



Creating Belief Worksheet

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Introduction

At its core, business is all about belief. People buy products/services only when they truly believe it will help them avoid a problem, or achieve a solution. To change beliefs we need to tell stories. Facts and figures are great, but to truly change belief patterns humans need stories.

1. What destination or desired outcome does your business help people reach?

2. What is your unique 'opportunity' that helps people reach their desired outcome?

3. What is the 'One thing' you need prospects to believe in order to become a customer? Your 'One thing' will typically fit into the following framework:

“**[MY OPPORTUNITY]** is the key to **[DESIRED OUTCOME]**”:

4. Why is your opportunity the best way for people to arrive at this destination?
What story can you tell to convey this point?

Note: Often this will be your own personal story:



5. What false/limiting beliefs do people have around your opportunity? List 10 in the table below.

6. What experiences did they have that gave them that belief?

7. What story have they created based on that experience?

8. What new story can you share to overcome the limiting belief? This can be a personal story, a customer/clients story, or a story you heard, read about etc.

False Belief	Experience	Story	New Story
<i>To lose weight you need to starve yourself</i>	<i>Tried a diet once and was hungry and hated it</i>	<i>The only way to lose weight is to be hungry all the time</i>	<i>I thought I needed to cut calories but I learnt if you do 15 minutes of HIIT you can burn fat and eat the same amount of food</i>
<i>Advertising Online doesn't work for my business</i>	<i>I tried Facebook ads once and didn't get any customers</i>	<i>Facebook ads don't work</i>	<i>Facebook ads didn't work for me until I learned I needed a sales funnel</i>
<i>Wearing nice clothes is uncomfortable</i>	<i>I bought an expensive dress and it didn't fit and was uncomfortable</i>	<i>All nice clothing is uncomfortable</i>	<i>I thought nice clothes were uncomfortable until I found this material that is actually extremely comfortable and looks even better than other material.</i>



9. Taking your list from above, sort all the false beliefs into categories of either false beliefs about the Vehicle, internal false beliefs, and external false beliefs.

The Vehicle	Internal Beliefs	External Beliefs
<i>"Facebook ads don't work"</i>	<i>"I'm not tech savvy"</i>	<i>"My customers aren't online"</i>

10. From the list above, find the biggest false belief from each section:

The Vehicle	Internal Beliefs	External Beliefs