



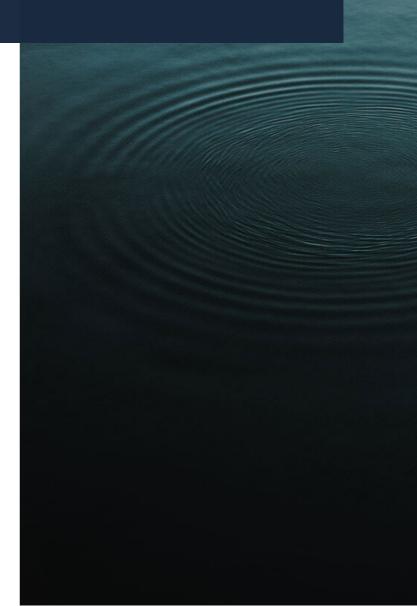
Myths & truths about our beloved comfort zone

Thank you for being curious, and welcome to this first Mindset Basics Editor XL-chapter. If you want to be able to make any real and lasting change, it's essential to get familiar with the basics of mindsetting first. You might already know a lot; even so, I invite you to keep an open mind about the upcoming 7 XL-chapters.

Every change starts in our minds, but our minds don't change easily. Our minds are just not built that way because change equals unpredictability and uncertainty. Ultimately, change endangers the safety of what is known and familiar to us. That's why change is so difficult for most of us. You see, our minds are governed by patterns, habits, and beliefs. And so, if you want change, you need to find a way in which your mind can gently be intrigued to become excited about something new without attacking current settings. Here's a place to start.

Our minds can be tempted to change when delicately triggered in an unfamiliar direction by being introduced to new information. The key is to get your mind excited or even intrigued about new possibilities and options but without the strict order to change. Just let your mind get familiar with the new intel first and see if the merits can be perceived as attractive.

It's the total opposite vantage point compared to the die-hard way you are usually instructed to act as advised by the majority of personal development coaches. The popular aggressive approach goes against your very nature. That's why your system is conditioned to resist change even more. No wonder change management is such a hot topic.





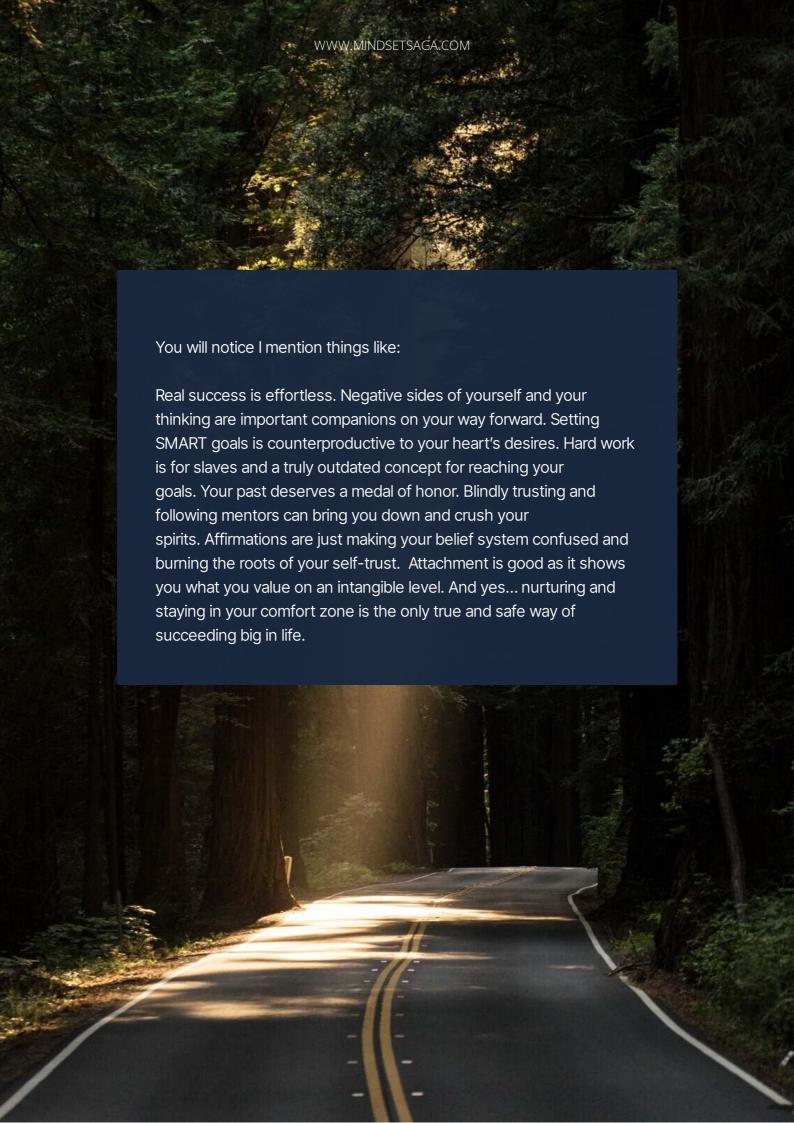
If you have decisively set your mind to Re.Write Your Success Story... then everything in this project might be exactly the helpful stimulation that will get you off to a good start. Your growth, business or personal, is hugely impacted and stimulated by the specific way you will come to see the new change. Especially new ways of understanding how your beautiful mind works can change your understanding of life in profound ways. Therefore, I will explain the mechanics of our mind-setting in great detail and pave the way for you to be able to change on demand.

Let me start by stating the most controversial thing in personal development out there: Your comfort zone is good, and sacred and must be loved and cherished above all.

As this is the first introduction to the radical nature of my Re.Write Your Success Story project, let me warn you about a few things. If this is our first time together, many things I say, propose and explain might feel alien to you compared to the most common things you read and hear from other coaches, like the statement above regarding your comfort zone.

I love the concept of our comfort zone; most other coaches hate it. That's OK. You don't have to agree with anything. Just let it wash over you. If it sticks, it sticks for a reason. Otherwise, just read on.

As for many statements and explanations to follow, what you will read here is not THE way or the right way. It's not meant to convince you of anything, nor to teach you how to live your life. It's just a way. It might trigger you, inspire you or leave you entertained. Either way, you came this far, so something on this journey might be beneficial to you. I strongly believe that everything has a reason. My only suggestion for you is to give it a go. You might be surprised to discover how much impact your thinking has on your success story. And new thinking always equals a new success story.





I hope I have your attention now, because yes, this all might sound weird. And yes, I have followed lots of the good advice out there. It only drove me to mental exhaustion, a severe sense of FOMO, and daunting low selfesteem.

It seemed like I was never done; there was always the next goal, next level, next something. It was never enough. My mentors burned me down hard in the name of tough love. Sure, I was achieving a lot, I was extremely productive. But all that didn't make me happy.

I accomplished a lot, but I didn't feel fulfilled or successful. More money didn't make me happy. My self-love was non-existent. A shiny professional track record doesn't make you feel alive, at least not in my experience. It made me feel depleted.

I ticked off lots of traditional boxes of success symbols... but it didn't feel like a real success. So, I decided to make a U-turn and started questioning everything I have ever heard or learned. And I found myself amid many others like me.

Some achieved way bigger things – as I was acquainted with self-made millionaires and respected socialites. But all of them were exactly where I was. Is this it? Is life supposed to be filled with more of this? No freaking way! Enough! No more of this madness. There must be another way...

It all felt like an uphill battle. On the outside, it was shiny and glorious, but inside there was a totally different daunting story. I pushed myself so far beyond my comfort zone that all boundaries were out of sight. And with it, I lost myself, and any sense of what really matters.

So no, I discovered that real success is not to be found on the other side of our comfort zone. Many of my clients came to me with similar stories... wanting a magic pill to make it all feel worthwhile.

Hard work didn't always pay off, and to be honest, it rarely does the way we want it to. Millions of people are working hard daily and it's not bringing them success either. Famous gurus and coaches teach us to work smarter instead. But does that mean that we were stupid all this time?

Yes, pretty much, according to many mentors. They say that if you don't succeed according to the SMART plan, you are missing something in your process. That FOMO feeling is wildly exploited in the nowadays promotions on social media. It's scary and manipulative.

"If you are NOT doing ABC according to my advice... you will never succeed. Get my product and you will fly high." Many of us fall for it... simply because we all want to feel accomplished.



Yeah, we are missing something: the trust in our own inner guidance. And let me tell you ... all the trust you will ever need is already in you. You just never learned where to look for it and how to use it. Don't get me wrong. I don't have a magic solution, that one great piece of advice, an instant pill, or a ground-breaking product to make you successful overnight.

I don't... but you do! It's in your mind. It's the way you think.

Fast forward to the truth I have learned: I believe that change & innovation are the essence of life. To be able to change painlessly and in joyful anticipation... all you need is a certain way of thinking and a certain fluidity of mindsetting.

If you want to see different things in your life, you first need to start thinking differently. Here's where I come in. I want to trigger you into asking questions. Question why you think the way you think. Get into a habit of training yourself into asking 'how and why' questions so you will discover the awesome effects of intended, controlled, and effortless change.

And boy oh boy, change by desire is a game-changer for the way things will happen in your life. You will see a certain new dynamic in your experiences that will pleasantly surprise you and fill you with exciting energy and zest for life.

I came to the discovery of all the above after losing trust in mentors and gurus, after doing everything they said to the letter and not getting what I really wanted.

At some point, I started to read biographies of successful people. And all of them kept saying the same thing: "Trust your gut. Build on your talents regardless of what others tell you." They all kept going because something inside them told them to. They sacredly trusted their inner guidance. Bravely being the person you deep-down know you are so that nothing else will matter – that is the secret of many successful people. They believe in something real inside them... something that they know to be true. Their dreams were more than just dreams to them.

It was just a matter of time... they knew they would succeed in the end. And all of us should take this as an example. We might not all be grand explorers, economists, or geniuses. But we are all the same when it comes to having dreams that feel real to us. And it shouldn't matter what others think of us... that's pretty much the reason why this project is alive now.





The biggest clue in many huge success stories is the fact that they discovered a process that worked FOR THEM. You might get lucky while trying to copy their process and discover that some of it will work for you too, but it most probably won't. You see, behavioral habits and patterns are always backed up by personal experiences that are created by individual beliefs and conditioning, and all that is deeply rooted in intrinsic values and personal perspectives.

There's a one-in-a-billion chance that your inner settings are even close enough to being somewhat comparable to someone else's. That's why a lot of good advice doesn't work for everyone. You need to make it your own. You need to filter the elements that will fit with your own inner settings for any process to work in your favor.

The main reason why we are not capable of making those selections and compatibility decisions is because we are deeply and decisively conditioned. We are simply not aware of how those conditions are driving our thinking, motivation, decisions, and actions.



We will come back to the how & why of conditioning in later Basics XL-Editor chapters, but for now, let me tell you one crucial thing about conditioning: IT IS ALWAYS INHERITED FROM SOMEONE OR SOMETHING ELSE EXTERNALLY!

Your conditioned responses and the ways you label situations are always learned.
Learned from your parents, situations, or other external relationships: what you see on tv, what your read on social media, stories your grandparents told you, and experiences you've heard of from your friends. About 95% of all your conditioning has external sources. Even the fact that you speak a certain language and live in a certain part of our pretty blue planet has impacted your conditioning BIG TIME.



In fact, the core of this project of you Re. Writing Your Story is nothing more than becoming aware of external conditioning, investigating how that impacted you, your decisions, and your experiences so far, and then moving on with a freer mind. Only then will you learn to make decisions that are not dictated by your past or your inherited beliefs.

There is so much to consider and so many different versions of how to perceive life and you in it... that's why these 7 Basics XL-Editor chapters are just a sweet beginning. It's just a humble introduction to a radically different way of thinking. The real change and exploration will happen when we continue our talks in depth during your future ongoing subscription to my madness. Yeah, that was a sales pitch. And no, you will not miss anything if you won't feel like joining me after reading these first XL-Editor chapters. Your life will guide you to exactly the right content. If it won't be mine, that's OK. I trust your mind to find your own way, on your own terms. And you should too.

Let's circle back to the comfort zone. There are many unsupportive myths about the comfort zone. Here's the thing to remember: if you believe something... life will do everything in its power to prove you right. Read that again.

Hopefully, you will grasp the paradox in that statement, and you will understand that believing in unsupportive convictions, labels and conditioned values will only create more proof of those in your reality. And no, life is not out to hurt you. If you stick with me, you will come to see that life is pretty much impartial. It just wants to create as many experiences as it can... your belief system is the glasses that filter things you see, based on what you believe in. That too, we will come back to in later XL-chapters. I'm just seeding a few topics that will trigger your mind to wonder about. Every change starts with the possibility of something new. This is me telling you that there are many new ways of seeing life.



On the topic of comfort zone... you probably grew to believe that it's not good to stick to your comfort zone. We have learned to believe that standing still equals falling back and the only progress is moving out of your comfort zone. You have probably heard it before: that comfort zone is for the weak. Challenging yourself is for the brave.

If you have been around the personal development scene for a while, the first thing that you will read is that success is found on the other side of your comfort zone. I can go on... you get my point. There is nothing good about the comfort zone if you listen to traditional gurus and mentors out there.

Our comfort zone has a very strong unglorified image when it comes to success. And a lot of us are guided by it... unaware of its unfortunate implications.

If you really think about it... all those popular statements insinuate that success is not supposed to be comfortable and this belief is guiding our experiences. How come we make it so difficult for ourselves? So unattractive? I bet that based on everything you've heard about the unglorified comfort zone, you are unconsciously avoiding it now.

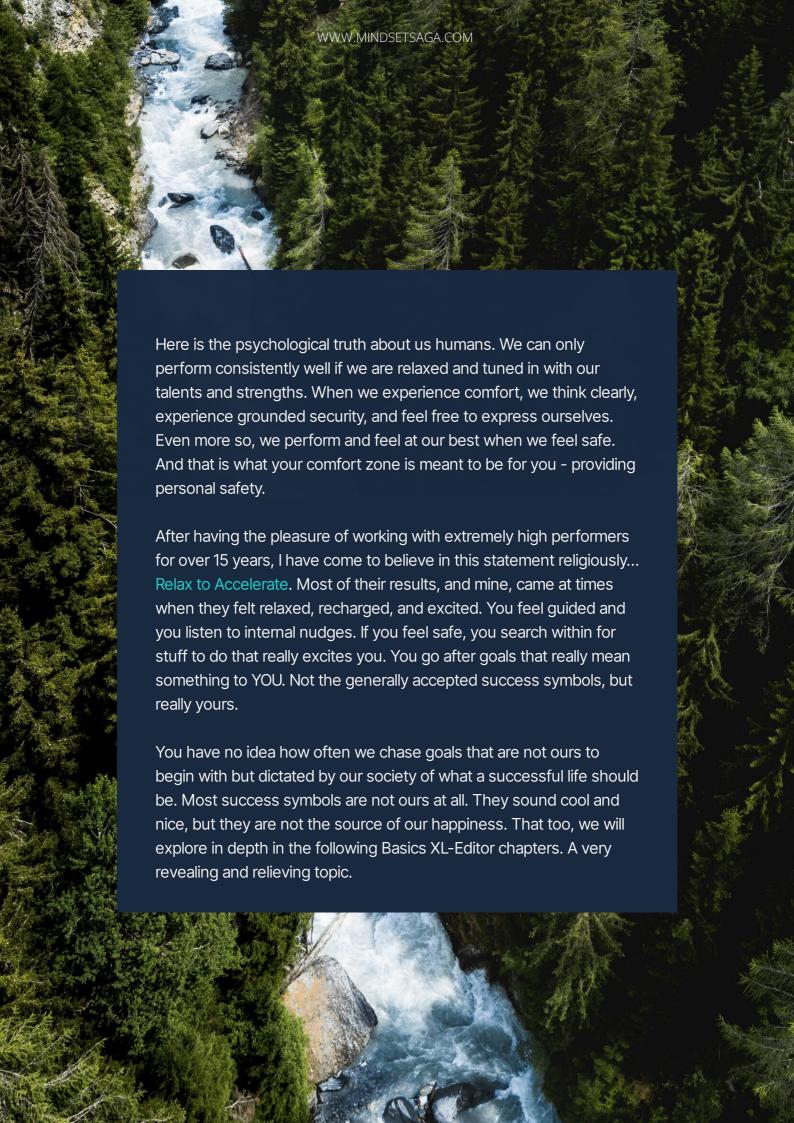
You choose difficult instead of easy. You think you are weak when you ease up. And at some point, you stop and wonder why life is so damn difficult and draining... Really?!

All that well-intended advice only damages your self-esteem. Chances are, you can only enjoy your success after hard work and grueling regimes. Easy success is not really to be celebrated in your book. If so, that's OK. You didn't know better. I just hope that, deep down, you believe that it shouldn't be that hard all the time. You deserve a lucky break now and then. Just entertain that idea of having a lucky break, and I promise you that's exactly what will happen to you more often... if you believe in it.

Let me tell you this. Real success is damn comfortable. It's expanding and relaxing. It's inviting you to slow down and enjoy the moment. It magnifies the little things that make you sincerely happy and joyful. And it won't matter whether you will have millions or just enough. Real success is enigmatic and effortless.

I personally know enough self-made millionaires who created a very comfortable lifestyle and even their growth curve is comfortable, perfectly fitted to their personal needs, talents, and little pleasures. Note how all those descriptions are similar to the description of a comfort zone.

And if you think that it's just too good to be true... guess what?! It is if you believe so! The famous quote from Henry Ford is very true here: 'Whether you think you can or think you can't – you're right.'





The best example of this truth about the strong positive effect of your comfort zone is something we all have experienced. It's the exhilarating productivity and the joy of being in the flow. We all know it; we all love it. That's your proof. That's how being in your comfort zone truly feels. During our being together and exploring ways for you to Re.Write Your Success Story, the main thing I will focus on is how you can EXPAND your comfort zone. This way you can create an even bigger flow to ride on.

Can you see how an expanded comfort zone might have some serious merits?

Can you now picture how success can feel like an effortless experience?

Entertain a new belief in your mind... that you can be freaking successful while being comfortable and in your zone. Does it seem attractive?

Just an idea that it could be your new belief is enough for now. Don't rock your entire belief system just yet. Because if you endanger its existence, it might take over your mind and feed your scary thoughts regarding the implementation of what you read here. Your current ruling conditioning is very strong and automated right now.

At this moment, you simply don't have the needed tools to defend your curiosity regarding new changes. I assure you - you will lose that battle now. Instead, just entertain the idea of a new exciting belief that "success can be awesomely comfortable". You just don't know how to get there yet.

Let's move on to strengthening the understanding of how the role of your comfort zone can change in your future story. To do that, I propose to use a very effective marketing method of pain/benefit presentation. To sell any product, most successful marketers focus on this method heavily while promoting their product.

First, you present the pain of your present situation (without the product). Here you need to exaggerate where possible to enlarge the pain. For example, you are dull and unattractive as a woman without this new curling set. Or you don't look successful as a man without this new trendy watch (As if!). Just play along. It sounds silly, but it works like crazy on our psyche.

Translating this marketing 'pain' element to living in your comfort zone: The pain of living in your comfort zone is your experience of being unhappy, feeling stuck, and unfulfilled. But let me tell you this exactly that outcome is unconsciously caused by precisely the popular statements regarding your comfort zone. Meaning, the effect of those comfort-zone-is-bad statements has a counterproductive impact in real life, making you unhappy to begin with. Let me explain.



One such damaging popular statement is the belief that being in your comfort zone means you will never be successful here, because **success is found outside your comfort zone**, right?! And success will never be yours as long as you stay IN your comfort zone. This conviction creates a few damaging effects.

Firstly, it means that wherever you are now (probably in your comfort zone)... that's not success and you have been failing all this time - not good for your self-esteem. Secondly, it means that success is uncomfortable, and, what's even worse, it's unsafe. Anything outside your comfort zone is psychologically unsafe. In conclusion, this conviction pushes you to unsafety in order to chase success that will not be comfortable... Really?! It's pretty messed up if you look at it this way.

You might not fully be aware of this conclusion, but trust me... your mindset is very aware of it. That's why you need to push yourself to act when you plan to change. That's why it's so difficult out there. Your whole being is holding you back... and oh boy, did we unlearn to listen to our bodies. The popular solution to this dilemma? Push even harder. Train your discipline. Use your willpower. And so, you end up in a depleting vicious circle. I know most of us know exactly what I'm talking about.

The next damaging belief that appears here is your newly found conviction that the fault is entirely yours. You are weak, not strong enough, lazy; you suffer from procrastination, etc. And if you have not found time to conclude that, your beloved mentor or guru will remind you of that every time you fail to accomplish a task. The 'tough love' mentoring, they call it.

Listen, biologically, leaving your comfort zone sets off a whole list of alarms in your systems... and believing that your success is only to be found out there creates a very confusing and truly dead-end situation for your inner motivation, inspiration, goodwill, and your evolutionary need for safety.





Thankfully, a lot of those generally accepted myths are being contradicted lately in psychology, backed up by new research and findings. One of my other favorite myths about becoming successful in new skills is the '10.000-hour rule'. It is said that you can become good at any skill after practicing it for at least 10.000 hours. Of course, you always need to practice, but to be truly good at something you need more than just practice. A lot of research and test groups proved that mere 10.000 hours of training are not enough. You need to have a personal predisposition and a certain underlying talent. Additionally, your age is of crucial importance here, as it determines the outcome immensely.

So don't just blindly believe things that you hear. What worked for one person doesn't have to work for all. Remember: somehow, what you deeply believe tends to show up in your reality. And this works both ways. What you don't believe tends to stay away from your reality. Read that again.

If you don't believe that success can come easily - it won't. Not only will simply miss the clues of life, but you will also not recognize your achievements as success.



If you don't believe that success can be comfortable, it never will be. Simply because you will always push yourself into uncomfortable situations. You will be pushing yourself to work harder and not expecting any windfalls or lucky breaks.

Let's pause here for a second and let me tell you about a well-kept secret from comfortably successful people who do believe in the power of the comfort zone. People who operate with a strong trust in their own ability, which is only possible inside their comfort zone, often experience lucky strikes. Even more so, they expect them and even count on them. It's not just wishful thinking; it's a knowing that is always supported by reality. That's why it seems so easy for some to succeed... because it actually is.



Most gurus won't tell you about this unwritten principle of success because otherwise their products won't sell as conveniently. I'm also not saying that you need to sit back and hope for the best. No, that's not how it works. This lucky-strike thing only works when you honestly go for it. Full of self-trust, fully you, and fuelled by the inner drive to do something very cool. And that is only possible when you start from your current comfort zone... moving into a bigger-brighter-yummy new comfort zone, with more freedom, convincing safety, and bigger dreams to go after that are truly important to you. Yeah, you will have to work, a lot... but it won't feel like hard work. Your pull-mindset will take care of that.

To make it crystal clear - hard work is no guarantee for success. Sincere devotion, drive, and passion are.

Get in your comfort zone and get on with it. Your new belief in lucky strikes will become your trusted partner... at some point.

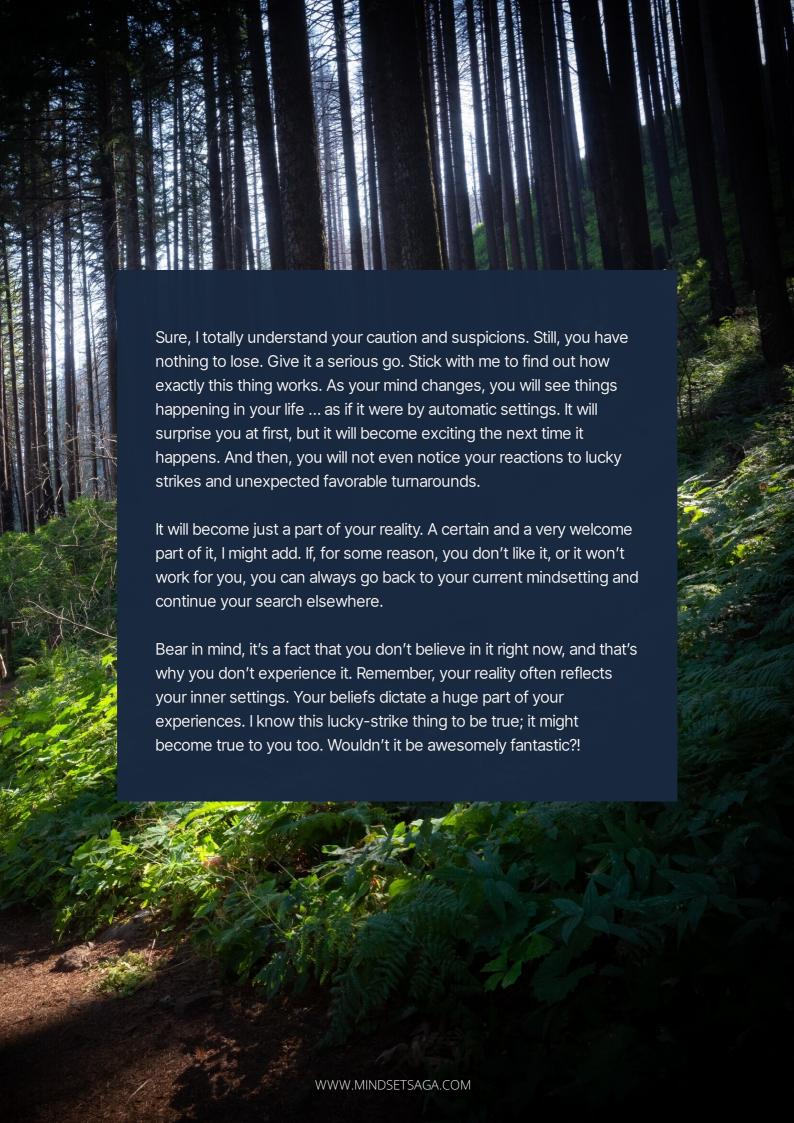
It does take some practice and a hunch of trust in life. You have a free choice to decide what to believe. For some time now, you have believed in hard work and uncomfortable success. Do you like the outcome? Probably not. Now you can decide to give lucky strikes and comfortable success a chance. You have nothing to lose. As Thomas Jefferson wrote: "I'm a great believer in luck, and I find the harder I work the more I have of it."

Forget the harder part! If you only knew how to detach yourself from limiting patterns, trust your inner guidance, and dare to make gutconfirmed decisions... your reality could look very different. All that might sound airy-fairy and impossible... but that is only so because you don't believe right now that life can be that easy and comfortable.

I don't blame you, how could you?! You haven't experienced that side of reality yet, or at least not often or consistently enough.

I dare to say with certainty that your unconscious conditioning is the reason for it. So of course, you simply haven't been able to. You physically couldn't. That's why one of my goals for you is to offer you ways to become aware of it. If you don't see the glitch, you can't fix it, right?!

Even if you do find the glitch, you will need to understand it first before you attempt to fix it. And that's why I'm explaining all the nitty-gritty details to you about how your mindsetting works. Once you see the true face of your conditioning and understand its workings, you will see, clearly and certainly, how to fix it and effortlessly Re.Write Your Success Story on your own terms.





Let me repeat myself – the comfort zone I'm talking about is not a lazy place where you sit still all day long doing nothing. That's just a lazy mindset with a rich sense of entitlement. And unfortunately, many out there think like that. But that's not you if you are with me now. I get this question a lot: "So what, I just try to believe in it and wait for lucky strikes to come my way?" Nope. That is lazy wishful thinking.

First, you need to accept and grow to love and nurture your comfort zone. Discover that place where you feel safe, where you can be fully you. It might take some time. It's where you experience mental space to think freely, where you don't wear masks and you don't need to pretend.

It's a place where something in you wants to create or express and do crazy cool stuff with your talents and gifts. It's when you feel the energy bubbling inside you, and you just do your thing. Not afraid of criticism, not needing advice or confirmation, not feeling limited or judged.

When you get there... and trust me you'll know when you arrive there, the lucky strikes will feel welcomed and become a house guest.

PS. I don't mean a physical space: your comfort zone is primarily a mental safe haven.

With that in mind, whenever you decide to chase some soul-driven goals that will get you addicted to the life you love (we will get to soul-driven goals in later Basics XL-Editor chapters), make sure you focus on your comfort zone first. Obviously, innovative change needs a new comfort zone with each new goal. Figure out for yourself how to expand your current safety zone where you can confidently be fully you, ready, and pepped up for your new endeavor.

Hopefully, it's clear by now why that shiny new & delicious comfort zone will be the reason you will most probably get to where you want to go. Every time and again. Safety and a trustworthy mental space support the existence of your pull mindset.

A pull mindset is a way of thinking that motivates your energy levels, nourishes your persistence, pulling you into knowing that you will find a way to get where you want to go. A pull mindset also paves the way for new supporting patterns in your behavior, helping you achieve your goals with coordinated habits and ease while adapting to new situations.

pull mindset, in comparison to a push mindset, will generate intrinsic motivation that will keep you going even when the going gets tough... without any feelings of hard work or controversy.



In other words, a pull mindset supports effortless changeology of your mindset, resulting in a new YOU with new habits that will make whatever you aim for possible. And as a side effect, along the way, you will create a new safe place where you will find your new comfort.

To seal the deal... let's review one more revealing perspective of the infamous claim that 'success is always beyond your comfort zone'. Stepping out of the safety of your comfort zone creates stress, both physical and mental. Especially in the long run, being out of your comfort zone depletes you as you cannot stay 'alert and ready to go' for prolonged periods of time.

You see, biologically, we are not built to last very long on our willpower. Evolutionary, we are just not built like that. Above all else, being out of your comfort zone creates pressure and daunting (self) expectations. And as you might know by now... all our suffering comes from misguided expectations. Considering the physical and mental restraints when it comes to performing outside your comfort zone - it's obviously not the right way to go. This has a 'push mindset' written all over it, and his best friend is called 'the burnout'.

Moving on, I have more up my sleeve. The next one is hilariously controversial: Saying that you need to chase success outside your comfort zone suggests that you always are somewhere in your comfort zone. But here is the kicker: You are not! You wish! If you look at the history of human behavior (or just look at your own past), the significant moments of us wanting to take action and change something are the situations when we are NOT happy with our lives. Meaning, it's when we are NOT in our comfort zone that we want change to happen. It's the misery that prompts us to act.

Psychologically, chances are huge that for you to even consider going after new goals, wanting some change, or going to lengths trying to find supporting courses or mentoring ... you need to be uncomfortable first. Even more so, you probably have been uncomfortable for a while.



As research shows, before making a decision to change, most people go through their own lengthy due diligence processes before finding the energy and courage to consider acting differently and looking for a change.

So no... to begin with, we need to be out of our comfort zone to consider change. Whether it's in the form of a goal, a behavioral change, or any other kind of transformation. Specifically, behavioral psychology clearly dictates that we need discomfort, pain, and misery to motivate us into action. That's why marketing is so focused on pain points to sell their miracle products. Maybe you are not aware of it, but your pain and misfortune are and ever will be your strongest motivators. And that's OK! Accept it, and I will show you how to use them to your advantage.

So now, please explain to me the madness of the following logic:

How come we realize we need or want something different when we are OUT of comfort... but at the same time the popular motivational theory says to go find success and solution in that same dreadful place as where we find ourselves to begin with – OUTSIDE OUR COMFORT ZONE?!

Are misery and success out there together? Is it a lottery? Which one will you find first when you are out there outside your comfort zone?

I hope this paints a very clear picture and demonstrates why some popular slogans and affirmations don't really work, as reality abundantly reflects.





By the way, let me sprinkle some general advice on how to rate the truthfulness of statements that you will come across on your path of personal development. Although a lot of motivational quotes sound invigoratingly good and true, ... a lot of them are false beliefs that will limit you more than enable you to succeed. Before considering them becoming your new beliefs, ask yourself this question: Is this always true?

You see, a lot of popular quotes have an obvious bloodline relation to wishful thinking. Oh yes, it would be so good for that to be true. I want to believe that.

Especially affirmations are full of wishful thinking. Believing those won't make them any truer.

The fact is that true statements always have the same outcomes, and they always happen in the same expected manner, like laws of gravity. With the emphasis on ALWAYS. As a quick example, let's take the saying 'Hard work pays off'.

Sure, sometimes it does pay off. But definitely not always. Factory workers have grueling hours and harsh work environments, but they are surely not the best well-paid.

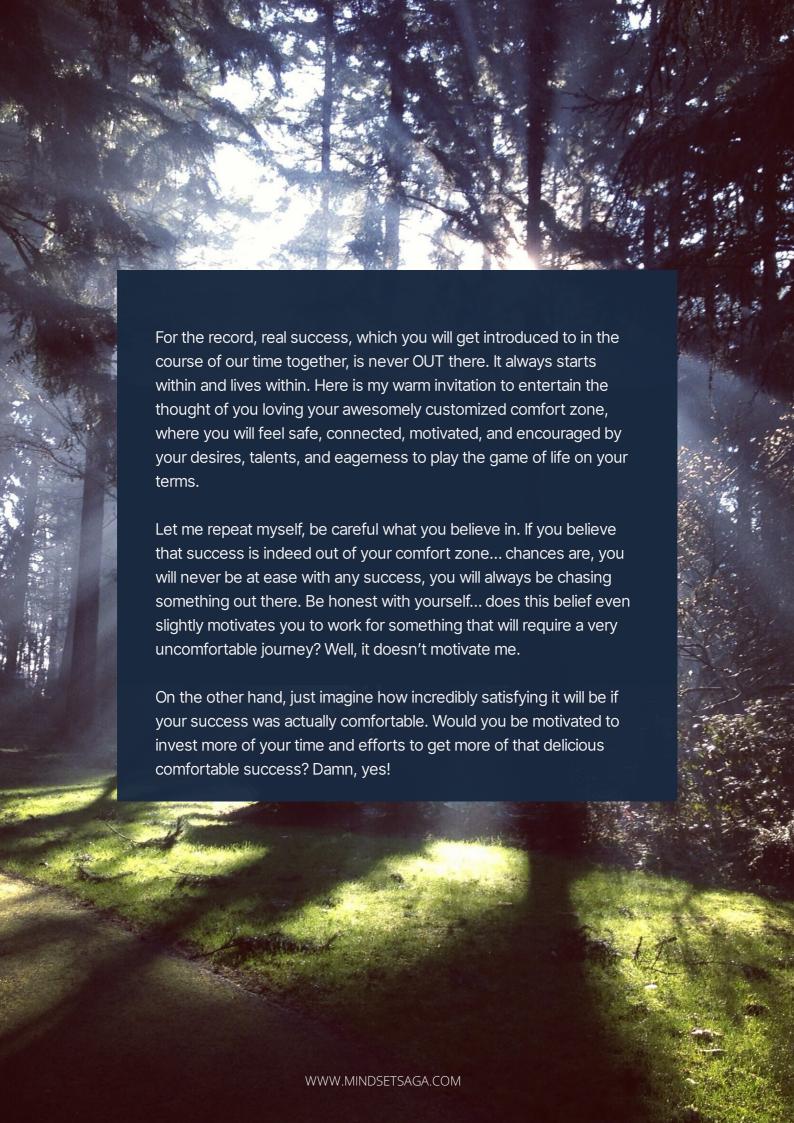
So no, that saying is NOT the absolute truth and I won't advise you to invite it into your belief system family.

A side note regarding affirmations and why those usually don't have the intended impact. Let me borrow some content from the upcoming Basics XL-Editor chapter on beliefs. You see, your mind knows very well what your reality actually looks like now.

By repeating an affirmation that obviously doesn't reflect your reality, you tell yourself that you are a big fat liar and a failure. Only things that you actually deeply believe to be true have an impact on your reality, not a bunch of wannabee affirmations.

Sure, they are nice to hear, and maybe soothing to repeat as a mantra, but don't expect them to become your reality if you don't believe them to be true a 100%! I will come back on this one later, with all the details and inner workings.

Back to beautiful quotes and success statements... if linguistics is your forte and you need written or spoken words to build up a new you, you'd better test them first with this "Is this always true?" question. Otherwise, you are just fooling yourself, complicating your growth path, and unconsciously slowing down your progress.





To conclude this chapter, I want to strongly emphasize the following: How you think about your comfort zone, and everything connected to it, like safety, hard work, luck etc, is absolutely crucial to your way forward.

If you have made up your mind to Re.Write Your Success Story, you need to become aware of your thoughts, convictions, and emotions on this topic first. This is an important first part of the 7 basics of mindsetting for a reason.

I don't ask you, or expect you, to change your conditioning overnight but know that this is what we will focus on a lot in this project.

Conditioning is like a layered onion that you will be peeling off for a long time. It's truly a lifetime project, and hopefully, I can stick around to make it easier for you and turn it into a fun and pleasant journey.

But I cannot force you to think differently. You need to want it for yourself. That's the pushmindset vs pull-mindset principle. And yep, we will be coming back to this principle again and again.

The thing is... how you think about your comfort zone has a big impact on your inner motivation. And with inner (intrinsic) motivation, you don't have to push yourself if you are comfy.

Your willingness to think differently will speed up a lot of processes. You will pick up things faster, jump into action without procrastination, and get things done with less effort.

Comfort is the pulling force on your way to the life you will love. At some point, many people even put that as their goal in itself: finding their comfort zone where they will thrive effortlessly.

A seasoned storyteller will always confirm that it's not the end of the story that is important, but the process of getting there. It truly is all about the journey.

So be sure you won't need to leave anything behind and dive into unknown and scary discomfort in order to succeed on any level of your greatness.

My goal for you is to make you understand how thinking differently will gift you a million new options to get addicted to the life you will madly love.

My goal for you is to discover the changeology state of your mind.

And let me remind you...



If you choose to stick with me, you must risk becoming a new YOU. Meaning that certain parts you the old you will have to die, so you can become the one that is addicted to the life you love.

A life without compromise, as you will become a fearless advocate of your cherished lifestyle.

A life that will require old habits to go, unhealthy connections & friends to depart, and uncomfortable duties to be scratched off your to do list.

A life with very clear boundaries, specific NOs and crystal-clear YESes.

A life that will be forged by your inspiring new way of thinking, which will give birth to encouraging self-love & respect.

That life will be remarkable, full of liberating revelations and firm decision-making. But mostly... a life that will be comfortable, exciting and fulfilling in every way.

Stay epic & true, Your Mindset Sidekick

> Inna Tjumina



Changeology state of mind

The art of mindsetting towards effortless life improvements, empowered self-image, lasting detachment, comfortable change skills, and reliable trust in desirable present & future

What's your Mindset Saga?

Know the story that keeps playing in your mind.

Do you know what effects your actions,
reactions and what colors your experiences?
You knowing... changes everything.
Expect your life to change, as your mind shifts.

Get addicted to the life you love.

Re.Write Your Success Story

When life seems to be stuck on repeat.

When hard work doesn't pay off as it should.

When life's ratrace seems to have lost its charm.

When goals don't seem to happen the way you plan them.

When striving for more control doesn't impact the outcomes.

When life doesn't seem to change no matter what you do.

When common sense doesn't make sense anymore.

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