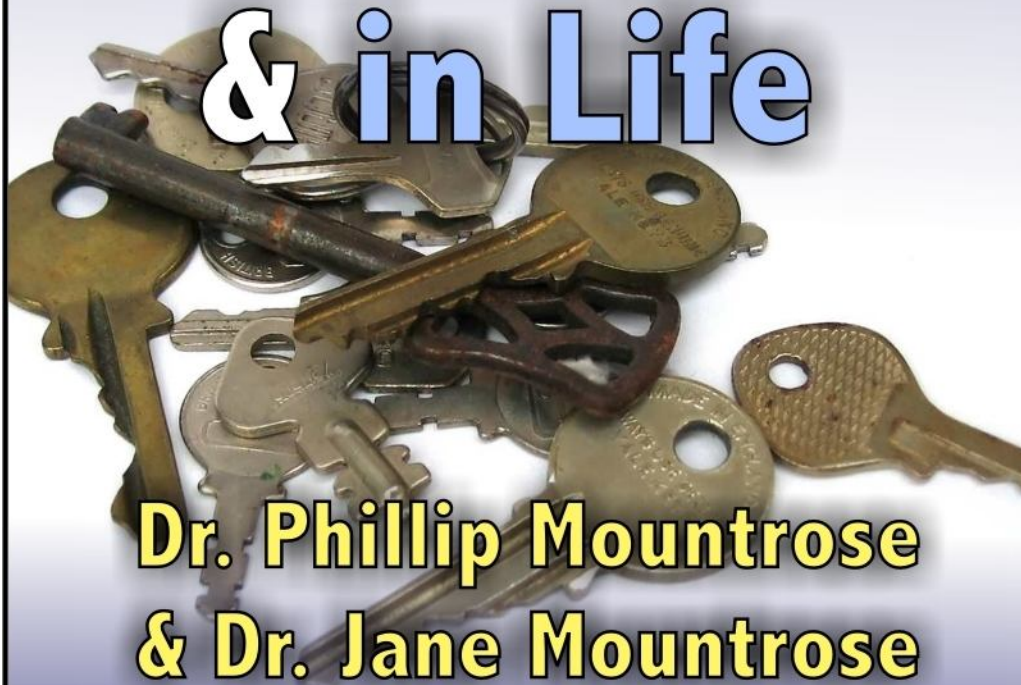


Ten Keys to Success in Business & in Life



**Dr. Phillip Mountrose
& Dr. Jane Mountrose**

Notes to our Readers

Navigating through this e-book: If you want some tips on using Adobe PDF files, you can find instructions on our website at www.gettingthru.org/badobe.htm.

Please feel free to recommend this ebook to your business associates and friends. Your referrals support us in our mission of helping people all around the world to realize their full potential and creating a more loving world. Tell anyone who might benefit from this information to get their free copy of the Heart of Success Roadmap at <http://heartandsoulofsuccess.org/roadmap>.

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What People are Saying about Drs. Phillip and Jane Mountrose and their Programs...



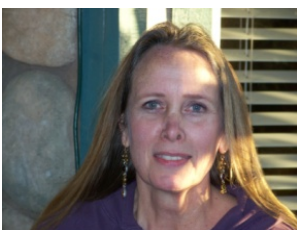
"I was looking for support and that's what the "Let Go and Tap into Heart and Soul of Success with EFT" program did for me. **It helped me with my next steps and directly led me to knowing the right action to take** for getting publicity for my book. The insights I received from this program really made a big difference."

Helen Wix, Real Estate Investor

"I didn't know the Mountroses before enrolling in one of their programs, so it was a leap of faith. I'm so glad I decided to enroll. Besides the depth of tools and understanding I received, there was something else very valuable. The Mountroses themselves: their vision and how they model the profound coaching and healing tools they taught.

It instilled a lot of confidence in me and it helped me to start my own spiritual community!"

Jay Horn, Musician, Minister of Holistic Healing



"I first saw the Mountroses on TV and was familiar with some of their EFT materials. As teachers, they have great depth and compliment each other wonderfully and are very approachable. too.

When I started their training program I was a bud. With all the tools and practical, soul-based material I learned, I really bloomed. I now have the confidence to know wherever I am, it's where I'm supposed to be. Magic and miracles have become real and a part of my daily life."

Linda Harrah, Holistic Therapist

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1. The Roadmap To Success

- **Are you ready to create a tremendously successful business or to take your current business to the next level?**
- **Are you ready to make your dream of having an exciting, joyful, and prosperous life a reality?**
- **Do you want more clarity and confidence with your work and your life?**

If you answered “Yes” to these questions, you’re in the right place. You may be at a turning point. This ebook could be just the thing you need to let go of limits and take a big leap toward your brightest possible future.

The “heart of success” is about making this bright future a reality, starting today. Your heartfelt desires emanate from the core of your being, from the spark of spirit that brings life to everything you do. We don’t know what this brightest possible future is for you, but your heart knows. We **do** know that it is essential for **you** to understand what it is and take strategic steps to make it a reality.

Who are we and why should you listen to us?



We’re Drs. Phillip Jane Mountrose, founding directors of the Heart of Success Academy. This ebook is an excerpt from our ebook, the *Heart of Success Roadmap*, which you can access immediately free of charge on our website at <http://heartandsoulofsuccess.org/roadmap>.

We’ve devoted the last two decades to creating fabulous lives for ourselves and for those we have trained in our programs.

Our passion in life and greatest joy revolve around helping people to overcome personal challenges, discover their life purpose, and create tremendous success.

It's been an amazing journey! Our work centers around the areas of personal development, lifestyle development, and business development. All three of these elements are critical for creating the best possible life. We live where we want to live. We are generously compensated for doing the work we love to do while having control of our time. And we are honored to be making a difference in thousands of lives. What could be better?

But we have never felt that it was about us. The critical point is that we don't want you to miss out on the kinds of opportunities we've had. We've made it our mission to help you and others like you to create the business and the life you truly desire.

Our Turning Point

You see, at one time, we found ourselves at a turning point. Phillip was a teacher and Jane was an architect. While our professional lives were fulfilling for a period of time, at a certain point we woke up to the possibility that our futures could contain more than we had imagined. We connected with what we now call the heart of success and life has never been the same since. Our hearts longed for more freedom, which to us meant more control of our time and more time to enjoy traveling and exploring new possibilities. We also wanted to determine where we would live and set out to find the place in the world where we would most want to be.

We also felt in our hearts that we wanted to make a difference in the world in ways we had not been able to ever before. And if we were to do this, we expected the universe to support us generously for making a positive contribution.

What we discovered next was amazing.

With a clear picture of our brightest possible future before us, life synchronously guided us step-by-step to make our dreams a reality, and everything we desired became a reality. But without the benefit of a roadmap, we made lots of wrong turns on our winding road to success. We had a lot to learn about the new territory we found ourselves in and we had no one to guide us.



With a guide like the *Heart of Success Roadmap*, the path can be much smoother and straighter for you. It provides step-by-step map for which we would have paid thousands of dollars. It can save you years of time and the strategies you will find here can generate tremendous income. Nothing would make us happier than seeing you

make your brightest possible future a reality and making a big difference. We're delighted to share this information with you so you can bypass the twists and turns on our journey and head directly toward your goals.

The sign posts on our road map read: "Come Alive," "Thrive" and "Make a Difference." These are essential elements for you to explore on your journey. We will tell you how to come alive, awaken your passion for life, and feel energized every day. You may be on the way now, and maybe you will just pick up one priceless tidbit of information that will take you to the next level. Wherever you are on your journey, we're confident that you will discover new territory to explore.

Then we'll explain how you can prosper and super charge your earning potential doing what you love to do. And the entire process will guide you to make a positive difference in the lives of the people you touch.

It looks like this:



This means that creating your business and your dream life synchronously fosters your personal development, your lifestyle development, and your business development.

This ebook provides an overview of our approach. If you're interested in knowing more, we will tell you the best ways to get on course and stay on course to make your

brightest possible future a reality, just as we have. We go into all of this and more in this roadmap, because...

We're on a Mission

The truth is that our work is much more than an occupation. We're on a mission and invite you to join us. The grand version of our brightest possible future is a world where love conquers fear and where each person's unique brilliance is honored and nurtured. The result is that everyone is empowered to come alive and thrive. This reality has no place for hunger or war or cruelty and we view it as our collective destiny.

Sounds lofty, doesn't it? It is and as you'll see, it is also practical. Exploring this material and making positive changes in your business and your life can take you on an amazing adventure, as building our holistic practice has for us. Oprah Winfrey describes it this way, "I believe that every single event in life happens in an opportunity to choose love over fear." With the heart of success, we choose love.

Since you're reading this ebook, you undoubtedly do, too. But if you're like many people, it's easy to get overwhelmed with too many options. What to do? Where to start? These are common questions that can be part of the frustration of dealing with a sea of information about promoting your business. Our goal is to distill what we have learned so you can bypass a lot of the trial and error we experienced and take your life to the next level now.

We also invite you to share the *Heart of Success Roadmap* with your friends. Just send them to <http://heartandsoulofsuccess.org/roadmap> to obtain their complimentary copies.

The Good News Is ...

Your timing couldn't be better! We're on the cutting edge of a new wave of possibilities.

Some people call it a recession. We call it a paradigm shift. What the doom and gloomers don't realize is that times of uncertainty are also times of greatest opportunity. The old ways aren't working and many people are withdrawing. At the same time, the people who are building firm foundations for the future can come out triumphant. And with the emergence of the internet, solopreneurs and small business owners are coming together in whole new ways to create the lives they truly desire.

With web 2.0, collaboration and cooperation rather than competition and separation are presenting tremendous new opportunities for success. It's a great time to start a new business or take your current business to the next level.

When we started our holistic practice, well before web 2.0 or the internet itself for that matter, these opportunities didn't exist. We spent years using the "Lone Ranger" (do it all myself), trial-and-error approach, with mixed success. Then, with the emergence of the internet, new possibilities became available and we discovered that connecting with others who have done what we wanted to do was a much more effective approach.

We have done extensive research and implementation and continue to follow the most current trends in personal, lifestyle, and business development. Our aim is to pass our expertise on to make things as quick and easy as possible for you.

We gladly share the keys that formed the foundation for our success. Our hope is to help you navigate in a sea of possibilities, as elegantly as possible, so you can create more than you ever imagined...

You Can Benefit from Our Mistakes

We wish we had a roadmap twenty years ago, but there weren't many resources for people like us at that time. When we started building our professional practice in the early 1990's, saying we were naïve about how to succeed and prosper is an understatement. With the information presented to us at the time, our marketing strategy included creating some business cards and a not-too-convincing brochure, then running a few ads in some local publications. You probably know how well this works!



Here's what we discovered. To create a prosperous business, you can't just print up some business cards, open an office, and expect the phone to start ringing. Similarly, in the late 90s, when we wrote our first book, we discovered that you can't just publish a book and expect people to run to their local bookstores to buy it.

Yet, for lack of knowledge and based had experiences with some less than honorable salespeople, these are the kinds of things that many well-intended business owners do.

As synchronicity would have it, we stumbled on some miraculous successes along the way. We were fortunate to write what have become the most popular books on EFT (*Getting Thru to Your Emotions with EFT* and *Heart & Soul of EFT and Beyond*) just as the internet began to pick up steam in the late 90s. Amazon.com came along and synchronously provided opportunities for us to sell our books. It was like a miracle, and it helped us to create the freedom we needed to take our holistic practice to the next level. On the other hand, we wasted a lot of energy along the way before we put ourselves together and learned to effectively let the world know what we had to offer.

Here's a priceless key that accounts for much of our good fortune: we followed our hearts and took increasingly effective action. After years of experience and finally educating ourselves on how to build a prosperous professional practice, we have created an amazing life, one that our clients and students tell us they want to emulate.

Why our clients and students tell us "I want to do what you're doing!"

We've had the good fortune to discover many essential keys along the way. We know we're here for a reason, just as we know that you are. You have gifts to share and people who are waiting for you to share these gifts with them. Our primary mission now is to help gifted professionals like you to create your dream lives and businesses. We want to teach you the best of what we've learned over the last 20 plus years to help you to prosper and join in our mutual goal of making the world a better place.

People we work with change their lives in amazing ways. They don't generally end up doing exactly what we're doing. Instead, they set off on the path that is right for them.

We've watched people make miracles happen. One of our students was an executive in a large corporation. Her job provided a nice income, but nothing more. When she began to study with us, it became clear to her that she was not really living and she set out to create a new career as a holistic practitioner. She was smart and started taking action, one step at a time, and miracles happened. One by one, the pieces fell into place and her life was transformed. She now has a successful holistic practice and lives a life she couldn't have imagined before.

This is just one of many transformations we've witnessed over the years. Our roadmap can also produce tremendous results if you have a business now. We can help you to make it more exciting and fun. Believe it or not, you can even create more free time while producing more income and even more.

Our belief is that the universe supports each of us in becoming creators and that we're here to enjoy life in exciting ways. If you think your possibilities are limited, it's just a misunderstanding. This ebook contains keys for creating a prosperous business and a fabulous life.

To set the stage, we want to put this in perspective with some of our insights.

2. The Ten Keys: What Not to Do

Ten Critical Mistakes and Keys to Success

Now we want to share the ten biggest mistakes heart-centered professionals make, so you'll know how to avoid them. These critical mistakes stop many heart-centered professionals dead in their tracks. Fortunately, they don't have to stop you.

Here are the mistakes and the keys to success:

1. **Waiting for that perfect time to create your business and your life.** Most people talk about all the wonderful things they are going to do at some abstract time in the future. The fact is, the future never comes. The time is now... You're reading this for a reason. Opportunity is knocking.

If this isn't your time, when will it be? Opportunity only knocks on rare occasions and if you miss this one, who knows if and when it will knock again...

2. **Following the herd.** The fact is, we were duped in school. We weren't taught how to create the most fantastic life imaginable; we were taught to get a steady job with health insurance and to save for retirement. And we were taught to work harder, not smarter. When people are not getting the results they want, they just do more of the same, like working two jobs or even more.

You know that this is not the answer. If it was, why do so many people call it the rat race? The fact is, you have to step out of the rat race (or herd) and do things differently to produce different results. You need to work smarter, not harder. In fact, if you work smarter, you can learn to work less and earn more.

3. **Confused, unclear, and unfocused.** Most people don't know how to become their personal best and this is a big key. When you are your best, you come alive, do your best work, create happy clients and customers, and make more money.

4. **Going blind, with no picture of the life you want to create.** A fabulous life doesn't just happen by accident. You create it. You need to have goals and a plan to create an amazing life.
5. **Avoiding marketing.** This is a big one for heart-centered professionals who don't want to rock the boat or offend anyone. The truth is that marketing is your vehicle for getting your message about who you are and what you have to offer out to the world. It should be the most exciting thing imaginable and it can be!

Successful people are enthusiastic self-promoters. This is a learned skill and it is essential.

6. **Unwilling to invest in success and out of balance with money.** Financial success requires a balanced ability to give and receive. Successful people invest in becoming the people they want to be.

Think about the balance. How can you hold onto money for dear life on the one hand and with the other hand, expect potential clients/customers to freely invest in what you're offering? It's out of alignment and just doesn't make sense.

7. **Accepting fears and perceived limitations as old friends.** There's a certain comfort in the status quo. You may have been restricted by perceived limitations from the past. Fortunately, your history is not your destiny, but you have to be willing to expand and grow. If you are interested in personal and spiritual development, this should be good news. Reaching for success provides transformational opportunities for growth. You must become what you want to attract – your brightest possible future.
8. **Going it alone and living in a vacuum.** The Lone Ranger approach is a thing of the past. Successful people eagerly learn from people who have done what they want to do. They also value input from other professionals as ways of achieving more than they could possibly achieve alone. We will share a golden opportunity for learning from one of the best mentors in the world at the end of this ebook.
9. **Not treating your business like a business:** Many small business owners treat their businesses more like hobbies. You need to look and act like a professional. If your business looks like a hobby, people won't take you seriously.

10. **Giving up.** If you're following your dream and your reason for being, giving up is not an option. Perseverance is essential. Never give up and continue to take action to move forward. It's your life, your future, and your purpose that you are creating.

The book and video of *The Secret* have become phenomenons and the thought of simply asking for what you want and having it appear without any participation on your part is alluring. This book contains some amazing truths, but many well-intended people get stuck because there are also a lot of missing pieces.

The Real Secret

The secret that most heart-centered professionals don't know is that you can avoid these mistakes. You can learn effective skills for strategically building a prosperous business and an amazing life. You can also learn to market your products and services effectively in ways that feel good, even great. And, while you do this, you can create more free time for yourself and enjoy your life even more.

The misunderstanding we see in *The Secret* seems to be pretty universal. Your actions need to match your goals. And as Jane discovered, much to her surprise, you can even enjoy marketing. Plus, the really good news is that the process of implementing these skills will help you to expand and grow in wonderfully positive ways.

When asked, many of the heart-centered business owners we meet say they don't want to do marketing. At the same time, they also say they want to get their messages and, of course, their products and services out to the world. It all starts with having gifts to share with the world. If it is true, as we believe it is, that each of us came here with gifts to share and dreams to fulfill, it is essential that we do whatever it takes to realize this dream.

As mentioned, this was a problem for us, too. Then after some time of floundering around, we made a startling discovery:

*Marketing **IS** getting your message out to the world!*

It's not like a four-letter word after all. This changed everything for us. With this discovery, we became delightfully determined to find out how we could market our products and services in ways that felt right for us.

We learned that most people have misunderstandings and misguided apprehensions about what they view as marketing. In essence, marketing is a set of skills and processes anyone can learn. To put it another way, marketing is about creating energy for what you offer.

Good Marketing is Like Magic!

It communicates your message to the exact people you want to reach and produces consistently wonderful results. There are, of course, a variety of ways to market, and we all know that some of them are not acceptable to us. Fortunately, there are also ways that can feel exciting and fulfilling. Once she realized this, Jane, for example, went from wanting to avoid anything involving marketing to being totally excited about it and the opportunities that emerged.

So why all the fear and confusion?

We all have been besieged by hyped-up marketing. And we certainly don't want to fall into those traps ourselves. Yet when we resist marketing, what are we really resisting? We're resisting getting our message out. And beyond this, we're resisting embracing our life purpose, making a difference, and helping others. We're actually resisting our opportunities to make the world a better place.

Along with discovering that marketing is actually magic, we discovered a huge and frequently overlooked element of a strategic approach. Want to know what it is? Shortsightedness.

Rather than reflecting on the most effective direction in the long term, many new business owners put blinders on with the thought, "I need to get clients (and/or customers)." Without developing an effective strategy based on a "big picture and big dream," they just jump in and do whatever comes to mind to attract clients and/or customers. And the results are not pretty...

A good roadmap will takes you much deeper. It will help you to become strategic, which is the most critical key to learn and implement. Why is this? The quality of your business and ultimately the quality of your life depend on it. Do you want to go for short term fixes or strategically create long term success and a great lifestyle, while making a difference in the world? The choice is yours.

3. The Beauty of Being Strategic

Being strategic is rare, in spite of the fact that the rewards are amazing! This isn't logical, but the fact is being strategic requires clarity and intention, both of which are also rare. Ask yourself, do you want to produce better results with less effort? Do you want to earn more money while working less hours? Both require well-honed strategies, which make things easier and produce dramatically better results.

What we often see is dabblers, people who are not fully committed to their businesses. They are usually committed to their work and the difference they want to make, but not committed to doing what it takes to strategically create a successful business and a great life. Many holistic practitioners venture out to get clients and when they don't immediately succeed, they figure they need more training in the skills of their trade, so they go back to school. This is a vicious circle. It will never give them the business and marketing skills they need to succeed.

Don't get us wrong. You have to be good at what you do. But strategic marketing and business development are often the missing pieces, along with increased self-awareness. Interestingly, most people don't associate business development with personal development, but they actually go hand-in-hand. Building a successful business will change you in amazingly positive ways. It requires you to confront all of your fears of being criticized and rejected, along with your limiting perceptions of what is possible. This stops a lot of people, who choose unhappiness over going through the discomfort and uncertainty that inevitably accompany change.

Strategy Alert!

DON'T dabble with your business and your life.

DO be intentional. Plan strategically and implement you plan strategically.

Getting back to being strategic, this ebook brings home the importance of having a roadmap for success. It doesn't start with how to get more clients and/or customers. It starts with you, with taking control of your life, determining what you really want to create and valuing your unique brilliance. We all have what Coach Milana Leshinsky

calls our “brilliance zone.” Simple logic tells you that if you don’t understand your greatest gifts and the value you have to offer to others, you can’t expect potential clients and customers to understand and value them either. To be fully effective and ultimately joyful and fulfilled, you have to know what this “brilliance zone” is for you. Then you can tell the world about it, and be in this optimal state for your customers.

When you are in your brilliance zone, you will:

- be happiest and most effective.
- attract your ideal clients and customers.
- consistently produce powerful changes in people’s lives.
- produce powerful results and the most satisfied buyers.
- receive rave reviews and fabulous testimonials.
- reap the financial and lifestyle rewards of your success.
- feel joyful and fulfilled.

The Heart of Success Roadmap

To get you started, here is an overview of the elements of the Heart of Success Roadmap:

Set your course.

Uncover your brilliance.

Create your plan.

Clear the blocks that stand in your way.

Embrace your brightest possible future.

Seek support.

Start taking strategic action.

This is the “Heart of Success Roadmap” for creating success in business and in life. Each part contains critical elements for your success, complete with a strategic action plan.

Tony Robbins puts it this way:

One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.

Your Greatest Possibilities For Success

Here are some questions for you.

- What do you think your possibilities are of creating the successful business and income you desire on your own using the “Lone Ranger” method?
- What do you think your possibilities are of creating the successful business and income you desire using keys to success drawn from people who have done what you want to do?
- Which path to success do you want to take?

Strategic Action Plan

With this food for thought in mind, look for opportunities to connect with people who are willing and able to help you to create success and do something special with your life. If you're ready to implement the roadmap now, be sure to visit us at <http://heartandsoulofsuccess.org/roadmap> to get immediate access to the entire roadmap for free..

Consider these final questions. They could change your life!

To start off on the right track, ask yourself this question and take a few minutes to really think about it, because it could change your life.

Between one and ten, with ten being the highest possible degree of commitment to your dreams, how committed are you to doing what it takes to transform your business and your life?

Are you ready and willing to step out of your habitual ways of thinking, doing, and being, and take the chance that your brightest possible future can become a reality? Will you commit to staying with your dream after the novelty wears off? Can you see yourself doing something truly magnificent with your life as a result?

Considering these questions is crucial, because your commitment forms the foundation upon which you will build the life of your dreams. If you are not very committed, ask yourself why. This will provide fuel for further exploration as you progress.

***Keep in mind that the greater your commitment,
the smoother the path ahead will be.***

The future extends out before you and the decision of which path to follow is yours. Just remember, you need to do something different if you want to be someone different. Commit yourself to being someone with more of life's most fulfilling rewards, more abundance, more vibrant health, more excitement, and more joy.

Always Remember, Giving Up is Not an Option

If you are doing what you came here to do, the thing that makes you feel most alive, can you ever give up? There is only the next step forward and the people who persevere are the ones who reap the rewards both in terms of outer success and inner fulfillment.

Keep moving forward and good things will happen.

To the heart of your success,

Phillip Mountrose Jane Mountrose

Phillip Mountrose and Jane Mountrose

4. Want to Learn from a Millionaire?

It's a proven fact that the way to achieve success is to find someone who has done what you want to do and to emulate them. This is the Purpose of Marshall Sylver's new venture called Get Rich Radio.

We still can't believe this one!

Marshall is a world renowned hypnotist and self-professed "millionaire maker." He wouldn't need to work another day if he didn't want to. But he is on a mission. His plan is to bring the economy out of its current recession by teaching people how to become wealthy from the inside out. He knows that people have an economic blueprint that determines how much wealth they can create and he also knows how to change it.



Every week, Marshall gives away thousands of dollars to listeners. He also provides scholarship dollars to premium members to use for educational products aimed at helping you to become wealthy. And you can even call in and get answers to your financial questions live on the air.

You can listen to Marshall Sylver's Get Rich Radio Show for two hours on weekdays to get the education you didn't get in school. For every minute you listen, you also earn scholarship dollars that you can use for your choice of a growing list of wealth-building products. No matter how you look at it, there's a lot to gain and nothing to lose.

[CLICK HERE](#) now to get started with Get Rich Radio. And if you want more information, you can find a "Get Rich" article at:

<http://awesomesuccesssecrets.com/riches>.