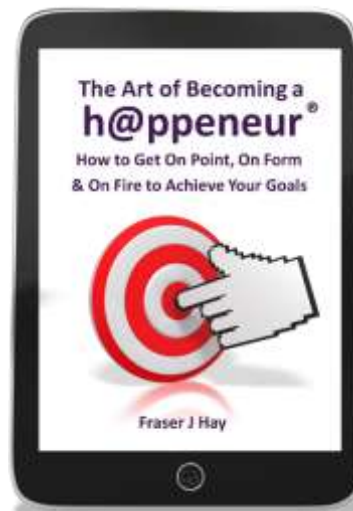


# The Art of Becoming a h@ppeneur®

How to Get On Point, On Form  
& On Fire to Achieve Your Goals



**Fraser J Hay**



## **The Founding Principles**

1. Picture your dreams – create a positive vision for the future.
2. Organise your thinking – Develop a Plan.
3. Control your focus – master the law of cause and effect.
4. Know your self – the secret to having a high self-esteem.
5. Experience follows action follows words, follows thought.
6. Take personal initiative – Act as if it all depends on you.
7. Money – learn to budget your time, energy, and finances.
8. Enthusiasm – is contagious, enjoy yourself.
9. No is a sentence. No is a two-letter word.
10. Today, not tomorrow
11. Onward by objectives
12. Real change comes from “beginnings” and “endings.”

## What is the next goal or objective that you want to achieve?

My name is Fraser Hay, a venture catalyst and h@ppeneur, I'm a business coach and marketing consultant helping individuals and small business owners to identify, pursue and achieve their goals, one objective at a time. So, what's a h@ppeneur?

### Definition

**h@ppeneur®** n. *an individual who plans, documents, executes & automates their marketing online to start and grow a business, achieve their personal goals in order to live the life and lifestyle they want.*

The Covid-19 pandemic has had a devastating effect on economic climates and businesses around the globe. Many industries, sectors and niches have collapsed, and some estimate that many will take as long as 20 years or more to recover. Many individuals have been furloughed, laid off, paid off or made redundant and many businesses have had to close their doors. The senior management of many organisations have focused on STRATEGY and have been scratching their heads as to how they can better empower employees to better help their organisation during the Covid-19 pandemic with the TACTICAL implementation of the corporate plan to achieve the organisation's objectives. The principles and exercises in this book will help prepare the reader to adopt the correct marketing mindset before going on to plan, document, automate or execute their future marketing game plan for the year ahead.

Mindset > Strategy > Tactics > (Automation)

In this book, I'd like to explain the fundamental principles in becoming a h@ppeneur® and wish to focus on helping you adopt a **positive marketing mindset** and prepare you for achieving the results you want in planning, documenting, automating, and executing your marketing with the tools and resources inside [www.itstacksup.com](http://www.itstacksup.com).

This e-book is designed so that you can re-read it as often as you wish to master your thoughts and create the future you want and to mentally prepare you for the advanced tools, resources and **Skillutions** we offer inside the site. To get maximum benefit, please ensure you download and print off the book. Write down your answers to the questions, perform the exercises and if you need help, get in touch. One final thing at this stage and to mentally prepare you for what's coming for it's not what you think.

**Ponder this statement. In fact, write it down:**

*"Life is happening for you, **not** to you."* (You're a h@ppeneur®)

**Fraser J Hay**  
**March, 2023**

## Picture Your Dreams & Create a Positive Vision For Your Future

3 questions rule my life, and they should rule yours too. Got a pen?

You should ask yourself these 3 simple short, powerful, and positive life altering questions, to transform your self as an unlimited being with the unlimited potential to prosper in the world. It's time to examine your present circumstances and think about how serious you are about wanting to achieve the things you really desire in your life today.

For if you continue to do what you have always done, you will continue to get what you've always had.

As you ask yourself and reflect on these 3 simple questions, you will identify areas of change in your life, things you love to do, but haven't done for a while, and will identify certain goals that you want to achieve and will be surprised that they hadn't become obvious to you before now. The immediate power of becoming a h@ppeneur® depends on what you apply these ideas to and how well you apply them. The secret is to take action.

You can access many resources on [www.itstacksup.com](http://www.itstacksup.com). Don't forget, the basis of becoming a h@ppeneur® is the realization that reading, reflecting, and applying the information contained in this e-book produces real value and real learning. It must also be read over and over to master the simple principles, and when you combine the knowledge contained here with our other resources, positive, long-lasting results will manifest in your life faster than you ever dreamt possible.

Ready?

Q1. What do you enjoy doing?

Come on think. What past time, leisure or work activity, hobby, sport, act, or service, do you really enjoy doing? Go on write it down. It could be reading, watching TV, making something, doing something, it might be the thing you love to do on your day off, or the weekend, it may be something you love to do every single day of the week, or when you are on your own or spending quality time with your partner or loved ones. It may be something you haven't done in a long time, or don't do often enough. Write it down. It might be one thing, 3 things, half a dozen – write them down.

I enjoy \_\_\_\_\_

Q2. What are you good at?

What is it people ask your opinion about? Or input for? What is it that you have a talent for, or really excel at? Write it down. What is you can do, that your boss can't? Or your partner can't? Or your customers can't?

what is you do well, that people pay you to do it? It may be writing, public speaking, working with people; it may be languages, a sport, or hobby, take time to consider what you are good at.

I am really good at \_\_\_\_\_

Q.3 If you had no chance of failure, what would you do?

What do you really want to do with your life? What's your lifelong ambition? What have you always wanted to do? Write it down. Be honest, express yourself, and tell me and yourself what it is that you really, really want to do if you had no chance of failure.

F.E.A.R is what stops us from doing the things we would really like to do. But there is nothing to fear, for fear is an acronym for False Evidence Appearing Real. **F.E.A.R.** the things that you fear don't exist, they are self imposed upon yourself by you. One survey revealed that: -

Things that never happen	<b>40%</b>
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Things in the past that cannot be changed or altered	<b>30%</b>
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Unnecessary worries about our health	<b>12%</b>
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Miscellaneous worries	<b>10%</b>
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**92%** of our worries waste our time and energy and cause stress needlessly.

Legitimate worries are only **8%**

It is **False Evidence Appearing Real**. Stop thinking about the things you don't want and start thinking about the things you do want. Remember 92% of what we worry about or dwell upon are unnecessary. So, if you had no chance of failure what you would do...write it down.

If I had no chance of failure, I would like to \_\_\_\_\_

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Don't forget your Prosperity Consciousness - your natural state of unity with spirit, nature, humanity, and your inner self. It knows that the abundant riches of the universe are there for you to have. Picture in your mind or visualise, what it is you really want to be, do, or have and get help to reinforce it every single day by continually picturing and achieving the daily, weekly, monthly, and yearly goals that you set.

## Organise Your Thinking & Develop a Plan

Start monitoring your thoughts closely, you will notice that you often daydream thousands of negative, worrisome, attacking, and petty thoughts that very closely mirror what you experience. Scientists estimate that 90%+ of the 50,000 thoughts we have a day are repetitive or negative thoughts. The life you have created for yourself arises from your thoughts and beliefs. There is no such thing as an idle thought. Every thought is a cause that has an effect at some level. Here is an important formula for life: - Write it down...

**E + R = O**

**Whatever external experience we have, enjoy, or endure, it is our reaction or response to that experience that determines the outcome. In other words, we have the ability through choice to respond differently to any situation.**

**I'll repeat that –**

**E + R = O**

**Whatever external experience we have, enjoy, or endure, it is our reaction or response to that experience that determines the outcome. In other words, we have the ability through choice to respond differently to any situation.**

Before generating signups or sales on your website, your ideas, visions, and dreams, (whatever they may be), are the prophecies of what you shall one day become and achieve. You can predict your outer life tomorrow by looking at your inner self today. You can change your tomorrow by changing and organizing your thoughts today, and how you respond to external events, and situations today.

We should give thought to how you are going to respond to current or new sales or marketing challenges, and what you need to respond in a positive and timely manner to generate the positive outcome you desire. If you think about it, if we don't like a particular circumstance or event in our life, then we must have a better idea, thought or inkling as to how we could improve it or make it better for our self. If you are unhappy about your salary level, weight, amount of debt, quality of relationship, then you must have an idea of what your ideal solution or scenario is. Therefore, all we must do is give consideration to that fact which in real terms becomes our goal, and what we need to achieve it and by when.

**Your Big Goal:** Sales/Revenue: \_\_\_\_\_ By \_\_\_\_/\_\_\_\_/\_\_\_\_

**Question:** Do you know how many leads you need to give you the revenue you want? Fear not, we can help you with that (and how to achieve it) inside the members area of itstacksup.com.

You need to take your big goal and break it down into smaller achievable goals. When would you like to achieve your goal? What date? Yes, you know what you want, but do you know how you can get what you want? Would you need any special training, or new skills to achieve your goals? Or new technology or software? Do you have a set plan of action that will lead to the achievement of your goals? What things, both tangible and intangible, do you need that will aid you in implementing your plan of action to achieve your objectives?

Take a moment to sit down and list the things you would need and make your plan of action. This is a good time to break them down into small, realistic steps and consider what it is you need it may be finances, software, time, expertise, or advice. Until you identify what it is you want and need to achieve your plan, you won't be able to start implementing it. The goal of this e-book is to help you gain, clarity, vision, and purpose. All the technical sales and marketing "stuff" will follow in due course.

Things you need to achieve your goal: -

_____	_____
_____	_____
_____	_____

Remember, once you are a member of itstacksup.com, we will help you identify where you are in your life or business now, and help you create a plan of action to help you get where you want to be.

**Control Your Focus**  
**Master The Law of Cause and Effect**

Your thoughts are the cause of everything that's happened to you in the past, and that will happen to you in the future. Change your thoughts (the cause), and the effects (your experiences) will change accordingly. Scientists have recently proven beyond doubt that the physical world is one large sea of energy that flashes in and out of existence in a fraction of a second, repeatedly. Nothing is solid. Scientists have proven that thoughts are what pull together and hold together this ever-changing energy field into the 'objects' that we see, hear and touch.

**If wave forms of energy become particles (and things) when we focus our attention as an observer, does it not make sense to focus our thoughts and energies on what we do want and not what we do not want. Obvious – really.**

Consider this. You have 5 physical senses (touch, sound, smell, sight, and taste). Each of those senses operate at a particular frequency (for example, a dog hears a different range of sound than you do; a snake sees a different spectrum of light than you do; and so on). In other words, your limited set of senses perceives the sea of energy from a certain limited standpoint and makes up an image from that.

It is not complete, nor is it accurate. It is just an interpretation. Our thoughts are linked to this energy, and they determine what energy forms. Your thoughts mould the universe on a particle-by-particle basis to create your physical life **and the results you want from your marketing.**

Look around you right now. Everything you see in the room you are in NOW started as an idea, a picture or thought in the mind of the person who created it. Look around you and identify that statement with the objects around you.... The seat you are sitting on, the computer you are using, the desk, the pen, the cup, the light – all began as an idea or thought in the person who created them. That person's original thought resonated at a particular frequency and the more it was shared and expressed, grew stronger and stronger attracting other thoughts, and ideas, until it transformed from wave energy into a physical object via an amazingly simple process which we will cover later in this document.

In short, you become what you think about most. Your business becomes what you imagine and believe in. **You are not just a human being. You are a human becoming. What do you want to become?** In the plant kingdom, plants continue to grow, blossom and bloom or they wither and die. They cannot afford to stay where they are in their evolution. They need to change and adapt, just like us with our business and our marketing. Don't just be like everyone else, decide on the path you want to take...

Take a minute to acknowledge the things you want to personally BE, DO & HAVE in the next 12 months. Go on write them down and be as specific as you can. e.g., an author? Travel? £100K in the bank?

I want to BE: \_\_\_\_\_

I want to DO: \_\_\_\_\_

I want to HAVE \_\_\_\_\_

Whether you are managing a website, a team of people, work for yourself or someone else, are a student or a parent, there are times that you might feel overwhelmed by obstacles or the "effects" around you. We often become so preoccupied with other things that we tend to give up on doing the things that lead us towards our goals. Sound familiar? You become unsuccessful and don't achieve your goals simply because you have lost focus on them or are concentrating too much on the "effects" and not the "root cause" of the experience.

This is so important.

Ever noticed how certain situations in your life and business keep repeating themselves until you undergo a breakthrough? For example, some people are always experiencing feast or famine. (Lots of business or no business.). Others go from one bad relationship to another. Others might have money problems. Many struggle to fill their appointments diary or sales funnel. I'm sure you get the idea.

When they get one bill finally paid, suddenly another then lands in their inbox. Some people really struggle to generate backlinks, traffic, signups, registrations, appointments, or sales online. You could be asking yourself why? All problems arise from believing in a false thought (or cause).



Until it is changed, the effects of that thought (or cause) will keep coming back in different forms.  
**Your Marketing Mindset as a h@ppeneur® is especially important.**

The law of cause and effect is the number one universal law. Throughout history, every spiritual and scientific teacher has reinforced the importance of this one law. They may have taught that you get what you give, you reap what you sow, or what goes around comes around, or every action has an equal and opposite reaction etc etc, but one thing is certain.

**Let's face it, things improve in your life and business, when you improve.** They get worse when you get worse. Whether its health, wealth, exposure online, leads in your funnel or just plain happiness - the principle remains the same. You are the "cause" of everything that happens in your life, whether you were conscious of it or not.

To be happy, cause another person to be happy. Becoming aware of and mastering the principle of Cause and Effect is vital to your future success because your external world and what you do online mirrors your thoughts and beliefs. Whatever you consider to be true or real in your mind will affect you someday unless you change your belief in it.

Here are **4** questions to ask yourself to control your focus and get right back on track to achieving your goals online and ultimately, success!

### 1. Are my goals achievable?

By achievable, I mean realistic and attainable. You might unconsciously have set a goal that anyone will really have a challenging time achieving, even if they had the means and the time to do so. The important thing is to make your goals as realistic and as achievable as you can. Remember what we said earlier – organise your thinking into smaller achievable steps. **As a h@ppeneur® & member of itstacksup.com we will show you how to do this every week.**

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### 2. Do you really believe in your abilities?

It is true that the only person whom your success hugely depends on is yourself. So, do you believe enough in yourself and in what you can do to achieve your goals? Self-doubt is your biggest adversity and the biggest obstacle you will come across on your way to your success. Remember **F.E.A.R.**, could it be that you have lost focus of your goals because you unconsciously set aside having to deal with your self-doubts? **As a h@ppeneur® & member of itstacksup.com, you stay on track every single day, and can prove to yourself with our help that you are on point, on form and on fire.**

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### 3. Are you doing more than you can currently cope with?

Sometimes, it's better to work on one goal at a time, rather than doing and shooting for so many goals all at the same time. For one, doing so will hinder you from achieving each goal faster, and for another thing, you will not be able to focus your full energy on one goal. **The secret is to prioritise.**

You will constantly be running and trying to achieve one goal after another, and this usually results to you not being able to achieve any one of them. Take your goals and then break them down into your top 3 priorities in each area. You'll discover for yourself that you are able to do more and achieve more using this approach. You will also be able to see and confirm your progress faster. Decide what the most important thing is that you need to be focussing on today – and do it.



**As a h@ppeneur® & member of itstacksup.com, we** ensure you get maximum return on investment for the time you spend by prioritising your goals, and taking action in 4 key areas:

- |                    |       |                       |       |
|--------------------|-------|-----------------------|-------|
| 1. BUSINESS MODEL  | _____ | 2. CUSTOMER JOURNEY   | _____ |
| 3. MARTECH STACK   | _____ | 4. MARKETING STRATEGY | _____ |
| 1. LEAD GENERATION | _____ | 6. SALES & SELLING    | _____ |

**We help you to prioritise the top 3 tasks in each of those areas to achieve your goals faster.**

#### **4. Do you give up easily?**

Along with asking if you believe in your ability to achieve your goals, this is the second most important question you should ask yourself. Yes, you do the steps necessary to achieving your goals, but after one or two failures, do you give up and not try again? Persistence and patience are the keys to achieving your goals and eventual success. Always remember that it is very rare that a person achieves total success or attains his goals in his first try. If people did, there would be no need to build self-confidence, patience, and persistence in oneself.

**As a h@ppeneur® & member of itstacksup.com, we** offer a simple approach to help recharge the mental batteries, pick yourself up, and ensures you stay focussed on your goals, and create the best thoughts and causes, and thus generate the best results and effects.

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## Know Yourself (The Secret to Having a High Self-esteem)

Even though within each of us, is an unlimited potential, our experience of this world is often one of limitation. Many people when it comes to adtech, martech, marketing automation or marketing in general, they are often confused, perplexed, or overwhelmed.

Others, live in a delusional world of isolation, scarcity, low self esteem, living a life that is patterned after the expectations and limited ideas of others, choosing to ignore the special gifts they must share with the world and the special opportunities for growth and learning in their life situations.

**(“No-one can make you feel inferior without your consent.”**

(It's what you say to yourself after they stop talking that's important.)

I'll repeat that –

**“No-one can make you feel inferior without your consent.”** It's what you say to yourself after they stop talking that's important.

Remember, people cannot hurt your feelings. Your own self-doubt hurts your feelings.

**You are responsible for how you think, feel, speak and act – no one else.**

These experiences of limitation are often reflections of our basic beliefs about us and our business, our marketing and dare I say it – our universe.

These negative attitudes were formed by many hundreds and thousands of negative experiences in our life including parental disapproval and expectation, and social conditioning.

Negative beliefs pattern our thoughts, feelings, and actions, creating our experienced reality, which is the reality we then use to justify the negative beliefs. For example: **"I know I have no leads for my funnel is empty"** or **"I'm a poor person, because I don't have any money"** While we may think that our belief that the world is a hostile and uncaring place or that the current economic climate is dire caused by our experience of other people not supporting us, the reverse is most often true.

There are many limiting beliefs that can reinforce poverty consciousness or that you are not having any success with your online marketing. Many people have such low self-esteem, such guilt and self-hatred, that they feel they don't deserve prosperity or success online.

Often people fail as an expression of anger or resentment or even as a way of asking for help and support. We can easily add our own examples from our own experiences.

However, limited our past patterns were, **we do have the power of choice in the present.**

By changing our beliefs about us, our brand, and our marketing systems, we change our reality. We give practical expression to our new consciousness by changing our actions and how we proactively respond to different situations and circumstances **presented to us online and offline.**

Many people want to have different things. They want to HAVE happiness, they want to HAVE more money, they want to HAVE less debt, they want to HAVE more signups & registrations, better health etc etc. Many people think that if they have these things, they will then be happy or content, or be at peace with themselves.

Ironically, the actual process is much simpler than that. Millions of people go through life, chasing their dreams, but never actually achieving them because they think HAVE DO BE, instead of BE DO HAVE. They think that to HAVE happiness they need to DO happy things and they will become or BE happy.

**If there is anything that you wish to be, simply be that state first.**

I'll repeat that - **if there is anything that you wish to be, simply be that state first.**

It's that simple. Let me explain...

The formula for successful marketing (and a successful life) is BE DO HAVE...  
...not HAVE DO BE.

I have a little poem to help you remember this...

Many people have a rule for life, but it certainly doesn't work for ME.  
But I found that its really BE DO HAVE, and not the opposite; HAVE DO BE.

Being is closely related to believing.

For example, say you have marketing problem that is troubling you. You wonder, **"why is it that no matter what I do and affirm and think I can never seem to generate leads or win the business I want"** the answer lies in your root belief.

Do you deeply believe that you have access to knowledge skills, wisdom, and software to help you or not? The question is not whether you believe you shall have or get the will power to grow your business online, it is whether you believe you have it now or not.

**The same applies to your financial situation, or health etc...and do you believe in scarcity or in abundance? Remember, what we said about a prosperity consciousness earlier. The universe will give you exactly what you think about and attract it to you, but you must be specific.**

If you believe you will raise your profile online, improve engagement, or have a full marketing funnel one day, it will suspend your wish, dream, or goal till **'one day.'** And when that 'one day' arrives and you start doubting, thinking **'what if I don't have it,'** then it will respond likewise. Be specific, about what you want to (achieve with our help) ...And you will. That includes confidence about your self.

Napoleon Hill once said, "Whatever the mind can conceive and believe, it will achieve."

Have faith in yourself. Believe. Know with certainty.

**Try this exercise. (I also share in on my Tedx Talk)**

Touch your nose. Go on, touch your nose. Then, touch it again.



Click the image to watch the video.

When you start to raise your hand, you know without a shred of doubt that you will not fail to raise your hand and touch your nose. The thought does not even occur to you that you may not be able to touch your nose. You do it with certainty.

You didn't doubt or convince yourself you couldn't do it. There was no negative self-talk.

**You just did it.** The same is true when your marketing feels completely overwhelming, confusing, perplexing or that you simply can't or worse – don't know what to do next or how to do it. You need to take stock of where you're at and identify what you need to do next.

**Then, like Nike say – Just Do it.**

Quite often we don't know what we don't know. Quite often we don't know what's holding us back and preventing us from achieving our goals and objectives. We simply need to identify the tasks that need doing – and action them. Then score them off our list as we complete each task and repeat the process until the list is shorter and shorter and the number of outstanding items is 0.

Substitute all negative thoughts with new positive thoughts about you, yourself, your products, services, target audience and how you can help them fix, solve, or address the problems, challenges, and obstacles that you know you can solve.

### Try This Exercise

The next time you feel low, awkward, bad or start having negative thoughts or emotions as a result of someone making a negative statement to you, or putting you down, simply recall a previous positive experience from earlier in your life and the positive emotions and feelings associated with that experience, and replay it in your mind....You will instantly substitute any negative thoughts you may experience as a result of the comments or actions of that other person, with your new “implanted” or “recalled” positive thoughts.

It pays, not just to know yourself, but also the **4** foundational elements of your business marketing...

### ...Your Business Model, Your Customer Journey, MarTech Stack and Marketing Strategy.

You also need to know where you are in real-time in relation to each of these and the progress you are making towards your big goal. In [itstacksup.com](http://itstacksup.com), we help you with that.

If you have a big goal, and have broken down into say 4 key areas then set your top 3 priorities...

...once you achieve each of your 3 priorities in each area, then revisit each area and re-assess where you are now, today. You will feel a lot better having already achieved what you or your team have already done and achieved in working towards your big goal. We help you do this with our **Marketing Resistance Identification** dashboard that's inside the members area. We enable you to continually confirm where you are in relation to your big goal so that you can identify what's holding you back and preventing the breakthroughs you want. More importantly, we help you to continually set new priorities without feeling confused or overwhelmed, and share the strategy, skillutions and technology you'll need via several support options also inside the members area.



We want to help you stay on point, on form and on fire and we want to help reduce the number of issues, challenges, obstacles, and outstanding tasks to 0. At any given point you can see your progress visually represented as a spider graph on your dashboard in the members area.



You then simply click the tab for each area and experience an “**Instant Breakthrough**” by identifying your next 3 priorities and action them, returning to each tab and re-scoring yourself as watch you the list of items requiring action get less and less as you complete the tasks and your big goal getting closer. By becoming a h@ppeneur® and an active member of itstacksup.com, you are making a powerful decision to adopt a Prosperity Consciousness, understand yourself, your business and marketing requirements and deciding that you will respond positively to the circumstances and challenges that life (and business) throws at you...

...with a practical plan of action that we will provide you.



**By becoming a h@ppeneur® and an active member of itstacksup.com, it will help you to start being the person you want to be, and do the things you want to do, enabling you to have and experience the outcomes and goals you want by following a simple, practical, proven plan.**

Being > Thoughts > Words > Action > Results

The creation of ideal outcomes, goals, scenarios, and circumstances occurs in the 5-step process above. (Being, Thought, Words, Action & Results). In your life and business, although you may not be aware of it, you create your experiences first in your Self, spirit, being, then in your mind, then by your words, finally by your actions.

It starts at being then moves on to thinking then to speaking then to acting. In fact, acting only puts into place the system necessary to receive and experience what you create in being, thinking and speaking. Most people are simply not conscious of or aware of the first three steps of being, thinking and speaking

– all they do is “drift” through life on autopilot, living by habit, reacting unconsciously to people, circumstances, and events around them.

**For me, circumstances create emotions, but feelings create circumstances. Feelings are energy, but emotions are energy in motion created at the end of the creation process.**

When you think, you formulate ideas and that causes the universe to act in a particular manner, and start to attract other thoughts, ideas, and people to you. For example, your thoughts and ideas may activate the inspiration in many others to act in certain ways that support your thoughts at the same time fulfilling their own desires. Next, after you think, you speak of your thoughts.

This shares them physically with other people and intensifies the attraction of other ideas, and people to you. Then you act on your thoughts and words, bringing into place the physical systems that help ‘manifest’ your thoughts into experiences in 3D. The physical objects you see, the events, and circumstances you experience are all effects of your thoughts.

They are not the cause and can never be the cause. As much as you may think that a physical object can be a cause, it cannot. Thought is the only cause. Thoughts, Words, Action are tools of creation.

Focus your thoughts on what needs to be done and actioned to achieve your big goal.

Scientists have now explained to us that the world is not the hard and unchangeable thing it may appear to be. Instead, it is a very fluid place continuously built up using our individual and collective thoughts and states of being as a society, country, family, planet, solar system, or universe.

**Now on a more practical level...**

**...Remember the nose touching exercise earlier?**

What is your body made of? Bones and Tissues. What are bones and tissues made of? Cells. What are cells made of? Molecules. What are molecules made of? Atoms. What are atoms made of? Sub-atomic particles. What are sub-atomic particles made of? Energy? No. They are not made of energy; they *are* energy.

You are one big ‘chunk’ of energy. And so is everything else. Spirit and Mind puts together this energy into the physical shape you are used to seeing with your limited set of 5 senses.

Also think about the internet – one massive ocean of energy swirling about in the ether.

If you were to go into a lab right now and ask them to let you see yourself under a powerful electron microscope and conduct other experiments on yourself, you will see that you are made up of a cluster of ever-changing energy in the form of electrons, neutrons, protons and so on. And so are your computer, your partner, your car, and everything else.

Quantum physics tells us that it is the act of observing an object that causes it to be there where and how we observe it. Energy is the sub-atomic particles that come together to ‘make up’ atoms, which come together to ‘make up’ matter. Matter is energy. Matter is not converted energy, it is energy.

Time to go back to school. Remember Einstein’s famous equation,  $E = mc^2$ ? Let’s now take a closer look at it in the context of cause and effect and see if it begins to make any sense after all these years. Any piece of matter of mass  $m$  is energy that can be calculated by multiplying that mass by the speed of light squared.

So, in other words, you are made up of light, raw energy condensed into the illusion of solidity, confirmed by your limited 5 senses. In other words, scientifically speaking, this energy exists as waves spread out over space and time. Only when you exercise observation do these waves become particles localized as a space-time event, a particle at a particular ‘time’ and ‘space.’ As soon as you withdraw observation, they become a wave again. So, as you can see, your observation, your attention to something, and your intention, creates that thing as a space-time event.

Just like when you choose to click on a link online and then the page begins to load (or manifest itself) into your browser, as the energy travels at light speed to create the (space-time) event you want.

So much can be achieved online, in the ether, the “virtual world” and all you must do is trust and allow the plan to come together and allow yourself to achieve your big goal in small incremental steps by taking action each day.

Now think in the context of your content strategy online and your ability to create, curate, formulate your thoughts and wisdom and to selflessly share them online to attract people who resonate with what you write, design, speak or share in the cloud...

Imagine if you affirmed constantly throughout the day nothing but HAPPY THOUGHTS, or POSITIVE thoughts (or posts online) as you use canva, pixabay or youtube to package and share your wisdom on each of your social media profiles and platforms.

Then you would attract positive or happy experiences into your life and potentially like-minded individuals onto your landing page and into your funnel. Instead of thinking “I have no leads” or “This is so overwhelming”, or “I hate marketing”, or “I can’t bother to write and share a post”, or “I have no money”, turn it around into a positive thought or statement and start dwelling on that positive thought, and actually become aware as your positively charged emotional thoughts start to resonate and attract other positive thoughts, **actions**, events, conditions, situations, sales opportunities and people into your life.....  
...as you plan and schedule your content strategy online using our platform...



### Let's Recap

Set a Big Goal & Break it down into priorities and tasks. Login to itstacksup.com

Use Your Marketing Resistance Identification Dashboard to confirm your progress.

Experience and Instant Breakthrough (IBT) in each area and set 3 new mini goals.

Use the tools, skillutions, resources and technology we provide in each tab to achieve your goals.

Share your wisdom and solutions online daily and attract the opportunities you want.



**Becoming a h@ppeneur® with Itstacksup.com** will help you to speak and act positively online, in the Now – not dwelling on regrets of the past or worrying about the future. We encourage you not to wait for some ‘perfect moment,’ but instead instill you to action now – TODAY, so you can experience the results of your positive mental programming.

Remember, if you want your next experience to be a positive one, think how you’re going to choose to respond or react to your current experience. **Learn to adopt a h@ppeneur® mindset and take control of your life.** Shape your destiny for the year ahead and achieve the results you choose to manifest online with itstacksup.com.

## Take Personal Initiative Act as if it All Depends on You

“If it’s to be, it’s up to me.” You are the master of your own destiny. No-one else.

As I often say

*- “There are three types of people online: those who make things h@ppen, those who watch things h@ppen, and those who wonder what h@ppened.”*

Webster’s new World Dictionary defines initiative as “The ability to get things started or done without needing to be told what to do.” That is how. People that have initiative are those special people that get things done. They make things happen. People with initiative are the ones that others look up to.

The ones people say they want to be like. Quite simply, people with initiative are winners. They are winners because they constantly take on new challenges and they find what must be done and they set about doing it.

They don’t make excuses and find failure in every opportunity. It is just the opposite; they find opportunity in failure. When others make excuses or give up, people with initiative step forward. Personal Initiative is vital to your success. One outstanding example of initiative includes **Percy Shaw**. He became one of, if not the greatest, example of personal initiative and its benefits. Employed as a roadworker, he went on to invent “cat’s eyes” (the reflective markers at the side and centre of roads to protect drivers). His invention enabled him to sell over 500,000,000 (yup – 500 million) of his product for every road in the UK.

I think when you study anybody that has risen to the top in their field of endeavour; you will find they absolutely have personal initiative and the following qualities to back up that initiative.

1. A sense of Purpose
2. A sense of humour
3. A sense of passion
4. A caring attitude

People with initiative seem to have a very strong sense of purpose. They know what they want. If you have a strong enough why, you can overcome any how. In other words, if someone has a strong enough purpose, they can overcome any obstacle. You often see people give up at the first sign of opposition. Others package these qualities and their wisdom into their posts and content strategy.

Even worse, many people never even get started. They give up without any attempt at all. Their fear of failure is so strong that they move beyond fearing it. They no longer fear failure, they expect it.

They won't even begin to attempt things. They cannot make changes or overcome obstacles because they are afraid to even try. They are people that lack purpose, and they lack initiative. People with a strong sense of purpose are tenacious. They do not let anyone tell them they can't do something. A sense of purpose makes their dreams and desires so strong that they can't quit, they don't know how, for they are a **h@ppeneur®**. Afterall, there is only one way to fail, and that is to quit.

Stop and think about people you know on both sides of the coin. Those with a strong sense of purpose and those with a defeated air about them. Write down their names in the space below.

_____	_____
_____	_____
_____	_____

Describe how are they different? What makes the difference?

_____
_____

The biggest difference is that people with a sense of purpose tend to have an infectious sense of humour. They have a passion for living and a passion for what they want to accomplish. Whenever I am around people with a sense of purpose, I always feel a sense of energy.

It is fun to be around them. They are exciting people that like to have fun.

They get all they can out of life and their involvements. They tend to make you laugh and find enjoyment.

Those that lack purpose are often complaining about their situation and how everything is unfair. They seem to want to blame other people or circumstances for their problems. They seldom accept responsibility for their situation and are always looking for the big break or the quick fix to their problems. They lack the passion that purpose gives life. People with a sense of purpose are **h@ppeneurs®**, do not blame others, they simply take action.

They almost embrace failure. They accept it as a challenge or a lesson to do things even better than before. They experience, they learn they evolve. They test, test, test everything online.

**h@ppeneurs®** with a strong personal initiative and sense of purpose do not know how to quit. Setbacks are not viewed as losses or points to quit. They are viewed as temporary setbacks, learning experiences and new starting places. Somewhere to begin again more intelligently or more determined. They tend to see things in a different light. If you lack purpose, then where are you going? Purpose gives you a direction to move in, something to shoot for. Lacking that direction gives you nowhere to start and nothing to shoot for. When you have nothing to shoot for then quitting is easy.

When you have something that totally consumes your thoughts, desires, and passions, then quitting is impossible, it doesn't even enter the mind.

Winston Churchill embodied this spirit. For him failure was not an option. He had a very definite purpose, and he would not allow anything to deter that. Setbacks happen. Setbacks are not failure.

**h@ppeneurs®** who demonstrate personal initiative also seem to care. They not only care about their purpose, but their purpose is usually something to benefit others. They have a big idea. Think of people that have affected history. Those that had a burning purpose, Steve Jobs, Elon Musk, Bill Gates, Mark Zuckerberg... The list can go on and on.

Did they have a burning purpose? Absolutely. When it comes to you, don't forget that a caring attitude will give your initiative and purpose a much larger meaning.

Write down the problems, needs, pains & frustrations you can solve, fix, or remedy for others.

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Write down how you would describe your type of personality and sense of fun/humour.

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Write down what you are passionate about.

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Write down what you care about

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In the members area of [itstacksup.com](http://itstacksup.com) we take that a stage further and help you to craft a powerful, compelling, and persuasive sales and marketing messages with help of our ai-powered VA that will help you pull visitors to your website by following a very simple powerful and practical process and allow the ai to do all the heavy lifting...



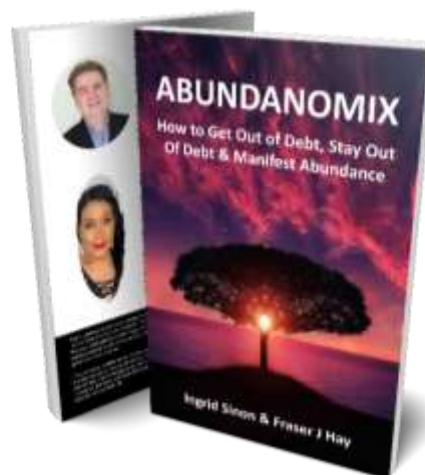
As a h@ppeneur®, you can continue to encourage yourself to take the initiative, motivate and empower yourself to action online 365 days of the coming 12 months. Don't worry about getting things wrong or in achieving less than perfect results for you can always revisit and update your plan every day, week, or month to ensure you stay on target as you test, tweak, refine daily working toward your big goal.

## Money. Learn to Budget Your Time, Energy and Finances

In November of 2019, I was asked to be a keynote speaker and awaken the hearts and minds of the people and government of the Seychelles at an inaugural entrepreneurship event organised by a [itstacksup facebook group](#) member – Claude Bonte.

Whilst there, I met a fellow Keynote speaker Ingrid Simon, the CEO of the 5<sup>th</sup> largest bank in The Seychelles and we decided to work together on a NEW book called “[Abundanomix](#)”.

The book fuses institutional and spiritual principles to help individuals and business owners to get out and stay out of debt.



The book is a practical guide with useful resources to help you manage your finances and helps to prevent you from falling into money slavery. (Working only for the money, without enjoyment or fulfilment from the work itself is based in fear and doubt.) No amount of money can compensate for a lack of fulfilment in one's work. Without it, there can never be enough money to spend or enough time to enjoy it. Without the joy of life, even spending money becomes joyless work.

Poverty consciousness is the fear of lack and denial of self-worth. It is mistrusting the natural abundance of life and ignoring your creative potential. It is a socially reinforced mental illness that afflicts even people with plenty of money. Money Slavery is upheld by the belief that people are lazy and won't work unless they are coerced by the fear of poverty. People stay in uncreative stifling jobs out of the belief that this is necessary for economic survival. They fear (there's that word again – F.E.A.R) that to do their own choice of work would require the sacrifice of financial compensation. This poverty belief, in their own and other peoples' minds, is the only reason that they experience it as so. Once we are attuned with our true nature, we love to work as an outward expression of our being.

### ***Who wants £50?***

A well-known speaker started off his seminar by holding up a £50 note. In the room of 300, he asked. "Who would like this £50 note?" Hands started going up. He said, "I am going to give this £50 to one of you - but first, let me do this." He proceeded to crumple the £50 note up. He then asked. "Who still wants it?" Still the hands were up in the air. "Well," he replied, "what if I do this?"

He then dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now crumpled and dirty. "Now, who still wants it?" Still the hands went into the air.

"My friends, you have all learned a very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth £50. Many times, in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way. We feel as though we are worthless; but no matter what happened or what will happen, you will never lose your value.

What is Money? Money is only an energy exchange. Money can have value, as in gold, crypto currency, precious gems, and other precious metals. Or, money can be a marker, such as a piece of paper or an electronic transfer, with no intrinsic value. Paper money would be worthless if we did not all agree that it is a marker representing a certain value.

One of the earliest uses of this kind of marker in exchange for goods happened when Mesopotamian farmers brought their grain to city granaries and stored it there, in exchange for tokens.

The city kept some of the grain as payment for storage, and the farmer could trade in his tokens with merchants, who traded them for other merchandise or redeemed them for bags of grain.



Today, money is transferred electronically from bank to bank. **Look at the growth of Paypal – now a \$2+ billion brand and about bitcoin? It's estimated to be worth over \$6billion.**

**There's even a whole new industry – NFTs (A non-fungible tokens)** are a non-interchangeable unit of data stored on a blockchain, a form of digital ledger, that can be sold and traded. Types of NFT data units may be associated with digital files such as photos, videos, and audio. Because each token is uniquely identifiable, NFTs differ from blockchain cryptocurrencies, such as Bitcoin.

Some NFTs (pictures, images, animations) have sold for as much \$600,000 - \$60m +

Now, more than ever, money represents a pure **energy transfer**. You are still trading a certain amount of your life energy (work) in exchange for something that you can trade for more energy in the form of goods and services.

But because we are paid for our time in money, it gets easy to value ourselves in monetary terms. When you put a cash value on your life energy (time at work), it's easy to go one step further and get unconsciously stuck in the idea that you may be worth that amount--or what is in your bank account. You might be in resistance to the idea ("They aren't paying me what I'm worth!"), or you might be happy about it ("I'm worth a lot because they pay me the big bucks!"), but either way you're valuing yourself in terms of a unit of exchange.

This is the first step in allowing your money to **control you** rather than the other way around.

Your money is made up of your life energy. But your life energy is not defined or limited by your salary or your net worth. You are far greater than that, whether you make £5 an hour or £50. By valuing yourself and your life energy in terms of your salary or net worth, it's easy to fall into the trap of letting money rule your feelings.

If you do this, you'll always lose out because you will lose perspective. When you have a lot of money at hand, you feel flush, abundant, deserving, worthy of everything. It's OK to spend more, buy more, waste more because you have more and you're worth it. But when you don't have much money, it's easy to feel smaller, less consequential, weaker, and less able to be happy and strong, and less able to create your dreams.

How do you get out of the money-self-esteem trap? First, try to see money as a simple energy exchange, not a valuation of **who you are**. When you have money, don't let that feeling of being flush send you out to the store to spend it all to validate your self-worth. And when you don't have it, try to create a feeling of inner abundance by noticing what other riches you have: your body, your senses, your family, friends, the world, a flower, a good meal, etc.

When you focus on the energy exchange, you see what you are really spending when you get out your credit card. It's not a meaningless blip on your credit card statement: **it's your life energy** spent in exchange for something. When you make a purchase, ask yourself--Is this worth the life energy I will have spent to gain it?

When we don't respect others regarding money, it pushes wealth **away** from us. People who ignore debts or take advantage of others usually remain poor because they are acting in scarcity mode. Those who face their debts and try to pay them off, even a little at a time, begin to draw more wealth because they are respecting the life energy of others--and by extension, their own life energy. It is tremendously empowering to honour your promises by clearing an old debt or obligation. The very act of doing it frees up more life energy so that you can enjoy the present that much more.

When receiving an inheritance or a gift, ask yourself what the donor would have wanted you to do with the money, and spend part or all in a way that honours both yourself and your loved one's request.

Spend the money with respect and gratitude, honouring the gift you have received. When you respect the wishes and the life energy of another, you are also respecting and valuing yourself.

Giving to bonafide charities is another way to increase abundance in your life. Why? When you give money, you feel abundant--you feel good about yourself. To give, you must already have. You are using that money-emotion connection to positive advantage. The other aspect of giving is karmic: when you send something out into the universe with good will, it comes back again to you many times over, in the same spirit you sent out.

Working with Itstacksup.com and in becoming a h@ppeneur® will help you to engage your creativity and interest. We can show you how to harness tremendous resources of enthusiasm and energy which will enable you to create great financial success, as well as greater health and happiness.

We can also help you to manage your time and resources to maximise the best possible return on investment of your time and energy online.

## Enthusiasm is Contagious, Enjoy Yourself

A person's level of enthusiasm is directly proportionate to their ability to fuse and balance their basic self with the environment around them. When perfect balance is achieved, the Buddhists call this state "walking on the razor's edge", and the Sufis call it "the omega point"...where heaven and earth meet.

Enthusiasm is not a trait that we are born with. It can be initiated and developed. If one has lost it through bereavement or through life's challenges and traumas, it can be resurrected. A man can

succeed at anything for which he has unlimited enthusiasm. Enthusiasm should be in the heart, mind, and thought of every person who wants to succeed in the game of life. You just can't go out and buy it in the shop. It is a feeling that comes from within. Enthusiasm is the spice of life. Make yourself act enthusiastic.

It is as simple as that. Act with enthusiasm, be enthusiastic in what you are, do and have, and soon you will have lots of enthusiasm. Once you're fired with conviction your natural talents will take you to the top. True enthusiasm is made of two parts. One is eagerness and the other assurance. When you are talking to people on the phone or face to face always be excited, express confidence in your ability, your subject, and your passion. That is all enthusiasm is about. All great leaders, professionals and successful individuals have one thing in common and that is enthusiasm. Ralph Waldo Emerson said, "Nothing great was ever achieved without it". If you don't have enthusiasm, you cannot transmit to anyone. So, if you want to change your environment all you got to do is to change yourself.

If you want to be successful online, then as a h@ppeneur® you must cultivate the art of enthusiasm. Enthusiasm you transmit through your eyes, the way you walk, the way you talk, and the way you smile. Enthusiasm assures success. You can work all day long and still be at the bottom of the foot hill. But if your hard work is coupled by excellent support and your enthusiasm, you can climb the top of any mountain with ease. So never underestimate the power of enthusiasm.

The most important thing in developing enthusiasm is the way you start the day. You can well condition a day in the first 5 minutes after you wake up. Henry Thoreau the American Philosopher used to lie in bed for a while in the morning, telling himself all the good news he could of that he is healthy, everyone likes him, and everyone trust him, and the future looks bright. He arose to meet the day in a world filled with good things, good people, and good opportunities. Why not follow the same principles and stand above your peers? Try and avoid all these negative memes, tweets, social media reports and mainstream news bulletins 😊

Write down 3 things you feel good, happy, or enthusiastic about today in your life. If you can think of more, even better... (Things to consider could be your job, your health, your house, your family, or your business. Try and think of every aspect of your life.)

_____	_____
_____	_____
_____	_____

Take a minute and reflect on each item you have written. Note your emotions, and how you feel about each item written above. The next time you feel low, awkward, bad or start having negative thoughts simply recall a previous positive experience from earlier in your life and the positive emotions and feelings associated with that experience and replay it in your mind.

You will instantly substitute any negative thoughts with your new "implanted" or "recalled" positive thought and will instantly help you to start becoming more enthusiastic.

What's the difference between enthusiasm and petrol? There's not much difference between the two. They both provide the power to drive us forward. The internal combustion engine of our cars runs on petrol. Petrol vapour enters the cylinder, and the spark plug ignites the fumes unleashing the power that can propel our vehicles over one hundred miles an hour.

Enthusiasm in the workplace, and online, when properly ignited, can propel you to success. Motivated entrepreneurs work harder. They'll even come with ideas to improve the product or service they offer. Motivated and enthusiastic h@ppeneura® can and do achieve amazing results.

Psychologists tell us that the best way to change our feelings about what we're doing is to change the way we think of our feelings. The brain tells the body how to feel and the body acts accordingly. We can direct our own feelings and our outlook on life. We should start picturing and visualising all events as being successful. We then act accordingly as we work towards that success. If we tell ourselves



that we are going to be successful, we begin to believe it. We can see it. We can feel it. We can plan for it. Those expectations drive us forward with enthusiastic zeal.

As you start encouraging others in a quest to build enthusiasm, you'll also notice a change in yourself. You will become more enthusiastic and more motivated. Your clients, co-workers, and even your family will notice the difference. Life is fun. Business is exciting. Work is something to be motivated about. Remember your first three questions – you're doing what you're doing because you enjoy it and are good at it.

Now remember the last four letters of enthusiasm – **I am sold myself.**

You do what you do because you believe in it. And there's every reason to get enthusiastic about itstacksup.com and in becoming a h@ppeneur® for it works, and it will continue to help you generate confidence, progress, and results in your business when you apply what we share and follow a very simple, practical, powerful, and proven 4 step process:



No is a two letter word. No is a sentence.

Nothing hurts more than rejection, whatever the circumstances. Have I got stories to tell! But the facts are that everyone gets rejected now and then. The key is how you deal with that rejection and move on. Remember  $E + R = O$  from earlier? Here's an example -

I applied for the trademark – “intr@preneur” and I was declined by the UK trademark office because of a “;”, yup a semi colon. Feeling dejected, I appealed, and the application proceeded, but then...

... I received a formal recorded delivery letter and email from a U.S. firm of lawyers worth over \$5+ Billion and employing over 3000 lawyers informing me that they represented their massive client who objected to me registering my trademark application and they were writing to me saying that they were going to take legal action against me – based 60 miles north of Aberdeen in the highlands of Scotland.

Now, at this stage I could have just yes, ok, you win, and bowed over to bully boy tactics being played out. However, the h@ppeneur® in me wanted my goal to become a reality, because I was planning a series of books (had to write them yet), but I wanted the “Intr@preneur®” name and the trademark 😊

**All I did was, have the desire, belief, and expectation that I could achieve my goal.** And guess what? After several months of receiving some very terse communications and several attempts to weaken my resolve, I can reveal that I do indeed now own the trademark – “[intr@preneur®](#)”.

Even better, I went on to win a publishing deal with an international publisher and wrote the 10 books of the “Intr@preneur®” series 10 months.



# bookboon.com

It's amazing what you can achieve when you're a h@ppeneur®

Sometimes, you just must be tenacious, resilient and have faith in your own plan to achieve your goals. **Remember temporary setbacks are just that – temporary.**

My 10 books of the “Intr@preneur®” series were focused on helping employees in large organisations to think and act more entrepreneurially to achieve their goals and those of their organisation.

## Definition

**intr@preneur® n.** *is an employee within a company who plans, documents, executes & automates their marketing online leveraging the organisation's resources to achieve their own personal goals and the corporate objectives.*

It's amazing what you can achieve when you're focused, resilient and want to become on point, on form and on fire. Whilst I share the full story in my [TEDX talk](#). Here's a wee summary of some of the challenges I had to embrace during the covid-19 pandemic whilst many people just lay on their sofa furloughed getting paid to watch Netflix boxsets.

Quite often, it pays to reflect where you are, and to analyse your current situation, then to prioritise what it is you want to achieve then write your strategy & game plan, and finally to optimise for success.

## A lot can happen when you want to embrace, create & live your vision

- During Covid-19 Pandemic I was receiving injections in my only eye to preserve my sight.
- Received training from Northeast Sensory Services, on how to walk with a white stick.
- Was on an iv in hospital for 10 days recovering from sepsis.
- My right leg was in a boot after surgery (thankfully it wasn't amputated.)
- I needed the boot for 9 months after the surgery.
- I did some research and discovered a marketplace worth £340bn
- I set new goals in wanting to write a book, do a tedx talk and speak at an industry event
- I wanted to write a new book about martech and marketing automation.
- I thought I'd write a series of books for intr@preneurs, and would register the trademark.
- (Didn't think, I'd have a wee disagreement with a multi-billion dollar legal firm – and won)
- I did my Tedx talk in Aberdeen.
- Due to one of the books, I was invited to Saudi Arabia to deliver a keynote at an industry event
- I went on to write 10 books in 10 months, & got them published with an international publisher.
- My wife wanted to move closer to the sea, so we did a house move in the middle of all this.
- Yes, I had a few extra distractions to deal with than most people in the covid-19 pandemic 😊



It's amazing what you can achieve when you're a h@ppeneur®

Your 3 biggest enemies are “ignorance”, “apathy”, and “fear” followed closely by “blame”, “excuses” and “denial”. As a h@ppeneur®, you also need to overcome the fear of failure, self-doubt and in particular - rejection. Once you have established that you fear rejection, the best way to overcome the dread is to go out and do whatever it is that you are avoiding! I'm sure we're all guilty of putting off writing that blog post, recording that video or attending that webinar or live streaming event.

Many organisations which teach public speaking skills follow that premise to overcome the fear of speaking, and have their students give short speeches while learning speaking skills. Singers and actors often admit to feeling stage fright before they go on, but they still perform. After several successful accomplishments, the chance of rewards becomes greater than the fear.

The longer you procrastinate about something, the larger it becomes in your mind. Finally, remember what I said earlier about staying focussed – that also means you need to know when to say NO too, or delegate a task to someone else, so you can make best use of your time. **By becoming a h@ppeneur® and a member of itstacksup.com, you will learn to focus on generating positive results in many areas and become master of your own destiny online.**

## Today, Not Tomorrow

Putting things off (inertia) can prevent us from making the changes necessary to achieve greater results in our life.

“inertia” is defined as resistance or disinclination to motion, action, or change.

In real terms, inertia translates as our fear of change, experiencing failure and disapproval or fear of the new and unfamiliar. Inertia can keep us in jobs for which we have lost our enthusiasm and commitment, while we try to justify to ourselves the reasons why we should stay.

Stress from overwork, lack of support, boredom, and the gnawing feeling that we are not being true to our values can result in anxiety, worry and depression. This in turn can reinforce the feeling that nothing is likely to change, and we end up in a long-term rut.

So, how do we break free from this self-defeating behaviour? We rise above the limitations of the present through creating a mental image of a better future and being open to taking new directions. The decision to take responsibility to make better progress however will begin to attract the events and the people who can help you to realize your vision. Taking small yet decisive steps will begin moving you in a more positive direction.

You may experience continued inner resistance to change. This is normal as you are creating new patterns of action and thinking. Keep your goal foremost in mind. Exercise patience with yourself, with others who may question your decision and with the process itself.

Your commitment to improving your prospects and your willingness to make the efforts necessary to grow your business online will generate the right solutions at the right time.

Now is your opportunity to make a list of things you were meant to do today and haven't yet done. Jobs needing your attention, letters to write, people to call. Make a list of anything you were supposed to do yesterday or this week, which you may have forgotten or been distracted from completing.

_____	_____
_____	_____
_____	_____

Feeling good is the bottom line behind every single goal. Even if your goal is to help other people feel good, you want to do it because it makes YOU feel good. It makes you happy.

The interesting part about this is that we can be happy now – before we accomplish the goal. We don't have to wait until we achieve it. In fact, we have a much better chance of reaching our goals when we can use the power of now to be happy in the present and enjoy the goals game while we play it.

Our source of joyful life energy is always available to us (not just attending one of our live coaching sessions or live webinars) and when we let this life energy flow, we feel good.

**As a h@ppeneur® you will not only be in your flow,**

**You'll be on point, on form and on fire.**

But when we block it or pinch ourselves off from our energy source, we feel bad. How do you know when you're blocking the flow of life energy? It's simple: if you feel bad, low, stressed, tired, anxious overwhelmed or feel negative etc. If you feel good, you're in the flow! What could be easier – right? Think – You're a h@ppeneur®.

Well, like many profound universal truths, it's simple, but not necessarily easy. Why? Because we've learned to think in ways that cause us to feel bad, we've developed habits that bring on bad feelings and we've come to justify feeling bad. Plus, when feeling bad becomes too painful, many people turn to temporary addictive “feel good” solutions such as anti-depressants, junk food, alcohol, recreational drugs, and other chemical mood-altering crutches.

But let's not dwell on “why.” Let's move right past “why” into a healthy, self-empowering, leading-edge mastery of “how.” How can we make the mental shift into feeling good right now and right now and right now? How can we learn to identify how we feel and turn a “bad” feeling into a “good” feeling? How can we have it all and be happy while we're pursuing our dreams and achieving our goals?

Mastering the art of becoming a h@ppeneur® and focusing your mind right NOW to feel good right now is an immensely powerful skill. There are many different methods, but in the end it's up to you to use whatever works in each moment.



It's amazing what you can achieve whe you're on point, on form and on fire.

The first step is to be sensitive to how you're feeling. It doesn't matter what your emotions are – you either feel good or you feel bad. Period. If you feel good, acknowledge it, bask in it, stretch it out and accelerate. Take your good feelings as far as you can, for as long as you can. When you're feeling good is an excellent time to practice managing your emotions.

If you feel bad, there are various things you can do: you can start by counting your blessings; you can remember and relive past happy events; you can acknowledge any value you see in whatever is upsetting you; or you can even take a little fantasy virtual reality trip – a mental vacation to someplace that makes you feel happy.

The only real difference in an ordinary person and a genius is their ability to focus. Developing and mastering the art of focusing your attention just takes practice. Feeling good, under any circumstances, also just takes practice.



Over time, we'll go into much more detail on how to master these skills, so that you will eventually be able to take full advantage of the power of NOW. In the meantime, keep on practicing!

Becoming a h@ppeneur®, will help you to decide on your priorities and then think about the steps needed to achieve your goal. As a h@ppeneur®, you will identify what's holding you back and preventing the results you want when you experience an ***"Instant Breakthrough."*** Shifting your focus to more positive tasks that serve your interests will help reduce your anxiety, stress levels and concerns about your present situation.

## Onward By Objectives Plan The Work and Work The Plan

*You need to identify, pursue, and achieve your goals day by day, week by week month by month and you will become better and better at generating the positive results you desire the more you become a h@ppeneur®. Remember, we offer help in 6 key areas:*



I share more about each of these on the website and for now, this book is focusing on your marketing mindset and in mentally preparing you for becoming a h@ppeneur®.

I am also a huge fan of daily affirmations to create desired positive conditions as if they are already happening now. Using visualisation, you can use your imagination to create a clear and vivid picture in your mind of whatever you want to take place in your life. Each choice you make to live your life positively will bring positive results – some small and immediate, others large and lasting.

The ability to set goals and make plans is one of the single most important skill that you can learn and perfect. Goal setting will do more to help you achieve the things you want in life. However, ...

**...Don't forget that on our platform we also help you identify the marketing resistance you may be experiencing and help you to prioritise what actions you need to focus on to help you achieve your goals faster. We call this experiencing an Instant Breakthrough.**

Goals enable you to do the work you want to do, to live where you want to live, to be with the people you enjoy, and to become the kind of person you want to become.

There is no limit to the sense of abundance and fulfilment you can obtain. All you must do is to set a goal for financial success, plan, and then work the plan until you succeed in that area.

The payoff for setting goals and priorities is being able to achieve your goals faster. So why do so few people set goals? According to the best research, less than 3 percent of Americans have written goals, and less than 1 percent review and rewrite their goals daily.

So, the reasons why many people don't set goals have been of considerable interest to me. Here are some key reasons why people don't set goals. If any of these apply to you, then ensure you start addressing them today:

One of the primary reasons is that they are not serious about their aspirations. Often, people who have accomplished something remarkable have done so because they decided to "get serious" about their goals. It is crucial to become entirely determined and focused on your objectives to make progress.

Another reason why people fail to achieve their goals is that they do not understand their importance. Growing up, if individuals did not have parents who talked about goals, encouraged them to set goals, or discussed people outside the family who had goals and were progressing towards higher levels of achievement, then they may have a perception that goals are not a normal part of life. This is a common experience for most people.

As previously mentioned, fear of rejection is another significant reason why individuals hold back from setting and achieving worthwhile goals. Often, this fear is caused by destructive criticism experienced in early childhood, which is manifested in adulthood as the fear of criticism by others. People often hold back from setting worthwhile goals because they fear that someone might tell them that they cannot achieve them or that they will lose their money or waste their time.

Since each of us is strongly influenced by the opinions of others, one of the first things to learn when setting goals is to keep them confidential. It is crucial not to disclose your goals to others until after you have achieved them to avoid any negative criticism or rejection that could prevent you from pursuing them.

Lastly, some individuals do not set goals because they are afraid of failure. The fear of failure is the most significant obstacle to success for most adults. Often, people fear failure because they do not understand the role that failure plays in achievement. It is important to recognize that failure is not the opposite of success, but rather a part of it. Failure provides an opportunity to learn and grow, allowing individuals to achieve greater success in the future.

So, for me, setting goals is essential to achieving success in life. It is necessary to become serious, understand the importance of goals, overcome the fear of rejection, keep goals confidential, and embrace the possibility of failure. By doing so, individuals can become h@ppeneurs®, unlock their full potential whilst receiving excellent help, guidance, and support and thus, often achieve remarkable accomplishments. Remember though, we can lead a horse to water, but we can't make it drink.





Resilience is an indispensable prerequisite for online success. All remarkable success is preceded by failure. The trick is to limit it, not overexpose yourself and to test small and then scale big. Learn from your mistakes, and you're testing and to apply that learning in going forwards.

Remember the ad campaign that bombed? The zoom event that no one registered for. The blog you were hoping for hundreds of comments that got none and the book you published on Amazon that didn't get to #1.

If you wish to fulfil your potential online, you must be willing to risk failure over and over and over as you test different approaches and tactics, because there is no way that you can ever accomplish worthwhile goals until you have learned the lessons that you need for great achievement.

Setting well-defined goals enables you to channel your efforts and focus your energy on something that's important to you. Goal setting gives you a target and enables you to develop the self-discipline to continue working toward your target rather than becoming distracted and going off in other directions.

As a h@ppeneur®, you will be able to make those choices and build the momentum required to achieve even your most ambitious goals. We cannot always control events that happen in our lives, but we can choose how to react to them. Remember  $E+R=O$  😊

As a h@ppeneur®, you will learn from your experiences of testing different approaches online to prepare you for the success upon reaching your goals. Use our platform daily to develop good habits, eliminate negative thoughts and set realistic, achievable targets for yourself and your team.

As a h@ppeneur®, you will be able to set realistic goals, and monitor your progress with our ad tracking, analytics, and personalised dashboard every day, every week of every month. At the end of each month, you'll be able to share your results with your team, stakeholders, and investors.

## Real Change Comes From "Beginnings" and "Endings"

The devastating effects of the Covid-19 pandemic have forced many businesses to revisit and tweak their business model. Others have looked at ways of personalising and adding value in their customer journey, automating their marketing funnel and in revisiting their marketing strategy to create more backlinks, signups, registrations, online appointments over zoom and to generate more sales and revenue.

Many people know their current cost per lead, cost per sale, lifetime value of a customer & return on advertising spend (ROAS) %, but...

Many business owners don't, haven't revisited their business model since the start of the covid pandemic & whilst entire industries have collapsed with the devastating global economic impact of the last 18-24 months, many thousands of businesses have had to close their doors for good.

Many individuals have found themselves at a crossroads having been paid off, laid off or made redundant and are now interested in working from home to live the lifestyle they want.

The problem for many is they don't know how they can generate sales, revenue or cashflow to live the lifestyle they want or maintain the one they had working in corporate life. Many small business owners have had to amend or tweak their existing model because of declining revenues and rising costs.

Others struggle in not having a defined customer avatar or being able to confirm whether their market is growing, stagnating, or declining. Many lack clarity, vision & purpose or a renewed passion and

vigour for being to find or create new sales opportunities which they often desperately need.

Many owners, founders & managers can become confused, perplexed & overwhelmed when it comes to marketing technology and often invest in over-priced, outdated platforms that often lack the vital components required to automate key functions within their sales & marketing in order to scale, grow and remain competitive in an ever changing competitive landscape.

Other automated platforms charge extra for support, to send emails & to attend vital live training events that are required to understand even just basic functionality.

This can lead to hidden and expensive upgrade paths in order to access hidden features or worse they end up investing in numerous diverse and disparate solutions all "duct taped" together.

Many business owners are overwhelmed by the varied choice of advertising & promotional channels to reach their target audience, the lack scheduling tools, dashboards, CRM, autoresponder & page building tools to build, fill & scale their marketing funnel.

Yet many continue to spend considerable sums on website design yet are dissatisfied with the ROI from their online property, fail to generate the sales & revenue they want, can't generate the signups & registrations they need or the revenue they desire.

### **But, what about you...?**

Do you need to change before you must? Do you have an integrated solution and online platform that automates workflows, simplifies & reduces workload, eliminates bottlenecks & duplication whilst continuing to generate signups, registrations, online sales appointments and convert opportunities into revenue – automatically?

Sometimes, when we find ourselves at crossroads, dilemmas, or are indecisive about situations that present themselves in our life. Life itself can appear to make the decision for us when it thinks that we are due for a change or a new phase in our entrepreneurial journey of life based on who we are, and where we are at. Regardless of how situations can and do appear in our lives, it is always helpful to view the experience, as preparation for introducing new positive experiences and for your life to take a new turn, or branch in a new direction. Having a positive h@ppeneur® mindset, and in becoming a h@ppeneur® might just prepare **you** for some exciting NEW developments.

Becoming a @ppeneur® could be extremely exciting in helping you to plan, document, execute and automate your marketing. It can be an exciting next step of your entrepreneurial journey and prepare you to embrace it with an open heart, and mind. I want to offer you all the help, guidance and support you need to help you identify, pursue, and achieve your marketing goals and objectives.



Now one door closes, and another window opens as I end this introduction to becoming a h@ppeneur® reminding you how you can identify, pursue, and achieve your personal and marketing objectives when you ask for help to plan, document, automate and execute your NEW marketing strategy.

**Last, but not least...**

# What **/S** the next goal or objective that you want to achieve?

**(Get in touch)**

**[www.itstacksup.com](http://www.itstacksup.com)**

## **Stage 1 – Mindset**

In this e-book, we've attempted to awaken the reader (you) from their mental slumber, to recognise what's going on around you, the opportunities that actually exist for the talent, skill, wisdom and solutions you offer and to start applying the principles, concepts and techniques previously discussed so that you can apply them in your life and business daily. Insider our members area we also share additional resources including our meaningful work programme to help you stay on point, on form and on fire.

## **Stage 2 - Strategy**

You may already have a positive mindset and know what your priorities are for the coming months, and if this is the case then you need to formulate and resource your practical plan of action. Remember a dream written down with a date becomes a goal. A goal broken down into steps becomes a plan and a plan that is actioned – becomes a reality. Turn your dreams into a reality and become a h@ppeneur® today and implement your plan of action to include 4 key areas: Mindset, Strategy, Tactics & Automation. More specifically, Your Business Model, Customer Journey, MarTech Stack & your Marketing Strategy.

## **Stage 3 – Tactics**

Once you've adopted the right mindset, written your plan, you now need to know how you're going to implement and execute your plan. Inside our members area, we offer a few “**Skillutions**” and tactics to assist you with what needs to be done daily. We share different tactics on how to generate exposure, authority, backlinks, traffic, engagement, signups, registrations and even how to close more sales. (Everything you need to know how you will implement your practical plan of action.)

## **Stage 4 – Automation**

It gets better, for we also have our own ai-powered VA and [cloud based marketing technology platform](#) that can be personalised and customised to your exact branding, business model, customer journey, workflow and sales process to help you reduce your stress levels and save time, energy, waste and money. We can help you to analyse, prioritise, strategise, and optimise your plan of action. One thing's for sure: If you're serious about becoming a h@ppeneur®, you might need to decide to change the way you think about things, do things and if you want help, we'd like to invite you to get in touch.

To Schedule your **FREE** Strategy Call, visit <https://www.itstacksup.com>

You may also want to sign up for one of our free webinars on the home page of the website.



## FREE MEANINGFUL WORK WEBINAR



**FREE ONLINE EVENT**

Attention All Employed, Unemployed or Retired Individuals

**Identify Why You've Not Found, Created or Are Enjoying Meaningful Work**

(And What You Can Do About It)

**it stacks up**

**REGISTER NOW**

**FREE**  
TICKET  
Register Now

**Identify How To Get Paid What You're Really Worth Without Fear, Stress, Doubt or Worry**

The image features a robot sitting at a desk with a computer monitor, a keyboard, and a trash can. The background is a gradient of purple and yellow.

To register, please visit: <https://itstacksup.com/meaningful-work-webinar-signup-page/>

## FREE WEBINAR – YOUR BIG IDEA



**FREE ONLINE EVENT**

Attention All individuals, Entrepreneurs & Small Business Owners

**Identify Why You've Not Launched Your NEW BIG Idea - Yet**

(And What You Can Do About It)

**it stacks up**

**REGISTER NOW**

**FREE**  
TICKET  
Register Now

**Identify How To Document Fund & Launch Your BIG Idea Without Fear, Stress, Doubt or Worry**

The image features a piggy bank sitting on a calculator next to a lightbulb with the word "idea" inside. A sign on an easel displays the "it stacks up .com" logo. The background is a gradient of purple and yellow.

To Register, please visit: <https://itstacksup.com/turn-your-big-idea-into-cash/>



**FREE WEBINAR – DOCUMENT A MARKETING PLAN IN 90 MINS**



**FREE ONLINE EVENT**

Mindset. Strategy. Tactics. Automation

# 9 Minute Marketing Plan

**it stacks up**

**REGISTER NOW**

**FREE** TICKET Register Now

**04 - OPTIMISE**

**03 - STRATEGISE**

**02 - PRIORITISE**

**01 - ANALYSE**

**Plan, Document, Execute & Automate Your Marketing**

The graphic features a purple and yellow color scheme. On the left, a yellow box contains the event title and a 'REGISTER NOW' button. To the right, a vertical stack of four purple boxes with yellow arrows pointing upwards lists the steps: 01 - ANALYSE, 02 - PRIORITISE, 03 - STRATEGISE, and 04 - OPTIMISE. A small robot character is perched on top of a purple funnel labeled 'it stacks up'. A yellow ticket icon with 'FREE' and 'REGISTER NOW' is also present.

To register, please visit: <https://itstacksup.com/free-90-minute-marketing-plan-webinar/>

**FREE WEBINAR – MARKETING: THINGS HAVE CHANGED.**



**FREE ONLINE EVENT**

Marketing In 2023

# THINGS HAVE CHANGED

**it stacks up**

**REGISTER NOW**

**FREE** TICKET Register Now

**Be the change you want. Become a h@ppeneur®**

The graphic features a purple and yellow color scheme. On the left, a yellow box contains the event title and a 'REGISTER NOW' button. To the right, a grid of small video thumbnails shows various people. A small robot character is perched on top of a purple funnel labeled 'it stacks up'. A yellow ticket icon with 'FREE' and 'REGISTER NOW' is also present.

To Register, please visit: <https://itstacksup.com/marketing-things-have-changed/>



# **PART 2**

## **Let's make it h@ppen...**



## Activating Your Mindswitch

Much of the world tends to believe that what the majority think and do must be right. Most people follow that very philosophy, always assuming that everybody is doing the same, and that is the way it must be done. The facts are remarkably different from what we are led to believe.

- **Only 6% of all people are financially self-sufficient at age 65.**
- **94% are either dead or dead broke.**

Despite pensions, retirement funds and dramatically increased standards of living, most people still do not achieve financial self-reliance. What most people do is that they allow themselves to become easily influenced by the outside world's (media, education, friends, parents) view. They work **9 to 5, 40 hours per week** or more, in **jobs they hate**.

**They believe they are not going to be amongst the 94% that fail in life even though they do what 94% of all people do.** They stay the same. They have closed minds and set opinions. They do not change the way they think or do things. They retire (if they can) at age 65 and die within 5 years with their hopes and dreams un-realised.

### It's Time to Embrace, Create & Live Your Vision.

If you decide upon success rather than failure, you will have to believe, think and act differently than **94%** of the population.

Decide today during this FREE coaching session, that you will be one of the **6%**.

**If you continue to do what you have always done,  
you will continue to get what you've always had.**

Understand where the majority are going, and choose today, to alter your behaviour, attitude, and actions wisely and thereby the results of those choices. Choose today, to stock, analyse where you are, and plan for a better, brighter future.

Now, with this handout and guide printed off, and pen poised at the ready, let's begin...

Regards

*Fraser J. Hay*

Fraser J. Hay

**March 2023**

## Complimentary Coaching Session

### Activating Your Mindswitch

This session lasts approximately **30 minutes** and there are only **6** personal, soul-searching questions to answer, but dependent on how **fully** and **honestly** you answer the questions, the process, can take a little longer. Don't worry, there's no cost to you, as you're listening to this call over the internet. You can take as long as you like, to get maximum benefit from answering each of the questions. Simply press the pause button at the end of each question, to allow yourself adequate time to answer each question as fully as possible.

A word of caution.

**Ensure, you've printed out the handouts, and have a pen ready before you begin. Do not proceed to the next question, until you've written down your answer to the previous question. This is very important. Don't worry, we will remind you to press the pause key, at the end of each question, and when you're ready to continue, simply press the pause key again.**

Get your goals right and there is nothing you cannot be, do or have. You are about to embark on a unique, incredible, and very positive life changing process and journey with this seminar. Clear thought, soul searching, and honesty will be required. Before we start, here are some final tips and pointers.

- Think about your relationships.
- Consider work and personal financial matters.
- Write goals in present tense.
- Make sure your goals are "SMART."

Specific  
Measurable  
Achievable  
Realistic  
Time Based

**93%** of participants who've completed this **30-minute** session, have found it to be a thought provoking, enlightening and a highly beneficial experience, after completing the simple exercises in order, and exploring the advanced solutions on [www.itstacksup.com](http://www.itstacksup.com).

Remember, if you require more time to consider any of the questions, simply press the pause key at the end of each question, and when you're ready to continue, press the pause key again.

That said, **Let's start right now, to make the next 12 months, the best you've ever had....**

**1. What have you achieved with your marketing in the last 12 months?**

(What do you feel good about what you've done in the last 12 months. Have you completed any specific projects? Written a book? Achieved a goal? Won specific contracts? etc.)

**2. What were your disappointments with your marketing in the last 12 months?**

(List the times you disappointed yourself or didn't achieve what you wanted, in the last 12 months. Did someone let you down? Did you lose customers? Did a campaign bomb? etc.)

**3. What do you say to yourself to explain these disappointments?**

(Have you been too busy? Covid Pandemic? Had no choice? Been working late? Been ill? etc)

#### 4. What did you learn in the last 12 months?

(To remember the lessons, check your answers to the previous questions.)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

**5. What will you do differently in the next 12 months?**

(don't let circumstances dictate your success. Benefit from last year's experiences and what we offer on [itstacksup.com](http://itstacksup.com) to create a new you)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

## 6. What are your current goals and objectives?

(Ensure your goals are set because of what you've learned in the last 12 months)

## YOUR MARKETING GOALS FOR THE NEXT 12 MONTHS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**OTHER**

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**Got questions? Want to achieve your goals & make them h@ppen?**

Get in touch at <https://www.itstacksup.com>

**Apply to become  
a h@ppeneur® – [HERE](#).**