

THE BOSS LIFE

Reality of a CEO, how to overcome your fears of ownership and how to Step into your confidence



by Chantae Cowans

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Now it's time to bring your vision to life!

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REALITY OF A CEO

False expectation is the fastest way to fail. It is my job to set a clear and real expectation for you.

Being a CEO is not that easy. There, I said it. However, it is so worth it!

No, you will not get successful overnight. Yes, you will work extra time, and if you're like most of us you will be working your 9am -5pm to support your 9pm-2am until your business can afford the transition.

But imagine not starting and continuing to work to make others rich. Now, imagine starting a business creating jobs and generational wealth for you and your family!

I want you to start with the right mindset and the right expectations . So here is what you should know about entrepreneurship.

- 1) Your time is your most valuable asset**
- 2) At first you will work extra time; but if you are smart and do it right your business can run its self**
- 3) Every day is a roller coaster of emotions**
- 4) At first you will hear "no" more than "yes"**
- 5) If you don't need help your dream is not big enough**
- 6) If you don't have the time, then you need to have money**
- 7) You are the Boss, you must make strategic decisions**
- 8) You don't need a degree**
- 9) You don't need a lot of money to start**
- 10) You need heart and hustle**

Think of entrepreneurship like a marathon, and prepare for it just the same!

The reality is that not, alot of people make it. Those that make it, go through alot to get where they are!

You have to train for it, you have to condition yourself, you have to learn, focus and be dedicated to the marathon!

Focus on doing the following things to help you along the way:

- 1) Plan, execute, inspect, adapt then repeat.**
- 2) Determine where to use the capital you do have that will bring you the most value. In other terms- prioritize and spend wisely**
- 3) Become a lifetime self learner. Self learn, find a mentor and learn from your mistakes. This will save you so much wasted time.**

Overcoming your Fears of Ownership

You want to be an entrepreneur but you are scared. I get it. I'm sure you have found yourself thinking, what if I fail? What if they don't like my products? What if they won't purchase? I can't do that? I don't know how to run a business. What if I mess up?

You are questioning yourself before you even get started.

Whew chill! You will never know if you do not start. Let me tell you how I got started.

I thought about entrepreneurship 2 years before I started my business (imagine if I started 2 years ago. like my mother says shoulda, woulda, coulda lol.) I regret not starting sooner. During those 2 years; every possible self sabotaging thought ran through my head. My life got super hectic and just as fast as the thought came, it left.

Fast forward two years later, I finally found the confidence to go for it. The funny part about it is my life was just as or even more hectic. I was working on one of the largest projects of my career, I was in the middle of relocating from Texas to California, I was traveling 30% of the year for work and I still had to be a wife and mother.

The difference between then and now is I conquered my fears, and you can too. Here is how I did it.

1) I realized that fear is a good thing, It protects your from danger. Fear only becomes dangerous when you allow it to control your movement forward or progression.

2) I increased my faith. Everytime there was a negative thought, I replaced it with a positive.

3) I accepted failure before I started. You will fail (.) accept that as a learning experience and an opportunity for success.

4) I compared my fears. I was more afraid of staying at my current job for another 10 years than I was of entrepreneurship.

5) I created a low risk, low start up business. This allowed me to feel better about the "what if I fail question"

STEPPING INTO YOUR CONFIDENCE

Let's be honest, we all lack a little confidence, we all have some insecurities, we all question our ability. The difference between successful people, is that they don't allow their weaknesses to stop them. They know that their strengths are more powerful.

Can I tell you something? I have broken English, I don't have a bachelors degree and I get nervous in front of the camera. Even with all of that, I am confident in me. I believe that I can do it, I know that my vision is bigger than me. And because I know those things, I am allowed to step into my confidence as an entrepreneur.

Well guess what? So are you, you just need to know how to step into it!

Here is what it is going to take for you to step into your confidence as an entrepreneur.

1) Reward yourself internally realizing you are on a mission for a greater success

2) Don't dwell on your weaknesses everyone else already is

3) Out of your comfort zone is where you grow. Do something uncomfortable every day- consistently

4) Don't sell anything you wouldn't buy yourself

5) You must believe in; yourself, your gifts, your business, your purpose and your value, before asking anyone else to do so.

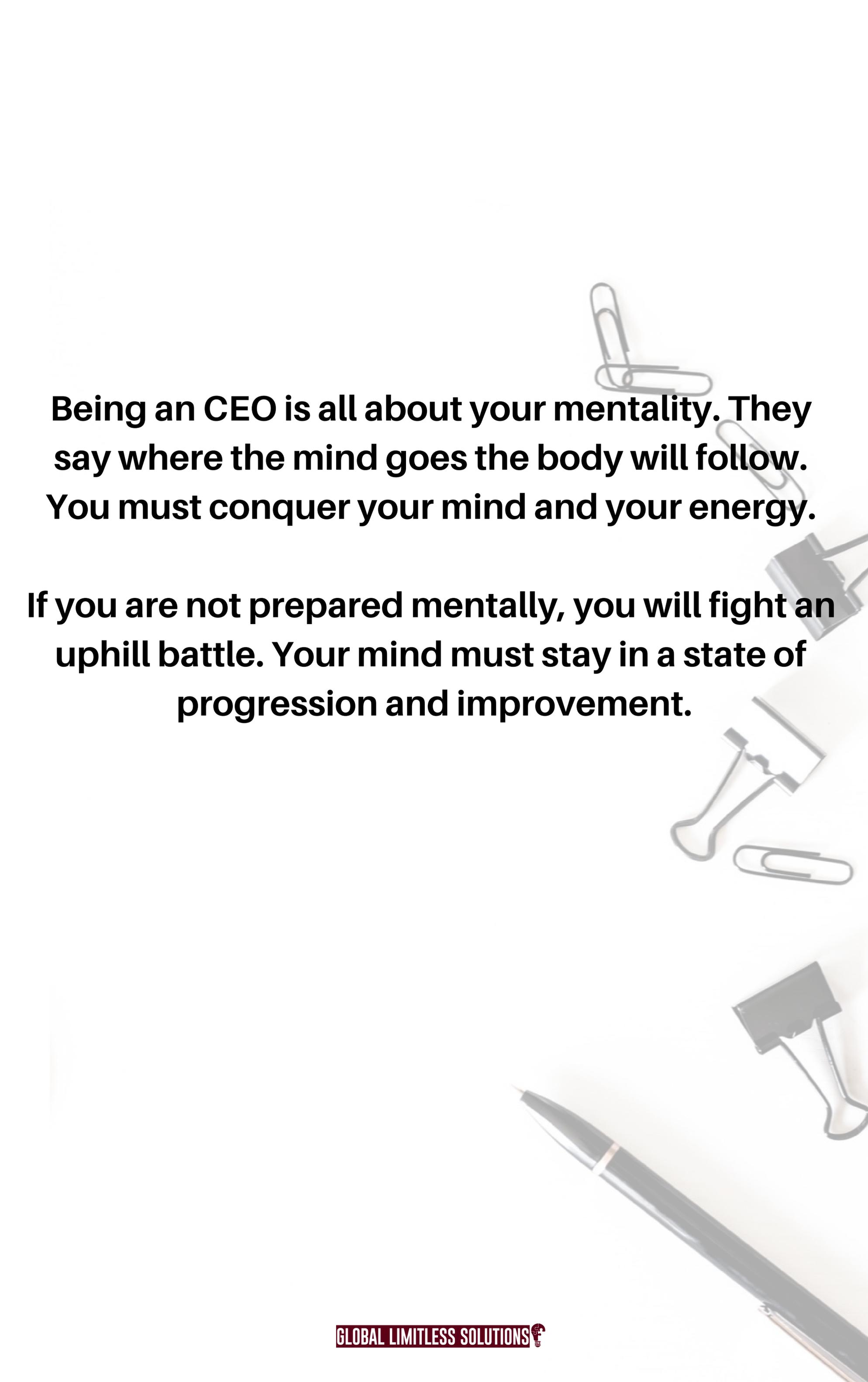
If you don't believe then you won't convince them too.

6) Don't get caught up on vanity matrix. Likes don't pay you

7) Practice makes perfect

8) You cannot care about what people think

9) They are watching even if they act like they don't "they see you" keep leveling up



Being an CEO is all about your mentality. They say where the mind goes the body will follow. You must conquer your mind and your energy.

If you are not prepared mentally, you will fight an uphill battle. Your mind must stay in a state of progression and improvement.