

**DENTAL CONSULTANT MASTER ACADEMY**  
evolve ■ emerge ■ influence

**Transcript - Week 1**  
**The Entrepreneur Journey**

Hello and Welcome to your first week's dental Consultant Master Academy Training Video! This week I want to share with you my five key mindsets that you really need to embrace in order to step into the dental consulting business and the life that you truly desire and deserve. Get ready to rewire your brain for success!

First, let's look at what an entrepreneur really is. I'm using this term instead of business owner. I do believe there is a difference. An entrepreneur is a person who organizes and operates a business or businesses, taking on greater than normal risks in order to do so. That's just one definition for entrepreneur that I found and interestingly enough, every dictionary that I consulted included the word risk.

Here's where I see the difference between a typical business owner, maybe someone who wants to start a business and maybe their goal is to simply make as much as they had made during a job. That was surely my goal in the beginning. People will ask me, "Debbie, did you have this big vision? Do you want to create an empire and something that may require so much work?!" I say, "Oh my gosh yes, I absolutely do want to create a business that creates an income where I wake up and know I served a dentist in the Philippines, Australia, India or the United States. I hope to one day be seventy five or may be even eighty years old and contribute to the dental community. I hope to travel the world and be lying on a beach but still serve dentists through my systems and programs which create for me multiple streams of income. I want to make the same income sitting at home, or be able to sit in the coffee shop or go to the park or go to the beach when I want to."

Even if you know that you are just going to be a business owner, I believe you will really get a lot out of these mindsets I'm going to share with you today. **AND** for those of you who know that you are here to do something really big, you may not see it yet. I didn't at first until I started becoming successful and then said, "Hey, what can I do with this? Where can I go with this? Let's have some fun. Let's do something magical." And Guess what?! I am having so much fun! I never imagined that I would be working as I am today at this age and I am in my fifties and I love –absolutely love my life. Everyday I wake up so excited about what I do, who I serve and what I am doing to change the world!

I have a feeling for many of you, the type of people that I attract typically end up going in that direction because they realize the power and place they have in this world to help effect change and here's what's going to come up for you. In my coaching hundreds of business owners over the past several years, every one hires me typically, especially when these are personal clients, paying big bucks, they say they're finally ready to play big and they're ready to build a wildly profitable business.

What often happens is while people who work with me may find X exciting, they get uncomfortable and they start to shrink back and say, "I can't spend that kind of money

on that,” or “I’m not ready for that yet, or “My gosh, that’s too big for little old’ me. Why don’t we start with Y or Z first instead X,” or “X sounds great. Let’s save it for next year.”

I shake my head because I realize this person is in a struggle that he or she says she wants to be an entrepreneur but she’s still thinking like a business owner. If you can relate, don’t worry. This is curable if you want it to be curable but just be ready that when you actually start stepping into your purpose and you’re creating a business around your passion or something that you love or maybe a cause that you want to help in the world, the universe will stop lining up some great opportunities for you but they’ll all require a stretch. We’ll talk about that, okay?

Let’s get right to these five key mindsets. The first is you’ve got to play to win, not just to not lose. I’ll say that again. You’ve got to play to win, not just to not lose.

I think as women especially we grow up being very conscious of what others around us are feeling and thinking. Sometimes we don’t want to outshine people around us because it’s not polite. I remember growing up and thinking don’t brag, don’t show up your sister; things like that. I’m sure you’ve gone through that as well.

Right now I want to focus on the risk factor. If you think it’s risky to be an entrepreneur these days, I want you to consider how risky it is to stake your financial future on being an employee. Working for someone else carries enormous risk. It’s very ironic in our society that we view a paycheck as safe and secure. How secure is it?

Well, years ago maybe it was but we’re in a different world today. As we have witnessed now, thousands of people lost their jobs and are losing money, putting money in the bank and banking on that, right? Everything has gone belly up. The people who are in the most control right now are the ones who are in control of their income and that is now you. The best investment you can ever make is in you and your growth and creating a business that makes money. If you want to get out of your current money and Entrepreneur Mindset you have got to get out of your comfort zone. You’re actually only growing personally and financially when you are a bit uncomfortable.

Here’s a great exercise I’d like you to do when you have a few minutes to yourself. It’s something I do with my private 1:1 clients. Take out a blank sheet of paper and a pen and you want to go to a quiet space. You may want to stop this video so you can go and get that. Now, list the five most rewarding experiences of your life to date. Then write a few paragraphs describing each event and how they felt.

When I have clients share their results with me, these experiences are such a pleasure to hear; everything from quitting their job to starting their own company,

giving birth to their first child, skydiving, starring in the high school play or going to Spain. You see them light up when they're describing these events in great detail. It's as if they're back in that moment. You feel it when they're talking about it; that joy and excitement.

I ask them if those experiences required them to get out of their comfort zone and always they're like, "Oh my gosh, yes!" Well now, risk doesn't seem so bad does it? It doesn't sound so bad because now you're linking it with a reward. It's simply about readjusting your focus.

Business owners and most of the population look at choices in front of them and they see obstacles, potential losses, risks, "Ugh, it's all so scary," but entrepreneurs, we go through our day seeing opportunities, potential growth and rewards, Yeah, we get knocked around, some things don't work and other things do and you realize that's just the game; and that's how it's played.

For many of us, this can be an adjustment because we don't like not looking good, we don't like being seen that maybe things aren't working the way you want them to but you've got to keep going.

One great thing I'd like to recommend is reading great autobiographies and biographies of successful entrepreneurs like Oprah Winfrey, Richard Branson. Mary Kay Ash is another one I love. She founded Mary Kay Cosmetics. One of my favorite autobiographies is called Me by Katherine Hepburn.

Do some research out there and you'll find these stories; they never hit it right off the bat from the beginning. They may have had the great idea right off the bat, but my gosh, they had to bounce around and course correct and they got knocked down and got up again.

It's really important that we read that and embrace that because we look at success from the outside. People look at me and say, "Debbie, you must have always loved business. This has just been something that came easily for you." And I tell them, "Oh no! I used to say "I am NOT a business person! I don't know anything about business I've gone through several reinventions to figure out the business models that work best for me and also what feels best for me.

I got to a point I actually grew my business and was working with a mentor who wasn't a good fit. I had to change my focus and get back to what I really personally wanted in my life. There have been a lot of changes. Those of you that have been with me for a few years, you may have seen them. That comes with the territory.

Embrace this. See every day as an opportunity.

Be excited when you get out of bed because the big idea is probably right around the corner along with all the resources to help you.

Number two, ditch the ladder. You're thinking, what does this mean? It sounds like I have no way to climb up if I ditch the ladder. Oh no! You're going to leap. Now climbing a ladder is instinctive. It's not your fault, because you see we grow up learning to ladder climb. When we're born, we first crawl and then we walk and then we run. In school, we go to grade one, grade two, grade three and so forth. That's just how it goes. In college, we're freshmen, sophomores, juniors and seniors. In the working world, we start out as assistants and then we move up to being managers.

We are taught to learn and achieve in sequential order but that world is now behind you. The problem is this thinking stays with us for life and those of us who muster up the nerve to start a business don't realize that to make big changes and make big money, this ladder-type thinking will kill you. It will feel safer but in the end it will only get you nowhere.

What you need to do instead is leap; leap over previous boundaries, your competition, everything. Big gains come from leaping, not ladder climbing. This will take some adjustment in your thinking.

To help my members in the academy to start thinking bigger, I mentioned before you read the autobiographies and biographies. Actually I have to tell you one of my favorite stories is in Richard Branson's autobiography *Losing My Virginity* in which he shares how he started Virgin Airlines selling seats without knowing where he was going to get a plane. If that doesn't inspire you, I just don't know what will.

Richard Branson is one of my all time favorites. I'll tell you, reading that book will change your life as well.

You'll find when you read these stories, those people came across those big opportunities that were in line with their mission and they didn't shy away, even if they were big, big opportunities. They jumped in all the way, even when the resources they needed to do so were not apparent yet. Did you catch that? --Even when the resources they needed to do so weren't apparent yet. They said yes even when they weren't sure how they would do it, where they'd get the money, who would help them.

They found, as sure enough as you will too, I promise, that when a big opportunity presents itself that is aligned in your purpose and you step up and say yes, I mean you make that decision that come hell or high water you're doing this, there is no plan B, all hands on deck and you truly believe in your heart that this goal is yours; suddenly you will see the universe seems to start rearranging itself to help you.

The good news is you typically don't have to go looking for these opportunities. I bet there is one right in front of you now or one that will soon drop in your lap once you declare you're ready, your awareness is heightened. A shift occurs and you will suddenly see the path to all that you and your business can be.

I'll tell you, after years of seeing this happen again and again, I can't tell you if literally things do change around you or it's that our perception and awareness changes so much that we suddenly see things we didn't see before, but who cares how it works! We just know it works. Okay?

Mindset shift number three; it's attraction plus action. Attraction plus action. I know so many of you are into the Law of Attraction thing which changed my life for sure. That helped me see how to use intention, focus and energy to leverage my goals and get better results more effortlessly.

But I see a lot of you kind of getting lost in that world and you're sitting in the corner and you're meditation like, "Ooooh, I'm just going to attract the business I want and attract the clients and attract the money." You've got to get off your butt here. We've got to take some action.

A quick example is people ask me all the time, they say, "Debbie you have won all these awards and have these titles over in the last ten years. I was named one of Dentistry's Top Consultants for the past nine years. And before that I was for two years in a row, One of the Top Hygienists according to Sybron Orasoptic. "How did this happen?"

I say, "Do you know what I did? For most of those awards, do you know what I did?" People start leaning in and they're like, "What, what? Tell me." I said, "I found what the awards were and I entered them. I filled out the application." Now Sybron Orasoptic did come to me, I didn't go out there looking for that one!

"Really, that's all you did?" I said, "Yeah, I took action." People say, "Oh, you're just lucky." I love the saying that luck is preparedness meets opportunity. I had worked my butt off to be prepared to qualify for those awards and then I saw the opportunity to win the award and I went for it.

Look at where you are holding back from taking action. As you know, I work with both men and women but there are some things I see women a little more hesitant about. It's just our nature.

Don't beat yourself up for it but I want to bring it to your awareness that women often will spend a lot of time making things perfect before they launch their business.

They want the website perfect, they want the perfect logo, and they interview 20

people to work for them instead of just a few people to work for them. They make a lot of excuses on when they're actually going to push the button and launch this thing.

I'm telling you, even clients who have paid me \$30,000 to work with them for the year, still we had this issue that they still felt that they weren't ready to get even a website out on the web for over six months of working together and me telling them how important this is to gain exposure. I'm like, "Really? What is this?" And what I discover are some deeper issues there for some of these people—a lot of them being the dentists that I work with. We're not going to go into that now but you need to look at where you're holding back just to hold back.

I will tell you I have never been completely prepared for anything I've taken on in my life. Never. I never had all my ducks lined up in a row but you get out there. It takes most of your energy to get off the ground and then you course correct as you go.

It is a well known fact that a jet plane uses 65% of its fuel to get off the ground and that's how it feels right now for a lot of you. You're like, "GRrrrrrrr." It's like a big, fat plane with a big butt and you feel like it's taking forever to get off. Well, just get off. Get up. Get up there. Don't worry about having it all ready.

Actually a coach that I worked with came up with this phrase. I love it. It's called building the plane as you fly it which is what a lot of us are doing all the time.

I want you to know that this is natural and it's normal. Don't wait for things to be perfect. And yes, you want to set intentions and use the Law of Attraction but it's even more important to take action.

God qualifies you by your yes and when you say yes and you step up into that next step, then the next step will appear and the next opportunity will appear. But if you're sitting there just quietly getting everything ready, I'm telling you, things will happen so much faster if you just get in motion. So go get a client. Go sell something. Get up a website if it's just one page for now. Get on Facebook and start networking. Show up at a meeting. Take a business alliance or someone, or anyone you know to lunch, someone that you know could really help your business. Just make a list right now of maybe 10 things that you could move forward on, some things that can immediately help moving you toward your income goals for your consulting business.

Mindset number four is surrounding yourself with winners. Surround yourself with winners and I don't mean winning like Donald Trump. Well maybe he is not a good example because he may Fire you! LOL I want you to learn from and surround yourself with people who are where you want to be. We entrepreneurs have to remember that we are a different breed. If you want to be in the one percent, the one percent now,

I think the last IRS stats I saw, one percent makes more than \$365,000 per year.

Even if you want to be in the top five percent, you've got to make over 100 grand a year. I'm approaching this first from a monetary point of view that if you want to accomplish things that one percenters accomplish, you're going to have to be around people who think like that, act like that, work like that. It will really help you. You don't want to be in this by yourself and I'm so glad you're in The Dental Consultant Academy because this is going to be a big key to your success and by simply maintaining this vibration, surrounding yourself with other people who are success minded, listening to these audios again and again to keep you in a great place because everyone around you is probably going to think you're crazy.

When I stopped working even part-time as a dental hygienist, my family, friends, they thought I was insane. "What are you going to do? There is not a business class you can take to be a dental consultant. Do you know that 9 out of 10 businesses fail? Blah, blah, blah." I'm like, "Can you guys give me some credit here?"

In fact, I remember the only positive voice I had in my life at the time, was my husband. He was my biggest inspiration and cheerleader to do this career as a dental consultant. But I remember listening to the TV one night because I couldn't really see it and he was talking about his Personal Power II and I'm thinking, "I feel Greg, my husband was always telling me, "Debbie, you can do this. I believe in you. Here are some ways to be successful.

And here is what I have learned from studying successful people. Here are the things that successful people do." When I was able to look at these traits I was hooked. I wanted to learn more. Then I learned about Jim Rohn who all of you should check out as well. Jim Rohn, he was one of Tony Robbins earlier mentors. I heard from him that you were the average of the five people you were around the most and your income is typically the average of the five people that you're around the most. I thought, "Oh no! I need some new friends."

Listen, I had great friends and family, good hearts, good people but when it came to looking at how to move into the business and success of my dreams, I needed some friends for that as well.

Consider who you are listening to when it comes to money and success. Are you listening to Uncle John who does nothing but complain about the economy or your mom who is from that generation that all they did was worry and stash away money. I know my grandmother kept her money in the Britannica encyclopedias. And then after she died I asked my uncle what he did with those encyclopedias and he told me he gave them to the Goodwill.

I thought I was going to have a heart attack because that is where she stashed the twenty and even hundred dollar bills! You need to find people to surround yourself who are winners and are where you want to be.

A great book you should also read, Napoleon Hill, his classic book called Think and Grow Rich was first published in 1937 and in it he continually emphasizes the importance of masterminding. If you have never read this book, all you need to know right now is that America's first billionaire, Andrew Carnegie, gave Hill the task to interview the 500 wealthiest men of the time. At that time it was all men. Ladies, we have changed that now for sure.

He found 15 common traits among them. The cool thing though is none of these were birth rights. They had all been learned and were learnable. One of those 15 traits that they engaged in was masterminding on a regular basis. This is something that changed my life. I guarantee it will change yours too. So having a group of successful entrepreneurs to network, exchange ideas with, study with, grow with, ask for help with, this gives you such an incredible advantage in your business and your life.

That's why I'm so happy that you are part of the Dental Consultant Academy. If you'd Key number five is make decisions as the future you. When you're making a decision in your business, I don't want you to make it from where you are. I actually want you to make it from where you want to be.

Look, when we all start off, I don't know any entrepreneur who came to me and said, "I want to start a business and I have a ton of money to do it." I want to let you know in all the years of consulting and coaching I have done, I have never had someone come to me and say that. I always have them come to me and say, "Oh my gosh. I know it's time for me to do this. I have no money but I'm going to scrape some together and I've got to make this happen."

I know right now you're probably on low to no budget. Maybe you're working out of a corner of your bedroom. If you've taken your business to a level already that that's not the case, congratulations, but I attract a lot of people, especially when they're getting started who are in this situation and here's what I need you to do. As small as you feel right now, I need you to start taking your business seriously because it will not only help your business in general but it's going to shift your mindset and we're talking about how important this is.

Let's say your first big goal is to make at least \$75,000 a year as a dental consultant and not have to work in your dental office where you are today. Well, every time you have a decision in your business, I want you to think, "What would a five or six figure business owner do?"

Look at right now how are you being a little futsy? How are you being cheap? I know you may have a small budget but let's look at maybe you need a real phone line for your business. Maybe you need to upgrade your computer. Maybe you need to get a real mailbox, especially ladies for privacy, I really recommend you get a P.O. Box or use one of those mailbox centers because you can get mail there. You don't want to be giving out your home address. Anyone these days shouldn't be doing that. Look at how you can do this right. Set this up for real. Don't give up on your dream.

Right now I'd like you to write down maybe three to five decisions that you need to make right now and if you could put yourself in the future to that next level of you, whether it's the 75,000 dollar a year business owner or the half-million dollar business owner, what would that decision be. Don't worry about the how right now but just right down the decision you would make. Write this down on the paper you have in front of you now. Let that sit with you a little while.

Now, this week I want you to go to your action sheet and complete the steps I have outlined for you.

Thank you for joining me for this first Dental Consultant Master Academy Training audio. When you need a boost, just listen to this audio again and take advantage of all the other audios and all the other benefits in the Dental Consultant Academy program. Everyone, have a great week and I will see you on next week's video. This is Debbie signing off. Bye for now!

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