, extensive experience, and heart-centered planning mindset, and we put that into practice in every interaction.

Also, we offer more than annuities. We offer multiple carriers for life, DI, LTC, and asset-based LTC. We aren't a one-stop shop, but if you need something we don't have, we can certainly point you in the right direction.

The more you know about which products and features are selling best, which sales and marketing messages are resonating most, and what's happening on the product-development front, the bigger edge you'll have in finding solutions for clients and, in the process, grow your business.

We aren't like most FMOs. We also offer marketing, so we can assist you in building a custom marketing plan to give you the best opportunity at generating leads and closing sales.

So, no matter whether you're looking for the perfect solution for your client or the best way to bring in new business, The Annuity Consultants team is here to help everyone succeed.

Helpful Links & Resources

Click on the links below to be taken directly to any of these resources.

Book: [Who Would You Be Without Your Story?: Dialogues with Byron Katie](#)

Book: [You Are the Placebo: Making Your Mind Matter by Dr. Joe Dispenza](#)

Meditation: [Self Acceptance Meditation](#)

Meditation: [Scarcity to Abundance Mindset, 30 day course](#)

Article: [12 Ways to Practice Self-Acceptance](#)

Article: [How to Shift from a Scarcity to an Abundance Mindset](#)

