

# Dare To Dream Bigger

The 'Inside Work' Handbook For  
Entrepreneurs And Passionate  
World-Changers

Clare Josa



Dedication

To Mum

You were more of a role model than you ever realised;  
without your courage, I might never have dared to dream  
bigger.  
Thank you.

# Table Of Contents From The Hardback Book

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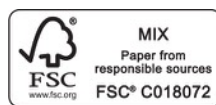
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Every effort has been made to ensure all information in this book is correct. Any unintended errors will be corrected in the next edition.



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# BEFORE WE START

## My Promise To You

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*You have all the answers you need, inside of you, and I  
want to show you how to find them.*

Are you hungry to make a bigger difference in the world, feeling that you have an important message to share, but you secretly suspect you're getting in your own way?

You can feel your heart calling you to expand and grow, but your head is telling you all the reasons why you can't or you're not good enough?

And maybe you've been trying hard, doing all the 'right' things, following the expert advice, but just not getting the results? Or maybe you just feel too busy to take the step back and lay the foundations?

It's so easy to subconsciously self-sabotage our dreams; to convince ourselves we feel safe and snug in our comfort zones. But when that quiet, persistent voice inside is asking you to step up and Dare To Dream Bigger, that's when we need to press pause on the 'outside world' actions and do some 'inner work', to clear out the hidden blocks, fears, excuses, limiting beliefs and out-of-date habits that would otherwise derail us, no matter how hard we try.

The world needs you and your unique message now, more than ever, so it's time to Dare To Dream Bigger. You've been given your dream for a reason. The world needs your unique voice, your unique talents, your unique expertise, now, more than ever. And the only thing that will ever block you is you. But that's brilliant news, because it means you can do something about it. And I want to show you how.

This is your Handbook for that 'inside work' and it's going to guide you, step by step, through how to lay the foundations for Daring To Dream Bigger, stepping up to the next level. You'll get total clarity about what you want to create, you'll learn how to clear out the 'inside blocks' that would otherwise get in your way, and how to spot and then take the inspired actions that create breakthroughs, rather than

overwhelm.

I'm going to share with you the exact same tools and techniques I have spent 14 years refining, so you can shortcut your learning curve, gain life-changing insights and step up to make the next level of difference you're here to make, even if that currently feels hard or scary.

The practical, inspirational strategies in this Handbook are broken down into bite-sized chunks that you can play with and easily apply, no matter how hectic life is. This book is designed to be a complete resource, on its own, but I want you to feel fully supported. So for any areas that resonate with you, where you want to dive in more deeply, there are 'deep-dive' audios and videos waiting for you, online, over at the Readers' Club, as well as Google-proof discussions in our private forum, so you can get answers to your questions, with accountability and motivation from others sharing this journey.

I'm on a mission to change the way we change the world, because it's not so much about what you do, as who you allow yourself to **become**. I believe that is what Gandhi meant when he said, "Be the change."

And I promise that the Dare To Dream Bigger Handbook will make a profound difference for you, if you let it. I've made it as easy as possible for you. In return, I ask for three things from you:

### **1. Curiosity**

Because every great journey and exploration begins with curiosity.

### **2. Courage**

Because courage will fuel you on this transformational process – and you only need a little – it doesn't have to be scary. Without it, these secrets and strategies risk getting stuck as 'nice ideas' on a dusty bookshelf. Courage will inspire you and give you strength to take action to release those hidden blocks - and to expand to become who you really are. And that's where the fun starts!

### **3. Commitment**

Because I can't do this for you. But I will make it as simple as possible for you, and even kick your butt at key points. A little commitment will reap lifelong dividends for you, through this work.

**Are you in?**

## How To Join The Readers' Club

*[www.DareToDreamBiggerHandbook.com/club](http://www.DareToDreamBiggerHandbook.com/club)*

Go to [www.DareToDreamBiggerHandbook.com/club](http://www.DareToDreamBiggerHandbook.com/club) and choose your login details to register. It will take you straight to the Readers' Club home page. It's brimming with bonus videos, audios, workbooks (with each exercise in, so you can jot your answers down there, instead of in a notebook, if that's what you prefer), expert interviews, deep-dive techniques and even a Google-proof forum, so you can share the journey with like-minded World-Changers.

I haven't included the links to individual websites in this Handbook, because the internet changes too quickly. So, instead, everything is kept up-to-date in your members' area. That way you'll avoid the frustration of future '404 page not found' errors.

## How To Get The Most From This Handbook

Don't try to swallow the elephant in one go. Allow the process to take its time. You'll instinctively know when it's time to pause, and when it's time to plough on through. Work through the Handbook in order, the first time you do it, and be aware that any sections you might find yourself resisting often hold the biggest rewards. Don't beat yourself up – enjoy the journey – and make one change at a time. You'll get best results from this Handbook if you do four things:

### **1. Actually use the stuff I'm sharing with you.**

Although some of the sections are designed to create life- and attitude-shifts, as you're reading them, many of them require you to play with concepts or techniques and try them on for size. If you don't do that, you'll be massively missing out. The exercises are clearly marked and most have downloadable worksheets and audios, over at the Readers' Club. But I know what it's like to be busy, so it's all designed to be broken down into bite-sized chunks that you can practise in less time than it takes a kettle to boil - or yourAmericano to filter.

Don't let these concepts stagnate as 'nice ideas' in your head. They're here to take you to the next level - but that requires a teeny bit of effort on your part. The book, on its own, can't do that for you.



## **2. Little and often, rather than 'blitz and burn'.**

We're going to be reprogramming your neural pathways, releasing decades of out-of-date habits, and shifting hidden 'stuckness', masquerading as legitimate excuses.

Whilst full-steam-ahead can be great fun, there will be times when you need to pause and integrate. I could guess where these points might be, from my experience of 14 years of mentoring, but I'm not living in your head, so you'll need to be the judge of this. If you need some time out, take it, but make a commitment in your diary for when you'll come back to the next step.

I strongly suggest that you treat yourself to proper chunks of time to work through the seven key Steps of this book. Turn off your email, stop multi-tasking, find somewhere quiet, and flick your phone onto silent. These small time investments will pay back richly, over the coming years. And if you find yourself struggling to make time for this, get it in your schedule, perhaps block out a few half-days. Treat this next step towards your future as a non-negotiable appointment.

## **3. Go And Join The Readers' Club - Now!**

*[www.DareToDreamBiggerHandbook.com/club](http://www.DareToDreamBiggerHandbook.com/club)*

This Handbook is intended to be a full and complete resource for you, but there may be times when you want to explore concepts from another angle or deep-dive on certain topics, and that's where the Readers' Club comes in. You will find bonus videos, downloadable workbooks for each step's exercises, audios and even guided meditations, as well the chance to get answers to your questions and support others in the private forum. There are deep-dive resources, for when you need a bit more encouragement. The Readers' Club is great for accountability and idea-bouncing. The Readers' Club bonuses are my gift to you and your future.

## **4. Scribble Away!**

I'm going to suggest something that would have horrified my dear friend Toby, who once nearly passed out when he saw me with a book and a pencil and the intention for the two to meet. I want you to scribble notes and ideas all over this book. Use highlighter pens. Use sticky labels - whatever it takes to make this a living, breathing, life-

changing, world-changing course for you. I'm hoping this Handbook will be something you'll come back to, over and over, whenever you're ready to step up to the next level, because the insights and techniques I'm sharing with you are designed to work more deeply, each time you read and apply them.

Making notes shifts you from the autopilot 'what-was-in-those-last-three-pages?' part of your brain to the learning part that processes, integrates and creates change, even while you're reading.

And to help you get over any secret fears you might have about daring to write in a book (it was a near-death-sentence-punishable offence at my school), I'm going to be running a competition on a regular basis, via my Facebook page. Post a photo of yourself with this Handbook - with notes and highlights (relevant and polite, please!) and sticky notes or whatever works for you - on my Facebook page, and I'll randomly select winners to get one of my online courses, as my gift. You can find me at [www.Facebook.com/cjosa](http://www.Facebook.com/cjosa)

## What to expect

I'm not usually big on 'expectations', because they tend to squeeze our experience of life into an uncomfortably small box, even before you get there. But I want to share with you some of what might happen, as we go through the Dare To Dream Bigger Handbook process together.

- There will be times when your heart will sing 'Hallelujah!' (or your favourite equivalent) as you resonate with what I'm saying. And there may be times when you'll want to lob rotten tomatoes at me. Both are perfect and part of the journey. All I ask is that you genuinely try things on for size, before you write off any of the ideas.
- There will be concepts or techniques that you may find yourself resisting - or even rejecting. I know from personal experience how strong this reaction can be. But I also know that this is where your hidden gems lie. Get to the other side of the resistance and you'll have created breakthroughs you'll love.
- Be gentle on yourself. You're going to be working at many levels, during our time together here. Some of the changes you're going to make are going to be deep-acting and will take time and space to unfold. Allow yourself that time. Allow this process to flow, rather than pushing it. And I suggest you do all of this with a smile on your face - it will make it more fun.
- I strongly encourage you to keep notes - or a journal - for this next

stage of your journey. Sometimes it's only when we look back that we truly notice how far we have come. And that feels so good. I don't want you to miss out on that.

If at any stage you have any questions, or you want to share successes and lightbulb moments, please pop by the Readers' Club. There's bound to be a discussion thread that will help and, if there isn't one, you can start it.

### **Do You Have To Be Running A Business, To Benefit From This?**

No! The strategies, tools and techniques for the 'inside work' in this Handbook apply equally well to high-performing entrepreneurs, as to part time yoga teachers, departmental managers, dentists, acupuncturists, admin assistants, CEOs, freelancers, coaches, creatives, widget designers, nutritionists, stay-at-home parents, landscape gardeners and anyone else who wants to make a positive difference in the world.

At points during the book I talk about how to apply the insights to a business, but if that's not you, please just tweak the concepts so that they work for you, in your unique situation. Whatever it is we want to create in life, we all suffer from the same fears, blocks, and hidden excuses. And we all get excited by connecting with our purpose and passion. That's what this Handbook is here to help with.

### **A Warning To The Grammar Police**

I'm going to be doing something in this book that might annoy you, if you're anything like me and wish you could punctuate hashtags. I'm using capital letters for our key concepts, to turn them into 'proper nouns', because they are so important that they deserve that status.

You might have spotted a few of them already. Concepts like Big Why, Big Vision and Big Message and Dream Audience are going to keep this trend going, to remind you how vital they are to you Daring To Dream Bigger. Apologies in advance for any adverse reactions that this gratuitous use of additional capital letters causes.

And, in case you hadn't noticed, I'm a Brit, so we'll be using British English spelling. I hope that's ok with you!

And now it's time for an overview of the journey we're going to take together.

## What Are We Going To Be Covering?

I'm borderline-allergic to 'processes' and 'sausage machines' and 'blueprints' and 'cookie-cutter swipe files'.

Why? Because, like your favourite shirt, there is no one-size-fits all solution for making a bigger difference in the world. What works for someone else did just that - it worked for someone else. It *may* help you, or it may not. There is no one-size-fits-all answer for changing your life – or the world. No one can tell you what will work for you. We are all wonderfully unique.

That's why I resisted talking to you about the '7 Cs of business breakthroughs'. It risks sounding just like one of those cookie-cutter formulae, doesn't it? But here's how what we're going to be doing together is different:

I'm not giving you templates and cheat sheets and instructions. Instead, I'm sharing with you a framework of strategies and questions you can ask yourself, so you can easily figure out what will work for you, with your individual experience, fears, hopes, dreams and mission.

The framework covers seven critical factors for making a bigger difference in the world. They come from studying, analysing, reverse-engineering ('modelling', in the NLP<sup>1</sup> world) and refining what works - and what doesn't - and why. They all begin with a C, so they quickly got nicknamed 'The 7 Cs'.

When you work through the 7 Cs in order, you're pretty much guaranteed your projects will succeed, because you will have total clarity about what you want to create, you'll have cleared out your hidden blocks and secret self-sabotage patterns, and you'll know how to take inspired action, rather than drowning in overwhelm.

The 7 Cs are stages on the journey, and instead of bossing you around and telling you what to do or think at each step, I'm going to be empowering you to find the answers that are already waiting for you, inside you. I'm going to be (hopefully!) inspiring you to find your own solutions, in ways that fit beautifully for your Big Vision, your Dream Audience, the difference you are here to make. That way, because it has come from inside *you*, and not from me, you know it will be the perfect fit for you.

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<sup>1</sup> NLP is Neurolinguistic Programming – a branch of practical, modern psychology that deals with how our thoughts create our experience of life, and how you can change your thoughts, to change your life. It's like the user manual for your brain.

The middle stage of the 7 Cs is all about finding those hidden blocks that might get in the way of your dreams; that's the bit that most people aren't talking about. And instead of trying to squeeze those silent saboteurs into the dusty corner cupboard in your brain, we're going to get them out and celebrate them - and turn them into your biggest assets. The techniques we'll be covering could become lifelong friends and the shifts they create will inspire your journey for decades to come.

## **Your Whistle-Stop Tour Of The 7 Cs:**

We're actually going to add in an extra C (apologies to my inner mathematician, who wants to point out that this takes us up to 8), to help you get the most from the Dare To Dream Bigger Handbook. If we were on a Mastermind retreat together, you'd do 'Step 0' before even arriving on the retreat. So I'm including it here, because it's the most important place to start.

### **Step 0 – Clear Out And Declutter**

When you want to create change, you need to create space for it. You don't want to amplify chaos. So Step Zero is looking for the quick wins to give you more time, headspace and physical-world calmness, to make the rest of the 7 Cs easier and more fun.

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## **Know What You Want**

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### **Step 1 - Clarity**

So many of us miss this out. We get inspired and excited by an interesting idea and dive straight into taking action, without first pausing to get totally clear about what we want, why, who we want to serve and how we're going to fix their burning problems, in a way that no one else does.

The absence of clarity is the biggest cause of procrastination, inexplicable out-of-character addictions to cutesy cat videos on social media, overwhelm and half-baked results.

I know that 'doing your homework' before you get active isn't trendy, but I promise you, once you have experienced the deliciousness of total clarity and alignment with your Big Vision, your Big Why and your Big Message, you'll change your mind on that one.

## Clearing Out Your Blocks

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### Step 2 - Confidence

This is the biggie. The difference between hugely successful people and those who wish they had been successful is a little bit of luck and planning, but a lot of confidence. In this section we'll be dealing with everything from limiting beliefs, to hidden fears and excuses, to subconscious self-sabotaging behaviour, to self-esteem and even who you really are. You'll discover how to turn these round, to fast-track your way towards making a bigger difference in the world.

### Step 3 - Credibility

I have lost count of how many brilliant world-changers I have met, hiding in the proverbial corner, desperately wanting to get their message heard, but also secretly scared that anyone might notice they're there.

So we're going to deep-dive on how to get comfortable with being visible (wave goodbye to Imposter Syndrome and feeling like a fraud), and you're going to create a practical action plan to become the go-to expert in your field.

## Take Inspired Action

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### Step 4 - Connection

Once you've got clarity about what you're doing, for whom, and why, and you're starting to convince yourself and the world that you're a credible expert, then it's time to get connected.

In this section we'll get connected with yourself - your inner wisdom; your Dream Audience, so you can magnetise your Tribe and your Dream Team, who are the vital support team and the partners who help you get your Big Message out there.

### Step 5 - Creativity

This is where we unleash those inspired actions. We're going to explore how to easily connect with your creativity, no matter what is going on. You'll also learn insider secrets from my former career as Head Of Market Research for a major international brand, so you can use that creative genius (yes, you have it), to create products and

services that your dream customers will rave about. In fact, they'll feel like you've been mind-reading their biggest problems and they'll love you for it.

### **Step 6 - Commitment**

Without this, those brilliant ideas will never make it to reality. Commitment to complete projects is vital. In this section you'll discover how to build the habit, so that commitment becomes easier, even if you're secretly suffering from 'Shiny Object Syndrome'.

### **Step 7 - Celebration**

We so often miss this out. But if you're having a tough day, cultivating the habit of celebrating your successes, no matter how small, will keep you going. We rarely take time out to notice the progress we're making, yet weaving a few minutes of gratitude into your daily life can be transformational, turning your Inner Critic into your Biggest Cheerleader.

You can use the 7 Cs wherever you are in your journey, whether you're just starting out, whether you're moving from, say, hobby to business, or business to a legacy and a revolution.

### **Why Other People's Stuff Isn't Working For You**

I have spent a long way into 5-figures on business programmes over the past 15 years. I'm sure it makes my accountant cry, especially given that most of them didn't really work.

What *did* work was the short-term boost on inspiration and energy that comes from hanging out with others who are also excited about growing their businesses. But in most cases, the 'how to' and the 'strategies' didn't get me anything like the results that were promised. Is that because I'm a rubbish business woman? No. Or at least I hope not. And I have seen this in nearly every programme I have paid for - hardly anyone else gets the promised breakthroughs, either. The 'acceptable response' is to take full responsibility for it being **your** fault, not the expert's 'sausage machine'. After all, it worked for the guru - and the two or three high-octane success stories.

It's not that these biz gurus are rip-off fraudsters. I believe that vast majority of them genuinely care and believe that their programmes work - for them and those they have worked with, personally. But

having watched this happen to people over and over, for years, I have seen three main reasons why other people's stuff isn't working for you:

**1. They will have cleared out their hidden blocks, to achieve what they have...**

... but few of them mention that in their 'sausage machine' processes, usually because they didn't realise how important that step was, or they had support from their Mentor on that bit. In fact, their success is most likely down to this one step, rather than the process they now use.

**2. Being a Master and expert doesn't automatically make you a great teacher.**

There's a real skill in being able to have enough self-awareness to reverse-engineer the key points of what you did and then translate them into actions that someone earlier on in the journey will understand. I know, because it's a major part of becoming an NLP Trainer, and it's not an easy skill to learn.

**3. Their 'sausage machine' works for their business model and their audience.**

It might not work for yours. For example, some of the Big Names are currently recommending 'squeezing' all new customers through 'high-contact' sales funnels (read that as at least daily emails), and 'ditching' them if they don't buy. Your target audience might freak out if you do that - and it could close down your business.

This biggest of these is the first: clearing out your blocks. There's nothing wrong with the fact that the how-to for the block-clearing isn't part of the experts' public processes – it's not their Inner Genius (see Step 1). Their intention is to teach you their business growth strategy, not to become your Analyst. But it's easy to underplay the importance of the block-clearing work, to make space for success. Without first clearing out your hidden self-sabotage patterns, their processes are less likely to work for you.

So if you have ever felt like a failure or judged yourself for trying out other people's strategies and finding they didn't work for you, please let it go. There's nothing wrong with you. There's nothing to fix. It's just that vital pieces of that puzzle were missing. And in this Handbook, we're going to find them, together. We're going to do the 'inside work' that makes the vital difference.



## What On Earth Is 'Inside Work'?

I was at an event recently when someone asked me why I talk about doing the 'inside work' or 'inner work', in order to create change in the 'outside world'.

I explained how it's about 'getting out of your own way', so you don't self-sabotage, so you don't turn down opportunities that you later regret, and so you don't play small, when your heart is calling you to play big.

But even then, they still thought I was a bit crazy, and couldn't see the need. So we ran the event and, sure enough, none of the business owners was blocked on the 'what' - the strategy - the things to do to take their businesses to the next level. That was easy enough to figure out, or to find on Google. Each of them was stuck on inside blocks, which included:

- Causing them not to take the actions they knew they needed to do
- Making them say no to easily-available ways to get their word to reach a wider audience
- Stopping them from really standing in their customers' shoes, and seeing what their clients wanted, instead of what they thought their clients should want
- Creating sales pages that somehow didn't 'feel' right, but no amount of tinkering was improving
- Over-giving, so that they were exhausted and struggling to fill the fridge; they aren't earning enough money
- Only contacting their customers when they were desperate to raise funds, unintentionally turning their mailing list into a 'pitch & burn' spam-fest
- Not building relationships from a place of expertise and trust, instead trying to be too much of a 'friend', and being surprised when their long-nurtured customers went elsewhere to buy
- Hiding their light and inner genius behind the veneer of things they were good at, which felt safe, rather than what they are truly great at
- Not wanting to send out messages to their email subscribers because they were secretly scared people would feel 'bothered' by them, rather than seeing that these people had registered because they were hungry for the help this person could offer
- Playing safe with entry-level products and services, because they

were scared that no one would want to buy their premium products

- Jumping from one exciting, shiny new idea to another, never allowing any of them to take root and grow
- Confusing their customers with mixed messaging for different target audiences with widely differing needs and interests
- Dumbing down the transformation they could create, because they were scared to let people down and secretly believed they weren't good enough
- Not sharing the case studies and testimonials that they had, in abundance, which would have easily convinced people to buy from them
- Having lots of amazing ideas, but not turning them into reality - I call these mañana-day dreams
- Having drafts for maybe 15 brilliant projects lying around, but secretly knowing they'll never happen
- Finding they were too busy with the day-to-day stuff, to be able to take time out to focus on their Big Vision
- Getting to the end of the year and realising how few of their business goals were implemented
- Telling themselves that's ok, because they were too busy, or too tired, or whatever else, but deep down not feeling happy about it

These are just SOME of the warning signs that your inner blocks, out-of-date habits, limiting beliefs, fears and excuses are getting in the way. But these symptoms are just at the tip of the iceberg, easily visible, above the water, when you know how to spot them. What lie below the surface are the deeper blocks, which have a much bigger impact on your behaviour and success.

When you move from behavioural blocks and surface beliefs, then you enter the realm of 'who am I'. Blocks and misalignment at this deeper level will affect every thought, feeling and choice you make on the 'outside'. Fortunately, it's also easy to spot this level of blocks. Here are warning signs you'll notice in your inner dialogue - or conversations with others:

- Who am I, to be doing this?
- I'm not good enough
- I'm not ready

- I don't know what my purpose is
- I don't know where to start to step up to the next level
- I can't decide which idea to pick
- I feel like I'm an imposter; someone is going to catch me out if I let myself be seen
- Everyone else is better than me
- Stuff works for others, but not for me
- I'm too busy to take time for 'navel-gazing'
- I'm scared I'll fail and look like an idiot, so I'd rather not try

The more blocks you clear out on the inside, the fewer blocks you will encounter on the outside, and life will start to flow, instead of being hard work.

The world has moved wonderfully far since I started doing this work, in 2002. Back then, if I talked to people about clearing out their limiting beliefs, most of them would give me the 'crazy-lady' stare and glaze over – or run. Nowadays, even mainstream neuroscientists accept that we have 'inside blocks' act as filters in your brain, as hard-wired habits in your neural pathways and your beliefs act as filters in your brain (more on that in Step 2); we see what we expect to see. And those brain-filters influence which thoughts we feed, which habits we develop, which emotions we feel and even our physical health.

*Your success in life is less about what you do, and more about who you allow yourself to become.*

And the key part of that 'becoming' is releasing the out-of-date, hidden blocks. This is why action without block-removing or connecting with your Big Vision so rarely leads to success. Changing the world is an 'inside job'. And the Dare To Dream Bigger Handbook makes that 'inside change' as easy – and fun – as possible for you. All you need is to be open-minded and to **use** the stuff I'm sharing with you in here – and to make the most of the bonuses in the Readers' Club.

## **Why Bother With All This 'Navel-Gazing'?**

I surveyed a group of 100 successful entrepreneurs and asked them what the one most critical quality was in their success; and here is what they told me:



We're going to be covering the 'how-to' for all of these qualities, in this Handbook. Yes, you can scrub the 'navel-gazing' and just dive in and take action, but then you'll be missing out on the improving the vast majority of qualities that these entrepreneurs valued the most – and credited as being responsible for their success.

*Because changing the world is an 'inside job'.*

Your hidden blocks risk getting in the way, at the most unhelpful moments. If you don't deal with them, you'll keep getting the results you've been having so far, which I'm guessing are no longer enough for you, or you wouldn't be reading this Handbook.

Alternatively, you can put in a little time and effort (it doesn't take much) to get the next level of clarity, to reconnect with your energy and passion, clearing out the subconscious blocks, fears, excuses and

limiting beliefs, so you can take the inspired actions that create breakthroughs. I hope you agree that all of that is worth a teeny bit of ‘navel-gazing’?

### **The 3-Lettered Word That Changes The World**

If you’ve been hanging around with me a while, you’ll know I regularly bang on about your limiting beliefs, hidden blocks, excuses and secret fears getting in the way of the difference you want to make in the world. And, if you’ve tried it on for size, you’ll know that the stuff I teach works. You might even think it rocks. It has helped many thousands of passionate world-changers, just like you, to create breakthroughs in their lives, and the lives of others.

**But here’s the thing: the work I share is wasted, for possibly 95% of the people who use it.** Why? It’s not because it doesn’t get results – it does – with knobs on. It’s because most people never actually make the commitment to take inspired action on their dreams.

They might be scared, or confused, or feeling too busy. They might think that ‘visualising the desired outcome’ is enough. But until you make that unshakable decision to turn your dreams into reality, it’s like driving with the accelerator pedal and brake both down at the same time.

Here is what I find really sad: there is a step I can’t take for you; a block I can’t ‘fix’. And it’s the one that stops most people from ever, ever, ever creating their dreams.

It’s that 3-lettered word that changes the world:

Yes.

### **That’s all it takes - a commitment; the decision to take action.**

When it comes to the difference you’re here to make in the world, there must be part of you that is hungry for it, or you wouldn’t be reading this Handbook, surely? Do you want to risk it being a mañana-day dream, until your 80th birthday and beyond? I can’t *make* you say, “Yes!” to taking massive action your dreams. Only you can do that. But without that ‘yes’, your dreams stay stuck as nice ideas.

Gary Vaynerchuk did a great video on regret (you can find it in the Readers’ Club). He said that when you talk to 90 year olds about their life, one of the first things they say is, “I wish...” They look back at all the things they wish they had done. And he concludes (and I agree with

him) that regret can poison your experience of life.

So he encourages you to seize every opportunity to turn your dreams into reality and (for his target audience) to grow your entrepreneurial business and legacy.

And he reminds us that those currently in their 90s didn't have the opportunities that we have. They didn't have computers or email or print-on-demand. They didn't have websites to handle their marketing. They didn't have social media, to get their message out there.

But we do.

*So here's the thing: I don't want you to ditch your limiting beliefs, unless you're ready to say 'yes!' to your dreams.*

Ditching your limiting beliefs and hidden, subconscious blocks is a Big Deal – to be celebrated – because it will shift you from “I can’t...” to “I can...” But that’s not enough. Sorry. I know that block-busting was hard work and I AM genuinely proud of you for doing it, but it’s simply not enough. Since 2002, I have worked with thousands of entrepreneurs and passionate world-changers, and there is one critical element that made the difference between those who, a decade on, are still stuck in desk jobs or relationships that they hate, and those who have been making the difference they dream of.

It's that 3-lettered word again: saying ‘yes’ and meaning it.

Someone shared a social media quote with me, which inspired me to write about this for you:

*“You have to get up every morning and tell yourself, ‘I can do this.’”*

No. “I can”, on its own, changes nothing, other than giving you a warm, glowy feeling inside. After a while, that glowy feeling disappears and you wind up with even more inner pain – an inner conflict – because your mind is telling you that you **can**, but your heart is asking you why you **aren't**.

Changing the world isn't about what you think or believe; it's about who you allow yourself to become. And then it's about taking inspired action from the 'place' of **being** that version of 'you'.

And this is the difference that makes the difference – the one leap I can't push you through – the one block I can't release for you, no matter how much I want to.

Once the 'yes' is out of the way, once that decision has been made, then the miracles can line up for you; the people you have been needing

will show up to help; you'll find the energy to take the actions you need to take.

But if they haven't made that commitment yet - if their 'yes' is still a 'maybe', then there's very little I can do to help, other than sticky plasters to ease the immediate pain.

Variations of this quote are attributed to Goethe, loosely translated from Faust:

*Whatever you can do or dream you can, begin it;  
 Boldness has genius, power, and magic in it.  
 Until one is committed there is hesitancy, the chance  
 to draw back.  
 Begin it and the work will be completed.*

**I can give you every step of the 'how to', once you have made the commitment. But I can't make the commitment for you.**

Sure, I can apply leverage, and in the sales world, that's surprisingly common, but to me it feels like bullying and scarcity-tactics.

It's how the some of the super-biz-gurus get you parting with thousands, almost without realising it. Then they keep you hyped up, so you don't get buyer's remorse. And if it doesn't work, it's because it's *your* fault, not theirs, and they make their guarantee terms so tricky that only a red-blooded pedant would be able to jump through those hoops.

I could use the fear-based marketing tactics; I could prey on your emotions; I could use fake scarcity; I could use the scarily-common sleazy sales tactics. But I won't.

Why? Because I don't want to do that. It's not authentic and, frankly, it feels like bad karma.

I don't want you to spend even one more day, just dreaming about the next stage of your dream. **I want you to be taking massive, positive, inspired action.** Without that, there's not a huge amount of point in clearing out your blocks, because the happiness and relief that creates will soon be eclipsed by the icky feeling of not living your Path.

Sure, I can help you to crank up the passion and excitement with techniques from Step 1, but even then, the only person who can make the decision to take action, to say yes to your dreams, is you.

Without that decision – and it *is* just a choice – to take inspired

action, there's little point in me teaching you how to connect with your Big Vision and clear out your blocks. I risk making it worse for you.

Just imagine if your favourite author on the planet had let their secret fears get in the way of saying 'yes' to their dream of writing that book you loved. Just imagine if your favourite actor or life-change expert or world-changer had kept quiet and got themselves a 'nice little day-job', instead. Imagine if they had let their excuses, fears, hidden blocks and limiting beliefs get in the way. Think how much you would have missed out on.

Somewhere out there are people who are lying awake at night, wishing for the solution you offer, even if they don't know it yet. The world needs you to say 'yes'.

When Gandhi told us to 'be the change', he wasn't talking about sitting around *thinking* about making a difference in the world. He was encouraging us to live and breathe that change, through every thought and action; to get out there and make a difference.

*If you really want to do something, you'll find a way. If you don't, you'll find an excuse. ~ Jim Rohn*

We often use convenient excuses to put off the things (like doing the 'inside work') that are most likely to sky rocket us towards our dreams, as though we're silently scared of that success.

## **What Would It Take For You To Say 'Yes'?**

What would need to happen, for you to step up and take that next step towards 'yes', fulfilling the next stage of your dream, and making a bigger difference in the world?

Need some motivation and butt-kicking? Raynold Alorse gave an inspirational TEDx talk on harnessing the power of decisions. You can find it in the Readers' Club. In his talk, he reminds us how it is not the ideas that lead to results, but our decisions. Making a firm and resolute decision has the power to change your life.

*Today's choices create your tomorrows.*

Even a non-decision is still a decision. It is a choice - conscious or otherwise - NOT to take action. Procrastination is a decision. Distraction is a decision. And both of them prevent you from making the commitment towards your future.



## **How Do You Break Through This Self-Imposed Glass Ceiling?**

If you could momentarily press ‘pause’ on the ‘how?’ and the ‘money’ and the rest of your fears (the answers tend to come once we commit - and I’ll be helping you with those worries soon), could you say ‘yes’?

You could choose to say ‘yes’. Right here, right now. No fancy ‘processes’ or ‘interventions’ required. In fact, just imagine how it might feel, to have said ‘yes’ to your dreams? Forget about the detail for a moment. Just go with the feeling – imagining that it is all possible, and that somehow you found a way. Allow that feeling to gently spread to fill each and every cell in your body. Want that feeling? You can connect with it each day of your journey.

It’s a choice. Pure and simple. Make a decision and the how-to follows. And, yes, you can make it now. Shall we? I’m here – virtual-hand-holding – walking by your side, TOTALLY believing in you, your mission, your dreams and your ability to make a difference in the world.

## **Is It Time To Say ‘Yes’?**

Ok – let’s do it. I’m here. You’re not alone. You can do this.  
One, two, three, step up!

**Yes!**

Woo hoo! Now how does that feel?

I’m so proud of you – and excited for you. The ‘future you’ is already doing a happy dance! Time for a celebratory cuppa!

So shall we deal with the number one dream-trashing excuse?

## **The Excuse That Is Most Likely To Derail You?**

It's our favourite excuse for not taking action on our dreams. We tell ourselves we don't have enough time.

It becomes a self-fulfilling mantra.

As you tell yourself, "I don't have enough time," your unconscious mind takes it as an instruction and fires off the chemical reactions in your body that support your Truth of not having enough time.

Your stress responses will kick in. Your cortisol levels rise. Your breathing becomes more rapid and moves to your upper chest and your brain sends extra oxygen to the primal part of your brain, responsible for survival, rather than to the pre-frontal cortex which, until that 'time statement', was happily planning the next steps in your Big Vision journey (or remembering to buy milk at the shops on the way home).

If we keep feeding that thought of not having enough time, it becomes harder to concentrate, as your mind-chatter volume and speed increase and, before you know it, job done! You didn't have enough time.

I don't want that to get in the way of you Daring To Dream Bigger. And I want us to handle it, before we get started in this book, so that you can't use it as an excuse when we get to the deep-dive stuff.

So before we even get started, I'm going to share with you the most important things you need to know about finding the time to work through and implement everything we're going to be doing here.

*"I don't have enough time," is a belief, not a fact. And whether you believe you have enough time, or you believe you don't, you're right.*

I often find myself juggling so much that my time stories get in the way. And yet, when that unexpected phone call comes in, I can make time for it. When that 'you-have-to-watch-this!' video shows up in your news feed, you find time to watch it. When we consciously choose how to spend our time – like the most valuable currency in existence – and we have said that 'yes' about taking action on our dreams, the time will appear and the distractions will melt away.

If you were to look at what typically steals your time during the day, I'm guessing there are things you could ditch or delegate, to find the time you crave. It takes a choice and self-discipline. And I know you can do it.

Our biggest time thieves are the stress-stories we tell ourselves about not having enough time. And if those time-poor stories are going crazy (as they sometimes still do with me), I use my favourite time-creating mantra:

*Right here, right now, I have all the time I need. And I  
am grateful for the time I have.*

Saying this - and meaning it - resets your nervous system so that the stress hormones calm down, your brain starts to listen to the wisdom of the pre-frontal cortex again, you're able to concentrate again, and life feels calmer and happier. As a Meditation Teacher, I also throw in some mindful breathing, for good measure (sit quietly, with your eyes closed, and notice the physical sensations, as you breathe in and out, from your belly. Simple. Profoundly effective. Free.)

Most of us have secret time-stealers that waste hours of our time each day, and I invite you to look for and ditch a few of your worst offenders, while you're going through this Handbook. You're heading out on the next stage of what I hope will be an exciting and transformational journey, but it will take a little time (not huge amounts; it's all broken down into bite-sized chunks).

### **Exercise: How To Find The Time?**

There's a worksheet for this over in the Readers' Club. It's important to deal with your time-objections before we start, so that you make sure that 'time' doesn't get in the way of the changes you want to make.

- How might you find the time to do the exercises in this book?
- How might you remind yourself to take the actions to cultivate the new habits you're going to want to create?
- What has worked for you in the past?
- And how might you motivate yourself to keep to that commitment?
- Are there any time-thieves you want to ditch?
- What support do you need, to create the time you need?

If you're stuck for ideas - or want to share some of your favourites - we've got a special discussion thread for this over at the Readers' Club forum.

There are also some time-creating bonus resources for you in the

Readers' Club, including a video on how to spot your secret time thieves, a podcast on practical strategies for ditching overwhelm and a short video on my personal secrets for getting stuff done, a video on how to 'magically' make more time, especially when you're feeling super-stressed, and even a deep-dive online course for you on Time Secrets For Busy Entrepreneurs. Here's where to find them:

*[www.DareToDreamBiggerHandbook.com/club](http://www.DareToDreamBiggerHandbook.com/club)*

### **What Do You Want From This Handbook?**

I'd love to know: what is it you want from working through this Handbook? Shall we find out?

Have you ever had a 'desired outcome' for reading a book before? I know it's not something we normally do. But I really want you to get the most you can from the next 300 pages, and this exercise doesn't take long.

You wouldn't get in your car and set out on a journey without knowing where you're heading and actually expect to get there, would you? To be able to plot a route, you need to know where you are and where you want to be instead. And that's what we're going to do with this next exercise.

There's a worksheet for you to download for this in the Readers' Club, as well as an MP3 of the questions, so it feels like we're sitting in a room working together on this, in a mentoring session.

We'll be doing exercises like this at key points in this Handbook. The more of them you do, the better results you'll get. So please don't just skim over them. Take a few minutes to actually do them. It's the key to finding the answers that are waiting there for you, deep inside.

### **Exercise: What Do You Want From This Handbook?**

I invite you to pause for a moment and answer these questions. I really do recommend writing them down, because it helps you to focus in a way that just ‘thinking around the questions’ won’t. And it gives you a record to come back to at the end of this Handbook, so you can see how far you have travelled.

There’s an audio to guide you through this exercise and a downloadable workbook, for you to write down your answers, in the Readers’ Club.

- What are you currently loving about your business or career or world-changing mission?
- Which bits do you avoid, put off or dread?
- Where are you feeling stuck?
- Where do you wish you could have more success?
- How do you feel about your business / career / mission, right now?
- If you could wave a magic wand, what would you change?
- How might it feel, if you do that? Pause and really *feel* this!
- What will happen if I *don’t* make those changes?
- What scares me most about making those changes?
- Where do you want your business (and life) to be in 6 months? 12 months? 5 years? Note: it doesn’t matter too much at this stage - we’ll be diving in to this in stage 1.
- I want this book to help me to...

If you’d like to share any of your answers or insights from these questions, there’s a special discussion thread, over at the Readers’ Club.

And now it’s time to lay the foundations for the rest of the work in this Handbook, with Step 0.

## STEP 0

### Clear Out And Declutter

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*Clear out before you grow. Don't amplify chaos.*

Clearing out and decluttering might not sound like an exciting place to start, if you want to change the world, but I promise you: you don't want to amplify chaos. And I'm talking chaos both inside and out.

When you're about to make shifts so that you can grow to the next level, it's important to take a step back and clear out anything that you don't want to take with you. If your life and living space are already full, then there's no room to expand; there's no space for anything new or better.

As within, so without. If your outside world is chaotic and stressful, then chances are that your 'inside world' will be, too. And 'outside world' clutter and overwhelm tends to trigger our 'inside world' clutter and overwhelm, feeding painful emotions, fears and hidden blocks.

The good news is that clearing out our 'outside world' can help to declutter and free up our 'inside world'.

I remember years ago, back in the days of analogue television with TV aerials, that we needed booster boxes to be able to get enough signal to see a decent picture. Now, as a reformed engineer, I know from my control theory lectures that if you put the booster box next to the television, it amplifies the TV signal. That's great. But it also amplifies all of the noise and interference between the aerial and the TV, in that tatty old weather-beaten cable. So you amplify the picture, but you also amplify the hissing and the flickering.

If you put the booster box nearer to the aerial, it boosts the TV signal, but not the interference. So you get a much clearer picture and better sound quality. The background noise that was getting in the way of you enjoying that programme is reduced.

If you grow and expand, but you keep the systems, the processes, the physical environment stresses and the to-do list that you currently

have, you'll end up growing that chaos, losing sight of your Big Vision, hidden by the background noise. When you deal with it and clear out the chaos and stress, before you expand, you'll reduce your resistance and also grow something that's manageable. You get to grow the bits you love and ditch the bits you don't. Fear of overwhelm is one of the biggest blocks that keeps us stuck; that's why we're dealing with decluttering first.

### **Is Your Desk A Mess?**

The easiest place to start is perhaps your environment; your physical surroundings. You don't need to be a Feng Shui expert to know that if you're living in clutter and disorganisation and dirt, it's hard to think clearly or to feel relaxed. So one of the things that I strongly invite you to do this week is to apply an incredibly simple method to clearing out your environment – and to do one small space at a time. You might start with a drawer in your bedside table or your desk or workspace, for example.

Applying this method to the physical 'stuff' in your life reduces your stress levels, helping you to feel calmer and to think more clearly. It removes the distractions, but at an engineer-approved woo-woo level, it also releases blocked energy.

You see, the clutter we collect brings with it memories, emotions and often 'to do' list items. That vase Auntie Sheila gave you for your wedding – the one you never use but which sits on the mantelpiece anyway and isn't really to your taste – requires looking after – cleaning, caring for it, making sure the occasional rogue elbow doesn't smash it. But it also brings emotions. It might be gratitude, but so often the stuff we hold on to without really wanting to brings us the emotions of guilt and fear.

*"I can't get rid of that because so-and-so gave it to me, and they'd be really upset if they knew I didn't like it."*

*"I can't get rid of that because I spent a fortune on it!"*

*"I can't get rid of that because I might need it one day."*

Over the years, we risk surrounding ourselves with objects that we don't really like, or don't need, which take up space and time in our lives – at the very least, collecting dust, which the Feng Shui world

considered to be 'blocked chi' or stagnant energy. It takes our energy, even if we don't realise it. And it means we don't have space for things we would really love, which would lift our spirits and energise us. If your home or office is a Temple to chaos and clutter, and it's full of to-do list things that are shouting at you, then you're not going to be able to focus on your dreams.

*Have nothing in your house that you do not know to be useful, or believe to be beautiful. ~ William Morris*

Decluttering creates the space for growth and more of the life experiences we want, helping to let go of the past. And that letting go isn't just about 'things'; it's also about out-of-date inner blocks. Letting go of the guilt about Auntie Sheila's vase, for example, will also unravel and release all of the behavioural and thought habits you have held on to that are associated with that variation of guilt.

### **Exercise: It's Time For A Clear-Out**

So here's my 3-step pain-free process for letting go and clearing out the non-essential, non-loved stuff in your life, without needing Therapy:

**Step 1:** Pick up one item and really focus on it. Hold it. Feel it. See it. Notice the physical reaction in your body, because it will tell you the truth, whatever stories your mind tells you. Notice your emotions about it. Notice your thoughts.

**Step 2:** Ask yourself: does this lift my spirits, or does it drag me down? If it lifts your spirits, ask yourself: do I really need this, or is it time to pass it on to someone else who might love it more? If it drags you down, it goes! Even if it's useful, you don't want stuff around you that makes you feel bad or zaps your energy levels.

**Step 3:** For the things you keep, as you choose where they will go, make sure they are clean and properly repaired, and that where they are going is also clean. Thank them for what they do for you.

For the stuff that's going, give each item a heartfelt thank you for the role it has played in your life, then imagine you are cutting the invisible ties you had to it – any guilt, obligation or fear – with a massive pair of scissors. Watch as the two ends of that tie melt away, filled with 'thank yous' and finally letting go.



Allow yourself to feel the relief and lightness, as your world clears of things you no longer love or need, and feels more spacious. Do this one small space at a time – perhaps a section of a cupboard each day for a week – and you’ll be amazed by the positive impact it will have. You might want to turn it into a fun experience by playing some of your favourite music, as you’re doing it.

*Travel lightly through life; carry only what you love.*

If physical-world clutter is a really big issue for you, then Marie Kondo’s book on “The Life-Changing Magic of Tidying” is an inspiration. You can find details in the Readers’ Club.

## **Put An End To ‘To Do’ List Nightmares**

**The next thing to declutter is your ‘to do’ list.**

If it’s already full and you’re feeling overwhelmed, then the likelihood of you having space in your schedule for the inspired actions your dreams ask of you is low.

This is one of the biggest hidden blocks I see with my clients - and with myself. Your unconscious mind is secretly terrified that if you are more successful, you’ll drown in your ‘to do’ list, have to give up sleeping, and never see your loved-ones again. That’s a pretty powerful motivator to subconsciously self-sabotage, isn’t it?

*Our life is frittered away by detail. Simplify, simplify, simplify! ~ Henry David Thoreau*

One of my clients was running this pattern. She was ticking along with one-to-one clients and had a brilliant idea for how she could expand her business to reach a wider audience. She felt really inspired and was taking daily action to move her towards this new goal. But she kept not quite making it. She would ‘forget’ to return a call that would have given her the publicity her new idea needed. She would be ‘too busy’ to reply to enquiries for her new service. She would miss deadlines for articles she had planned to send to her newsletter subscribers.

She came to me wanting accountability, so she could use willpower to ‘push’ her way through these blocks. But willpower costs, big time. It uses up your energy and often creates internal ‘tug of

war', where one part of you is all-out going for the goal, so the bit of you that is scared has to crank up the volume, too.

So instead of working with her to help her force her way through her blocks, we looked at what the hidden blocks were.

She had total clarity on what she wanted to create; she had dealt with the usual blocks of not feeling good enough to offer the new service. And she was - mostly - taking the inspired action. So why wasn't it working? Why was she self-sabotaging?

Because she believed that, if she grew her business with this service, she wouldn't have time for her kids any more. And seeing her children was incredibly important to her. Her unconscious mind was putting the brakes on as hard as it could, to protect her from her fear of being a 'bad mother', because her work 'took over'.

So we dealt with the triggers behind this. We looked at what she could simplify, ditch or declutter. She connected with her Inner Genius, so she could prioritise doing the things that she did best, and we identified the tasks that needed to be done by someone who had a love of admin and detail.

Once those foundations were laid, and we had re-routed the neural pathway that was running the auto-pilot connection between 'grow business' and 'be a bad mother' (I'll show you how in stage two, and no, it doesn't hurt!), she felt free to expand her business to include the new service, and her clients loved her for it.

### **Exercise: What Might Be Getting In Your Way?**

I'm curious: does this resonate with you?

- If you were to zoom, say, a year into the future, having grown your business or career or Big Vision to the next level, how would that feel?
- Is there any resistance or worry about being overloaded?
- How does your *body* react? (Hint: it always tells the truth)
- What are you scared you might lose or have to give up?
- Are there any of your business processes or life areas that need streamlining?
- Is there anything on your 'to do' list that doesn't really belong to you? Could you ditch it? Delegate it?

If this is a big issue for you, there's a worksheet waiting for you in

the Readers' Club, with a 'spinning plates' exercise, to help you to get your 'to do' list back under control. And remember there are the 'how to make more time' resources there for you, too. There are discussion threads in the forum, where you can share ideas and get answers to your questions.

## **Decluttering Your Mind's Stories**

If your Monkey Mind (that chattering, topic-jumping inner dialogue) is full of stories of everything that's going wrong and all the reasons why you can't succeed, then your chances of success are low. We're going to be looking in detail at how to tame your mind – and your Inner Critic – in Step 2. But for now:

We love telling stories. It's ancient. It goes back thousands of years. People have entertained each other by telling stories since the beginning of the spoken word. And we do it in our heads, too.

When you tell yourself a story about what you can achieve, what your skills are, what your clients might think of you, what stress levels you're running, how much you have to do, it's just a story. But sometimes that story can cause us pain and it can mean we don't take the inspired action our dreams need.

In addition, your mind and body are linked – and your body feels every thought you think; it feels every emotion you feel; and it fires off the same neurotransmitters and chemical reactions as though whatever you are thinking about were actually happening.

If you're telling yourself stories of stress, whether it's something that's happened in the past or a worry about something that might happen in the future, your body reacts as though you were living that stress, right now. It fires off its stress responses; cortisol and adrenalin flood your system. It activates the primal part of the brain, responsible for fight or flight, as the sympathetic nervous system fires off, meaning you lose the ability to look at long-term consequences of short-term survival-level decisions.

How can you spot which stories you're telling? How about looking at something that's in your to-do list that maybe feels like an "I don't really want to do that" job. Pause for a moment and notice the dialogue that goes on in your head or the kind of images that you're seeing. What are you telling yourself about that?

Is that story actually true? Is it fact based? If you were in a court of

law, would the barrister present that story in that way, or is it full of drama? Is it full of emotion? Is the 'story' full of conjecture? Is it full of projecting 'maybes', which you are listening to as 'deep truths'?

*When you strip out what's real and what's true, you  
release the emotion and drama.*

Here's the crazy thing: at some level, that story is doing something for you. It's called 'Secondary Gain' by psychologists and we're going to dive into it in Step 2. But to get to the 'positive intention' behind the story-telling, it's important to identify and address the unmet need or fear or limiting belief that fed the story. I'll be showing you how.

### **Exercise: How To Spot Your Hidden Stories**

For now, here's a short exercise you can use, whenever you spot a story that's making you feel bad:

- Which elements are really true? *This strips out most of the drama, emotions and pain.*
- What is it doing for me? *This gives you the Secondary Gain secrets.*
- Do I really want to keep telling myself this story? *Any change needs a decision – a choice.*
- What do I need to believe about myself for that story to come up? *Write those answers down – we'll come back to them in Step 2.*
- Which story would I like to tell myself instead? *This turns the ship around to head towards a brighter future.*

I would love to hear from you via the forum. What is the new story that you want to tell yourself instead?

And now that we've had a bit of a clear out, it's time to figure out what you really want.

# Know What You Want



# STEP 1

## Clarity

---

*Clarity is the process of shining a light on your dreams, so that they can come to life.*

Clarity is the most potent way to line up with what feels like miracles and synchronicities, but most people don't really know what they want. And they don't realise that. So they are super-busy, but making little progress, despite huge effort.

When I talk with fellow Mentors about this, we're unanimous: few of our Clients arrive with total clarity about the difference they want to make, or what they want to create. They are building their business or legacy on the initial excitement of a 'rough idea'. Once that excitement fades into the reality of needing to put in the huge effort and commitment that it inevitably takes, then the projects fizzle out.

Clarity connects you with your passion – your driving force – to break through blocks and to keep going, to create breakthroughs. It's the key to feeling motivated and inspired.

If you're feeling overwhelmed, if you're feeling stuck, if you're feeling exhausted, if you're doing too much, then you're likely to be missing this first C.

Imagine setting out on a journey, with only a vague idea of where you're heading. What's the likelihood of getting to where you wanted to go? Near zero. Yet so many of us do this with our life's dreams. We have a rough idea of what we want to create - the difference we want to make - but we're missing that laser-focused clarity that would keep us going, and makes decisions easy, even if the going gets tough.

When I work with entrepreneurs, it's really common to hear people complain that they don't know why they're 'here' - and I don't mean in my office. "I don't know what my soul purpose is. What's my life purpose? What am I *supposed* to be doing?" They're missing that clarity. Yet they're hugely busy doing things that may or may not line up with what they feel they're 'meant' to be doing. Or maybe they're

not even getting started, because they feel paralysed by looking for perfection in the definition of their life's purpose. We use that 'busyness' to distract ourselves from the secret pain of not having that clear sense of direction and purpose.

*Your sense of purpose is the fuel for life's adventure.*

When you have clarity, then it's easy to answer questions like:

"Who am I?"

"Who am I serving?"

"What difference do I make?"

"Why am I unique and worth working with?"

"Why do I want to do this?"

"What's the contribution to the world that only I can make?"

When you've got clarity on these and you set your goals from that level of focused understanding - that deep knowing - your to-do list becomes much easier. Prioritising becomes simple. You can go through your to-do list and check each item against your Big Vision, asking yourself, "does it move me towards whatever it is I'm aiming for?" If yes, great! Do it! If not, then you either need to ditch it or delegate it.

It makes big decisions easier. You don't have to work as hard. It's amazing how many things you can say no to and still make massive progress. Remember Pareto's rule of thumb, that 20% of your actions bring 80% of your results? Having clarity about what you're doing, why and for whom is a brilliant way of spotting the 20% that will bring greatest results. I call those 'inspired actions' and we'll be getting to those in Step 5.

When we don't have clarity, we distract ourselves from the pain of not being true to who we really are, why we're here, and the difference we're here to make, by being busy 'doing'. We procrastinate. We fill our time with activities that don't produce results, but which leave us exhausted. We distract ourselves. If you're drowning in your to-do list, it's likely to be at least partly because you don't have the clarity that connects you with your passion and energy for your Big Message.

**When I talk about clarity, I split it into four main sections.**

The first one is: **What's your Big Why.**

**Why** do you want to make the difference you're here to make – or any difference, if you're not yet clear on that?

The second one is: **What's your Big Vision?**

What's that revolution that you want to start? **How** do you want to express your Big Why?

The third one is: **What's your Big Message?**

If somebody met you and they said, "What do you stand for? **What** is that thing that you're doing that nobody else is?" How would you describe that?

The fourth one is: **Who is your Dream Audience?**

**Who** is secretly lying awake at night, wishing you would step up to the next level, so that they can find you?

You might find these questions easy to answer, which is great, though it's still worth reading the end of this section to gain more depth of understanding. But if the answers to those questions aren't rolling off the tip of your tongue, then I've got plenty of strategies to help you.

## **Why Bother? And Why Most People Don't**

Surely it's better just to dive in and take action and figure it out as you go along?

'Learning by doing' it used to be called. And, of course, you can try it that way, but surely it makes more sense to get clear about what you want to create - the difference you want to make - before you can go out there and make it? Otherwise your results are unlikely to bring you the sense of fulfilment that we crave.

*Action, without clarity, is just 'filling time'.*

Clarity about what is motivating you, why you want to make the difference you want to make, and exactly what that difference is, is what will get you started and keep you motivated. It helps you to burn through blocks, to keep going when you're not in the mood, and to



magnetise your Dream Audience.

I interviewed William Buist, Founder of the exclusive xTEN Club, as part of writing this Handbook. His main advice comes in Step 4, on Masterminds, but we talked about Clarity, too.

William has helped thousands of entrepreneurs through his Masterminds and other projects and says that the hardest thing to ‘sell’ to them is ‘clarity’, because most of us think we already have it. It’s not until he asks them his penetrating, insightful questions that they realise they’re not really clear on what they want to create, after all.

In these social media, crowd-sourced times, William has seen how many of us turn to our peers for input on our vision, especially if we’re doubting ourselves. But that risks leading to us diluting our message and heading up blind alleys. Facebook groups can be an echo chamber, where everyone is stuck on the same kinds of problems. You’re unlikely to connect with your life’s purpose – your Big Message – by asking for help on social media.

His advice is that, once you have your Big Vision, you need to simplify it. Make it maximum one sentence. And a short one, if you can. Get to the essence of it. Then it’s easier to communicate it. And it’s easier to use it for your big decisions: “Does this move me towards [Big Vision statement]?”

In this Step, I’m going to share with you the processes I use with my clients, to help them to move from confusion to clarity, but first I want to give you a word or two of warning.

### **Why ‘Fake It Till You Make It’ Doesn’t Cut It Any More**

Back in 2002, when I first started mentoring and running workshops, the popular trend was to ‘fake it till you make it’ - especially in what now seems to have been the ‘fledgling’ online world. If you didn’t feel confident, fake it so that others think you do. If you didn’t

really have the skills, fake it and study them as you go along. If you didn't know how to run a business, fake it while you read a few books.

And, for a while, for many people, it worked.

But it also created an industry where customers became scared of 'snake oil merchant's. So the '32 page sales letter' became the rage, to beat your potential customers into a 'yes' through exhaustion or confusion and fake scarcity.

But here's why I don't want you to fake it: if you're faking it, you're doing three things:

**1. You're out of synch with who you really are.**

We'll discover in a moment why that's such a big problem. But, for now, it'll leave you feeling like a fraud.

**2. It perpetuates your Inner Critic's message that you're not good enough.**

After all, you have to pretend to be something or someone you're not, in order to succeed, which means you're feeding the subconscious message that the 'real' you is not good enough.

**3. You'll come across as inauthentic.**

People can sniff pretence a mile off. Their radar is much more finely honed than it was a decade ago. And when you get caught out, the results aren't pretty.

## **Lying To Yourself Doesn't Work**

When you think about something stressful, your body fires off chemical reactions to deal with stress, including cortisol and adrenalin, and it diverts oxygen from non-essential areas of the body, to prepare you to run, if you need to.

When you think about something happy, your body shifts its serotonin and endorphin production up a gear or three, calming down your sympathetic nervous system (the 'fight / flight / freeze' response) and helping you to feel happy and relaxed.

*Your body feels every thought you think.*

If you're living a lie, you'll be thinking stress-based and fear-based thoughts. You'll be running an inner dialogue of self-doubt. You're

likely to be beating yourself up and feeling scared about being 'found out'.

You can't just override that body chemistry and those thought habits with brute force. Ok, so you can, but it's very hard work. And it sets up a fabulous inner conflict, taking up way too much of your energy and headspace.

The likelihood of you performing to the best of your ability under such circumstances is low.

Strangely enough, my research has shown that the much easier option is to do the 'inside work' - the change-work below the surface - and then the surface-level 'pretending' is no longer needed.

Over the course of this book, I want to make that as easy for you as possible. So let's start with looking at why most people are building their business or Big Vision dreams upside down - and why that makes it so easy for our dreams to fall over.

## **Why Most People Are Building Their Business Upside Down**

Nowadays, I joke that I'm 'unemployable'. The freedom of being an entrepreneur and guiding my own decisions makes it hard to imagine going back to an environment where someone else sets the destination.

But, back in my corporate life, I never had any problems with knowing what to do. I had clear objectives set in my annual appraisal and I had my boss checking up on me every week, to find out where my team was up to on what we were delivering. Even when I was managing multi-million pound budgets and we were launching major products abroad, it was still straightforward. Yes, it was hard work, but I always knew what we needed to achieve. I was involved in creating those goals, and my team supported me to get it done.

When I set up my own business, it slowly fell apart. Suddenly I was the boss, the boss's boss, the team, and all of the decision makers rolled into one. Many of the good habits I had when I was employed started to disappear, as I picked up the bad habits of a solopreneur. I was doing everything myself. I didn't have a strong network or mastermind to bounce ideas off. I would constantly chase the next shiny, exciting thing. I wasn't a completer-finisher.

Over the years, as I made mistakes, I learned to build my team around me. I learned how important it is to have a mastermind of people you can connect with, so that when you have a brilliant idea, you can get that sounding board to either give you a sanity check or to

help you make it even better.

I hear daily that people are so busy 'doing' and so busy working *in* their business or career, they don't have time to work *on* it. They'll say they are too busy to do planning, for example. Then they feel stressed that they're not achieving their dreams and goals.

They feel too busy to invest in their personal development, but then find it hard to watch their industry overtaking them.

When we meet someone at a party, the first thing we ask, after getting their name, is *what do you do?*

But what we *do* is just the outside-world manifestation of a huge amount of inside-world stuff. And it often has little to do with who we really *are*.

What we do is just the tip of the iceberg. Everything underneath is what lays the foundations for your business - and your life. Below the "what you do" is what you think. Looking at it from the perspective of the NLP Neurological Levels model by Robert Dilts (details in the Readers' Club), our thoughts govern our actions. The stories we tell ourselves, that little Inner Critic, the negative thinking or the positive thinking; these drive which actions we choose and which habits we form.

The next layer down that is what we believe: whether we believe we can do something, whether we believe we can't. The layer below that is what's important to us. What are our values? What are our hidden needs? And the foundation layer is "who am I?" - the really deep, identity-level existential stuff - why am I here?

Most people build their business or career on the tip of the iceberg - on what they *do*.

*Most people build the foundations of their dreams on  
an upside-down pyramid.*

That upside down pyramid is precariously balancing on its pinnacle. Unless what you are doing is supported by your self-talk, your empowering beliefs, your values and your sense of identity and purpose, then all it takes is one gentle nudge and your pyramid topples over.

When you turn it up the other way and you start to build your business or career with "Who am I?", "What's my genius?", "What do people love about working with me?", "Who does that make me as a person?", then you create a life that is inspired by what motivates you -

your driving passions. You will be lined up with your values, what's important to you, both at work and at home.

*In Ancient Sanskrit this is known as your Dharma – that difference in the world that only you are here to make.*

The word can also be translated to mean ‘duty’ – that’s how seriously the Ancients took their life purpose. When you let your foundations be your sense of purpose and what’s important to you, then your next job is to cultivate beliefs that will support your dreams – clearing out those that were getting in the way. Your beliefs influence your thoughts, both triggering which ones pop up and also those that we choose to feed - the stories we tell ourselves. When you shift what you believe, you’ll change the thoughts you think. They’re just neural pathways in your brain. They can be changed, and I’m going to share with you the step-by-step how-to, later in this Handbook.

Then come your actions. At the top of the pyramid, where they belong.

That’s the **doing** bit that most people are using as their foundation and time-swallowing focus. But when you start at the “Who am I?” level, you’ll build much firmer foundations and are much more likely to be successful – and to love what you’re doing.

When you’re ‘doing’ without ‘direction’, it’s much harder to reach your goals. But ‘what?’ (traditional goal-setting) doesn’t motivate us anywhere near as much as ‘why?’. When you know **why** you want to make your difference in the world, it makes your choices easier. Everything can be weighed up against your Big Why and your Big Vision. You no longer say ‘yes’ to everything. In fact, as Derek Sivers beautifully puts it:

*“No more yes. It’s either HELL YEAH! or no.”*

Wouldn’t that make life easier? And what if you could build up the confidence and self-belief to be able to say ‘no’ more often? Well, we handle this in Steps 2 and 3.

Would you love to be able to make easier decisions; to be able to focus and take inspired actions that actually get results; to feel confident in your message, appeals to you? Then you’re in the right place! But first I want to explain why we are **not** going to be doing the kinds of things you may be used to, from past training courses. We’re going to be changing the rules.

## Why Training Courses In My Corporate Days Rarely Worked

Nearly every training course I was sent on in my corporate days dealt with 'effect' – the symptoms and behaviours my bosses objected to. If I was lucky, it dived in to handle a few thought patterns and occasionally I would stumble across one that mentioned beliefs, in passing. But I never got to work at that level, until I trained to become an NLP Trainer.

When you only deal with the surface level aspects of life - your thoughts and actions - you are dealing with the things that are at 'effect', rather than at a 'causality' level. So the below-the-surface triggers for those thoughts and actions remain in place, continuing to trigger those thoughts and actions, while you have to use willpower and gritted determination to try to change what's going on at the surface. But, when you make changes at the levels of your beliefs, values and identity, the change automatically happens on the surface. Deal with the causes and the problematic effects melt away.

*Your power to create change lies in the below-the-surface causes, not the surface-level symptoms.*

When you're playing up at the surface, it's all about willpower and forcing and "having to," which takes effort and energy. When you're down at 'cause', it's about creating ease and flow and "magic."

If you're feeling stuck, you're feeling overwhelmed, you're putting in all the effort, and you're just not getting the results, it's because something under the surface is triggering thoughts or actions that are getting in the way.

That's why, in this Handbook, we're going to start with 'sticky plasters' (Band Aids), to ease the pain of the surface-level thoughts and actions, but then we're going to dive in with the below-the-surface stuff that's really running the show.

You can apply these insights and techniques to your home life, your personal development and your business growth, even to managing your team.

So we're going to start with the most important element of your foundations: your Big Why.

## What's Your Big Why?

*What's secretly motivating you to make the difference  
you're here to make?*

---

In his fascinating book “Start With Why” (details in the Readers’ Club), Simon Sinek says that people buy a ‘why’, not a ‘what’. And my market research days confirm that. People buy on emotion and then justify through facts. Every time. Even if we try to convince ourselves otherwise. We buy the Why - the ultimate benefits – “What does this do for me?” - not the features. This is what motivates our choices in life.

The UK’s EU referendum showed this, too. The surprise win for the Leave campaign has been heavily researched and it was concluded that the facts didn’t change people’s minds, on either side, because that wasn’t what they were voting for. They were voting for a vision - for a ‘why’ - and that’s one of the reasons why the expert opinions were so widely ignored.

So if you start to grow your business, career or world-changing mission based on ‘what’ - the ‘to do list’ of actions - you’ll risk ending up exhausted, but also not exciting people.

*They don’t connect with what you **do**; it’s who you **are**  
that counts - and how you express your Big Why.*

When you build your Big Vision on your “Why am I doing this?”, you’ll find it much easier to connect with your passion and excitement - and motivate and inspire others to connect with it, too.

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That’s the end of the free sample section. I really hope you have enjoyed the journey so far. The next few pages give you a whistle-stop tour of what else is waiting for you, in your Dare To Dream Bigger handbook.

**In rest of this section, we carry on to cover:**

- What's your Big Why?
- The two 4-lettered words that change everything
- A quiet word about your Inner Genius
- What's your Big Vision?
- What's your Big Message?
- Who is your Dream Audience?
- What to do if you're confused
- How to gain decades of hindsight in minutes
- How to handle real life vs. Big Vision dreams

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# Clear Out The Blocks

**In this section, we cover:**

- Why so many of us resist clearing out our blocks
- How my favourite Italian word can help you to change your life
- How long does it take to change a habit?
- And how can you make that new habit stick?

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## STEP 2

### Confidence

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*Confidence means nothing has to feel impossible  
any more.*

#### **In this section, we cover:**

- The risks of lacking confidence
- Step by step: how to build up your Inner Rockstar confidence
- Whether your habits are getting in the way
- What's draining your energy
- How to press 'pause' on negative thinking
- How you can top up your energy levels, without resorting to sugar or caffeine
- How to wave goodbye to limiting beliefs and self-sabotage
- Why 'can' is not the opposite of 'can't'
- The two most dangerous words you have used today
- How to reclaim your personal power
- Taming your inner critic
- Getting off the emotional roller coaster
- Five common fears that can sabotage your confidence
- The best bit about your Big Why

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## STEP 3

### Credibility

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*Credibility puts an end to shouting to be heard above the noise; you magnetise your Dream Audience, like moths to a flame.*

#### **In this section, we cover:**

- What is 'credibility' and how to get it?
- The Credibility Equation
- The biggest barrier to being credible
- It's time to stop feeling like a fraud
- How to handle your fear of haters
- Creating your credibility action plan

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# Take Inspired Action



## STEP 4

### Connection

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*The more deeply you can connect, the bigger difference you will make.*

#### **In this section, we cover:**

- What stops us from connecting?
- How to connect with your inner wisdom
- What's your biggest business asset
- Moving from 'woah' to 'wow!' with your dream audience
- It's time to be seen - how to get visible
- The importance of reputation management
- Your Visibility Action Plan
- Connecting with your dream team
- Overcoming your dream team obstacles
- The life-changing power of joining a mastermind
- How to handle people you secretly want to strangle

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## STEP 5

### Creativity

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*Nothing happens unless you take massive, inspired action. Get off your butt now!*

#### **In this section, we cover:**

- 'Inspired action' - what it is - and isn't
- Why 'manifesting' and 'law of attraction' fall over
- How to 'find' your inspired actions?
- The two most common pitfalls
- How to figure out which actions will get results

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## STEP 6

### Commitment

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*"I can" changes nothing;  
it's "I will" and "I have done" that change the world.*

#### **In this section, we cover:**

- How to escape from 'Shiny Object Syndrome'
- My favourite business-growing Sanskrit word
- The myth of "I'm too busy"
- How to crank up your commitment
- The most dangerous commitment-trashing word
- Just because the door looks closed...
- How committed are you?

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## STEP 7

### Celebrate

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*Celebrate even your smallest successes and your  
Inner Critic starts to turn into your Biggest  
Cheerleader.*

#### **In this section, we cover:**

- The miracle of gratitude
- Turning your inner critic into your biggest cheerleader
- You are not alone

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# PULLING IT ALL TOGETHER

## Creating Your 7 Cs Business Plan

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*A journey of a thousand miles begins with a single  
step. ~ Lao Tzu*

### **In this section, we cover:**

- How to pull together all the work you have done in this handbook, to create your Dare To Dream Bigger business plan or career plan or life plan
- How to make sure you have the support you need
- How to keep on track, so that the 'great ideas' you've had from this handbook actually turn into reality, rather than just gathering dust on the virtual bookshelves of your mind

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## And Finally...

Remember those original outcomes for reading this Handbook? How did you get on with them? Have they shifted? Here's a very final exercise to celebrate the progress you have made.

### **Exercise: What Do You Want Next?**

It's nearly party time! Let's review the journey you have taken over the past 310 pages, and honour the progress you have made.

- What has changed? Which shifts have you created?
- How do you feel?
- Are there any bits of this Handbook that you loved? That resonated with you?
- Are there any bits you want to go back to?
- Do you know anyone else it could help?
- What do you want to do / think / feel differently, as a result of working through these techniques?
- What are your next steps?
- How will you make sure those actions happen?
- And when?!
- How do you feel about your business / career / mission, right now?
- How is that different, from at the beginning of the book?
- And if you could zoom forward in time, five or ten years from now, standing in the Soul-Shoes of that 'future you', what advice might you give yourself?

If you'd like to share any of your answers or insights from these questions, there's a special discussion thread, over at the Readers' Club.

## THANK YOU!

Thank you for each and every action you have taken, whilst reading this Handbook, and for each and every block you have shifted, and for every ounce of extra clarity you have discovered. I feel so proud of you.

In the words of the wonderful Bugs Bunny: "That's all folks!" Except it's not. It's just the beginning. And I can't wait to see where this journey takes you. Please stay in touch.

With love, Namaste, xx Clare

## Want To Work Together?

I'd love to be able to keep walking by your side on this journey. I specialise in helping you to spot and deal with the deeply-hidden blocks that you have been playing dodgems with, for years. Then we focus on the inspired actions that will allow you to make the biggest difference possible in the world. If your Heart is calling you to work together, here are some ideas – full details are in the Readers' Club:

### Just Dipping Your Toe In The Water

- Make sure you have joined the Readers' Club. Not only do you get the bonuses that accompany the Handbook, but it also gets you my weekly newsletter and our Dare To Dream Bigger forum.
- Subscribe to my podcast on iTunes – Dare To Dream Bigger.
- Take one of my courses (links in the Readers' Club)
- Buy one of my other books – you'll find them in the Readers' Club or you can order them from your favourite bookstore.

### Getting Ready To Step Up

#### Join the Dare To Dream Bigger Academy.

The Academy is a wonderfully supportive group of like-minded, Passionate World-Changers. We do a monthly live teaching masterclass and monthly live group coaching calls. It's all online, so you can connect from anywhere in the world, and you can download the videos and audios of the live sessions, as well as transcripts, so you have all the resources you need, whenever you want them.

Membership also gets you access to my entire online course vault, which includes all of the deep-dive resources mentioned in this Handbook, and much more. It's effectively your complete Dare To Dream Bigger Entrepreneur's Toolkit.

### Diving In – You Mean Business

#### Join A Stepping Up Mastermind

I run these several times a year, either face-to-face, in London or Sussex, or as an online group programme. You also have the option of a 3-day luxury retreat in the sun, if you prefer that. They are transformational and you get lifelong access to your Mastermind group.

## **Join Me On A Retreat**

I run regular retreats on all aspects of 'inner work'. Some of these are business-related, some of them are for personal development, focussing more on meditation, mindfulness, yoga and NLP. I also run antenatal workshops for mums-to-be and their partners. Full details on the upcoming events are in your Readers' Club. I would love to meet you on one of these retreats.

## **Deep-Dive With A One-To-One Package**

I offer one-to-one mentoring via Skype, but I prefer working face-to-face, if we can. It works more deeply and it's more fun!

You also have the option of joining me for a deep-dive VIP package, where we'll spend 1-3 days together, focussing on clarity, clearing out the blocks, and taking inspired actions towards the next level of your Dharma.

## **Bespoke Business Training**

I have been running bespoke management training courses for corporate clients since 2002. They are based on NLP, but include many of the engineer-approved woo-woo methods we have discussed in this Handbook, as well as insights from my own corporate life, at Department Head level. My favourite way of working is to start with the entire layer of senior managers, so that they create their own 'inner change', and then we get to work down through their teams. This way the changes the teams make are understood and supported by their bosses.

If the way I work resonates with you, please use the contact page at [www.ClarJosa.com](http://www.ClarJosa.com) to get in touch, with details of your project and which shifts you want it to create for your business.

## **Book Me To Speak**

I have significant senior management-level experience of running a business, I'm a member of the Institute of Directors, and I speak internationally on all aspects of the 'inside work' needed to make a bigger difference in the world.

If you would like to talk about booking me to speak at your event, please use the contact form at [www.ClarJosa.com](http://www.ClarJosa.com) to get in touch with my team. Please include details of the event, the audience and the energy exchange.

I'm guessing we 'know' each other pretty well by now, but just in case you want some background blurb, here I am:

## **Don't Know Me Yet?**

I have been mentoring Passionate World-Changers since 2002. As an entrepreneur myself, the creator of over a decade of online and face-to-face training courses, and the author of 4 published books, I know about the hidden blocks that keep us stuck, dreaming big, but playing small. I have been through most of them, myself.

But as an NLP<sup>2</sup> Trainer and long-time business breakthrough mentor, I also know how to get past them, and have helped many thousands of people, just like you, to do exactly that. I specialise in being able to spot the smallest changes that will produce the biggest results for you, and in sharing solutions with you in a way that makes it super-easy for you to learn and apply them, no matter how busy you are - or how much your monkey mind might object.

I used to be an engineer (I have a Master's Degree in Mechanical Engineering And German), but I'm also a certified Meditation & Yoga teacher, so I love demystifying Ancient Wisdom into practical actions you can take in less time than it takes to boil a kettle. My clients call it 'engineer-approved woo-woo'. And it all comes with a bucket load of common sense and a generous dollop of humour.

I know about being busy, too. I'm a mum of 3 young boys, I run my own business and have a passion for dancing like a crazy thing to loud music in my kitchen. If I can find the time to write this book, you can find the time to go through the techniques in it - and I'll even help you with that shortly, because I know what a block it can be.

If I had a superpower (more on that in step 1), my clients would say it's bringing intuitive clarity to where confusion and chaos previously reigned, combining with inspiration and enthusiasm.

Want to work together?

*[www.ClareJosa.com/work-with-clare-josa/](http://www.ClareJosa.com/work-with-clare-josa/)*

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<sup>2</sup> NLP is Neurolinguistic Programming – a branch of practical, modern psychology that deals with how our thoughts create our experience of life, and how you can change your thoughts, to change your life. It's like the user manual for your brain.

