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# 13 LIMITING MINDSETS THAT LOSES CUSTOMERS



Name:

Date:

# 13 LIMITING MINDSETS THAT LOSES CUSTOMERS

- 1 Lack of Clarity** - "I don't know enough to succeed."
- 2 Lack of Courage** - "I'm too scared to take any risks. I should just stick to what I know and avoid any challenges."
- 3 Lack of Self-Worth** - "I'll never be as successful as [competitor], no matter how hard I try."
- 4 Fear of Rejection and Resistance** - "I'll never be good enough for them. They'll probably just reject my offer anyway."
- 5 Fear of Failure** - "I'm bound to fail. What's the point of trying? I'll just embarrass myself."
- 6 Self-Doubt and Uncertainty** - "I don't think I have what it takes to succeed. I'm not as talented as other entrepreneurs."
- 7 Customers Can't Afford My Offering** - "No one would pay that much for what I offer. People can't afford it."
- 8 Lacking Confidence and Self-Belief** - "I'm not capable of pulling this off. I'm just going to mess everything up."

# 13 LIMITING MINDSETS THAT LOSES CUSTOMERS

9

**Scarcity Mindset** - "If they succeed, I'll lose out. There's only a limited amount of success available."

10

**Fixed Mindset** - "I'm just not cut out for this kind of business. I don't have the skills to adapt."

11

**Perfectionism** - "It's not good enough yet. I have to make it perfect before I can show it to anyone."

12

**Over-Reliance on Sales Techniques** - "I need to use these sales tricks to convince them to buy. My product won't sell itself."

13

**Negative Mindset about Competition** - "They're my competitors; I can't trust them. They're probably going to steal my ideas."

Writing exercises encourage you to reframe your thoughts, focus on positive aspects, and develop a more resilient and growth-oriented mindset. Regularly engaging in these exercises can help you overcome negative self-talk and cultivate a more constructive outlook on your entrepreneurial journey. Practicing these exercises can gradually shift your mindset and empower you to overcome these limiting beliefs. These exercises encourage you to confront specific areas where negative self-talk may be holding you back and provide a platform for focusing on positive actions and affirmations.

Here is your writing exercise assignment using fill-in-the-blank prompts to overcome negative self-talk and improve your mindset:

### 1. Lack of Clarity:

**Exercise:** "To gain clarity about my business goals, I will..."

**Example Response:** "To gain clarity about my business goals, I will dedicate time each morning to journaling about my long-term vision and short-term objectives."

### 2. Lack of Courage:

**Exercise:** "I will summon my courage by taking a bold step today, which is..."

**Example Response:** "I will summon my courage by reaching out to a potential collaborator or industry influencer to initiate a conversation and explore partnership opportunities."

### 3. Lack of Self-Worth:

**Exercise:** "I am deserving of success because..."

**Example Response:** "I am deserving of success because I have unique skills and experiences that set me apart, and I am committed to making a positive impact in the lives of my customers."

#### 4. Fear of Rejection and Resistance:

**Exercise:** "Today, I will approach potential customers with confidence by..."

**Example Response:** "Today, I will approach potential customers with confidence by focusing on how my product can genuinely solve their problems."

#### 5. Fear of Failure:

**Exercise:** "One valuable lesson I gained from a past failure is..."

**Example Response:** "One valuable lesson I gained from a past failure is that setbacks are temporary and can lead to even better opportunities."

#### 6. Self-Doubt and Uncertainty:

**Exercise:** "I am proud of myself for..."

**Example Response:** "I am proud of myself for continuously learning and improving my skills, even when doubts arise."

#### 7. Belief that Customers Can't Afford My Services:

**Exercise:** "My unique value proposition is important for customers because..."

**Example Response:** "My unique value proposition is important for customers because it addresses their specific pain points and offers cost-effective solutions."

## 8. Lacking Confidence and Self-Belief:

**Exercise:** "I am capable of achieving success because..."

**Example Response:** "I am capable of achieving success because I have a strong work ethic, determination, and a willingness to learn and adapt."

## 9. Scarcity Mindset:

**Exercise:** "Abundance surrounds me, and I can see it in..."

**Example Response:** "Abundance surrounds me, and I can see it in the numerous opportunities for growth and collaboration within my industry."

## 10. Fixed Mindset:

**Exercise:** "I am excited to learn and grow by..."

**Example Response:** "I am excited to learn and grow by seeking out challenges that push me beyond my comfort zone and expanding my skill set."

## 11. Perfectionism:

**Exercise:** "Today, I will embrace imperfection by..."

**Example Response:** "Today, I will embrace imperfection by completing a task without obsessing over every detail, knowing that progress is more important than perfection."

## 12. Over-Reliance on Sales Techniques:

**Exercise:** "In my customer interactions, I will prioritize genuine connection by..."

**Example Response:** "In my customer interactions, I will prioritize genuine connection by actively listening to their needs and concerns and offering personalized solutions."

## 13. Negative Mindset about Competition:

**Exercise:** "I can learn from my competitors by..."

**Example Response:** "I can learn from my competitors by studying their successful strategies and adapting them to fit my own business model."