

[FUNNELS.com](https://funnels.com) - The big problem is business owners aren't making consistent sales **every day** with a *scalable business model* that turns **cold traffic into high ticket sales**.

FUNNELS.com exists to empower entrepreneurs to start & scale their business with Marketing FUNNELS; Client Acquisition, Re-Invented.

Today I want to share MY NUMBER 1 “Mindset Accelerator Lesson” (from a multi millionaire).

Hey Friend.

Mindset is the 90% of the game, the rest of the 10% is just pure mechanics.

Want to upgrade your results? Upgrade your mindset.

Get help & ask for help so you can shift your mentality on how you perceive things.

Making 6-7 figures is not even that much in today's day an age. Don't believe me? Try getting there. You must aim higher, find and surround yourself with those who can lift you up.

So what is the difference between people who make it? The top 4% who make \$250k+ yearly, or the 0.4% out of the 30Million who actually build a \$10M+ business?

VS - the 95% of small businesses that are always struggling? Read...

When you joined this daily email newsletter, I shared with you I wanted to “Earn” your long term trust. I've got subscribers that have been with me for 5+ years, clients of over 10+ years - that love to buy, that keep buying over and over again.

I also promised that I'd share my number one lesson about mindset with you, which I want to do in today's email.

To come up with what you'll read below, I sat down and asked myself a hard question:

"What's the most important thing I've learned about the power of mindset and its impact on success over the last 16 years of being a full time entrepreneur?".

That's 16 years of "Not having a boss" but actually relying on MYSELF to get paid.

... and my answer might surprise you.

Are you ready for it?

Here it is:

**Take care of URGENT things by being short sighted.**

Yep, that's it.

Read that again.

It's not to plan for the next 5 or 10 years.

It's not try to make a quick million bucks.

It's not to find a co-founder.

It's not to go "all in" and mortgage your house.

It's not to try to do 10 things on social media.

It's to take things one small step at a time with the right guidance of a mentor.

Not to rush. To plan and assess risk carefully.

You see, most people think entrepreneurs love risk.

In reality, every successful entrepreneur I've met (even billionaires) HATES risk.

I've met multi billionaire; Richard Branson and as a fan of his work, his personality and his Virgin companies I can tell you personally he's actually very risk averse.



Myself included.

Let me share a story to illustrate my point...

I'm sure you know Richard Branson. The way he started Virgin Atlantic is a perfect example of how successful entrepreneurs minimize risk up front.

In 1984 he wanted to start an airline, but he also knew that a brand new Boeing 747 would cost a cool \$100,000,000 to buy brand new.

So what did he do instead?

He leased a used Boeing 747 from Aerolíneas Argentinas on the condition that if Virgin Atlantic flopped, he could give back the plane without any consequences.

Of course, Virgin Atlantic was a roaring success, but Richard did a great job capping the downside risk while maximizing the upside.

Instead of trying to secure dozens of planes and taking on the incumbent airlines, he was deliberately short sighted and focused on selling tickets for just ONE flight.

Then two flights. Then three. Then four, etc.

And as they say, the rest is history.

The quote that best encapsulates this mindset comes from Martin Luther King Jr:

"You don't have to see the whole staircase, just take the first step."

I've had this simple yet powerful quote nearby me it's served me well.

Read any business magazine and you'll see advice to "THINK BIG! SWING FOR THE FENCES!! GO ALL IN!!!".

... but in reality, when you research successful entrepreneurs and business owners, they minimize the downside, think in small steps and take carefully calculated risks.

If I had to summarize the mindset traits that have helped me over the last two decades, they would be:

Put one foot in front of the other. Don't let big goals stop small progress.

Make meaningful progress every day on something that's important.

Have only one priority at a time. Not ten.

Break your ten year goal down into a goal for this year, this quarter, then this month.

Don't talk about your goals with people who you don't aspire to be like.

Failures are inevitable. Embrace them.

Just learn from them and quickly move on.

Don't tolerate mediocre people who try to bring you down.

Hire the best so you become the best at what you want to achieve.

Hope for the best but prepare for the worst.

That last one is probably quite timely at the moment, isn't it?

Here's the thing if you don't take care of yourself, your cashflow, your business then you can't help others. The best way to get cash + clients coming in is to have the right funnels that does your marketing & selling for you...

OK so that's my lesson about mindset - **Take care of URGENT things by being short sighted.**

Very counterintuitive I know, but it's served me well over my career.

Tomorrow I'll share my best lesson about focus, I've spent oh gosh a great many multiple figures just to figure out how to actually focus.

In fact, I paid a gentlemen \$35,000 to "upgrade my ability to focus", I'll share with you tomorrow.

I know you've probably got a million things on your mind right now and I'm confident tomorrow's email will help you "keep the main thing the main thing".

If you'd like to [book a complimentary Funnels Discovery Session](#) with myself and my team to see how we can help you either Start Up or Supercharge your online business with Funnels.



Click & to watch video & book your 1:1 call > <http://funnels.com/methodology>

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(pandemic proof version 2.0 coming soon)

P.S. I'm planning to launch "[SHICMastermind.com](http://SHICMastermind.com)" next week. It's the ultimate fast track to scaling to multiple 7 figures & even 8 figures, Ideally this is for business owners doing at least 250K+ per year that want my personal attention..

See if you'll qualify. If you't not there yet making 250k-3M per year, then start here with this [free video masterclass](#).