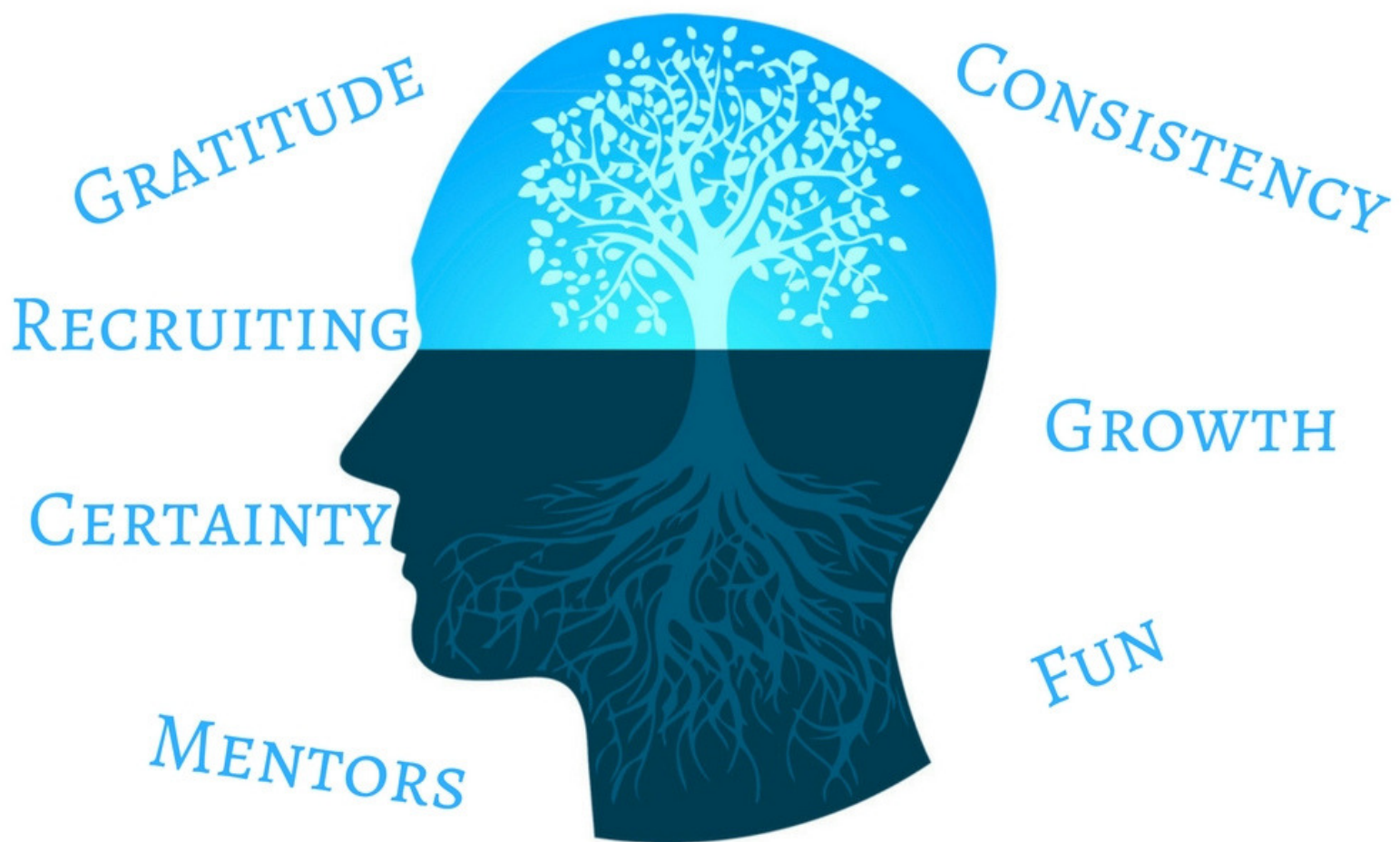


# 7 STEPS TO A MILLION \$ MINDSET



## BY DANIEL NORELL

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THE FOUNDER OF [WWW.THENORELLS.COM](http://WWW.THENORELLS.COM)

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If you've ever encountered a tall, goofy Swede who sounds American and who loves to dance in front of the mirror with his three left feet, then we have already met!

If we haven't already met, then I'll tell you a bit about myself. I was born in Sweden, spent a few years in Ecuador, attended primary and secondary school in Luxembourg. I completed my engineering degree at Lehigh University in the US and returned to Luxembourg to play basketball professionally and work in a bank. A year or so later, we moved to Sydney, Australia where I continued working in the banking world, or 'the dark side' as many call it. While in Australia, my brother introduced me to network marketing. I put in a few years of solid hard work and am now enjoying the freedom to live and work wherever and whenever I want. At the moment, that place is Valencia, Spain. I now help others start up in the same business to achieve their own 'laptop lifestyle'.

I started [www.thenorells.com](http://www.thenorells.com) to help people like you get practical tips on improving their network marketing business.

I hope you find some helpful tips in this book to enable you to enjoy your own laptop lifestyle!

*Daniel*

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# GRATITUDE IS THE ATTITUDE



## 1. GRATITUDE IS THE ATTITUDE

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Gratitude is the attitude...

It doesn't matter what background you come from or what you currently own, the most important thing in cultivating a million dollar mindset is to be grateful for what you have.

This is because if you concentrate on what you have, you'll always have more. If you concentrate on what you don't have, you'll never have enough.

Easier said than done, right?

Here are some ways you can start to get yourself in a grateful frame of mind:

Right when you wake up or before you go to sleep, think of three things you are grateful for. You can find a gratitude buddy and you each send a text to one another with these three things - accountability always helps!

Or you can start a gratitude journal so that you can look back and see how full of incredible things your life is at every point.

Thank the people you find inspiring - it will lift them and you.

Doing this won't just affect your mindset, it'll lead to better physical health.

There are multiple studies showing the benefits of writing down what you are grateful for. Even reports about reduced inflammation and reduction in the risk of heart disease. So are you going to start writing down what you are grateful for daily?

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## 2. HOW MANY DO YOU HAVE TO RECRUIT?

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So pop quiz!! How many people do you have to recruit to get to the top?

There is only one person and that is yourself.

You have to fake it 'til you make it - develop the right mindset and understand that "if its gonna be, its up to me."

What I mean by that is not to tell people that you are something you are not. Be honest!

The truth is always good enough. However, right now think about how you feel just sitting there reading this. Now stand up and stick your chest out imagining how amazing you feel when you hit the upper most level in this business. How do you feel now? All you have done is used a bit of imagination and better posture. I used to shout out a definite purpose statement each morning that went something like this: "It's 19th of march 2009 and I, Daniel Norell, am so happy and grateful to be receiving 25k pounds per month from my network marketing business..." The only issue for me with that was that the number was too big for my belief. I didn't really believe back then that I could make that much. My brother said to use 10k instead. It was a bit disappointing but it made me realise that sometimes you have to actually create the bridge where you can check things off and feel good about yourself instead of just focusing 100% on that final destination. Progress is key!

Find ways that are going to make you believe more in yourself and that you are going to the top.





## 3. 100% CERTAINTY

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IF YOU DO NOT KNOW WHERE YOU ARE GOING THEN WHO WILL FOLLOW YOU?

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The next step is to get 100% certainty in where your business is going.

If you are a pilot of the airplane, you have to say where you are going and what time you will get there. You have to be certain where you are going or else no one else is going to board that plane.

Once you are certain about your destination, then you need to instill that same belief into your passengers/your team that they will go there with you. They are not going to join you if they don't sense that you are absolutely certain about where you are going.

Let people know where you are going and take them with you.



# MENTORS



## 4. MENTORS

SURROUND YOURSELF WITH THE BEST

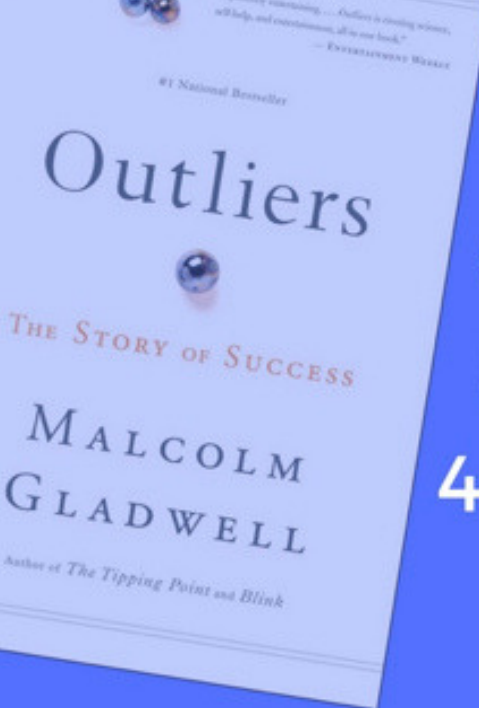
If you hang out with 9 broke people all the time who do you think will be the 10th?

You are the average of the 5 people you hang out with the most, right?

One of the things I still do today is make sure I listen to inspirational people for 30 to 90 minutes! I read inspiring books, I listen to audio books, to podcasts, to conference calls, to trainings etc. I talk to inspirational people daily.

You can start this at any point and it will make such a difference. If you're a parent, play personal development audios during car rides with your kids. They will absorb the positivity too!

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10,000 HOURS

8 HOURS A DAY

5 DAYS A WEEK

44 WEEKS A YEAR

FOR 5.5 YEARS

BETTER GET STARTED

## 5. CONSISTENCY

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I made less than an average beginner network marketer my first year in this business. I made less than one in my 2nd year in the business. In my 3rd year, guess what?? Yes that's right I made less than an average beginner as well! When you reach that point, not only do all people around you think you are insane for continuing but you even start to question it yourself. But I continued. This year, I made more money in one day (Black Friday) than I did during my first 3 years in this business!

There's a book called Outliers by Malcolm Gladwell which says that you need to spend 10k hours to become really good at something. It was about 5.5 years into the business when I started to get a little better at it. If you count that out, that's 40 hours a week for about 50 weeks of the year or 2000 hours per year... for five years, that's 10,000 hours. I guess the six months was just my vacation time. So stop beating yourself up for not shooting straight to the top in no time at all. Just stick with it.

When you are persistent there is almost always progress. For the past 12 years, I have made more money every single year than the year before. I give 100% credit to my mindset for this. I have worked on myself every year. I cannot give any credit to anyone else because if I do that then I also put it on them when I fail and I do not think that is fair. Remember, if it's going to be, its up to me.

Make a decision today about what you want to achieve and then make it happen no matter how long it takes. Make that decision today and then be done with it so you do not go back and forth every day on making that decision.

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I can learn anything I want to.  
When I'm frustrated, I persevere.  
I want to challenge myself.  
When I fail, I learn.  
Tell me I try hard.  
If you succeed, I'm inspired.  
My effort and attitude determine everything.



I'm either good at it, or I'm not.  
When I'm frustrated, I give up.  
I don't like to be challenged.  
When I fail, I'm no good.  
Tell me I'm smart.  
If you succeed, I feel threatened.  
My abilities determine everything.

## 6. GROWTH MINDSET

If you are always learning you will always get better. The compound effect of this is staggering. It's the same with working out. You don't see the results the next day. But over time you will see it. Same in our business - you might not see a sudden change in income the next day, but you will see the improvement over time.

As my background is from the corporate world the one thing I always struggled with was being happy for others' success. I always had that scarcity mindset that there is only room for one boss. However, once I started to understand our industry has an abundance of places for people at the top then everything changed. There's room for everyone to succeed.



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## 7. HAVE FUN!

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THIS WAS THE MISSING INGREDIENT FOR ME

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When I had been in this business for 5.5 years and was still stuck at a pretty low level, one of my mentors and uplines moved to the UK. The major thing he introduced to my business was the element of fun. Once I began enjoying myself and having fun at work, everything changed.

I had been so focused on being a serious business man to bring up my credibility as I felt I lacked experience and was too young. I failed to realise that the fun aspect is what everyone is looking to be a part of. Fun means energy and energy is what attracts others to be a part of it. This is an awesome business because it brings in the element of teamwork and always having fun. Lifestyle, lifestyle, lifestyle is what it's all about.



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## BONUS GRATITUDE INFORMATION

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I just want to end on this note...I am so thankful for having developed a million dollar mindset. I feel it's my responsibility to pass on the great gift this business is to others. I also challenge all of you, especially parents, to be finishers. Finish this business you started and get to the top because that's when you have even more fun. Show your kids how to succeed by getting there yourself! Not only do they deserve to see you be successful but you deserve to show yourself you are a finisher.

Have grit, be super persistent, work very hard and have a blast doing it.

Make that decision today.





# FIND ME ONLINE...

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IF YOU'D LIKE MORE FREE ADVICE ON OUR INDUSTRY!

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