



BUSINESS IS GOOD PODCAST

The Mindset Myth Buster

A worksheet for Canadian entrepreneurs

Six beliefs are quietly limiting your business.
They sound like wisdom. They feel like caution.
But they're costing you real money, time, and growth.
Name each myth. Face the truth. Commit to one action.
That's how this changes things.

HOW TO USE THIS WORKSHEET

- 1 Read each myth statement.
- 2 Check the box that honestly applies to you.
- 3 Read the truth reframe — slowly.
- 4 Answer both prompts in your own words.
- 5 Commit to one specific action this week.

THE SIX MYTHS YOU'LL WORK THROUGH:

1. "I need to learn more before I act."
2. "If I raise my prices, I'll lose clients."
3. "No one can do this as well as I can."
4. "Wanting to make real money means something's wrong with me."
5. "Growing my business means I'll never have a life."
6. "I'll do it when things slow down."

MYTH 1

"I need to learn more before I act."

This sounds like me Sometimes Not really

THE TRUTH: More knowledge is a reason to start — not wait. The cure is action, not information.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 3: Learning Is Not Doing](#)

MYTH 2

"If I raise my prices, I'll lose clients."

This sounds like me Sometimes Not really

THE TRUTH: The clients who leave when you raise prices are the ones who were costing you anyway.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 5: You're Fixing the Wrong Thing](#)

MYTH 3

"No one can do this as well as I can."

This sounds like me Sometimes Not really

THE TRUTH: What you can't delegate, you can't scale. Your time is your most expensive cost.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 5: You're Fixing the Wrong Thing](#)

MYTH 4

"Wanting to make real money means something's wrong with me."

This sounds like me Sometimes Not really

THE TRUTH: Profitable owners hire more, pay more, and contribute more. Wealth guilt is expensive.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 1: Business Ownership Is the Safest Bet](#)

MYTH 5

"Growing my business means I'll never have a life."

This sounds like me Sometimes Not really

THE TRUTH: Chaos doesn't scale — systems do. No time means no systems, not too much business.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 4: Why the Best Career Advice Is: Start a Business](#)

MYTH 6

"I'll do it when things slow down."

This sounds like me Sometimes Not really

THE TRUTH: Things don't slow down. The window you're waiting for doesn't come. The decision is now.

Where has this belief shown up in my business?

My commitment this week to break through it:

[← Episode 4: Why the Best Career Advice Is: Start a Business](#)

Now What?

Knowing the myth is step one. Breaking through it is the work.

Which myth is running your business right now?

Circle the number above. Then write the myth and your ONE action commitment here:

Each BiG episode tackles these myths directly:

Ep 1: Business Ownership Is the Safest Bet You Can Make → Myth 4

Ep 2: The Six Beliefs Quietly Killing Your Business → All 6

Ep 3: Learning Is Not Doing → Myth 1

Ep 4: Why the Best Career Advice Is: Start a Business → Myths 5 & 6

Ep 5: You're Fixing the Wrong Thing → Myths 2 & 3

What would change in my business if I fully broke through this myth?

Who is one person I can share this commitment with to stay accountable?

A note from Chris:

At 35, I almost took a job at a call center because it felt safe. That company is bankrupt now. I'm not. Ownership is the bet — make it.

New episodes every week.

Find show notes, transcripts, and past episodes at:

businessisgood.com