

Think itBe it.®

A Human Performance Company - For High Achievers™

EXECUTIVE SUMMARY by John Mitchell, founder.

Think It Be It is recognized as the “Top Practical Application in the World” of the legendary book **Think and Grow Rich**.

AS A HIGH PERFORMER, YOU’RE PROBABLY FASCINATED BY THE PROCESS OF SUCCESS. I KNOW I AM. I’M ALWAYS DIGGING FOR ANSWERS TO QUESTIONS LIKE: WHAT DRIVES PEOPLE TO SUCCEED? WHAT MAKES SOME PEOPLE SUCCESSFUL WHEN OTHERS FAIL? AND MOST IMPORTANTLY, IS THERE A SPECIFIC, TANGIBLE WAY TO CREATE A SUBSTANTIALLY HIGHER LEVEL OF SUCCESS ...FOR A PERSON THAT’S ALREADY SUCCESSFUL? IS THERE AN ALTERNATIVE TO JUST LEAVING YOUR SUCCESS TO FATE? TODAY I’M GOING TO INTRODUCE YOU TO SOMETHING THAT WAS A BIG FACTOR IN CAUSING MY ANNUAL INCOME TO GO UP BY 20 TIMES- IN MY 50’S, OVER WHAT IT WAS IN MY 30’S AND 40’S.

As an entrepreneur, I’ve been a keen observer of how people create success in their lives for over 30 years. Today I teach a class on "SUCCESS" at the University of Texas at Austin. And I’ve learned two things – one you probably already know...the other may surprise you!

First, I discovered there are a lot of people who are relatively successful.... but aren’t nearly as successful (or happy) as they think they should be. They can’t seem to create that “breakthrough success” they think they richly deserve. It’s an inner pain lots of people feel.

But it’s the second thing that you may find surprising. There actually is a “science” to the process of creating success. Researchers have been studying the factors that influence success and achievement for more than half a century. And what the recent science tells us is striking: **“What you envision in detail, on a daily basis, is what shows up in your life”**. What that means is when you define exactly the person you want to be, exactly what you want to accomplish in life, & precisely how you’re going to achieve your clearly defined goals, science then takes over. And that becomes the life you actually create. But it only works if you program yourself with this detailed vision every single day.

The differentiator today between the mega successful and the moderately successful is control of self and focus.
Learn a 12 minute a day technique to do what the mega-achievers do.



The science...

Today the average person has less than 20% control over themselves. It's because the average person does no daily programming at all on the part of their brain that controls their ongoing thoughts and actions. But when you do, big things happen ...and it materially increases your discipline and focus. This doubles your control over yourself.

So what controls your thoughts and actions? It's not what you think. The conscious mind sets your intention. But it's your subconscious mind that controls your ongoing thoughts and everyday actions. Take a moment to really grasp that. Your everyday thoughts and ongoing actions are controlled by the subconscious mind. This is new information to most, and key information to know if you're interested in upping your level of success and achievement in life. But the

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million-dollar question is how do you influence the subconscious mind? It's done by repetition. This is something you're probably not used to doing. You're used to influencing yourself only with logic because logic is how you influence your conscious mind as you set your intentions. But the part of your brain that controls your thoughts and actions does not respond to logic at all. Not a bit. Neuroscientist Tali Sharot says in her Time Magazine cover story that the subconscious mind only responds to repetition – a minimum of 21 days of repetition.

So what's the takeaway for you? By proactively engaging your subconscious mind on a consistent basis, you can improve the result in your life. And doing so is simple. Program yourself every single day with the detailed vision of exactly the person you want to be, exactly what you want to accomplish, and precisely how you're going to achieve your goals. By doing so, you will then operate at a much higher level every day than you currently do. And science creates the life you want ...by impacting your ongoing thoughts and actions automatically, without thinking. And that doubles your control over yourself

and focuses you every day on what “moves the needle” in your career and life. That, in turn, leads to a substantially higher level of success and achievement in all areas of your precious life.

But there's another key scientific discovery that is critically important to your success and achievement as well, and that's what information you let into your consciousness. You can control the information coming in just as you can have a higher level of control over your thoughts and actions.

It's estimated that your brain can only handle about 100 pieces of information at any one time. But you receive 100 times that at any given moment. So the mind needs a filter. That filter is called the reticular activating system, or RAS for short. It's about the size of your little finger. But its impact on your

life is huge. It's the portal through which all information enters the brain. Your RAS is the nightclub bouncer for your brain. It determines what information gets in, and what doesn't. Your

RAS controls what you focus on, what arouses you, and what you bring into your ongoing consciousness. It distinguishes between what is background noise and what is significant to you. Pretty important – right?

Well here's how to use this newfound “pearl of wisdom” to your advantage. When you program your brain every day with exactly the person you want to be and exactly what you want to accomplish ...as well as how, this gives your RAS amazing clarity. Your RAS then knows fully and completely what's important to you. Your RAS sets its filter accordingly. Guess what happens next. Your mind starts picking up subtle yet critically important things it isn't picking up today, when there isn't such clarity. But those subtle things make a world of difference in upping your level of success from where it is today.

The bottom line? By applying the science just learned regarding your RAS and your subconscious mind, you can then do things you can't do today and you begin to “see” things you don't see today. All this information is hugely important to grasp and understand because it ties back to another

thing that researchers in the field of success and achievement have discovered. **The differentiator today between the mega successful and the moderately successful is control of self and focus.**

Appreciate the significance of this profound fact, because it is the key to creating even more success in your life in the future.

Applying the science

Over 10 years I've developed a SPECIFIC and EASY way to proactively influence your RAS and your subconscious mind on a daily basis. So you can then do exactly what the mega-achievers do. I created a customized daily visualization that compresses your unique life (and the path to improvement) onto one sheet of paper, front, and back. On the front page is the “IDEAL” you in the five key areas of your life:

- 1> yourself.
- 2> health.
- 3> significant other relationship.
- 4> spirituality & personal growth.
- 5> career.

Then, on the back are the improvements you want to make in each area of your life, as well as your top three goals for the current quarter. And let me stress again that your visualization is customized to your unique, one-of-a-kind life. This is significant.

Then once your daily visualization is created, it sits on your nightstand next to your bed. Alternatively, you can have it reside on your iPad or phone. Then you simply read it first thing every morning, which takes approximately 12 minutes a day. There's also an audio version available as well. After about 21 days, you subconsciously begin to take actions aligned with what you read (or listen to) each morning. Those actions happen automatically without thinking. That's the beauty of this, it happens automatically. That's the science kicking in. The result? You become what you input each day. **What you envision in detail, on a daily basis, is what shows up in your life.**

And one other thing. As you evolve over time your visualization will evolve and change as well. In fact, it will be the principal tool in your life that leads the way as you grow and evolve.

All you have to do is make the commitment to yourself that you don't get out of bed each morning until you have read your daily visualization. It puts your subconscious mind to work 24/7 on the "IDEAL" you and your path to a higher level of success and achievement. It literally programs your subconscious mind to carry out the actions you input. As you go about your day, your subconscious mind simply carries out your instructions.

Does it work?

Absolutely ...because it **doubles your control of yourself, triples your personal growth, and focuses you every day on what moves the needle in your career.**

As an entrepreneur, it was a huge factor in causing my income to go up by 20 times in my 50s over what it was in my 30s and 40s. Today I have some very successful clients doing it. But it's ONLY for high achievers. But more on that later.

So how did this evolve ...and what's the story behind it?

It all started with a little book...

When I turned 50, I wasn't as successful as I thought I should be. I started out as a CPA but by the age of 30, I became an entrepreneur. I had 2 goals in my life. To make enough money so I'd never have to work and to find a smart, beautiful woman to marry. At 50, I've fallen short on both. Financially, as an entrepreneur in a variety of businesses, I typically made about \$250,000 a year, but never close to \$1 million a year. As to finding that smart and beautiful woman, at 50 I had never been married. It wasn't for lack of interviewing! Just couldn't find the right one. Then when I turned 51, something serendipitous happened, and this shows you how random life can be, so never give up. I walk into a restaurant in Dallas for lunch and sit at the bar. Immediately the guy next to me says he's in the greatest business ever! By the time I walk out, I agree with

him. So I decide to immediately create a company to capitalize on this niche opportunity in the financial services industry. But I think to myself, "if I keep on doing what I've always been doing, I'm going to keep getting the same results".

A few months previously I had read the legendary book **Think and Grow Rich**, the greatest selling book on success and achievement ever written. So I decided to apply this great book to my new business. The central concept is "what you envision in detail with emotion, on a daily basis, is what shows up in your life". Only one problem. There wasn't a practical way to apply the book. I rectified that. I took the emerging science of the subconscious mind and coupled it with the brilliance of the greatest selling "Success" book of all time ...and developed a practical, 12 minute a day technique to apply both.

Over the next 10 years I tweaked my methodology and the results were life altering. **I was blessed to see my income go from typically \$250,000 a year to over \$5 million a year.** My company became the largest in my industry in Texas and the fourth largest in the country. Why did that happen? Because my 12 minute a day technique, (inspired by the book **Think and Grow Rich**) doubled my control over myself. It tripled my ongoing personal growth. It also made me laser focused every day on the 2-3 things that really moved the needle in my business. Most significantly, it gave me a methodology for evolving my business vision that allowed me to see the flaws and opportunities much quicker.

This highly effective daily visualization system I created is called Think It... Be It. It's the practical tool for you to apply to your life the scientifically proven concept "what you envision in detail with emotion,

on a daily basis, is what shows up in your life." As the book **Think and Grow Rich** points out, **this one concept has literally created more multimillionaires than any other concept.** That is not an exaggeration. It really is true. And while I originally created this 12 minute a day technique to take myself to a higher level of success in career, surprisingly it impacted at the same time my success in marriage and health as well.

My 12 minute a day methodology is recognized today as a "Top Practical Application in the World" of the legendary book Think and Grow Rich. Over 100 million copies of this book have been sold worldwide.

The science at work.

This daily visualization creates tremendous focus and clarity in your life—way more than you've ever previously experienced. You've never compressed your amazing life onto one sheet of paper before. From reading your visualization every day, your understanding of yourself and your unique path to success continually gets deeper and deeper. This heightened process of clarity going on "below the surface" each day continually refines and sharpens your focus, direction, and control of yourself. The end result is it influences your everyday thoughts and actions because it's so top of mind, resulting in more success in each area of your life.

You're nourishing and influencing your subconscious mind in a way you've never done before. As you visualize your pathway to upping your success in each important area of your life, you're impacting your RAS as to what information gets in. Further, you're also engaging your innate goal-striving mechanism, which is part of the subconscious mind, to a level you've never experienced before.

Today most people give their RAS and goal-striving mechanism only a general view of who they want to be, where they want to go, and how they're going to get there. As you can imagine, the results are poor. Alternatively, if you provide your RAS and goal-striving mechanism with a clear and precise vision, the results are specific and spectacular.

You subconsciously begin to take actions

As an entrepreneur this 12 minute a day technique caused my income in my 50s to go up by 20 times over what it was in my 30s and 40s.

aligned with your daily visualization. You are literally giving your subconscious mind instructions that it **MUST** carry out throughout the day. It has no choice. It's wired that way, and that's why it happens automatically.

And this isn't some New Age mumbo-jumbo... the science behind this is proven, as previously noted in the Time Magazine article which confirms the subconscious mind controls a person's "everyday" thoughts and actions. Further, the story wasn't buried in the middle of Time Magazine. It was literally the cover story in this universally respected publication. Ironically, it wasn't mentioned on the nightly news. That's why you missed it. But in this world of clutter we live in, many people missed it.

Your success is more controllable than you think.

Most people leave their success up to fate, even relatively successful people. Candidly, you're probably doing that as well. And not only regarding your career, but also in controlling your health and appearance. Same with your significant other relationship. You're probably leaving your success in that important part of your life up to fate there as well. That's the case whether you're looking for the right partner or, if you're in a relationship, making it a truly "great" relationship.

So why is that? Why are you leaving your success to fate? It's because you didn't know there was an alternative. But as you now know, I created THE ALTERNATIVE.

It's an incredibly simple and, most importantly, SPECIFIC way to create even more success and achievement in your life. Most people are surprised that something specific and tangible to increase one's "LEVEL OF SUCCESS" even exists. Especially one that works 100% of the time... and only takes 12 minutes a day.

To be perfectly blunt, as a high achiever, **if you're not proactively engaging your subconscious mind on a daily basis, you are missing a huge opportunity for more success...more money, more happiness, and a stronger intimate relationship ...and stronger relationships in general.** You can significantly "UP" your level of your success in every aspect of your precious

life- career, health and marriage.

You'll come to appreciate you have the power to take actions you never could before. Surprisingly, they happen automatically – without your conscious thought or effort. **Results will come in 21 days, as proven by the science.**

Your happiness.

And as an added benefit, you'll also enjoy a higher degree of happiness... because you create a much higher level of mental clarity.

The mind thrives on order, thus a higher level of happiness.

This also happens because your visualization overcomes the brain's natural bias to be negative. **Literally 90% of your thoughts are fear-based.** That comes from the survival instinct. While it's great for keeping you alive, it's not good for happiness. In the modern world we live in today, daily survival is not a concern. But happiness is. And a happiness bias is created by overlaying the brain's natural tendency towards being negative with the focus, productivity, and happiness input from your customized visualization. Your ability to control negative thoughts is significantly enhanced. End result – more happiness, creativity, and productivity.

WHY Think It...Be It works.

The biggest reason is because it's simple. That's what gives it immense power. Remember, complexity is the enemy of execution.

For those who choose to do our program, it works because it's customized to your unique life and incorporates the Top 10 "KEYS TO SUCCESS" that are universally accepted in the success and human achievement field. These principles are applied to your life **FOR YOU** by an objective third-party who creates your visualization. It injects a level of success and achievement "intelligence" into your life beyond what you have now.

This customized visualization, coupled with the recent discoveries about the subconscious mind, is changing the landscape of the success and achievement industry, for the high-performance segment.

Your values and goal setting

You will discover the power of clearly defining your top three values and then reading them every day. The effect is you will actually live them more than you

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currently do.

Further, and this is really important, we incorporate in your daily visualization the goal setting system developed by the top expert in the world on goal setting. In your visualization, you will define your top three goals as well as the "WHY" behind each goal, which directly affects your motivation. Then we define the key behaviors associated with each goal ...and track those key behaviors weekly, every Sunday morning. The idea behind this is that if you do the key behaviors, you inevitably will achieve your goals. And when you track your key behaviors like this, trust me- you actually will do the key behaviors.

Lastly, at the end of each calendar quarter, you are prompted to do a goal evaluation and assessment on each of your three primary goals. And then set three new goals for the next quarter.

We make goal achievement simple and highly effective for you. Your sense of ongoing accomplishment and **feeling of control over your life soars**, because you now have a proven methodology for achieving your goals. Further, your visualization evolves as you change, grow and evolve in your life.

The Think It...Be it program – what it includes.

There are 10 aspects of the Think It Be It

program for the entrepreneur. First I transform your company, then I transform you. The components of the program include the following:

- 1> **PROFITABILITY of your company is increased.** This happens from my “unique” analysis of your company. Areas of your business improved are sales, marketing, and employee management. I create a foundation of accountability in your company. Benefit to you is two things. First, by significantly increasing your company’s profitability, you then have the foundation to net seven figures a year ...and create a nest egg where you don’t have to work. Secondly, less stress on you on a daily basis. This happens from improving the foundation of your company, so it works better on a daily basis,
- This unique analysis of your company is done** by having your business analyzed by me, John Mitchell, an objective, third-party entrepreneur. The way I look at businesses today, from making seven figures a year, is way different than how I looked at businesses when I was making six figures a year. You’ll find this analysis of your business valuable because my unique skill set is seeing opportunities and practical solutions to problems that

others don’t see. In fact, that unique skill set caused me to become an entrepreneur after starting out as a CPA. My analysis of your business will change how you look at your business as well as change how you build your business in the future.

- 2> **Double your control over yourself and focus every day only on the 2-3 things that “Move the Needle” in your business.** Also affect what comes in your consciousness on a daily basis. All this is accomplished by using the 12 minute day customize visualization methodology prepared for your unique life by myself and my team. The net effect is you can then do things you can’t do today and you see things you don’t see today. It not only materially impact your annual income, but it also impacts at the same time your significant other relationship as well as your health – regarding your discipline in what you eat and as well as your discipline in exercise.
- 3> **Consistently achieve your goals ...by having the “Top goal setting system in the world” implemented into your life FOR YOU.** As previously described, we define your top three goals for the quarter as well as the

“WHY” behind each goal. Then we list your key behaviors associated with each goal, along with a timeframe and measurement.

This is all incorporated into your daily visualization, and is the goal setting system developed by the top expert in the world on goal setting.

- 4> **Weekly flow of “IDEAS from EXPERTS” in critical areas of your business are provided. Your ongoing personal growth triples!** By implementing our weekly personal growth program, where we supply you with 1-2 hours of the best of the best “learning from experts” content every Monday morning. Your personal growth is put on autopilot and reinforced in your daily visualization.
- 5> **The “TOP 10” lessons to being a great entrepreneur are applied to YOUR business.** Lessons you don’t learn in school. Interestingly, many of these practical lessons were learned by me in my 50s. Think about that relative to your own age and level of experience. When you get in your late 50s, you will see what I mean. This concept has been confirmed with many other seven-figure a year entrepreneurs. The best lessons are learned in your

50s!

6> **Improved EFFICIENCY and ORGANIZATION-which saves your precious time.** This is accomplished via a daily and weekly To Do system which is customized to your unique, one-of-a-kind life. It not only makes you more organized, it **focuses you every day on the 3 things that moves the needle in your business.**

7> **Your “creative thinking” is stimulated two times a week.** You’re your company’s greatest asset. This simple system consistently brings those great ideas to the surface every week by stimulating your creativity. This provides the “output” for all the input you are giving yourself in terms of your daily visualization and continual learning from experts in our program.

8> **You learn the science weekly behind the visualization methodology that doubles your control of yourself and sharpens your daily focus.** This is accomplished by two – three concise emails each week which explain the science behind why your daily visualization works.

9> **Listen to your 12 minute day customize visualization each day rather than reading it. Be fully digital.** This is

accomplished using the Think it Be it app for your phone or tablet. You can listen to your visualization each day rather than reading it.

10> **We SAVE YOUR TIME. Our entire program is implemented into your unique life FOR YOU.** What is more important than your precious time?

A story about learning from experts every week.

A couple years AFTER I started my daily visualization, I was given a copy of Success Magazine. In every issue there is a one hour audio CD. Today it’s an audio download. The publisher typically interviews 4 different experts in various fields. One may talk about marketing, another on sales, someone else talking about leadership. But always topics that are critical to an entrepreneur like you. They consistently have world-class people like

and reach into that drawer and randomly pull out two CDs. I let the universe tell me which two I needed that week. I would then march into my garage and put them in my CD player in my car. My commitment to myself was to listen to both by the end of the week as I drove to and from work and to lunch. **The key was growing while doing something else – therefore it took no additional time out of my day.** This weekly habit was reinforced in my daily visualization, and that had a huge effect on me.

The impact of this habit was amazing. I was constantly being stimulated with great ideas to apply to my business. I discovered I didn't need consultants anymore.

When you bring in consultants the biggest challenge is always getting them to understand the nuances of your unique business and getting them up to speed on your business. That problem went away when I created the weekly “learning from experts” habit. I discovered upon just hearing a great idea I would immediately know exactly how to apply it to my business. And that's the reason it eliminated the need for consultants. In fact, it was way more effective than consultants. You’ll discover the same thing.

Your personal growth is put on autopilot. I curate the best of the best regarding “learning from experts” and supply it to you every Monday morning.

Jack Welch, the legendary CEO of General Electric to the futurist for Google. So every month I would listen to the audio CD. I came to appreciate something amazing. In each 15 minute interview, I would get three or four great ideas for my business. I was fascinated by the fact that listening for 15 minutes to an audio interview was way more efficient than spending five or six hours reading a book, especially for a slow reader like myself. Upon discovering this, I went to Success Magazine and ordered 36 back issues. Once they all came I pulled the CDs out of the magazines and threw them all in a drawer in my office. Then first thing every Monday morning I would close my eyes

And once I stepped back and really thought about what was going on, I discovered that by doing this 52 weeks a year, I was getting over 1800 great ideas on an annual basis. You can imagine the impact on my business ...and the impact it would have on YOUR business. You don't have to be the smartest guy in the world. You just have to listen to smart people on a weekly basis. You talk about something that ups your game, this does it.

Today you are often inundated with people's opinions. The problem is most the time people giving you their opinions are not experts on the subject. So it ends

up being just clutter and confusion. That's the significance to you of learning from true experts on a regular basis.

How I help you grow every week.

I know you have your favorite podcasts. But the reality is that only one in three episodes are really worth listening to. Because I'm fanatical about constantly growing, I curate the "best of the best" and supply it to you each week. It's usually 1 to 2 hours of content every week.

And here's something really important to appreciate. I supply it to you because I find that even with really sharp people who buy into the concept of growing, **if somebody else doesn't supply the content to you, you simply won't grow as much as you should, if you have to go find the content each week yourself.**

I absolutely know this is true because, in my 30s, a very smart man told me I needed to turn my car into mobile university. In retrospect, I see I didn't do that because I didn't know exactly what to listen to. That's why I make growing as easy as possible for you, so there's no responsibility on your shoulders to find the best content. I'm doing that for you and provide it to you every week in a Monday morning email. So you can listen to it during the week on your phone. Further, I help you figure out, based on your unique life, how to listen to the content when you're doing something else-like exercising or driving. So it takes no additional time out of your week and becomes a lifelong habit.

Think It...Be It Applied to an Entrepreneur.

Every day in your visualization you will read your succinct business plan, your unique strategy for success in your industry, your marketing strategy, your philosophy for building a culture, and the 2-3 things that really move the needle in your business. By doing so, you will discover 3 key things:

a> **You're focused daily on what moves the needle in your business.** From reading the 2-3 things that the needle in

The two common traits nearly 100% of super achievers all share are: A relentless commitment to constant learning and clear goals expressed in a beautifully crafted document detailing their plans to achieve them.

your unique business every day, that becomes what you solely focus on. Everything else goes by the wayside as to what you pay attention to. Guess what then happens? The needle actually moves – because you become laser focused on only the things that matter. Watching this process happen was life altering for me, and it happened automatically from simply reading my visualization every day. You will experience the same thing.

- b> **Your "Business Plan" is easy to implement.** Of course it is, because it's so top of mine from reading your succinct business plan and strategy for success every morning.
- c> **Vision for your business quickly gets more refined.** Easy to understand how that would happen. If you're reading your succinct business plan and your strategy for success every day,

it causes your subconscious mind to work on your business vision 24/7. At a subconscious level you are constantly challenging your assumptions. The effect is it causes your vision for your company to evolve probably 20 times faster than it would otherwise. It allows you to see the flaws quicker and correct them. Opportunities appear much quicker as well. That's what you'll experience.

The cost

The Think It Be It program costs \$8,500. It's a 90-day program. **We first transform your company**, then we transform you. Your company's profitability is substantially increased by receiving creative ideas in marketing and sales as well as creating a culture of accountability throughout your company, especially in employee management. This is achieved by a third-party evaluation of your business by an experienced, seven figure a year entrepreneur who's been where you want to go. Not your typical consultant.

Then we transform you. We double your control of yourself, triple your ongoing personal growth and focus you every day on what moves the needle in your business. This is achieved through our 12 minute a day visualization technique that is customized to your unique one-of-a-kind life.

You also receive 1 to 2 hours of the best

of the best “learning from experts” every Monday morning, with a way to listen to the content customized to your unique life so it takes no additional time. You’ll also learn a system for “CREATIVELY THINKING” two times a week. Further, you are taught the TOP 10 entrepreneur lessons critical to success that you don’t learn in school and shown how to apply them to your unique business. And if you need one, we will introduce you to a very simple daily and weekly To Do system. It’s customized to your life and highlights your top three priorities each day and each week. Lastly, we send you weekly concise emails which explain various aspects of the science behind your daily visualization and why it works. Best of all, all this is implemented into your life FOR YOU. That saves your most precious commodity – your time.

Comparison of the Think It Be It program vs traditional coaching programs.

Most coaching programs cost between \$1,500 - \$2,000 per month, or \$18,000 to \$24,000 a year. The biggest thing they provide is third-party accountability for the entrepreneur.

If you’re considering doing Think it Be it, clearly you’re a high achiever. Candidly you don’t need third-party accountability. What you really want is a scientifically proven methodology for upping your game that you can use for the rest of your life. A methodology that not only materially impacts your business but also at the same time impacts your health and significant other relationship as well. From Think It Be It you learn to operate at an even higher level each and every day. You create internal accountability. **You gain a level of control over yourself beyond what you’ve ever experienced before.**

Today you’re already successful. But you want to be even more successful. Your biggest frustration is that the life you want for yourself is just barely out of your grasp. Your aspiration is to have control of your health and appearance as well as to have a great relationship with your significant other. Financially, you want to have enough business/monetary success so you never have to work. So you have freedom. But you also see you’re going to have to increase your competencies to get there. Doing the Think It Be It program raises your competencies big time in career,

health and relationships all at the same time. You have more control over yourself ...so you can get the things in life most important to you.

So here’s the math. You can spend \$18,000 – \$24,000 a year for a traditional coaching program. The alternative, you can spend \$8,500 one time on the Think It Be It program, to up your game so that you never need coaching.

The \$500 consulting option.

For \$500, I will:

- 1> Teach you one of the 10 lessons of being an entrepreneur you don’t learn in school – your option as to which one.
- 2> Sample the weekly personal growth program – for three weeks.
- 3> I will teach you a practical action step to take in your business – in the area of managing and leading employees. If you’ve ever been frustrated with employees, you will find this valuable.

Value of this \$500 option. It allows you to get to know me and see firsthand the impact I can have on your business. If you want to proceed with the full \$8,500 program, the \$500 will be applied to the cost. If you don’t want to proceed, no problem. But you will have received consulting worth many times over \$500 from an entrepreneur/CPA with a track record of mid-seven figures a year annual earnings.

Is this for everyone?

Think It...Be It is NOT for everyone. It’s only for people who are TRULY and DEEPLY committed to being their best and reaching their potential. And that requires two things: First, you must have the discipline to take 12 minutes and read your visualization each day BEFORE you get out of bed in the morning. Second, it requires accepting the physical discomfort you will feel if your conscious mind tries to override (and go against) your daily programming. That physical discomfort really is the “juice” of working the subconscious mind daily. Know that MOST people are unwilling to do and accept those two things.

But since you have read this executive summary this far, I already know you’re not “most” people.

And that’s the difference. High achievers are truly determined to be their best and look at those two things as being absolutely insignificant. You welcome the physical discomfort that will come if you go against your daily programming. You see it as “feedback.” Further, you feel blessed you have found something rare... something to materially impact your success that’s so tangible you literally can hold it in your hand. Something customized just for you. It’s your personal, practical 12 minutes a day tool for being the best version of yourself. A lifelong vehicle for creating a higher level of success and achievement in all areas of your life at the same time, that’s backed by proven science. Something you can use the rest of your life... as you evolve. Does this resonate with you?

So who is Think It...Be it for?

Over the last few years as I’ve been sharing my Think it Be It methodology with others. I’ve been blessed to meet with—and become personal friends with—some very successful people.

People like...

Tony Robbins – the top business coach in the world—commanding over \$1 million per year from each of his elite clients.

Mitt Romney, who ran for President of the United States.

Mark Cuban, the billionaire owner of the Dallas Mavericks and star of the TV show *Shark Tank*.

Augie Garrido, the most successful college baseball coach in the history of the NCAA

— a coach who has won 5 national titles. [Herb Kelleher](#), the founder of Southwest Airlines, and truly a business icon. [Bill Cunningham](#), Chancellor of the University of Texas system who was responsible for “What starts here changes the world.” (In fact, I’m teaching a course on “Leadership and Success” with Bill at the nationally recognized University of Texas at Austin McCombs School of Business.)

Now understand, this is not shameless name-dropping. It’s to show you something truly amazing: When I first created Think It... Be It and introduced it to the average person, only 1 in 10 had an interest.

Yes, 90% thought it wouldn’t work, or was silly. I was shocked.... and, candidly, very disappointed.

But when I started to introduce it to truly over-the-top successful people, like the people I mentioned above... they all took a very strong interest—and many, if not most, wanted to do it themselves!



It reminded me of what [Darren Hardy](#), the publisher, and editor of *Success Magazine* says:

“The two common traits that nearly 100% of super achievers all share are:
 1. A relentless commitment to constant learning, and
 2. Clear goals expressed in a [beautifully crafted document](#) detailing their plans to achieve them.”

Think about that for a moment. Who better than Darren would know what sets the ultra-achievers apart from the rest? It’s an amazing insight, given his unique position in the world as publisher of *Success Magazine*. And aren’t those exactly

the two things Think It... Be It provides YOU?

A couple years ago, I decided I wanted to meet Darren Hardy. Since he’s the top expert in the world on success and achievement, I wanted to see if he saw any flaws in Think It Be It. Upon meeting and getting to really know him over three days, we became friends. And he confirmed just what I thought. There are no flaws ...and Think It Be It causes the people that do it to do precisely the two things all the mega-achievers do.

He pointed out something else that was very enlightening to me. He said the irony is that the people who need it the least (already successful people) will want it the most. I learned from that. My initial disappointment turned into a deeper appreciation and understanding of what I created.

That’s why today the people I introduce Think It... Be It to are people who are

already successful... but want to be their absolute best. That’s what drives them.

The difference between the person that’s successful and the person the next level up—the ultra-successful—is simply what’s going on in their head... on an ongoing basis. It’s literally that simple!

Your daily visualization, coupled with putting your personal growth on autopilot, changes the dynamics of what’s going on in YOUR HEAD on an ongoing basis. It gives you **CONTROL of your success**, rather than leaving it to fate.

Here’s the bottom line.

Clearly, this is for high achievers. And even

more specifically, for you the entrepreneur who typically makes six figures a year but who wants to consistently make over \$1 million a year. You’ve done the math. You see that you can’t get to the point where you don’t have to work (so you can have total freedom in your life) unless you consistently start making over \$1 million a year. That’s where I was. And here’s something painful I learned. I wasn’t making over \$1 million a year because my game wasn’t good enough to do that. My annual earnings reflected my level of competence as an entrepreneur. To make over \$1 million a year, I had to substantially up my game and increase my competencies. This is a lesson you may need to learn as well.

But here’s the good news. I discovered a way to simply operate on a daily basis at a substantially higher level each and every day. I’ll show you exactly how to do that. **I’m going to show you how to use that powerful and wonderful subconscious mind of yours as a valuable tool and asset.**

But the process starts by first increasing your company’s profitability from my unique analysis of your company. Remember, I’m not your typical consultant. Most consultants have never consistently made seven figures a year.

Then I transform you by doubling your control of yourself, tripling your personal growth, and focusing you every day on what moves the needle in your business. This is accomplished through my 12 minute a day visualization methodology that is customized to your unique one-of-a-kind life. It will enable you to “see” things you don’t see today and to take actions you can’t take today. Success comes from actions. End result? More success in your career, relationships, and health. And as an added benefit, more happiness from the enhanced order and clarity in your mind.

It’s a short step from “GOOD” to “GREAT”. But it’s an eternity away if you don’t have a SPECIFIC tool to take that step. I’m giving you that tool...and a money back guarantee!

One final thing to think about. And this

may be the most important thing. **As an already successful person, success has taught you that you've got to create your own success. It doesn't just happen. The responsibility to make your life exactly what you want it to be sits squarely on your shoulders and yours alone.** You "get" personal responsibility.

And you understand the obligation that comes with being blessed with the talent to be a high achiever. That obligation, pure and simple, is to **be the best you can be.**

So operate at a higher level each and every day for yourself and for your family. Honor your responsibility to be your best.

And appreciate this. A tangible way to increase your success and achievement in

life, backed by compelling science, is extremely rare and doesn't come along every day. Especially something that only takes 12 minutes a day. Seize the opportunity to up your competencies ...in order to realize your aspirations.

Thank you for letting me share this with you. It's going to change your life ...just like it did mine.

John Mitchell, CPA
john@ThinkItBeIt.net

For more information:

Go to ThinkItBelt.net. See 19 minute educational video that explains in detail the science behind applying our daily

customized visualization to your life. Also, watch the following videos on our website:

- 1>Why it works.
- 2>Who it's for.
- 3>Learning from experts on a weekly basis.
- 4>TOP 10 lessons to being a successful entrepreneur that you don't learn in school.
- 5>Accountability and proof our program works.

Also, read my forthcoming book "Think it Be it".