

BRAVE
BOLD 
BRILLIANT®

FORMULA
FOR
SUCCESS
& BELIEF
MINDSET
FRAMEWORK



OVERVIEW



It all starts with YOU!!!!

There's a reason why there are hundreds, if not thousands of books, written about mindset, and that is because having the right mindset is at the heart of everything. The 'INTERNAL' you, focusing on your mindset, building confidence and getting clarity on your purpose will set you up so you can achieve anything you want in life.

I'm going to take you through the simple formula that I have for success and also the belief system that I've put into place every day in my life, which I hope will also be helpful for you too.

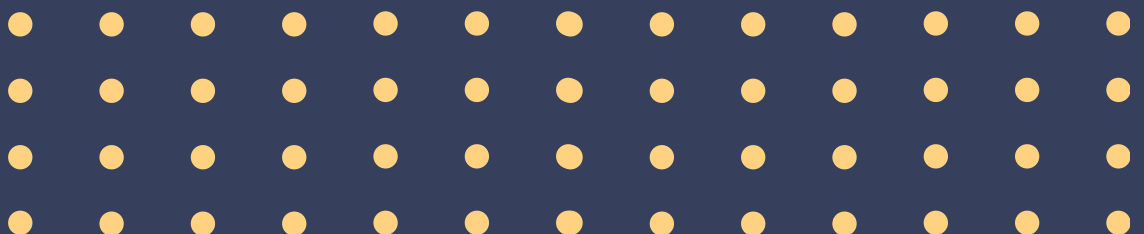
This is so important because essentially if you want to be the best version of yourself and maximise the opportunities that come your way, it's critical that you have a growth mindset and a positive belief in yourself that you can achieve anything you want in life.

At times we can all suffer with lack of confidence, lack of self-belief, feelings of fear and sometimes are unsure of what we really want from life. If we're not careful this can be hugely debilitating and can hold us back from really following our dreams, meaning we settle for a life far less than what we have the capability to achieve.

Not sure if you've ever felt guilty for investing time and effort in yourself – I know that I certainly have. In particular if you have a family and friends that you want and need to support it can feel like you should be putting your all your time and money into those you care about rather than yourself.

It's not selfish to work on yourself, invest time and resources in your own mindset, health and development. I am unashamedly giving you permission to focus on YOU!!!!

The best investment you can ever make is in yourself, therefore working on the 'internal' you and your own mindset is at the heart of everything. If you're in





good shape then you can help those around you both in your personal and your business life. It's a bit like the analogy of when you get on an aircraft and you're told to put your own oxygen mask on first. Well it's exactly the same in life.

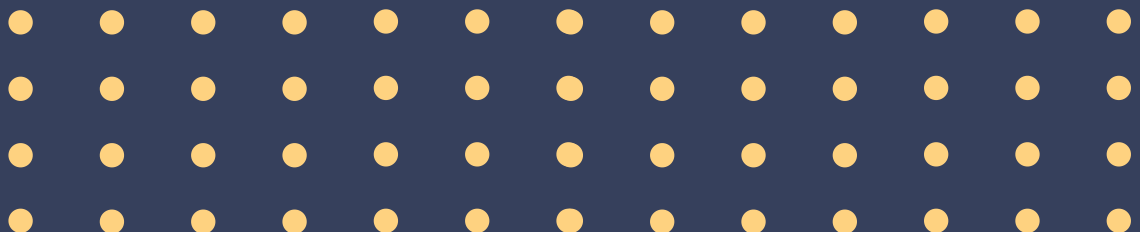
There are so many people that have dreams and ideas that they never take forward. They never make that move, start that business, go for that promotion, because there are blockers there that stop them, often before they've even started.

The cemetery is full of dreams that never became realities, ideas that never came to fruition, businesses that should have been started that never did.

What a crying shame!!!!

I can't emphasise to you enough how important it is to live your life to the full in every capacity. Don't let those ideas and dreams you have lie dormant. NOW is the time to act.

You only have one life, make it count!!





FORMULA FOR SUCCESS

I firmly believe that there is a simple formula for success, which is as follows:

BELIEF + PURPOSE + ACTION = RESULTS

1. **Belief** – Mindset, starting with the inner you, banishing those limiting self-beliefs and putting yourself in peak state so you truly believe that you can achieve anything you want.
2. **Purpose** – You have to be clear on what you want in life. Know where you're heading, otherwise you will just wander around wasting energy, focusing on the wrong things, wasting time and not getting anywhere or worst still going backwards
3. **Action** – You have to take the action. No-one can do that for you. Even if it's baby steps taking consistent action everyday will take you forward.

When you believe in yourself, have absolute clarity on what you want and you're prepared to put the work in by taking constant action, that's what leads to results.

It's not always complicated but business, careers and life aren't always easy, particularly if you are trying to navigate through this on your own. If you ever find yourself getting stuck, come back to that simple formula and ask yourself:



- Do you genuinely believe in what you are doing and most importantly in yourself, or do you need to do some work in that area?
- Are you clear on what you want in life, what your purpose and reason why is, or is that a bit unclear which means you need to get more focused on what you genuinely want?
- Are you putting the work in and taking action every day that is moving you forward or are you just 'playing' at stuff or being a 'busy fool'?

Be honest with yourself. The easiest person to lie to is yourself, so don't cheat, just be honest. From there you can then move forward.

It's all about being BRAVE, BOLD & BRILLIANT!!!!



BELIEF MINDSET FRAMEWORK

Now we have the overall formula for success, we're going to dig into the first part of that formula in more detail.

The word BELIEF is incredibly powerful and over the years I have taken that word and developed a BELIEF mindset framework, whereby each letter stands for a specific key area, all of which are connected to ensuring you have the best mindset possible.

This system has genuinely helped me get to where I am today with a £ multi-million business portfolio, so I know it's going to help you too.

B – Brave

Push yourself out of your comfort zone. Even when it feels scary, feel the fear and take action despite the fear. 9 times out of 10 the things you're worried about never come to fruition anyway so take a deep breath and jump in. When you do this it builds your confidence, helps you realise that you can achieve anything you want and genuinely has a positive impact on your growth mindset.

E – Education

Work on yourself every single day to grow your mind, learn a new skill, get educated and become a better version of yourself. We are all work in progress until the day we die, and quite frankly we're like plants, we're either growing or dying. I know which one I'd prefer.



There are so many different ways you can educate yourself and the great news is that you can access so many free resources online these days. I do firmly believe that the best investment you can ever make is in yourself. Some ideas on how you can educate yourself:

- Reading
- Podcasts & audio books
- Joining groups on Facebook and other social media channels
- Radio 5 Live Wake up to Money for business news
- Business section of the newspapers
- Listening to the news
- Clubhouse rooms
- Online courses
- Formal training
- Masterminds

L – Love

If you love what you do then you'll never work a day in your life. Now that might not strictly be true all of the time, but if you genuinely enjoy what you do and who you spend time with then you are going to achieve so much more. So many people hate their jobs and are wishing away the day, the week, the year. What a waste. Life is too short to spend time doing things you don't love or spending time with people that you don't like. When you love what you do, and genuinely enjoy spending time with the people in your life, you get a positive glow, an endorphin rush, that sends positive signals to your brain.

If you can merge your passion with your profession then that is an absolute sweet spot.

I – Influencers

Who you spend time with impacts hugely the person you are and the person you can become. There are two kinds of people - radiators that exude warmth, or drains that sap the energy out of you. Think of who you spend time with. Are they lifting you up, supporting you with your dreams, helping you, giving you advice or are they pissing on your parade? You have to be really conscious about



who you surround yourself with.

The environment you are in and the people in your life can have a massive impact on your mindset, so it's critical you pay attention to this. Unfortunately at times, this might mean limiting the amount of time you spend with certain people, if the relationship is not serving you or is bringing you down. In more extreme cases it might mean removing certain people from your life too.

E – Energy

Everything is energy so it's important that you ensure you have good energy running through you. Thoughts lead to feelings lead to action. When you're energised you can operate at your best, have a clear mind. Equally sometimes you need to calm down so you can get into state of peace before taking on a big challenge. Energy is everything.

Linked to this is your overall health as well, which includes getting enough sleep, eating well, being properly hydrated throughout the day. If you don't have good energy then it can really affect your mood and your mindset.

Some areas for you to pay attention to and check in that you are taking care of your energy include:

- Daily exercise
- Diet
- Sleep
- Mental health
- Spiritual well being

F – Focus

It's essential that we avoid distractions and focus on what we are trying to achieve. It's so easy to try to do everything and to a certain extent that is the curse of the entrepreneur, however having discipline so that you can prioritise and focus will enable you to get much better results.



FOCUS – FOLLOW ONE COURSE UNTIL SUCCESS!!!

When we get distracted, try to do too many things at once we can often suffer with feelings of overwhelm and at its worse get to a point of burn out, where literally your brain closes down.

Focusing on your priorities and ideally one at a time, will mean you get so much more done, you will then feel inspired and motivated, feel productive, all of which goes towards that positive growth mindset we are looking for.

SUMMARY



So let me summarise – your mindset is everything. It starts with the inner you!

When you get blocked come back to that overall simple formula for success:

BELIEF + PURPOSE + ACTION = RESULTS

Specifically focusing on the mindset part, on a daily basis, use that BELIEF mindset framework:

- B – Brave
- E – Education
- L – Love
- I – Influencers
- E – Energy
- F – Focus

You need to work on your mindset every single day! Whenever you feel you are getting stuck come back to that word BELIEF and check in with yourself:

- Are you being brave and pushing out of your comfort zone?
- Are you educating yourself in some shape or form?
- Do you genuinely love what you do and who you spend time with?
- Are you hanging out with the right people who can influence you in a positive way?
- Are you taking care of yourself and your energy? A healthy body = healthy mind
- Are you focused on your priorities or are you getting distracted?

One of my favourite quotes from Confucius sums all of this up perfectly – ‘Those who think they can and those who think they can’t are both usually right’

Remember there are no limits and you can genuinely achieve anything you want in life, but you have to **BELIEVE** in yourself!

It’s all about being **BRAVE, BOLD & BRILLIANT!!!!**



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