

with Dr. Shannon Irvine

What Will your Business & Life Look Like if You THINK Like a 7-Figure Entrepreneur This Year?



with Dr. Shannon Irvine

ACTION GUIDE

VIDEO 1: Turning The Invisible Success Switch ON



Join me in the FB group to amplify your results with the UNLEASHED ENTREPRENEUR Challenge: https://drshannonirvine.com/group

As you watch *Video 1* of the *Unleashed*Entrepreneur challenge, use the following pages to follow along and take notes.

1. When it seems like you can't move beyond your			
current level of suc	cess no matter	hov	v much you learn,
study, focus, and w	ork - it's as if th	ere'	s an
			holding you back.
2. If the answer to f	lipping your bra	in's	success switch
on was as easy as g	etting a better		1
finding a better	, 0	or	
ı	then everyone v	who	did that would
see the success they want.			



3. Once you flip your b success is	rain's succe	SS SW	ritch <i>ON</i> , you	ır
4. The way you is subconsciously drive 90% of the time.		ind ou ev	en knowing	it
5. The way you think p	roduces the			
you take and the		you	u get.	
6. Most people never r	ealize that t	hey h	ave their fo	ot
on the	AND the			
at the same time				
7. We run on		mor	e than we	
realize - and this can	cause us to t	take		
that may be sabotagin	ng our busine	ess.		



8. In order to tell your autopilot to go to a new					
		, you need	l to get	rid of the o	old
	first.				
9. We need to a new one. It			•	•	install
processes:					
•					
•					
•					
10. What you	ı		, you		
11. You can n	ot out-			or out-	
	VO	ur subcons	scious.		



Your guide to going deeper with the challenge

Use the following pages to *take action* to build your 7-figure entrepreneur mindset!

1. The		entrepreneur	
	keeps you from	the	
you want mos	t.		
2. Once you fli	p your brain's		
	ON	- you will become an	
			!



Your guide to going deeper with the challenge

3A. *Exercise*: Fill in the spaces below with everything you can think of that fits with the entrepreneur identities listed.

Identity of an UNLEASHED Entrepreneur



Your guide to going deeper with the challenge

3B. *Exercise*: Fill in the spaces below with everything you can think of that fits with the entrepreneur identities listed.

Identity of a stuck, struggling entrepreneur



4. Keeping			
beliefs in autom	ation will ke	ep you stuck	<i>(</i> –
	in		and
	you back	from succes	S.
# # #	Automate		
Key#1	pathways ir	n your brain.	
Notes on Key #1:			



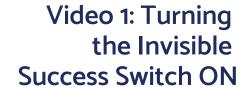
*/Key*2		the pathways
W ICC Y	keeping you stuck	۲.
Notes on Key #2:		



Your guide to going deeper with the challenge



But how do you <u>fix</u> it... if you can't even <u>see</u> it?





Your guide to going deeper with the challenge

TAKE ACTION TODAY

Create a 2-minute video declaring the #1 thing you will remove and the #1 thing you will Brain Prime through the Success Switch Method!

Then, post your video <u>inside The</u>
<u>Unleashed Entrepreneur FB Group</u>
<u>and on socials</u> with the hashtag
#UnleashedEntrepreneurDay1

COMING UP ON DAY 2:

Next up on the *Unleashed Entrepreneur*, we're going to deep dive into *Clarify* to show your brain the exact steps YOU need TO TAKE to automate what you want and erase what you dont! You do not want to miss this crucial next step!

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ACTION GUIDE

VIDEO 2:
Clarifying The
Subconscious Success Path



Join me in the FB group to amplify your results with the UNLEASHED ENTREPRENEUR Challenge:
https://drshannonirvine.com/group

As you watch *Video 2* of the *Unleashed*Entrepreneur challenge, use the following pages to follow along and take notes.

called	st ingrealent	or the S	uccess	SWITCH M	etnoa IS
for your k	phase, you'll orain which a utopilot are	allows yo		e what pa	rts of your
3. Your by	rain has to	it.		it bef	ore



4. In order to turn your need to take your foot gas-pedal and brain-based			
5.	allows us t	o get crystal c	lear on
what we want - which want and what's	shines a light	on what we d	on't
6. You cannot		your	
subconscious - you ha	ve to		it.
7. The first part of Clar	rify is		
- laying out in detail w	hat you want.		



8. The second par	t of Clarify is traini	ng your
	so it can become	

9. Your subconscious is taking actions based on your

10. A major key to Clarify is that you have to make sure that the vision is *actually*

11. The third part of Clarify is identifying what *brake*pedal beliefs you still have, so you can

and the old patterns that are holding you back.



Your guide to going deeper with the challenge

Use the following pages to take action to build your 7-figure entrepreneur mindset!

1. The brain us	es		
	of impo	ster sydrome	<u>, , , , , , , , , , , , , , , , , , , </u>
procrastinatio	n, perfectio	nism, fear of	judgment, &
overwhelm to		you	
in the	ar	nd	
*Key#1	We need	to Clarify	
•			
•			



2. Mind mapping is	to	what you	
	so that your bra	ain can believe it.	
3. Limiting beliefs	around	and	
	are the entrepr	eneur kryptonite.	
ا مالم خطام		nov otorico	
Letstalk	about your mo	oney stories	
4. Is money easy o	r <i>hard</i> to make?		



5. Is money good or bad?
6. Is it selfish to want more money?
7. What does it mean to <i>have</i> money?



8. What does it mean to <i>keep</i> money?
9. What does it mean to <i>spend</i> money?
10. Asking for money is



11. To <i>sell</i> is
12. What do you think about success & failure?





Your guide to going deeper with the challenge

TAKE ACTION TODAY

Create a 2-minute video speaking out the story that you want your success & money stories to be, as if they have already happened.

Then, post your video <u>inside The</u>
<u>Unleashed Entrepreneur FB Group</u>
<u>and on socials</u> with the hashtag
#UnleashedEntrepreneurDay2

COMING UP ON DAY 3:

Now that you've gone through *Clarify* to understand exactly what you want, next up in the *Unleashed Entrepreneur* we're going to deep dive into <u>how to erase the subconscious blocks</u> <u>that are holding you back - for good!</u>

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ACTION GUIDE

VIDEO 3: Erase The Blocks Derailing The Success Path



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As you watch *Video 3* of the *Unleashed Entrepreneur* Challenge, use the following pages to follow along and take notes.

1. The s	econd step	of the S	uccess	Switch	Method	is
called						

2. The pathways to must be erased in order for the pathways to be automated.



3. Your brain is NOT wired to keep you	wired to make	e you successful - it's
4.		is the tug-of-war
in your brain betwe	en what you re	eally want and what
5. The first 'R' of the	Mind Matrix™ i	S
6. In this phase, we l	have to recogn	ize when there is
	and then you	also have to recognize
the		you are saying to
yourself in those mo	ments.	



7. The second 'R' of the Mind Matrix™ is
3. Neuroscience has shown us that when you write
chings down, you engage the
, and system
n the brain - which are all involved in the subconscious automation.
3. The third 'R' of the Mind Matrix™ is
which has 2 levels: and
O. In this step, you will uncover the
n opposition to the automated limiting beliefs.



11. The fourth 'R' of the Mind	l Matrix™ is	
In this step, you take the tru	uth you uncovered	in the
Refute step and create an		to listen
to in the morning and at nig	ht.	

12. If you stop here in the process after *Clarify* and *Erase* and do not move on to , you'll likely fall back into the old patterns you just got rid of.



Your guide to going deeper with the challenge

Use the following pages to *take action* to build your 7-figure entrepreneur mindset!

1. The next step of the Success Switch Method is to

	the		
in	the brain's auto	omation.	
2. We do this thro	ough a 4-step pr	ocess of neutralizi	ng
and erasing the b	locks called the		



Your guide to going deeper with the challenge



Notes on the 4Rs of the Mind Matrix:



3. Smart entrepreneurs	know that the
are not	of you.
4. Exercise: List all of the that are <i>blocking</i> you.	ne beliefs you currently have



5. Exercise: List all of the reasons those limiting beliefs are <i>not true</i> . Create an "evidence file"



8	Doing this		is
Key#1	dangerous becau	use we all	have
Key [#] 2	Your brain fights		
Whey 2	change because	it is not	
	a	ind	
Notes:			



Your guide to going deeper with the challenge

TAKE ACTION TODAY

Create a 2-minute video stating: "I am committed to Erase ____." What are you committed to neutralizing and erasing?

Then, post your video <u>inside The</u>
<u>Unleashed Entrepreneur FB Group</u>
<u>and on socials</u> with the hashtag
#UnleashedEntrepreneurDay3

COMING UP ON DAY 4:

Now you know how to *Clarify* and you've started to *Erase*, but if you don't *Automate* these new beliefs, your old patterns will resurface and take over. Next on the *Unleashed Entrepreneur* we're going to dive deep into how to Automate-your-success-for-good!

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ACTION GUIDE

VIDEO 4: Automating Your New Success Pathway



Video 4: Automating Your New Success Pathway

Join me in the FB group to amplify your results with the UNLEASHED ENTREPRENEUR Challenge: https://drshannonirvine.com/group

As you watch Video 4 of the Unleashed Entrepreneur challenge, use the following pages to follow along and take notes.

1. The more	you make, the more
	you can have.

2. The final pillar of the Success Switch Method is called



Video 4: Automating Your New Success Pathway

3. 0	our brains a	re natural	ly wired to	o keep th	nings
		and			
4.				allows	s us to rewrite
wha	at our brain	thinks is	safe.		
	\/ a . t.b.; a.l a.la			والمراجع والم	
5. V	Ve think ab	out		tnough	ts per hour -
so t	to save ene	rgy, our br	ain		
our	repeated p	atterns a	nd habits.	•	
6. S	Subconscio	us belief ri	uns		% of
you	ır decisions	& actions	S.		

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7. You create an	based on
your subconscious beliefs.	
8. Brain priming uses all 5	to
define in advance the though	nts you want, the results
you want to achieve, and the	e impact you want to have.
9. You cannot	your subconscious -
but you <i>can</i>	it.
10. Putting all the pieces of t	he Success Switch Method
together allows you to go fro	om trapped, hustling
solopreneur to	



Your guide to going deeper with the challenge

Use the following pages to take action to build your 7-figure entrepreneur mindset!

1. If we Clarify	and <i>Erase</i> but o	don't Automate , your	
	ı	neural networks	
will continue t	to run	% of your daily	
decisions, actions and results.			
2. How does a	Belief get crea	ted?	



Your guide to going deeper with the challenge

3. How does lo	dentity get crea	ated?
4. Without		, the brain will not
allow you to b	е	
_	tity of a 7-figur	k like, <i>believe</i> like, and re entrepreneur if your



Your guide to going deeper with the challenge

6. Brain Primin	g research proves that our brai	n can
	something is real	
it actually happ	pening, yet your brain needs to	
	it before you will	it.
	WARNING	
7. On your own	, it's difficult to see:	
•		
•		
because we	can't see our own	
	(or we would have already cho	anged).



Your guide to going deeper with the challenge

TAKE ACTION TODAY

Create a 2-minute video stating what becomes possible when the old automations are no longer chaining you back and the Automations are all programmed FOR YOU and YOUR SUCCESS. What becomes possible? What will you be most proud of?

Then, post your video <u>inside The</u>
<u>Unleashed Entrepreneur FB Group</u>
<u>and on socials</u> with the hashtag

#UnleashedEntrepreneurDay4

COMING UP ON VIDEO 5:

In video 5 of the *Unleashed Entrepreneur* we're going to talk about how *all* the pieces of the Success Switch Method fit together, in the right order, to build your "GPS" to your success. You absolutely can not miss video 5 if you're ready to flip your success switch *ON!*

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ACTION GUIDE

VIDEO 5: Becoming An Unleashed Entrepreneur



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As you watch *Video* 5 of the *Unleashed Entrepreneur* challenge, use the following pages to follow along and take notes.

i. II you're stuck at your	current level, there s	sometning
in your brain running on		that
you don't even realize is	there.	
Most entrepreneurs r very important questior		s these 3
How much missing out	on <i>right now</i> by being	am I g stuck?
How much missing out	on if I don't fix this?	will I be
 How much with that rev 	venue?	can I make



3. Be	ecoming an <i>Unl</i> e	eashed Er	ntreprene	eur will	require you
to		in a wa	y that yo	u haver	n't before.
4. Y	our experiences	s are diffe	erent tha	n every	one else's,
and	that's why you r	need a			- based
	tion that meets , lasting transfo		e you are	e in orde	er to get
	Get a sne Epi	ak peek a c Success			he
Phas	se 1: Your Epic			Minds	set - where
you'	ll turn your mind	dset into y	our com	petitiv	е



Phase 2: Your E	pic		System -
where you'll lay	out your		in a way
that makes it be	come safe and f	amiliar to you	r brain.
Phase 3:		for Epic Succ	cess -
where you'll		the limiting	
that are holding	vou back.		
that are heranig	you buom.		
Phase 4: Syster	mize Your Epic D	aily	
where you'll lay t	the foundation to	o automate - I	because
what you	, you	J	
		_	
Phase 5:	You	ur Success - v	where
you'll automate	on an entirely ne	w level for ep	ic
growth.			



Ontion #1.

Video 5: Becoming an Unleashed Entrepreneur

The series has left you with the keys that unlock a world that only the most successful seem to unlock.

The question now is: what are you going to do with all of this?

option #1:		
Option #2:		



Your guide to going deeper with the challenge

Use the following pages to take action to build your 7-figure entrepreneur mindset!

1. How has the old		
put the brakes on y	our business,	your life, and your
dreams?		

2. When you are stuck in fear - your block you.

- Fear of failing
- Fear of being judged & found out lacking
- Fear it won't work
- Fear of sales
- Making money is hard
- Lack of self-esteem & confidence

- Fear of putting yourself out there and it won't work
- Fear of success
- Feeling unworthy & not good enough
- Don't know enough
- Unfocused
- Overwhelmed



3. This leaves you feeling:

Video 5: Becoming an Unleashed Entrepreneur

Your guide to going deeper with the challenge

,		
4. Now you know all of th	at is the automa	tic
programming you didn't		and it's
not your		



Your guide to going deeper with the challenge

5. You have to ask yourself...

- How much am I missing out on right now by keeping these broken, brake-pedal automations?
- How much will I be missing out on if I don't fix this?
- How much can I make
 AND what type of role model will I be when
 I do?

AND...

The biggest mistake people make is thinking they can do it alone.

Because if you could - you already would have



Your guide to going deeper with the challenge

6. Your	have kept
these automations running.	
7. Having the	
will help you	
so that you	
1. Know that you're doing it	
2. Are going after the "right"	



Your guide to going deeper with the challenge

8. You v	will have the			ı
make y	vork, Roadm our success ST • A y • S	s: Avoiding pitfa	alls	rocess to mper tantrums
	•	ss is not a o kie-cutter p		its-all,
-	Success is t	_	-	e thoughts,
•				
YOUR	Brain.			



Your guide to going deeper with the challenge

Flip your Success Switch ON once and for all...

11.	Your	Brain	is the	only	resource	that	creates	more

•		

It's time to invest in the operating system that holds the key to your success



TAKE ACTION TODAY

Join the Epic Success Program at <u>UnleashTheSuccess.com</u>

You do not want to miss out on the EPIC BONUSES you get when you enroll, along with a few extra bonuses exclusively for fast-action takers!

Questions about the program? Book a call with the Epic Success team to see if it's the right fit for you: drshannonirvine.com/call

I can't wait to guide you to *epic success* in your life and business inside of the Epic Success Program!

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ACTION GUIDE

Q&A Panel





Here are 5 people who have been right where you are now and have used the Success Switch Method to truly transform their brain for success!

1. What are some of your top takeaways from Videos 1-4?	





Barbara went from
to
and now has
Chantal went from
to
and now has





Laurie went from
to
and now has
Beryl went from
to
and now has





Julia went from	
to	
and now has	



TAKE ACTION TODAY

Create a 2-minute video stating whose story resonated with you the most and how did that inspire you to Flip your Brain's Success Switch on?

Then, post your video <u>inside The</u>
<u>Unleashed Entrepreneur FB Group</u>
<u>and on socials</u> with the hashtag

#UnleashedEntrepreneurDay5

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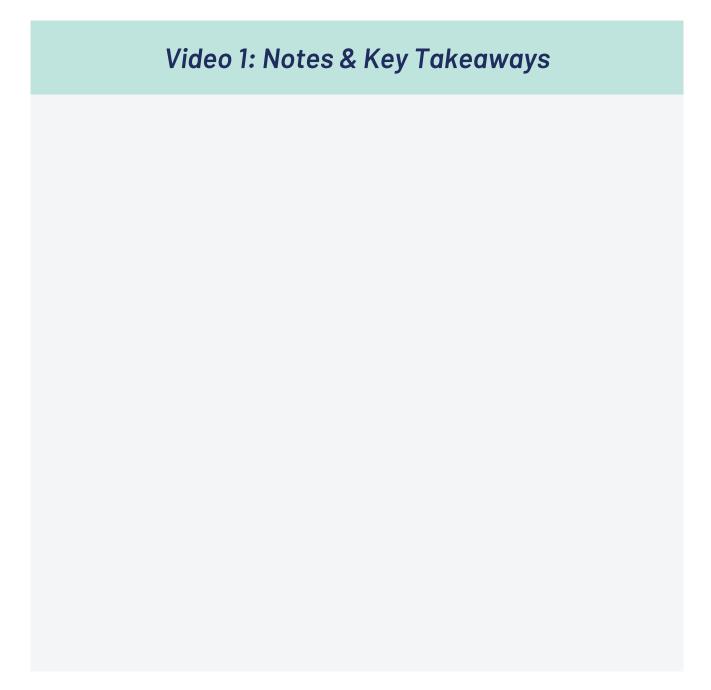
with Dr. Shannon Irvine

ACTION GUIDE

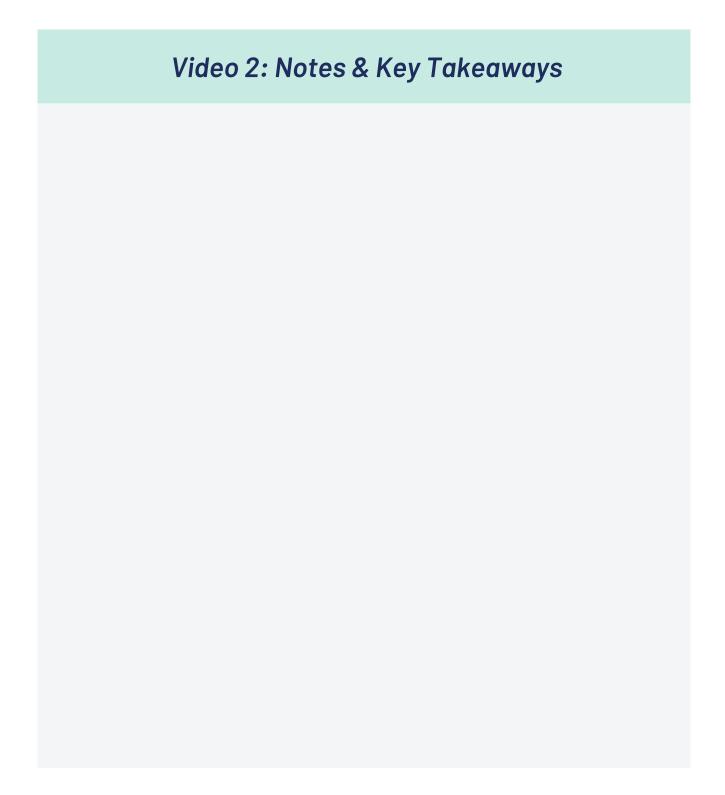
Binge-Watch Guide



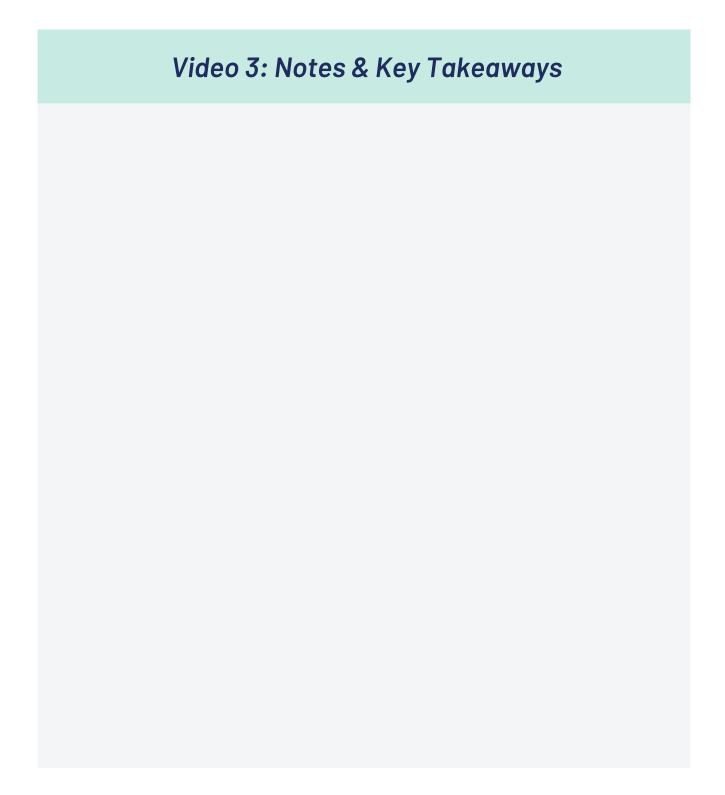
As you binge-watch Videos 1-4 of the *Unleashed Entrepreneur* challenge, use the following pages to write out additional notes and your key takeaways.



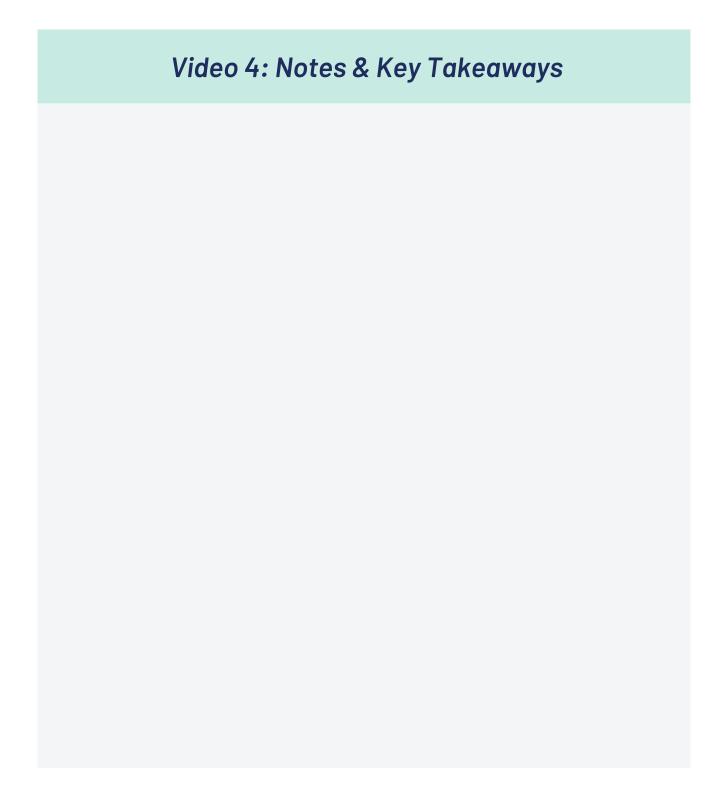














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