

The Big Picture Podcast – Episode 2

Positive Mindset: Smiling in the Face of Fear

Episode Introduction

- This episode of the Big Picture Business Podcast, hosted by International Best-Selling Authors and business magnates, Dominica Lumazar and Rory Carruthers, explores some of the mindset strategies that lead to success.
- As an entrepreneur, you must be willing to smile in the face of fear, acknowledge that looking to the future will not affect your present-day situation, and adapt your mentality to ensure you maintain a positive mindset, no matter what!

Smiling in the Face of Fear and Living in the Present

- To smile in the face of fear comes down to mindset. If it weren't for their positive mindsets, Rory and Dominica wouldn't be where they are today.
- Years ago, Dominica was in a horrible car accident that gave her a concussion. Police had told her she was lucky to be walking out alive. She was stuck wearing a neck brace and still suffers from chronic pain. This situation put her in a very dark place. However, Rory helped Dominica to build up her self-esteem and confidence. Dominica now believes that she had to go through all those struggles to become who she is today.
- One of Dominica's clients once asked her how to overcome the fear of success. As long as you smile in the face of fear, you cannot fail in business.
- You have to make decisions that benefit yourself and your relationships. Even if you were to go bankrupt, you still have to rely on yourself to make the right call.
- Thinking about the future and forming a list of things that may go wrong will hold you back in business. Without believing in yourself, how can you expect clients to believe in you and trust you?

- You cannot spend time in the present worrying about the future in business if you are to go on to become successful in the field.
- The only way you can fail as a business owner is if you don't continue to try.

Childhood Influences

- Rory's grandparents had to decide what to do with their lives following World War II. Eventually, they had the opportunity to move to Canada, so they packed up a suitcase and \$20, the maximum amount you could bring with you at the time, and moved to Canada.
- They moved to a farm and saw what being entrepreneurial can do for someone, so they got their own place and built their own farm, establishing it as a business.
- Eventually, they went on vacation to Vancouver and loved how it was there and took another bold move to pack up and sell their business in order to move again.
- In a lot of cases, people can turn away their family if they do not understand an aspect of them, such as being entrepreneurial. However, you cannot choose to let that lack of understanding destroy your relationship.
- Rory's wife doesn't see her work as her definitive calling, yet she still works exceptionally well part-time in Rory's business as a ghostwriter. However, they did need to work around developing their relationship in that direction.
- When Rory lived with his grandparents, they still had the Great Depression mindset of saving every penny. Rory thinks that this mindset might have triggered inside him thought of wanting more than to be scrounging for every penny you find.
- While growing up, Dominica was considered "special needs," had terrible grades, and had trouble focusing. She never really got the support she deserved in high school to reach her potential academically. Despite this, she knew deep down she was smart.
- She grew up seeing her parents running their own businesses, which inspired her to want to be her own boss. She says what changed in her mindset was realizing that nobody in her life was going to do anything for her, so she had to do it all herself. That was when she realized she could achieve more than what life was currently offering at the time.

Mentality & Adapting to Your Strengths

- Whenever Rory becomes aware of a thought that he does not want, he immediately says, “Stop, I do not want this thought” to himself. The more you do that, the less these thoughts will become a part of you.
- Adjust your mindset to suit the goals that you have in mind.
- You can change recurring limiting thoughts to more positive through and get to a point where you can't even say the original phrase off the top of your head because the new phrase has completely replaced the old one.
- A lot of people can start a book, but not many can finish one. 87% of those who start a book do not manage to finish it. Rory decided to assist people in ensuring their books get to completion. He relies on all his techniques to ensure this happens by putting several vital factors into place, such as: holding accountability, ensuring goals are met, and doing weekly check-ins to see how progress is going.
- There are many ways of remembering and learning. Dominica describes her memory as very auditory, while Rory's is very writing-based. Rory often uses visual cues in his head to recall memories.
- Dominica takes notes on her iPhone. Rory is the complete opposite. If he were to put notes in a phone, they would just become notes that he doesn't see in six months.
- The point here is learning how you learn and remember best is individual and unique to each person and vitally important. Something else that is important when finding the best way to learn that suits you is to not force yourself into systems that have already been established by others that do not fit or work for you.

Bottom Line

- As long as you continue to try, you cannot fail. Being uncomfortable and sad is okay, even Dominica has felt sad and defeated in her business at one point. Still, success is always about how you manage to get back up again. Businesses fail due to the owners having the wrong mindset.
- Find the right people that will support you in your business. You should also find ways to incorporate small businesses or local businesses and build a relationship with them. There is a lot of support and money within small businesses. You should always be looking to help others. Even when not directly offering your services, this can potentially help you down the line that they will realize your business of work and come to you directly or spread the word of what you did for them in the future. Ultimately, building connections is what it is all about for long-term success.

Resources and Links Mentioned in Episode:

- [Mindset by Carol Dweck](#)
- [Forever Yours Music](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)