

**ELITE**

**PERFORMANCE**

**EMOTIONAL FORTITUDE RESOURCES**

Here's the systematic approach I use with my highest-performing clients to turn invisible walls into easy-to-clear hurdles:

# Step 1. Identify Your Root Beliefs

## LIST OUT POTENTIAL MENTAL BLOCKS

Using the framework we covered

## FIND THE THREE BELIEFS

Most directly blocking your Direct Path

## NARROW IT DOWN TO THE SINGLE

**MOST IMPACTFUL BELIEF**

# Step 2: Apply the Truth Filter

WHAT IS THE BELIEF?

WHERE DID IT COME FROM, AND  
WHAT WAS THE CONTEXT?

WHAT'S ACTUALLY TRUE NOW?

# Step 3: Calculate the Real Cost

<p>WHAT DO YOU GET FROM HOLDING ONTO THIS BELIEF?</p>	<p>IS THAT BENEFIT WORTH THE PRICE YOU ARE PAYING?</p>	<p>MAKE A CONSCIOUS CHOICE: SAFETY OR GROWTH Decide to let it go</p>

# Example From The Book: Nathan's Story

WHAT IS THE BELIEF?	ROOT BELIEF ANALYSIS:	REAL COST CALCULATION:
<p>Nathan believed that, "Making too much money means people will think I'm greedy." This belief stopped him from sending emails that could have quadrupled his business.</p>	<ul style="list-style-type: none"><li>• <b>Primary belief:</b> "If I make too much money, people will reject me."</li><li>• <b>Origin:</b> Grew up in a family that praised modesty and criticized wealth.</li><li>• <b>Truth:</b> His product genuinely helped people. Making more meant helping more.</li></ul>	<ul style="list-style-type: none"><li>• <b>What he got:</b> Protection from possible judgment and rejection.</li><li>• <b>What it cost him:</b> His wife could not retire, and he lived with constant frustration.</li><li>• <b>Decision point:</b> The emotional safety of staying small versus the life he truly wanted.</li></ul>