

ATTAINING & MAINTAINING

A Successful Business Mindset

Your Complete Guidebook

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Introduction

Welcome to Your Business Mindset Journey

This guidebook is based on Attaining and Maintaining a Successful Business Mindset workshop. Whether you are just starting your business or looking to take it to the next level, the principles in these pages will give you practical, actionable tools to shift the way you think, behave, and grow.

Workshop Goal

The goal of this workshop is to give you the tools you need to attain and then maintain a successful business mindset, so that you can grow your business and realize your dream.

Five Core Topics Covered in This Guide:

- Why Your Subconscious Seems to Sabotage Your Efforts
- Upgrade Your Friends
- Be A Better You
- Business Skills
- Heal Your Relationship With Money

◆ Reflection Questions ◆

What does a “successful business” look like to me personally?

Your answer: _____

What is the #1 mindset barrier holding me back right now?

Your answer: _____

What would change in my life if I fully adopted a success mindset?

Your answer: _____

Part 1: Understanding Your Subconscious

Why Your Subconscious Seems to Sabotage You

Your subconscious mind is not your enemy — but it can certainly feel that way. It is the largest, most powerful part of your mental landscape, and it operates mostly below the level of conscious awareness. Understanding how it works is the first step to working with it rather than against it.

How the Subconscious Mind Works

The subconscious mind stores every experience, belief, and emotional memory you have ever had. It does not distinguish between helpful and unhelpful beliefs — it simply records and replays. When a belief was formed in childhood or during a moment of strong emotion, it becomes deeply embedded and will run automatically until you consciously choose to reprogram it.

Motivation and the Subconscious

You cannot force sustained motivation. Willpower alone will only take you so far before the subconscious programming reasserts itself. You just can't think about being motivated about motivation to get you motivated. True motivation comes from aligning your conscious goals with subconscious beliefs.

Decision-Making and the Subconscious

The road of life is paved with flat squirrels who could not make a decision. Indecision is one of the most common ways the subconscious sabotages success. The subconscious defaults to “keep things the same” because familiarity feels safe — even when “the same” is not working for you.

The “I Want to Quit But I’m Too Legit to Quit” Cycle

Many entrepreneurs find themselves stuck in a painful loop: the desire to give up battles with the knowledge that quitting is not an option. This tension often comes directly from conflicting subconscious programs. One part says “this is too hard” while another says “quitting means failure.” Recognizing this cycle is the first step to breaking it.

Key Insight: How Subconscious Sabotage Shows Up in Business

- Procrastination on tasks that feel “scary” or unfamiliar
- Self-defeating thoughts before big opportunities
- Repeating the same business mistakes despite knowing better
- Feeling unworthy of high prices or premium clients
- Inability to make clear, committed decisions
- Fear of visibility or being “too successful”

Reprogramming Strategies

Rewiring subconscious beliefs takes consistent effort, but it is absolutely achievable. Here are proven approaches:

- Affirmations: Repeated positive statements in the present tense begin to replace old scripts
- Visualization: Vividly imagining the outcome you desire sends new instructions to your subconscious
- Journaling: Writing about your fears and limiting beliefs brings them to conscious awareness where they can be examined
- Mindfulness: Catching negative thought loops before they take hold gives you the power to redirect
- Professional support: Therapists, coaches, and energy workers can accelerate the reprogramming process

◆ Reflection Questions ◆

What is a belief about myself or my business that I know is holding me back?

Your answer: _____

Where did that belief come from? When did I first start believing it?

Your answer: _____

What would I need to believe instead in order to reach my goals?

Your answer: _____

Part 2: Upgrade Your Social Circle

Get Better Friends

The people you spend the most time with have a profound impact on your beliefs, your energy, and your results. Jim Rohn famously said you are the average of the five people you spend the most time with — and this is not just a motivational quote. Research in social psychology consistently shows that our ambitions, habits, and even income levels are heavily influenced by our closest relationships.

Find Your Tribe

You do not have to abandon everyone you love, but you do need to be intentional about who gets your most precious resource: your time and energy. Begin by identifying the people in your life who lift you up versus those who drag you down.

Strategies for Upgrading Your Circle:

- Find out where the people you admire spend their time — and go there
- Join Facebook groups focused on your industry and personal growth
- Attend networking events, industry conferences, and workshops
- Seek out mastermind groups or accountability partnerships
- Follow inspiring leaders online and engage with their communities

Cut Cords Mindfully

Cutting cords does not necessarily mean ending relationships entirely. It can mean limiting the time you spend with energy-draining people, setting firm boundaries, or simply choosing not to engage with negativity. It is an act of self-respect, not cruelty.

Welcome to My Circle of Trust

Be selective about who earns a place in your inner circle. Your circle of trust should be composed of people who are honest with you, believe in your vision, challenge you to grow, and celebrate your wins without jealousy. This is the group that will walk with you through the hard times and keep you accountable during the good times.

Signs of an Energy Drainer

- Dismisses or belittles your goals
- Constantly complains without seeking solutions
- Is threatened by your success
- Creates drama or chaos
- Never reciprocates support

Signs of an Energy Builder

- Encourages your dreams enthusiastically
- Offers honest, constructive feedback
- Celebrates your wins genuinely
- Holds you accountable with kindness
- Shows up consistently

◆ Reflection Questions ◆

Who in my current circle consistently lifts me up and believes in my vision?

Your answer: _____

Who am I spending time with who drains my energy or undermines my goals?

Your answer: _____

Where could I find 1–2 new mentors or peers who are where I want to be?

Your answer: _____

Part 3: Be A Better You

Be A Better You

External success is always a reflection of internal growth. Before your business can become the best version of itself, you have to become the best version of yourself. This is not about perfection — it is about intentional, continuous improvement in the areas that matter most.

Positive Habits to Build

Be Ethical

Ethics is not just a rule to follow — it is the foundation of sustainable success. Your reputation is your most valuable asset in any industry. Treat every client, colleague, and competitor with honesty and integrity. Word of mouth will either build your empire or tear it down.

Take Care of Your Body

Your body is your instrument. Without your health, you cannot show up fully for your business or your clients. Prioritize sleep, nutrition, movement, and rest. Even small improvements to your physical wellbeing have outsized effects on your energy, focus, and resilience.

Take Care of Your Mind

Feed your mind with content that challenges and inspires you. Read books, listen to podcasts, take courses. Just as important: protect your mental space from excessive negativity, social media comparison, and toxic news cycles.

Appreciate the World Around You

Gratitude is one of the most powerful mindset tools available. A daily gratitude practice — even just listing three things you are thankful for — has been shown to rewire the brain toward positivity and abundance over time.

Find a Role Model

Find someone who has achieved what you want to achieve and study how they think and operate. You do not need to copy their path, but understanding the mindset and habits of successful people provides a roadmap for your own journey.

Get Experience

There is no substitute for doing the work. Seek out every opportunity to expand your skills, serve more clients, and step outside your comfort zone. Experience builds confidence in a way that no book or course ever can.

Identify and Address Bad Habits

We all have habits that hold us back. The first step is simply noticing them without judgment. What do you do when you are stressed, avoiding something, or feeling overwhelmed? Awareness is the beginning of change.

Practice High Vibrational Thinking

Your thoughts have energy. High vibrational thoughts — gratitude, love, optimism, enthusiasm — attract better outcomes than low vibrational thoughts like fear, resentment, and scarcity. This is not magical thinking; it is the practical reality that what you focus on expands.

Love Yourself

Self-compassion is not self-indulgence. You cannot pour from an empty cup. Treat yourself with the same kindness you would offer a dear friend who was struggling. The relationship you have with yourself is the template for every other relationship in your life.

Habits and Attitudes to Release

Equally important to what you build is what you let go. The following patterns are common saboteurs of business success:

Stop These Patterns Now:

- Stop making excuses — own your results and your choices
- Stop comparing yourself to others — your journey is uniquely yours
- Stop being morally superior — judgment closes doors and poisons relationships
- Stop using perfection as an excuse — done is better than perfect

A Note on Moral Superiority

This one deserves special attention because it is so easy to overlook in ourselves. Moral superiority — the belief that we are fundamentally better than others because of our choices, values, or beliefs — creates an invisible wall between us and the connections, collaborations,

and clients we need. It masquerades as high standards. Check yourself honestly: are you holding a standard, or are you holding a grudge?

◆ Reflection Questions ◆

Which of the positive habits listed above would have the greatest impact if I started today?

Your answer: _____

Which of the “stop” patterns shows up most frequently in my life?

Your answer: _____

What is one specific, small step I can take this week to “Be A Better Me”?

Your answer: _____

Part 4: Build Essential Business Skills

Business Skills

A positive mindset without practical business skills is like having a high-performance engine with no steering wheel. Mindset and skill set go hand in hand. As you grow internally, you must also grow your external capabilities.

Act As If

One of the most powerful business mindset tools is the practice of “acting as if.” This does not mean pretending or being inauthentic. It means choosing the thoughts, behaviors, and standards of the business owner you are becoming — before you feel fully ready.

Ask yourself: How does the version of me who runs a thriving business show up every day? How do they dress, speak, price their services, respond to difficult clients, and invest in their growth? Then begin doing those things now.

Acting As If in Practice:

- Price your services at the level you are growing toward, not the level you are afraid to ask for
- Set office hours and stick to them as if you had a full team depending on you
- Show up to networking events with the confidence of someone already successful
- Invest in professional development as if it is a non-negotiable business expense
- Respond to client inquiries with the speed and professionalism of a premium brand

Be Flexible

Flexibility is not weakness — it is strategic intelligence. The business landscape shifts constantly, and the entrepreneurs who thrive are the ones who can adapt without losing their core vision. Flexibility means being willing to pivot your services, adjust your pricing, change your marketing approach, and revise your systems as you learn what works.

Think of a squirrel — laser-focused and then instantly adaptable. The ability to course-correct quickly is one of the most valuable competitive advantages a small business owner has over larger corporations.

Core Business Skills to Develop

Beyond mindset, here are the practical skill areas every business owner should continuously develop:

Skill Area	Why It Matters
Marketing & Branding	Clients cannot hire you if they do not know you exist. Consistent, authentic marketing builds visibility and trust.
Financial Literacy	Understanding your numbers — revenue, expenses, profit margins — is non-negotiable for long-term stability.
Client Communication	How you communicate shapes every client relationship. Clear, timely, professional communication builds loyalty.
Pricing Strategy	Underpricing is the most common mistake in service businesses. Learn the true cost of your services and price accordingly.
Systems & Processes	Repeatable systems free your time and mental energy, allowing you to scale without burning out.
Continuing Education	Your industry evolves. Commit to staying current through workshops, certifications, and peer learning.

◆ Reflection Questions ◆

Which of the business skill areas above feels most underdeveloped in my current practice?

Your answer: _____

What does “Act As If” look like specifically for me and my business right now?

Your answer: _____

In what areas do I need to be more flexible, and what has been stopping me?

Your answer: _____

Part 5: Heal Your Relationship With Money

Heal Your Relationship With Money

Of all the mindset work required for business success, healing your relationship with money is often the most profound — and the most overlooked. Most people carry significant emotional baggage around money, much of it absorbed unconsciously from family, culture, and early experiences.

Money Is a Tool

Money is neutral. It is not evil, and it is not magical. It is simply a tool — a medium of exchange that allows you to trade your skills and services for the resources you need to live and grow. The more you can hold money as a practical tool rather than an emotionally loaded symbol, the more freely it will flow through your business and your life.

You Assign Its Value

Here is the liberating truth: you decide what money means. You decide whether earning a lot of it makes you greedy or generous. You decide whether charging premium prices makes you exploitative or valuable. You decide whether financial success is compatible with your values or in conflict with them.

Every belief you hold about money was handed to you by someone else. You have the power to examine those beliefs and choose different ones.

Understand Your Subconscious Take on Money

Common limiting money beliefs include:

- Money doesn't grow on trees
- Rich people are selfish or greedy
- I'm not good with money
- It's not spiritual to want money
- I don't deserve to be wealthy
- Charging what I'm worth is somehow wrong

Do any of these resonate? Simply recognizing that these are learned beliefs — not truths — begins to loosen their grip.

Decide to Have It — and Let the Universe Know

This may sound unconventional, but intention is powerful. Make a clear, conscious decision that you are willing to receive abundance. This does not mean sitting back and waiting. It means removing the internal blocks that tell you abundance is not available to you, and then taking consistent action from a place of openness rather than scarcity.

Write it down. Say it out loud. Post it somewhere you will see it every day: “I am open to receiving abundant financial rewards for the value I provide.”

Give Back to the Community

Generosity and abundance are intimately linked. When you give freely — whether through your time, expertise, mentorship, or financial contribution — you signal to your subconscious that you live in a world of enough. Giving does not diminish your resources; it circulates them. Find a way to give back that feels authentic and meaningful to you.

Practical Steps to Heal Your Money Relationship:

- Write out your earliest money memory and the belief it created
- List every negative belief about money you can identify
- For each belief, write a counter-belief that empowers you
- Practice receiving graciously — compliments, help, and payment
- Track your income and expenses without judgment; knowledge is power
- Celebrate every financial win, no matter how small
- Find a way to give that feels joyful, not obligatory

◆ Reflection Questions ◆

What is the earliest money memory I have, and what did it teach me?

Your answer: _____

What negative money belief is most costing me in my business right now?

Your answer: _____

What does financial abundance actually look like for me — concretely, specifically?

Your answer: _____

Action Plan & Next Steps

Your 30-Day Business Mindset Action Plan

Real change happens through consistent daily action, not one-time inspiration. Use this plan as a starting point and customize it to your unique goals and circumstances.

Week	Focus & Actions
Week 1	Subconscious Audit: Journal daily about limiting beliefs. Identify your top 3 recurring negative thought patterns. Begin a morning affirmation practice.
Week 2	Social Circle Review: Map your current circle. Identify one energy drain to limit and one new community to explore. Attend a networking event or join an online group.
Week 3	Personal Development Sprint: Pick 2 habits from the "Be A Better You" list and implement them. Identify one "stop" pattern and practice catching it in real time.
Week 4	Money & Business Skills: Do your money belief journaling exercise. Review your pricing. Identify one business skill to develop this quarter and take the first step.

Daily Mindset Practices

These five practices, done consistently, will transform your business mindset over time:

- Morning affirmations: 5 minutes of positive, present-tense statements about you and your business
- Gratitude journal: 3 things you are grateful for every morning or evening
- Visualization: 5 minutes of vivid mental rehearsal of your business goals achieved
- Evening review: What went well today? What will I do differently tomorrow?
- Weekly accountability: Share your goals and progress with a trusted peer or mentor

Quick Reference Summary

Guidebook at a Glance

Use this page as a quick reference card for the core teachings of this workshop.

1. Subconscious

- Your subconscious runs your default programming — become aware of it
- Motivation must be aligned with subconscious belief to be sustainable
- Indecision and self-sabotage are signs of conflicting internal programs
- Use affirmations, visualization, and journaling to reprogram limiting beliefs

2. Upgrade Your Circle

- You are influenced by the people around you more than you realize
- Seek out communities of people who are where you want to be
- Set boundaries with energy drainers; this is self-respect, not rejection
- Build a “circle of trust” of honest, supportive peers

3. Be A Better You

- Invest in your ethics, body, mind, and spirit consistently
- Find role models and actively study their mindset and habits
- Stop making excuses, comparing yourself, seeking perfection, or judging others
- Self-love and self-care are business strategies, not indulgences

4. Business Skills

- Act as if you are already the business owner you are becoming
- Flexibility is a competitive advantage — be willing to pivot
- Develop marketing, financial, communication, and systems skills continuously

5. Money Mindset

- Money is a neutral tool — you assign its meaning
- Most money blocks come from inherited beliefs, not reality
- Make a clear decision to receive abundance and take action from openness
- Give generously; generosity and abundance reinforce each other

***You have everything you need to build the business of
your dreams.***

Now go make it happen.

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