

Becoming Cowgirl

Using goals, the law of attraction, visualization
& mindset to accomplish your dreams

American Cowgirl Originals
2016

Copyright © 2016 by Shell Brodnax

Published by: OTB Publishing, Canada, ON
www.otbpublishing.ca

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, or any other—without the prior permission of the author.

First Printing: 2016

ISBN 978-0-9958161-1-4

American Cowgirl Originals
2274 Partridge Dr.
Valley Springs, CA 95252

www.ShellBrodnax.com



2015 EXCA California State Championship Novice Division
First Place Buckle Winner

Dedication

To my husband Chris.

Thank you for being a strong enough man to let me be me.

Thank you for encouraging and supporting me always.

I could not do what I do without you, nor would I want to.

To my children and grandchildren Evie and Samuel.

My wish for you is to have a positive mindset and use the power of the universe to accomplish all of your dreams. Always pursue your dreams and believe in yourselves. With this skill you will be happy and successful in all you set out to do.

Mimi, loves you all the way around the world and back again!

To Kathy Nielsen, aka Spanky, Spanks!

There are no words.

Contents

Chapter 1: Dreams, Goals, Strategy, Mindsets & Correct Focus.....	1
Chapter 2: Dreams (The groundwork).....	3
Chapter 3: Goals.....	7
Chapter 4: Strategy.....	13
Chapter 5: Visualization and The Law of Attraction.....	17
Chapter 6: Mindset.....	23
Chapter 7: Correct Focus.....	35
Chapter 8: Focus on Mastery for Process and Attitude ...	43
Chapter 9: Obstacles, set backs, or Universe detours?....	53
Chapter 10: Patience	61
Chapter 11: Learn The Lessons & Enjoy The Rewards....	67
Bonus: Photos	69
Bonus: Resources	76
Notes	77

Acknowledgements

Many thanks and gratitude for every lousy thing and every wonderful thing that has happened to me as without those experiences this book would never have been completed.

Preface

Who I am and why I wrote this book.

My name is Shell Brodnax and I am a recovering control freak, recovering people pleaser, recovering negative Nancy, recovering approval seeker, recovering worrier and recovering fatty.

My parents were divorced when I was 8. My sister and I saw my dad every other weekend. It was very typical for the mid-70s to mid-80s.

My childhood was difficult. We moved around a lot and I went to over 20 schools. Always being the new girl meant that I was bullied. I mean I was bullied daily, horribly bullied. Looking back on it, if I allow myself to imagine someone doing this to my grandchildren I become physically angry. Read up people! Teach your kids better, seriously. Bullies suck.

Junior High and High School were really rough. Did I mention I was bullied? I look back and I have no idea how I made it out. Oh yeah, this is how. I started my career when I was 15-years-old. My mom worked for a solar company in the 1980's and I was visiting her

at work after school and I was listening to telemarketers trying to set appointments for solar sales reps. I was commenting to one of the salesman, Mike, that I thought they had it all wrong and I didn't understand why they would ask questions in such stupid ways. Mike the salesman actually said, "You sure are a cocky little girl aren't you? You really think you can do better?" with disdain in his voice. I replied, "Well, ummm yeah." He bet me \$100.00 that I could not set ONE appointment and he would give me 5 phone calls to do it. I asked my mom if I could do it, she looked at him and shook her head as if to indicate he had no idea what he was in for (I was a little what do you call it, yeah, feisty and determined) and replied, "Yep, go ahead." I made the call and booked an appointment with the first person I talked to. It happened to be Lorne Green from Bonanza. He went double or nothing because he was convinced it was a fluke. Needless to say, I took the bus to the Galleria that weekend and had a few Benjamin's in my wallet. I turned 16 a few months later, and the company hired me part-time after school. Minimum wage was \$3.35 an hour and I was making \$5.00 an hour, plus commission! Man I love that story! Mike made the sale and spiffed me another \$100.00. For every appointment I set for him, if he made the sale, I got another Benjamin. I remember the feeling that I had when I made that first appointment. I felt pride. I was good at something. No, great at something. I stayed at that company and became a supervisor by the age of 17. Once I got this bug, I never looked back, career wise that is.

I got married at 21. I was married for four years. It was the worst relationship I have ever been in. Simply put, I have no idea why I went there, no clue on the attraction, the mess, and the drama. Looking back, this relationship was solely to learn lessons. But I did get one thing right out of it and that is my son Sean.

I divorced Sean's dad after four years and I made it on my own with ZERO help from his father who neglected to pay child support EVER. He was MIA for over ten years. He made no effort to contact Sean. I would track him down for child support and I would tell the DA where he worked, they would issue a wage garnishment and he would quit. He had 9 failures to appear for child support court. They would arrest him and release him, then I would find him, and they would arrest him and release him. I spent over a decade of doing this. Can we say, "Hello, slow learner are we???" Boy, as soon as I learned those lessons, the drama was over so fast and time put it further and further behind me. He now owes over \$50,000.00 of child support. The only difference now is I don't focus on it. I spent ten years being so pissed off and hurt by it that it consumed me. Once I learned my lessons all the anger and hurt simply disappeared.

I struggled as a single mom and busted my ass working to stay afloat. I married a second time to a really great guy. We divorced after a few years. UGH! Yes, more lessons. He was a great guy, with four children from two different women. But he was a good dad and was

in his kid's lives. He paid child support and took care of his kids. It was a disappointment and unexpected that our marriage did not work out. We had lots of drama with one of his ex's. We had a huge court battle to get custody of his daughter. I got an amazing education in the child custody and court systems. It takes serious skill sets to be a stepmom and deal with co-parenting. I learned a lifetime of lessons during this time of my life. Once I learned my lessons in the marriage, it was over in about 30-day's time. My entire life was turned upside down. In a month, we decided to divorce, moved separately and my entire life changed. But that is another book.

I was diagnosed with Fibro Myalgia when I was 26. I live with chronic pain. Not many people know about this as I do my best to not let it keep me from my goals. When I was first diagnosed it was hard to get out of bed. There were days I could not even go to work. I was becoming disabled. I fought hard and made a choice to not let this stop me. Think mindset is bullshit? Live with a chronic illness and watch how your mindset changes your quality of life. If you are always focused on being sick, you will be sick. If you focus on being healthy and you keep striving to keep going, you will.

My career background was that I was the person you would hire to create a new department or fix a dysfunctional department or to create your start-up company. I worked in the credit and collections industry and I was a licensed private investigator for many years. In

my career everything I touched turned to gold, but my personal life was filled with drama and issues.

During my second marriage I was at my heaviest weight at 237 pounds. When I got my second divorce I dropped to 212 pounds. In 2009, at 212 pounds, I decided to have the lap band surgery. I lost a whopping 12 pounds. I felt helpless. In 2012, I was back up to 212 pounds and I took the most horrible photo I have ever taken. I had never let my weight interfere with my accomplishments in life. I always got the promotion, dated, got married, etc. (Oh, that married thing, yeah I am on number three. Don't judge, shit happens. He is a keeper.) Weight simply did not hold me back. However, with that being said, I was sick and tired of being sick and tired and fat. I made a choice to lose the weight and committed a 1200 calories a day calorie diet. I lost 35 pounds. Geez... low calorie diet and exercise to lose weight?? Someone should seriously lead with this information and write a book!

In 2013, during my weight loss period, I was working 80-hours a week and only taking time-off to spend with my granddaughter, Evie. I was beyond stressed. While I love my work (and I am not complaining), ALL I did was WORK. Can we say workaholic? My husband actually told me I needed to get a life beyond work and Evie.

So, I went to the doctor to talk about stress relief. Of course he tells me to exercise and to try yoga.

I tried. I fell off the yoga ball. It was too quiet. The quieter the room got, the louder the business ideas would come. I could not shut it off. I went back to the doctor and I asked him about horses. I live in horse country; I drive past them all the time. When I was a little girl I wanted a pony, why not horses?? He suggested I volunteer someplace. Long story short, I ended up at a friend's mother's home that had 15 horses. I went there and she let me groom them, then put me on one. I was terrified. I have no idea why I went back. I knew there was something I loved about the horses and being there. But it was so foreign. I mean my first selfie I took said, "At the ranch getting dirty and taking a photo to show proof." No one would ever imagine me 1. Being near a horse. 2. Getting dirty.

I decided I wanted to learn how to ride, but I spent much of the time screaming and crying. Nothing more pathetic than an almost 45-year-old overweight overachiever who is failing at something that is so out of her comfort zone every person in her life asks her, "Why are you torturing yourself trying to learn this?"

Apparently horses move, they are big, and they don't speak English. I started to learn a bit, but it was beyond difficult and the most physically and mentally challenging feat I have ever attempted. I was never athletically inclined and have never participated in any type of sport. Well, I was a majorette for one-semester in high school, does that count?

I will fast track this part for you. I lost another 40 pounds after 4 months of owning a horse for a total of 100 pounds from my heaviest weight. In the last three and a half years I have owned Bentley (paint horse), Gemma (quarter horse), Luke (quarter horse), and now Brick (paint horse), and each horse has taught me a new set of lessons along the way. I have been bucked-the-hell-off twice, suffered a separated shoulder, decided to compete in Extreme Cowboy Races, went from worst to first in one season, won a State Championship, and suffered a sub-arachnoid brain hemorrhage from being bucked-the-hell-off.

I am a no-nonsense very direct make-it-happen kind of person. Tell me I can't do something and you can rest assured that you just made it happen. I have learned pretty much everything the hard way, until the last few years. I swear too much when I get excited and go on a rant about business or something motivational or something I am passionate about. I love a challenge and I love fair competitions. I despise cheaters; so if you compete with me on something, anything (go-fish, checkers, I don't care what it is), do not cheat. Beat me fair and square and I will be the first one to congratulate you. I am not a sore loser if you beat me fair and square, but cheat and I am imagining sticking a fork in your eye. Repeatedly.

If you are struggling in your business or life, then this book will force you to take a good look at yourself and how you operate. You will quickly be able to see where your shortcomings are and you will be given a method to correct those shortcomings.

If you are already successful in your business and/or life and you are reading this book, you may pick up on a thing or two or you may determine that you're a total badass!

My experiences and views are based on over thirty years of business and life lessons. For over a decade I have coached thousands of entrepreneurs, listening to all of their issues, setbacks, obstacles, etc. To say I have my pulse on what drives people and what holds them back would be an understatement. I don't think there has been anything I have not seen, heard of, or a problem I can't identify.

I am a walking example of the law of attraction and using my intuition to navigate through life. I am an expert at manifesting what I want and, of course, what I don't want. I will be telling you stories of circumstances in my life that will prove my points. I have been going through a very spiritual journey over the last 15 years and am enjoying discovering the secrets to leading a positive fulfilled life, learning about my soul's desires, and why I am here.

I will be using much of my background and even more of my cowgirl analogies to make my points. My hope is you have an appreciation for the directness and the humor and, most importantly, the lessons, so you can use your own intuition to attract what you want.

So, pony up and get ready for a ride! *Shell*

Chapter 1

Dreams, Goals, Strategy, Mindsets & Correct Focus

Dreams, Goals, Strategy, Mindsets and Correct Focus

A dream is the outcome you desire. A goal is the outcome you are committed to making happen. A strategy, in simple terms, is a well-thought-out plan that you will use in order to achieve your goals, which then completes your dreams and makes it possible to hit/exceed your goals. Your mindset is the attitude you use to pull it all together.

Dreams will not happen without strategies, goals, a positive mindset, and correct focus. Without each other they are pointless and

ineffective. Dreams without goals and a strategy to reach those dreams are simply dreams.

1. Dreams are the first steps in creating a goal.
2. Goals are the first steps to reaching your dreams.
3. Strategy is the method you use to make your goals and dreams happen.
4. A positive mindset is the fuel that keeps you going, a negative mindset is the obstacle that keeps you from achieving your goals and dreams.
5. Correct focus is a reliable method that will guarantee you stay on track.

Chapter 2

Dreams

(The groundwork)

Developing Your Dream Business

I would like you to envision your “dream business.” I am going to use a real estate staging business as the example. Simply replace real estate staging with whatever you are working to achieve.

What does this business look like? What does your logo look like? What type of homes do you want to stage? What type of clients do you want? How much money do you want to make? Do you want a warehouse full of furniture? How many homes do you want to stage each month? How many staff members do you see yourself having to employ in order to make this happen? Do you envision a warehouse manager on a forklift picking the champagne sofa for a staging job?

Think about what you really want your business to look like and take 30-minutes to imagine your dream business and write it down in a narrative fashion. I mean dream big, finished product. Imagine where you want to be in ten years, not where you simply hope to be after a year. Here is an example: “My dream business services the luxury market with homes ranging from \$1,000,000.00 to \$5,000,000.00. My logo has a very high-end luxury look and feel with silver and grey colors. My website is stunning with large photos of my best staging work photographed professionally. I have made a name for my brand in my area and real estate agents and homeowners contact me to stage prior to their listings going on the market. I have a project coordinator who coordinates all of the logistics of each project. I have a ‘biz-nanny’ who helps keep me organized and on track. I have a warehouse manager who runs my fully stocked and well-organized warehouse. We have vertical shelving systems and forklifts to retrieve items stored on the higher levels. We use a golf cart to drive from one end of the warehouse to the other where our offices are located. We use an amazing inventory system that uses bar codes to track our inventory, create pick lists, and create invoices for our clients. We have two box-trucks that are beautifully wrapped with our luxury brand messaging that would make anyone who saw it, desire our service. I am able to focus on the sales and marketing of the business while I have three (3) full-time stagers who complete all of the staging projects. The warehouse manager has two (2) full-time team

members who will load and unload our trucks, and make repairs to inventory when needed. Everyone works well together in order to achieve our overall goals for the organization. Our clients love each of our team members and view us as part of their team. I am able to pay everyone great wages, provide them with two-weeks' paid vacation, and offer them profit sharing based on hitting our goals as a team.

Tip

Use positive words when you are writing your dream statement. Write as if it has already happened: "My website IS stunning" as opposed to "my website WILL be stunning."

Create your dream statement:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

BECOMING COWGIRL

Chapter 3

Goals

Everyone understands in general terms that goals are important. But not too many people truly understand how goals affect their overall success and even fewer people truly understand how to set goals and use strategies to reach their goals. Goals without a strategy are simply a declaration of what you want to happen, in other words a dream.

When you set your goals be sure to set them just high enough to freak you out a little bit. Setting goals just high enough to freak you out is a GREAT thing to do. When you set your goals too low, they become self-limiting. It creates mental obstacles that will prevent you from aiming even further. This will “short change” your results.

Setting them high enough to freak you out a bit causes excitement and motivates you to do what it takes to achieve the goal.

This is not the same as setting a completely unrealistic goal, which results in not achieving anything close to your goal.

If you set a personal goal to earn \$100,000.00 and you had only been earning \$75,000.00 and you actually hit \$98,000.00, are you going to consider this a failure? Of course not! What if you hit \$110,000.00? It is not unheard of to exceed your goals, especially when you set them high enough to freak you out a little bit. In fact, most of the time goal-oriented people exceed their already high set goals.

How to set a goal correctly

When you set a goal you must be willing to commit to reaching the goal. When I say commit, I mean that you are stating NOTHING is going to stop you from reaching your goal. It's a priority. To set yourself up for success when you are setting your goals you need to do some key things:

Write down what you want and when you want to have it by. Do not worry about how you will achieve the goal. Ex: I will get my truck wrapped by April 1, next year. The physical act of writing down a goal makes it real. Writing it down is part of the process that must be followed. You may not skip this step.

GOALS

As you write, use phrases like "I will" instead of "I would like to" or "may." For example, "I will reduce my overhead by 10 percent this year," not "I would like to reduce my overhead by 10 percent this year." The first goal statement has power and you can "visualize" yourself reducing expenses, the second lacks commitment.

When setting your goals be sure to set them according to your dream statement. Take each sentence in your dream statement and create a goal surrounding that statement.

Dream statement:

We use a golf cart to drive from one end of the warehouse to the other where our offices are located.

Goal:

I will buy a golf cart by June 1, this year.

Do this for every aspect of your dream statement.

Dream statement:

Goal:

Dream statement:

GOALS

Goal:

Dream statement:

Goal:

Dream statement:

Goal:

Use additional paper if needed.

GOALS