

The Heart of Success Business Roadmap

**Seven Steps to
Success in Business
and in Life**

Phillip Mountrose & 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 don't copy or give away this e-book. Hundreds of hours have been devoted to the creation of this book. Your purchases support the Awakenings Institute, a non-profit organization, in its mission of helping people to realize their true potential and creating a more caring, creative, collaborative, and prosperous world.

Published by: HOLISTIC COMMUNICATIONS

P.O. Box 8352, Santa Maria, CA 93456

Website: <https://gettingthru.org/holistic/about-us>

E-mail: holistic@gettingthru.org

Version 2.1, updated for business

Copyright © 2019, Dr. Phillip Mountrose and Dr. Jane Mountrose

No part of this e-book, in part or in full, may be reproduced in any form or by any means, including photocopying, recording, or by an information storage and retrieval system, without the express written consent of Phillip Mountrose and Jane Mountrose, except in the case of brief quotations used in articles and reviews.

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

Table of Contents

THE ROADMAP OVERVIEW	1
1. SET YOUR COURSE	5
2. UNCOVER YOUR "WHY"	8
3. CREATE YOUR DREAM	10
4. CONNECT WITH WHAT YOU WANT	12
5. ELIMINATE INTERFERENCE	14
6. STUDY SUCCESS PRINCIPLES	16
7. START TO TAKE ACTION NOW	18
THE ULTIMATE PARADIGM SHIFT	20
ABOUT PHILLIP AND JANE MOUNTROSE	22

The Roadmap Overview

Your opportunity may be right where you are now.

-NAPOLEON HILL

- **Are you ready to create a tremendously successful business or to take your current business to the next level?**
- **Is now the time 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 seven-step roadmap could be the exact thing you need to let go of limits and take a big leap toward your brightest possible future.

The Heart of Success Business Roadmap is a business-oriented version of the 7-step Heart of Success Roadmap we teach in our Manifesting Your Dreams course. This roadmap is also one of the primary subjects in our book *The Ultimate Paradigm Shift*, which adds specific tools for creating the life you were born to live. It is a user's manual filled with powerful, time-tested strategies that can transform lives. We can't know what the brightest possible future is for you, but your heart knows. We do know that you must 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 Phillip and Jane Mountrose, Founding Directors of IAHP - the International Association of Holistic Practitioners. IAHP is associated with Awakenings Institute, a non-profit organization devoted to creating a more loving world where each individual's unique gifts are honored and nurtured. Awakenings Institute offers courses and training programs for holistic practitioners, focusing on powerful tools for changing lives.

We've devoted the last three decades to creating extraordinary lives for ourselves and for those we have trained in our Holistic Coaching and Healing Programs. Our passion revolves around teaching people to overcome personal challenges, discover their deeper purpose, and create awesome success. It's been an amazing journey and over the years we've created a highly effective system that anyone can use.

The Heart of Success Business Roadmap focuses on three critical elements:

1. Dream Development
2. Self Development
3. Purpose Development

Here, dream development and purpose development relate to the development of a business with a meaningful purpose.

We call these three elements the Transformational Triad, which defines three lines of transformational personal and spiritual development. All three are essential for creating the best possible life and we are living proof. 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.

Above all, we are honored to be making a difference in thousands of lives. But this book is not about us. The critical point is that we don't want you to miss out on the kinds of opportunities we've had.

Our Turning Point

At one time, we found ourselves at a crossroad. Phillip was a teacher and Jane was an architect. While our professional lives were fulfilling at one time, we later began to realize that our futures could be much brighter than we had imagined.

We started to dream and the results were magical. Our lives were transformed, but without an efficient roadmap, we made lots of wrong turns on our winding road to success.

With this roadmap, your journey can be much more direct. You can bypass the twists and turns we encountered and head straight for your dreams.



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 our current time 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, people like you who are building firm foundations for the future can triumph. You just need a roadmap, and here it is.

The Heart of Success Business Roadmap

Personal development pioneer Earl Nightingale defined success this way: "Success is the progressive realization of a worthy ideal." The two key elements here are 1) realization (creation or accomplishment) and 2) worthy ideal (a dream or goal). These elements are focal points of the seven-step success system you will learn in the next seven chapters, as follows:

Set your course.

Uncover your "why."

Create your dream.

Connect with what you want.

Eliminate interference.

Study success principles.

Start taking action now.

The question is: are you coachable?

With this system, you can experience huge shifts in your success in business and in life, but only under one condition: you must be coachable. This includes two elements:

1. You must be willing to think differently.
2. You must start to do things differently to get different results.

This means you need to be open to change, which most people resist. Coachability is the foundational key to success. Please keep this in mind as you continue in this book.

When you encounter ideas that challenge you, measure your coachability from 1 to 10. This will help you to establish discipline and accountability to yourself. As you progress, notice where you decide to overlook suggestions and strategies. You are going to have to enlist your power, think differently, and do things differently if you want to produce different results.

Are you ready to enlist your power and focus your efforts? Great! Let's get started.

1. Set Your Course

The biggest adventure you can take is to live the life of your dreams.

- OPRAH WINFREY



The first step in becoming the creator of your desired business and your best possible life is to set your course for the road ahead.

Just as race drivers get into the best possible shape and get their cars in optimal condition for a race, you first want to get yourself into the best possible condition to take the wheel, put your foot on the accelerator, and head straight for the life and the business you desire.

Escape from the herd and take charge!

Reflecting on the journey from the ordinary to the extraordinary, this part of the equation may already be obvious to you. You must claim your power and go where the vast herd of people is unwilling to go. You are also dealing with the kinds of uncertainty that prevent most people from creating extraordinary lives. Though it may sound obvious that you need to escape from the herd, it's more easily said than done. We're talking about a complete reality shift.

The fact is that most people are not self-empowered. You probably know people who are more than willing to tell you why you shouldn't be following your dream. And if you are like most people, you may also have noticed that there aren't many people around who will tell you why you should follow your dream and do something extraordinary with your life.

To reach the next level of success, you need to steer clear of the herd of people who will keep you living an ordinary life. You need to take the wheel and claim your power as the creator of your life.

Your View of Reality

Taking charge of your life brings up another critical point that few people recognize. Situations are neutral, and your success relates directly to the way you interpret the events of your life. Some people believe that life is a bowl of cherries and good things come easily to them while others believe that life is tough, and they get the pits.

Your thoughts shape your reality. The food you put into your mind through your self-talk and the words you speak is actualized in your life. Buddha put it this way:

"What you think you become."

Wallace Wattles presented this idea in *The Science of Getting Rich* more than a hundred years ago, and many others validated this truth. Wattles also spoke of humanity's next step as a reality shift from what he called the Competitive Plane to the Creative Plane. This transition involves a transformation from viewing yourself as a victim of circumstances to a creator of opportunities.

Watch for the Good

One solution for the victim is to begin to see that each of us is in a perfect position to take our next steps toward growth and a greater life.



If you cannot recognize the good in your life, you are not looking for it. Fortunately, you can look for it and find it. Remember, you become what you think about. If you think times are hard and opportunities are slim, this is the reality you create.

Fortunately, there is an antidote for this kind of thinking that can create miracles: look for something good in every situation. This is an example of thinking creatively rather than succumbing to the limited thinking of the ordinary majority. Try it! You will be amazed with the results.

Before you go to the next chapter, ask yourself these questions:

- Between one and ten, how desirable is it to you to feel expansive and fully alive?
- How important is it to you to take steps to make this happen?

If you want to create the best possible life, you must take control of your energy. Consider this thought from David J. Schwartz and *The Magic of Thinking Big*:

***“Use the big thinker’s vocabulary. Use big, bright, cheerful words.
Use words that promise victory, hope, happiness, pleasure;
avoid words that create unpleasant images of failure, defeat, grief.”***

2. Uncover Your "Why"

*He who knows others is learned;
He who knows himself is wise.*

- LAO-TZU



When you set out to design a successful business and an extraordinary life, it is essential to start with the big picture. This involves knowing what makes you tick.

If you want to live fully, what will motivate you to pay the price for success?

What inner strengths can you draw upon to create success and what weaknesses do you need to overcome?

If you're thinking "I just want more money," that's fine, but you might want to think further. This is a valid goal, but you actually need to look deeper and build a solid foundation. You can only build as high as your foundation is deep. And if you don't know "why" you want to take control and create a better life, it's unlikely that you'll ever get where your heart wants to go.

We've seen people put a lot of energy into building a business and making money, only to realize too late that what they created is not what they really wanted. They still didn't have any free time and the amount of money they could earn was limited by the number of hours they work.

Take the example of the successful woman we will call Sandy who dreamed of leaving her full-time job to help others as a nutritionist. Sandy longed for more freedom. With consistent effort, she filled her practice to 40+ hours with clients, only to realize that she had less freedom now than she had before.

Before you head out, make sure you are going in the right direction.

"Looking before you leap" is a key point in the *Heart of Success Business Roadmap*. Strategic planning will save you a lot of time, money, and frustration. Sandy missed a key concept, the importance of building passive and residual income into her business model. Most people don't think about this, but entrepreneurs do. You probably want to take control of your time and this is the way to do it.

What do you envision for your life?

Maybe you already know the answer to this question. If you do, you can explore your next level of success. If not, here are some critical questions you must ask yourself. Pause and reflect on them for a moment now.

- If you knew with absolute certainty that you couldn't fail, what would you do?
- What would bring you the most joy?
- What kind of difference do you want to make in the world?

The Impossible Dream (or is it?)

The truth is that much more is possible for us than we imagine. The essence of the journey is about who we perceive ourselves to be. According to Norman Vincent Peale:

“One of the greatest moments in anybody's developing experience is when he no longer tries to hide from himself but determines to get acquainted with himself as he really is.”

It's a tremendous relief to know that you don't have to be anyone or anything you're not, though you WILL have to learn new skills. As an individual who is connected with an Infinite Intelligence, you have greatness within you that longs for full realization.

This is an opportunity to expand your sense of your unique genius, what you deserve, and what you can achieve. Why do you want success? We asked this question early on and we still credit it for providing the foundation for the amazing life we live now.

We found our "why," our reason for pursuing your dream, and so can you. With this information in mind, you're ready to focus on creating your dream.

3. Create Your Dream

So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable.

- CHRISTOPHER REEVE

In our Success Coaching practice, we encourage people to let go of limits and dream freely. Dream building is not optional! It is critical to your success.

The benefits of dream building will surprise you if you take the time to do it. It's creativity in action. Sadly, most people, the 95% in the ordinary majority, have never learned to dream or have given up on their dreams. Many actively resist the suggestion of doing it and as a result, they stay stuck.

The people in the extraordinary minority are big dreamers and these are the ones who create tremendous success in business and in life. Highly successful people generally have big dreams that continue to grow. The *Heart of Success Coaching System* teaches you how to create your dream by focusing on four key elements, which coach David Wood aptly calls "The Four Freedoms." Here's an overview to get you started.

The Four Freedoms

With this framework, you can ask yourself a series of questions to identify how you want every area of your life to look. Wayne Dyer sees it this way:

"Freedom means you are unobstructed in living your life as you choose. Anything less is a form of slavery."



You MUST stay in the limit-free zone. There's a critical key here. People who are afraid to dream have blocked their aliveness. They don't dare to dream because they don't believe they can create the life they want. As a result, they never commit to a path to success or persist in following a path to success.

The important thing now is to open to dreaming, the bigger the better. How might it be to live without limits of time, money, location, or any other possible barriers?

Here Are the Four Freedoms:

1. **Autonomy:** You can literally create any kind of life you want. **Ask yourself this: “How could I design the working part of my life with the greatest possible freedom to be myself and live my purpose?”**

If you want to experience tremendous success, you probably won't do it as an employee. People who work for others devote their time and energy to realizing someone else's dream. With rare exceptions, opportunities for wealth and freedom are not there.

This takes us to the subject of having your own business. The easiest way to succeed is to start with a viable business model with a track record of success. We suggest starting with a focus on something people want that they are willing to pay for. For holistic practitioners like the ones we train, this might be something like helping people to reduce stress, lose weight, or increase performance. You can always branch out further as you stabilize your income.

2. **Geography:** To have the best life, you need to be in an environment that is harmonious for you. **Ask yourself something like this: “If I could be anywhere in the world, in any type of environment, where would I want to live, work, and play?”**
3. **Time:** You may want to manage our own time and stay clear of a rigid schedule or working long hours. **Ask yourself this: “How would I like to organize my time and work hours, as well as time for the other things I want to do with my life?”**
4. **Abundance:** In exchange for your good work, you deserve to be generously supported by the universe. **Ask yourself this: “To create the life I truly desire, how much money would allow me to feel abundantly supported by the universe?”**

As you think about these things, remember that you are here to live fully and grow. Imagine yourself as a painter standing in front of a blank canvas. Would it make sense to stifle your creativity because you can't afford to buy paint?

You are a creator and your life is your canvas. Think freely about what you want to create to feel fully alive and to evolve.

Strategy Alert!

DO Follow your heart!

DON'T let all the reasons why what you want is not possible stand in your way.

REMEMBER: Miracles happen when you are open to them



4. Connect with What You Want

Stretch your vision.

See what can be, not just what is.

Practice adding value to things, to people, and to yourself.

- DAVID J. SCHWARTZ

Now you have a "why" and a dream. You have taken some big steps in creating a wonderful life. Next, we will help you to connect with what you want.

Are you ready for a reality shift?

We once heard an idea that perplexed us. Here it is. You create your present in the future. This didn't make any sense to us at first. It seemed to be backwards. Then when we took a closer look, it suddenly struck us...



Your present reality reflects your view of the future

When your dream of a bright future stands clearly before you like a beacon lighting your way, the present feels alive and exciting. **You know you are on road to success and every step you take is bringing you closer to your dream.** You can see it, feel it, smell it, and even taste it.

Your dream becomes what Napoleon Hill aptly called a "burning desire." We highlight this term because this is another essential element of the roadmap. You can't just wish things would change or hope your dream will come true. Your burning desire fuels your engine and keeps you moving on the road to success.

Where you are in life now is the result of the thoughts and feelings you have had up until this moment. With a clearer why, a bigger dream, and the right thinking, now you

can reach further and make a bigger difference. This is indeed a reality shift from seeing yourself living a safe life, doing what most people do and producing ordinary results.

How does the past fit into this picture? The past has brought you to this present moment, this is the time when you can create the life you desire. The key now is to leave the past behind you. Don't view it as a gauge of what is possible for you going forward. Always remember this important point: Your history is not your destiny!

In your mind, notice how it feels for you to be in that place where you have already created the business and life you imagine now. Clarify the picture, so you can recreate it at will any time you want. Feel that burning desire. Then, bring it to mind as frequently as possible. Want to know how to make this even more powerful?

Act as if this is Your Reality Now

Here's another element of embracing your brightest possible future. Live in as many ways as possible as if this dream is a reality for you now.

"You must become what you want to attract."

This is very possible, but you might be thinking it's not too believable. This is an important point. If you don't believe it, you won't see it. Belief is a critical key to success. In fact, nothing can happen without it.

All Successful People Believe!

On the Competitive Plane, the motto is "seeing is believing." On the Creative Plane, it becomes "believing is seeing" and this is your next step. In his groundbreaking book *The Magic of Thinking Big*, David J. Schwartz suggests eliminating the word "impossible," along with phrases like "it will never work," "that can't be done," and "it's useless."

Schwartz says that if you want something, you have to start thinking it CAN be done.

***"Believing something can be done
sets the mind in motion to find a way to do it."***

The mind is powerful and successful people know this. Think for a moment of someone you admire who is highly successful. Ask yourself this question. If you measure belief on a scale of 1 to 10, does this person have a high level of belief in himself or herself and what he or she is doing? The answer should be obvious. **Belief is essential!**

5. Eliminate Interference

Most of the shadows in one's life are caused by standing in one's own sunshine.

- RALPH WALDO EMERSON

We've covered a lot of territory already, touching on some critical areas related to self-empowerment, dream development, and belief. We have also touched on other aspects of your thinking.

This chapter goes more into self development. We've devoted more than two decades to teaching people how to overcome obstacles that prevent them from creating the lives they desire and deserve. Self development involves examining a variety of factors that are critical to your success. It's an essential part of *the Heart of Success Coaching System*. Without it, the actions you take to become successful will generally be fruitless. In our studies of successful people, we discovered something that surprised us:

The most successful people are also the most open to self development.

This is actually a big part of the magic, enjoying the journey and the growth you experience along the way. Think about it. If there was no interference, no need for growth, all of your dreams would manifest instantly. This is not the way it works. Interference provides fuel for your personal and professional development.

Clearing the Excuses

As you have seen, success starts in your mind, with your thoughts and feelings. Anybody can come up with a list of reasons why they are not more successful, and most people believe their excuses. They view their excuses as valid justifications for accepting limitation. We view these excuses as convenient justifications for accepting limitation. **Justifications are only valid if you believe they are!**

People sometimes tell us they couldn't do something like talk to other people because they are too shy. They usually say something like "That's just the way I am," as if this weakness was set in stone. It isn't!

They also say "I couldn't do that" when we suggest that they could build a business by sharing an opportunity that can transform people's health and wealth. **Remember, if you think something is impossible, your mind will find ways to prove that you are right.** In these peoples' minds, this statement is an objective truth. Fear is dominating their thinking and they are spiraling downward.

Two other common excuses are "I don't have time" and "I can't afford it." These can be convincing. Such statements can also be thinly disguised lies that allow people to avoid confronting their fears. If something is important, you can usually find a way to make it happen. Remember, when you start to believe, your mind will support you by coming up with solutions. This is life on the Creative Plane and you are a creator, right?

Get to Know Your Excuses

The only way to change is to get to know yourself better! Then you can decide what you want to do and not do. You can choose.



Stop for a moment and ask when you tell yourself "That's just the way I am," "I couldn't do that," "I don't have time," and "I can't afford it." These excuses may point to weaknesses you can overcome on the path to success. They aren't you. **You are a creator!** To get in the right frame of mind, remember your "why" and your dream.

If you are afraid of voicing your opinions, of selling, of challenging others to expand and grow, these are all areas to address if you want achieve success in business and in life.

If you are thinking your excuses are real, here is a question. Do you think not walking was ever a viable option when you were a baby? Was not driving a car an option when you were in your teens? Probably not.

The implications here are enormous. As a creator, you can determine how things work in your life. You determine what you put on your canvas. The more intentional you are with your life, the better it will become.

For now, realize that only you can make yourself successful and just like anything else, it's a choice. **You can do this!** Every day can be a success if you take charge of your thinking. As Napoleon Hill wrote:

"You can do it if you believe you can."

6. Study Success Principles

Formal education will make you a living;
self-education will make you a fortune.

- JIM ROHN

The quote above from Jim Rohn is a powerful reminder of the limitations of our educational system. It works fine for people who want to settle for an ordinary life, but it fails miserably for people who want to create extraordinary lives.

Lack of education needn't stop anyone with a burning desire for a better life. You can learn what you need to know, as you have in many other areas of your life. Earlier, we cited the example of how you learned to walk. You obviously mastered this skill, along with learning how to drive and many more.

Learning the secrets of success is similar and it raises another critical point. Do babies learn to walk from other babies or do they learn from people who are highly successful at walking? This question may sound silly, but here's the point. Napoleon Hill suggests that one of the best ways to overcome obstacles to success is to draw on what other highly successful people have done.

Your task on the road to success includes studying what highly successful people do and modeling after them. We make it a habit to study successful people and so should you. An entrepreneurial spirit is essential for creating a successful and prosperous life.

Traits of Highly Successful People

A dream, a burning desire to achieve it, and good intentions are all essential, but they are not enough. This is, in fact, where a lot of people who put the Law of Attraction to work against themselves fail. They never learn how successful people excel.

Embracing an entrepreneurial spirit is both positive and enlightening. It has allowed us to further our personal, professional, and spiritual development in surprising ways, while providing opportunities to make a bigger difference.

The traits we've learned can make the difference between success and failure. This is where the rubber meets the road, doing what it takes and enjoying the journey. The following traits are some examples of the qualities found in successful people. Each one presents common obstacles and opportunities for growth.

1. **Following in the Path of Successful People:** Successful people know that reinventing the wheel takes too much time, so they follow in the path of people who have gone where they want to go.
2. **Confident and Decisive:** Knowing with certainty that you are going to succeed with a proven business model, you can move forward with confidence. Failure should not be an option.
3. **Willing to Invest in Success:** This involves knowing that you are your best investment. In addition to providing strategic resources, investing in your success sends a message to your mind and to the Infinite that you are committed to your dreams.
4. **Enthusiastic Self-Promoters:** Successful people know they have something valuable to offer and want the world to know about it. They are great communicators!
5. **Persevering:** This involves staying on course for the long-haul, not looking solely for short-term results. Many of the people you may assume to be instant successes actually spent considerable time behind the scenes.

Strategy Alert!

DON'T do more of the same if you want to produce different results.

DO learn from people who have done what you want to do and do what they have done if you want their results.

Ultimately, successful people consistently say that it's the journey that provides genuine fulfillment. They enjoy the experience, overcoming challenges, and opening to unimagined possibilities (bigger dreams). You can do this, too! Look for opportunities to move forward, realizing that you are on a journey. Studying traits of highly successful people will help you to get on track and stay on track to create the life you desire.

The secrets of success you can learn from successful people become the catalyst for taking effective action, which is where the rubber meets the road! The actions you take or don't take are the ultimate indicators of your success.

7. Start to Take Action NOW

Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action.

- NAPOLEON HILL

The focus in this chapter is on what Wallace Wattles calls "acting in a certain way." We have already outlined quite a few steps to "think in a certain way" before arriving at this important place where your dreams come into being. This doesn't mean action is not important. It does mean, as mentioned earlier, that actions taken out of fear and disbelief are doomed for failure.

To minimize the possibility of failure, you have learned how to take charge of your thinking and stay on track. It's a wonderful adventure. As Ralph Waldo Emerson said,

"Don't be too timid and squeamish about your actions. All life is an experiment."

Your job now is to create, enjoy the journey, and experiment freely... as well as strategically. This is when the magic happens! It's also another area that distinguishes the extraordinary minority. These people who exist on the Creative Plane are unafraid of what might happen, and their lives become exciting adventures.

Throughout this roadmap we've suggested steps to get you started on the road to extraordinary success. If you've been thinking that it sounds like a good idea and maybe you'll take these steps "some day," we invite you to think again.

THE TIME IS ALWAYS NOW!

Even small steps can create big results over time. And any action you take sends a message to your reality that you are going somewhere, rather than standing still.

Strategy Alert!

DON'T *put off living until some time in the elusive future.*

DO *Take steps now, no matter how small. Let your reality know what you intend to create.*

Play Full Out

Seminar leaders often ask their audiences to “play full out.” They do this for a reason. It's not just hype. The truth is that you have to be in the game to win a prize!

You **MUST** enlist the full resources of your heart and soul to realize your dreams. Nothing is more rewarding. This is the reason why you are here. And only you can do it, so your full commitment is essential. Bargaining with the price of success severely limits your possibilities.

Consider this. It could change your life!

To get on the right track, ask yourself this question and take a few minutes to really think about it, because these next few minutes 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 life?

This question is crucial, because your coachability and commitment form the foundation upon which you will build the life of your dreams.

You know by now that you have to build a burning desire to accomplish your goals. If you are not very committed, ask yourself why. This will provide fuel for further exploration. If you want to join the extraordinary minority, you can't afford to skip ANY of the steps we have identified in this roadmap. The *Heart of Success Coaching System* also provides specific tools and techniques that lead you through each step on the journey.



The future lies before you and the choice of which path to follow is yours. Remember, you need to do something different if you want to be someone different and create different results. Commit to being a person with more of life's most fulfilling rewards, more abundance, more vibrant health, more excitement, and joy.

If you want the best possible life, you are not finished with this book until this purpose is achieved. The choice is yours. We leave you with this thought from Tony Robbins:

***“I challenge you to make your life a masterpiece.
I challenge you to join the ranks of those people who live
what they teach, who walk their talk.”***

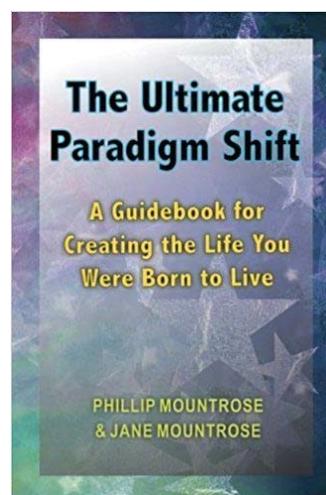
The Ultimate Paradigm Shift

“Whether we realize it or not, each of us is on a quest, and life is a beautiful adventure of self-discovery.”

- PHILLIP AND JANE MOUNTROSE

If you enjoyed *The Heart of Success Business Roadmap*, you might also want to explore *The Ultimate Paradigm Shift*. This book presents the Heart of Success Roadmap as a tool for personal transformation. It is a variation on the roadmap you found here, along with valuable tools for shifting into a more joyful and fulfilling reality.

Many people want a better life, one that is deeper and more fulfilling. *The Ultimate Paradigm Shift: A Guidebook for Creating the Life You Were Born to Live* lays out a clear, verifiable path for becoming a creator of the life you most deeply desire.



From a holistic perspective, we’re all here to grow, to live fully, to thrive, and enjoy life. This practical book takes readers on a journey from reacting to life to taking command of it, from seeing oneself as a victim to becoming a creator, from settling for an ordinary life to creating an extraordinary life.

Supported by ageless wisdom, the new sciences, real-life examples, and personal research, this shift reveals the way to create the best possible life. The seven-part road map provided here shows the way to go from setting your course to ultimately finding inspired action. It contains powerful tools for personal use and for use with clients.

The Ultimate Paradigm Shift provides tools for holistic practitioners and their clients. It explores the Transformational Triad and takes reader onto the leading-edge of personal and spiritual development.

***The Ultimate Paradigm Shift* details how to ...**

- Take control of your life
- Manifest dreams of a bright future
- Use your unique gifts and talents to make a difference
- Understand the creation process (from idea to reality)
- Turn learning into mastery
- Use targeted processes including EFT and SK (Spiritual Kinesiology) for self-development and as tools for manifesting your dreams
- Engage directly with soulful power and wisdom as your guide
- Enjoy life to the fullest and more

Why is the Ultimate Paradigm Shift Important?

The Ultimate Paradigm Shift brings value and meaning to life. It carries the message that, “You matter and can make a difference.” There are specific ways to create a wonderful destiny from the raw materials of one’s inner strength and wisdom, combined with personal skills and talents.

“Bold,” “leading-edge,” “transformational,” and “profoundly practical” are all ways to describe this unique guidebook. Within the pages, you’ll find practical tools and strategies for enjoying life’s journey and making a positive impact in the process. In effect, this guidebook saves time and energy crafting a highly productive and enjoyable life.

Here is a link to find this book at amazon.com:

<https://www.amazon.com/Ultimate-Paradigm-Shift-Guidebook-Creating-ebook/dp/B079WF2BB7/>

About Phillip and Jane Mountrose

“Phillip and Jane Mountrose have been pioneers, innovators and integrators for many years, now having contributed a number of excellent books, videos and audios to this growing field of energy and spiritual healing and change. I have been privileged to read, watch or listen to many of these innovative products and I have been amazed at times at how prolific they have become. I have been both delighted to observe their own professional growth along the way and very appreciative of their willingness to be of service to both their clients and their colleagues.”

PHILIP H. FRIEDMAN, PhD
Author of *The Forgiveness Solution*

Phillip and Jane Mountrose have been active both as students and teachers in the areas of success coaching and holistic healing for around 30 years now.

During this time, they have explored a variety of approaches for creating phenomenal success. Their passion in life and greatest joy revolve around helping people to overcome personal challenges, discover their life purpose, and realize their dreams.



The Mountroses have studied and developed self-help, personal growth, and spiritual growth techniques for nearly thirty years. They are authors, holistic teachers, Holistic Hypnotherapists, success coaches and counselors, and Reiki Masters. They are the founders and directors of the Heart of Success Academy and Awakenings Institute, where they practice as Ministers of Holistic Healing.

Since 1992, the Mountroses have taught courses in coaching and holistic healing in California. In 1998, they added EFT (the Emotional Freedom Techniques), which supercharged their results. Recently, they converted their training into an extensive Coaching and Healing Certification Telecourse, featuring EFT, success coaching, and holistic healing. They now teach students around the globe how to develop skills and market

their practices. They have also written a dozen books and manuals that are sold worldwide.

Over the years, Phillip and Jane have learned a lot about success and the importance of becoming conscious creators. They admittedly made plenty of mistakes along the way and now know a lot of things to avoid. They have also learned how to optimize success both locally and worldwide with an internet-based professional practice. Their primary focus now is on teaching success-oriented people how to live fully, uncover their greatness, and have an impact on the world.

Publications

Over the years, the Mountroses have written more than a dozen books and manuals that are sold worldwide. These include some popular books on EFT, Spiritual Kinesiology, love and happiness, and more.

More books by Phillip and Jane Mountrose include the following:

- *Getting Thru to Your Emotions with EFT*
- *Getting Thru to Your Soul (which includes Spiritual Kinesiology)*
- *The Heart and Soul of EFT*
- *The Holistic Approach to Living Healthier Longer*
- *Spiritual Kinesiology Magic in Minutes*
- *Tap into the Power of Love and Happiness with EFT*
- *Holistic Life Coach “Get Started” Manual*
- *Holistic EFT “Get Started” Manual*
- *Awaken to Your True Purpose*
- *Intuitive Techniques for Getting Thru to Your Soul*

Personal Consultations

If you want individual assistance, Phillip and Jane Mountrose are available for personal consultations by phone and by online video conference.

These personal consultations focus on helping clients to shift their set points in relation to their potential for success, life purpose, prosperity, happiness, health, and more. The Mountroses recognize from personal experience that some blocks to success are harder to shift than others and everyone needs help at one time or another.

If you are facing challenges you can't resolve on your own, Phillip and Jane would be happy to discuss your possibilities. You don't have to feel like you are alone. You can find out more now at

<https://gettingthru.org/holistic/personal-life-coaching-and-healing-with-eft/>

Courses and Programs

The Mountroses also train budding and established holistic practitioners, creators, and spiritual seekers to tap into the leading edge of healing and personal transformation with EFT (Emotional Freedom Techniques), Spiritual Kinesiology, and holistic coaching. They offer state-of-the-art Holistic EFT, energy healing, and coaching certification programs. Their heart-centered approach helps students to expand their possibilities and build confidence as they move into the life they truly desire.

Students at Awakenings Institute learn powerful tools and resources for creating profoundly joyful and fulfilling lives, along with creating a strong support network so they can prosper.

Find out more about the courses and programs at:

<https://gettingthru.org/holistic/eft-courses/>

Online Resources

For more resources on tapping into the leading edge of human development with EFT, holistic coaching and healing, visit <https://gettingthru.org/holistic>.