

# 5 (Previously) Unwritten Levers For Vast Success

By: JOCELYN CHONG

The Ways High-  
Achieving  
Individuals  
Unwittingly  
Limit  
Themselves  
And How You  
Can Avoid The  
Pitfalls



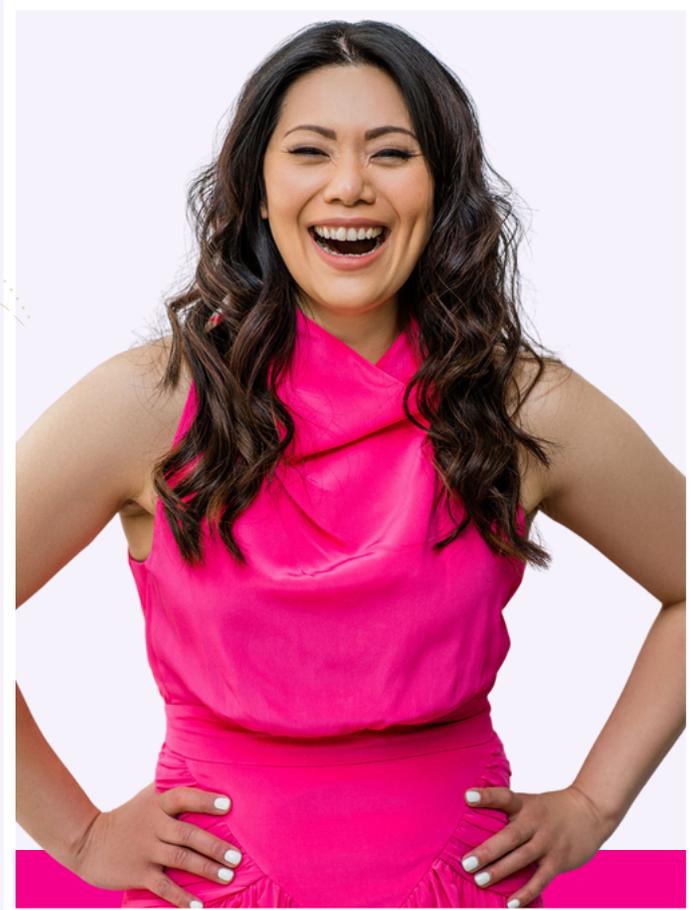
# Introduction

## The Barrier To Future Success Is Your Current Success

You dream big. That's what I like about you. Your drive and willingness to do the hard yards have catapulted you high. Effectively, you've made it to Everest base camp. A feat in itself. Yet, the peak remains elusively out of reach.

You can see the summit. You've taken every masterclass available. There's never been a goal you haven't been able to accomplish before. So why are you struggling to scale this particular mountain? It's flipping frustrating. Demotivating even. Maybe this is as good as it gets?

Hell no! Let me tell you what I tell my coaching clients.



What got you where you are now won't get you where you want to go.

See, once upon a time, you were a small fish in a big pond. Remember those days? Everything was new. You didn't know what worked and what didn't.

Over time you developed mechanisms that led to promotions, accolades and financially rewarding entrepreneurial triumphs. Nothing, it seemed, could slow your roll.

Until now.

# Introduction

## The Barrier To Future Success Is Your Current Success

You're just as driven and committed. You can spot an opportunity a mile away and adapt to change like a freaking chameleon. But the problem is, **you're swimming in a pond that's too small for you.**

You can't go beyond your current level of achievement by doing laps in the same waters. To leap from pond to lake (or ocean even) **you need to stop doing. And start stopping.**

Let me be clear. Stopping doesn't mean grinding to a complete halt. Instead, it's about dropping what's no longer working for you, so you can make room for what does. **This includes letting go of the traits, mindset and tools that drove your achievements to date.**

Erm, what?

You heard me. What got you the wins in the first place may be the very things holding you back.

I've seen this repeatedly when highly-accomplished businesswomen first come to me for coaching. Years of corporate and entrepreneurial victories have conditioned behaviours and practices they can't and don't want to shake.

Are you the same? **Do you cling to what you think are the only ways to guarantee success purely because they served you well in the past?**

An unwillingness to relinquish what worked before is like sticking to a bicycle and wondering why you can't go as fast or as far as a car. Fortunately, the five levers in this e-book will help you get off the bike and bypass the pitfalls of current success. In a Ferrari, to boot.

Put the world on notice. You're going to rise higher than ever before, unbridled by what's held you back. I'm excited to see what you'll accomplish next. Are you?

**- Jocelyn Chong**

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# LEVER 01

## SHOW UP

It's Marketing 101. No one buys what they can't see. Being visible is how brands become memorable. And the giants at the top make showing up an art form.

I know, I know. You're probably already putting your face out there. But how far do you go with it, really? There are three levels of marketing you need to master if you want to rise to the pinnacle of your industry.

1. Letting your work speak for itself
2. Authentic representation
3. Supercharging your position as a leader

Let's dig in.



# LEVER 01

## SHOW UP

### LEVEL 1: LETTING YOUR WORK SPEAK FOR ITSELF (a.k.a I've Got What It Takes)

I bet you've already got this one in the bag. You're good at what you do, no question. And you've got the testimonials to prove it. Just don't rest on these laurels.

While it's a vital starting point, letting your work speak for itself is **limitingly transactional and one-dimensional**. It may have gotten you this far. However, it won't take you further because it doesn't differentiate you from everyone else who can do a good job.

Think about it this way.

Brené Brown could have remained an ordinary social science researcher if she hadn't published books and presented TED talks. Instead of just showing off her work, she promoted herself, skyrocketing her success beyond academia.

There's no doubt she's a fantastic researcher. But by marketing her personal brand, she highlighted her full potential as a thinker, leader and superstar.

You can, too, if you amplify these following two levels.

# LEVER 01

## SHOW UP

**First, know yourself.** Be willing to scrap what you think you should be. And understand who you actually are.

Remember, you cannot manufacture authenticity. The 'fake it till you make it' concept needs to go the way of the dodo. It brings out more imposter syndrome than confidence. **Only self-awareness gives you a stable platform to work from, free from doubt and uncertainty.** So ditch the pretending and get in touch with your truth.

**Secondly, love yourself.** At its core, marketing is all about self-love, embracing who you are and showing it off to the world. Yes, you have flaws. Yes, you're not perfect. But you are human. And that right there is the cincher - it's how you build connections (whether it's with colleagues or customers). Believe me, relatability is irresistible.

**If you can't love who you are, then you're presenting an empty, external façade.** No warmth or genuineness and zero depth. Hardly what's going to draw others to you.

Put all of your realness into your marketing. Showing up as your authentic self is the only sustainable way to build trust and make you a contender for unlimited success.

# LEVER 01

## SHOW UP

### LEVEL 2: FULL, AUTHENTIC REPRESENTATION (a.k.a. Finger Lickin', Flavourful You)

Stop trying to be someone else. I get it. It feels safer to emulate your success idol. The trap you can fall into, however, is losing your sense of self.

Consequently, you start relying on external validation to tell you who you are. Send out a distress call because when this happens, it's goodbye, confidence. And if you can't show up for your brand or business with self-assurance, who can?

I'm not going to lie. Showing up authentically can be the most vulnerable experience of your life. But you better believe that shizz is powerful. It will 100% accelerate your efforts. To get there, you need to work from the inside out.

First, know yourself. Be willing to scrap what you think you should be. And understand who you actually are.

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Do you struggle to show up as yourself because you think no one will get you? Think of Lady Gaga. Even if you don't rock out to her music, there's no denying her iconic status. You know exactly who she is and what she stands for.

The goal of marketing is not likeability or conformity. It's to attract those who will recognise your value. Trying to please everyone means you'll end up pleasing no one. Bland and uninteresting. On the other hand, being true to yourself will get you the attention you actually need to level up. You'll be intriguing and memorable.



## LEVER 01

# SHOW UP

### LEVEL 3: SUPERCHARGING YOUR POSITION AS A LEADER (a.k.a. Glitterbomb)

What do moviemakers do before a premiere? They build up hype with trailers, secure critic endorsements and send their stars on the interview and talk show circuit. In short, whichever way you turn, you can't miss the obvious - there's a new film coming out, you have to watch.

Granted, you may not have such deep pockets and celebrity contacts (at least not yet). But you can most definitely make some waves. Juggernauts like Brooke Castillo (The Life Coach School) leveraged ordinary mediums, like podcasts, to transcend obscurity. And so can you.

The only question is, will you?

**The biggest pitfall is leaving all your show-up efforts to social media. Hands up if you're guilty.** Don't get me wrong, Facebook, Instagram, LinkedIn etc., are all phenomenal platforms. But if you're limiting your marketing to them, you're shooting yourself in the foot. Ouch.

Mix it up. Write blogs, ask for word-of-mouth referrals, guest speak on podcasts, in masterclasses and conferences. Now is not the time to be shy. Stop hiding. Start showing up. And yes, I will keep saying this because **SHOWING UP WORKS** .

# LEVER 01

## SHOW UP

If you're serious about going further and reaching higher, then you can't let fear and discomfort hold you back. Even if you are an introvert.

Think about it this way. You're not pursuing fame or trying to show off. What you're really doing is sharing your powerful (and it is powerful) story because no one else can.

As you do, you start positioning yourself as a thought leader. Someone others can turn to for their insight, expertise and meaningful change. You build a following, an audience who appreciates what you bring — all because you show up.

### What's Holding You Back

**The Pitfall:** Neglecting to market yourself authentically and expansively.

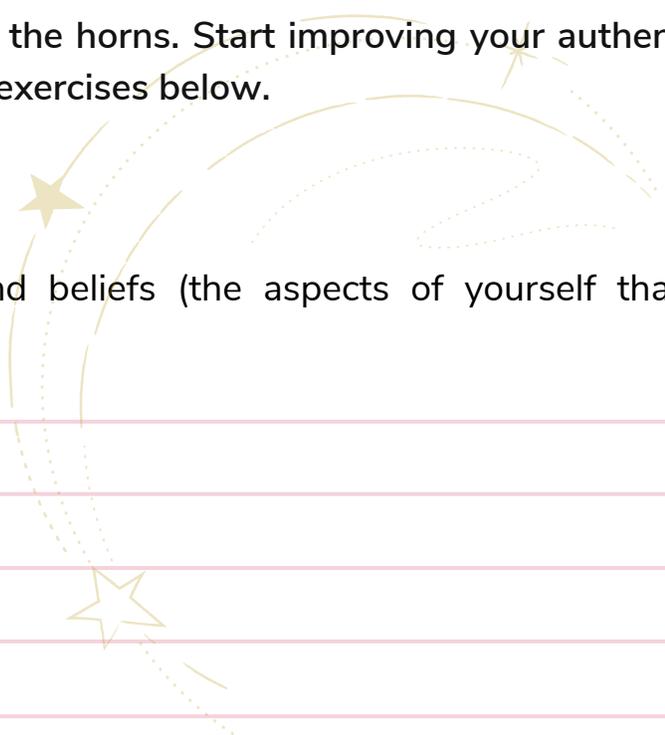
**Solution:** Quit hiding behind your work. Show up fully. Get more eyes on all you have to offer by leveraging every avenue as a marketing opportunity.

# SHOW UP - MAKE IT HAPPEN

Jump straight in and take the bull by the horns. Start improving your authenticity and visibility by working through the exercises below.

## | EXERCISE A

Step 1: List out your core values and beliefs (the aspects of yourself that are unshakably you).



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Step 2: Evaluate how you can showcase these values and beliefs through your marketing. For example, if you are passionate about uniqueness does your branding reflect that or are you using the same colour palette and messaging as your competitors? Likewise, if you are adamant about giving back to the community, do you promote charity and good citizenship?

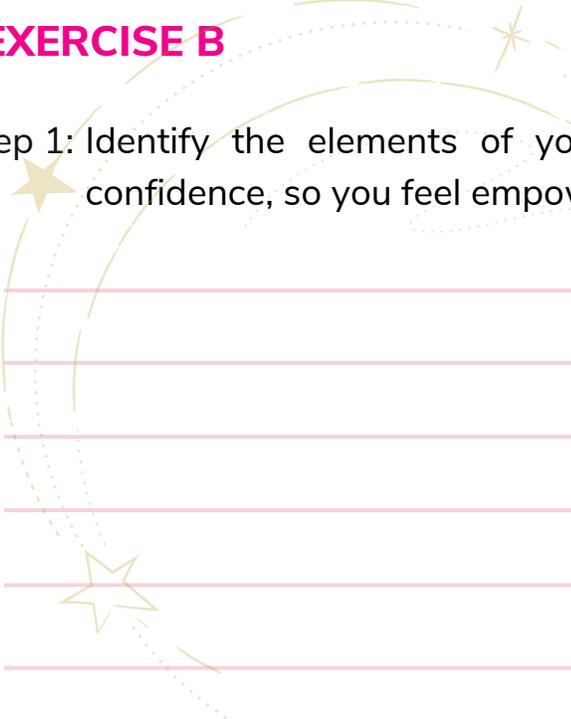


My Core Values & Beliefs	How I Can Promote Them

# SHOW UP - MAKE IT HAPPEN

## | EXERCISE B

Step 1: Identify the elements of yourself you love. Use these to nurture your confidence, so you feel empowered to show up.



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Step 2: What aspects of yourself do you consider flaws? Learn to accept these as avenues for improvement rather than failings. Changing your perspective will help you to stop hiding because of your shortcomings (that old sense of not being good enough). And instead, you'll see them as prospects for growth.

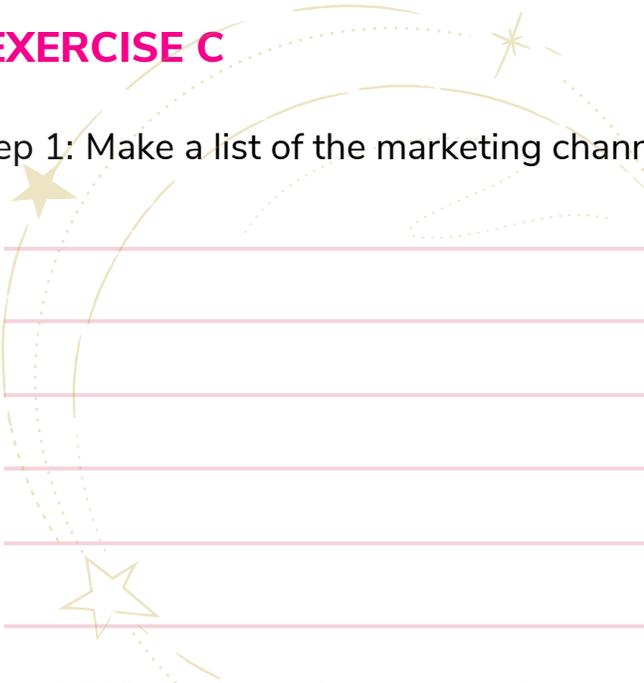


What I Love About Myself	What I Need To Work On And Love More

# SHOW UP - MAKE IT HAPPEN

## | EXERCISE C

Step 1: Make a list of the marketing channels you currently use.



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Step 2: What channels can you leverage to show up more and build trust? For instance, perhaps you can start a weekly live event on Instagram, featuring like-minded guests. Alternatively what opportunities can you create yourself? Maybe you can self-publish a book or volunteer as an expert on a panel.



How I Market Myself Currently	Platforms And Opportunities I Can Explore

Did you get stuck anywhere? Are you struggling to identify how to show up authentically? Hop in for a free 1:1 initial consultation with me, and let's get your ball rolling.

## LEVER 02

# SELL YOUR NATURAL EXPERTISE

Have you ever thought of what you would be doing now if you hadn't followed your particular career path?

Growing up, I was expected to go into finance, engineering or medicine. It wasn't because I had a natural proclivity towards these areas. Rather, they were the "acceptable" fields - ones that would guarantee future income.

And so, I applied myself appropriately. Never second-guessing or allowing myself to explore other talents. Why would I? With a singular focus, I quickly furnished myself with the skills, knowledge, experience and job titles to be considered an expert.

What I didn't realise was I was being conditioned. By my family, by my employers, by myself. Conditioned to believe the only skills of value were the ones that made me proficient at my job.

In doing so, I pigeon-holed myself. Instead of exploring where my natural talents led, I focused on my acquired expertise. It was the safe choice because, at the very least, it got me paid. And we all love the security of a paycheck, am I right?

If you stop to think about it, you may realise your own story is not too dissimilar. **You've advanced in your career by cultivating specific aptitudes that allow you to excel in your role.** Even when you didn't particularly enjoy the training sessions or post-graduate courses, you stuck with it. **Because it was what was expected, it was what you had to do to go further.**

## LEVER 02

# SELL YOUR NATURAL EXPERTISE

Unfortunately, this may be the very reason you feel stuck now. **You've put the blinkers on, convincing yourself your natural talents and gifts are not worth nurturing.** That they are unprofitable. As such, you've limited yourself to a particular role, industry or way of doing things. Scared to try something other than what you're familiar with or goes against what's expected of you.

### What Does Getting Past The Conditioning Look Like

First off, don't think you have wasted your time in developing job-specific proficiencies. These still have value. However, it is essential you identify where your natural expertise lies.

When you do, you'll begin to appreciate your worth. **You'll realise your value and potential is not limited to a particular job or area.** You'll recognise how expansive, how boundless you can be.

Believe me, I know. It was only when I looked beyond my own conditioning, I was able to appreciate where my true talents lay. Soon after, I left the corporate world for coaching because connecting with others and providing guidance was my natural expertise. Today, I feel more in-tune with who I am, and the feelings of fulfilment are incomparable. Not to mention, I can give clients my all.

**Unlike acquired skills and knowledge, natural expertise refers to the innate talents and gifts within you. Whether purposefully developed or not, these qualities automatically make you a go-to person.**

## LEVER 02

# SELL YOUR NATURAL EXPERTISE

Are you the friend always putting together social celebrations and catch-ups? Organising and event planning may be your natural expertise. Likewise, if clients call you to discuss ideas not directly tied to your work with them, you may be a talented visionary.

The beauty of identifying your natural expertise is you'll pursue new opportunities that genuinely excite you. All those priceless "gimme gimme" vibes. Rather than feel burdened you'll radiate passion for them. Your work will be so intuitive to you the only way forward is up.

### How To Sell Your Natural Expertise

Selling your natural expertise will be easier than you think because it can be applied to any venture you wish to pursue. Like the icing (decadent Swiss Meringue, thank you kindly) on a cake that only you can whip up.

For instance, if generating novel ideas comes naturally, you could offer think tank or incubator services. Conversely, if you're someone who can instantly grasp big concepts and communicate them simply, applying your skills as an educator or speaker may be profitable.

Think about your natural expertise as your personal unique selling point (USP). By aligning it to your knowledge and experience base, you'll be able to design products and services that are sought after and are highly lucrative. Definitely worth giving up the standard pay-check for, don't you think?

## What's Holding You Back

**The Pitfall:** Failing to embrace your natural expertise and playing it safe by following expectations instead.

**Solution:** Identify and nurture your inherent talents and gifts. Use them to develop offerings you are genuinely passionate about.



# SELL YOUR EXPERTISE - MAKE IT HAPPEN

Ready to embrace what you're naturally good at? List out your innate talents. Think about what parts of your work you love. What comes easily to you, what do you enjoy? Do you have any skills that are intuitive, ones you didn't have to learn?

While you're making this list, note down any ideas you may have on how to incorporate your natural expertise into services you can provide. If nothing comes to mind, don't stress. Schedule a brainstorm with a trusted friend or professional advisor to help.

My Talents, Gifts And Skills	How I Can Utilise My Natural Expertise

## LEVER 03

# DELIVERING WITH EXCELLENCE

Once you start selling your expertise, you automatically capitalise on your genius zone. This is the foundation on which you can deliver with excellence.

Right off the bat, I'd like to make one thing clear. We're not talking about perfection here. Providing exemplary service does not mean you have to be flawless. That would be a fool's errand because nothing can ever be so immaculate it cannot be improved.

So, instead of chasing perfection, I want you to **create a standard that becomes your signature**. A trademark of the quality, competence and natural expertise you provide, no matter what you do. It's your brand of inimitable excellence — your unique calibre, if you will — you apply to both your service and the very manner in which you work.

**Delivering with excellence means communicating with clarity and having the onus to speak the truth with grace.**

One of the mistakes I see entrepreneurs and professionals make is not being clear on expectations. Just because a client comes to you for a particular service, don't assume they know what they are getting. Believe me, not everyone reads your website word-for-word.

Use clear communication to understand your customer's perspective:

- What goal are they trying to reach?
- What problem do they need a solution to?
- What standards and results do they expect?

## LEVER 03

# DELIVERING WITH EXCELLENCE

Don't offer the world unless you can deliver it. No matter how much you want to sign a client, making promises you can't keep leads to conflict and dissatisfaction.

Know your limitations. It's not a failing to say "no". Of course, you want to help your clients, but that doesn't mean you can solve all their problems. And you need to make that clear.

As much as you want to help in every way, be aware of patterns. Do you find your client keeps adding little things here and there, beyond the original scope? Do they take advantage of your good nature?

Being nice can work against you. And if you see these patterns, you need to speak up. You should value yourself as much as you do your client. Feelings of frustration, being undervalued or being taken for granted aren't conducive with delivering excellence.

So, be willing to push back. Do it with respect and grace to maintain a positive, work-relationship. It's all part of the art of communication.

**Delivering with excellence means establishing a work ethos based on questionless quality.**

It's a common misconception that the time you put in indicates the value you provide. If you work a whole week (including the weekend), you're accomplishing way more than someone putting in half that, right?

## LEVER 03

# DELIVERING WITH EXCELLENCE

The reality is more time does not equal better outcomes. You may feel like you've worked hard because you've spent odious amounts of time at your desk or in meetings. But delivering excellence is about quality, not quantity.

That's why someone who works a 20 hour week can get paid more than someone who does 40 hours. It comes down to how productive and focused you are.

**Professionals who earn more per hour do so because of the impact they make. Not because they tick off their to-do list faster.**

Compare a high-flying CEO to an accountant at the same company. They work the same hours and look at the same reports. But the CEO gets paid top dollar because of her ability to translate those metrics into goal-accomplishing decisions.

Likewise, you need to hone in on the skills that make you unexpendable to your client's success. This is where your natural expertise comes into play. If you unleash your full potential by supercharging your innate abilities, then BAM! You'll be delivering with excellence.

## LEVER 03

# DELIVERING WITH EXCELLENCE

**Sidenote:** I often see entrepreneurs increase how long they work in an attempt to get more done. While the intention is justified, it's usually counter-productive.

Fatigue and burnout lead to subpar results. Therefore, it's essential to rest. Instead of racking up the hours, learn to free yourself from distractions and work with fierce focus.

### What's Holding You Back

**The Pitfall:** Assuming that completing a task is the same as accomplishing excellence.

**Solution:** Wow clients by providing your signature brand of quality - a touch of magic that's unique to you. Utilise communication to manage expectations, and elevate the standard of your work by using your natural expertise.

# DELIVERING WITH EXCELLENCE - MAKE IT HAPPEN

Write down what your current clients love about how you work.

For example, perhaps it's your attention to detail or your ability to think big picture. Conversely, it may be your creativity or the way you simplify complex concepts.

Utilise these highly rated skills to develop your signature brand of excellence.

WHAT MY CLIENTS LOVE

## LEVER 04

# ABUNDANCE MINDSET

You might remember this story.

In 2006, Canadian blogger Kyle MacDonald flipped a single red paperclip into a house. It took him a year, 14 trades and a propensity for possibility. When people ask if he regrets not having the paperclip now, given the value of its notoriety, Kyle's answer is always the same:

It wasn't about the paperclip, it's not about having it or selling it for what it's worth. If I hadn't traded away that red paperclip, I'd just be a guy sitting there at a desk holding a paperclip in his hand, wondering what would happen if I did something with the paperclip. So if you have a paperclip, trade it away. You might only get a fish pen, but it might be the single step that leads to an amazing journey.

And that is exactly what it means to have an abundance mindset. It's the ability to see opportunities regardless of circumstance. Rather than worry about how much you have, it's about how much you can give.

### **If you have an abundance mindset, you:**

- Accept that richness is more than money. It's also time, energy, relationships and potential.
- Expect the best. Even when things don't go your way, you see it as an avenue for learning and growth (not failure).
- Give, unreservedly, with an altruistic nature. You are always willing to do, share and serve more, confident there is enough to go around. I.e. you do not fear missing out.

## LEVER 04

# ABUNDANCE MINDSET

- Value collaboration over competition.
- Are secure in who you are, positive, creative and self-assured.
- See opportunities everywhere instead of challenges or problems. And you approach them with a can-do, anything is possible attitude.
- Do not worry about finite resources, trusting human ingenuity to supply solutions.

**Entrepreneurs with this ethos are boundlessly successful.** Why? Because they embrace the abundance within them as well as around them. And they use it to fuel growth - theirs, their team's and their business'.

It's not simply a matter of belief, either. While having an optimistic stance, these entrepreneurs don't just go with the flow. **They echo the potential inside them through intention, empowering expectation and action.**

So that all sounds fine in the abstract. But let's talk about you.

**What does an abundance mindset look like for you? How can you use it to fuel vast success?**

Having an abundance mindset means you shift the way you perceive and think about things. You don't see too little. You see plenty to service your needs.

Instead of being driven by a fear of scarcity, you welcome the opportunity to use the finances, skills, time and resources you have. **You realise it's not a matter of giving them up but rather opening the door for more.**

## LEVER 04

# ABUNDANCE MINDSET

So you'll invest in yourself and others. You are willing to spend money on coaching and development programs (even when they don't have job-specific benefits) — because personal growth is invaluable. It boosts confidence, helps you adapt to change and makes you a better leader.

As a consequence, you take calculated risks in business when necessary. You don't back down from a challenge, allowing your enterprise to unfurl its sails and cross the horizon. For example, you enter new markets, expand your offering, experiment, evolve and transform how you do things.

Sure, not everything works out. But it's not a waste of your effort or a sunk cost. You learn what only experience can teach you. You make new contacts who can open locked doors and uncover fresh opportunities.

Everything you've put in comes back tenfold. Whether that's money spent on your business, the talents you share or the support you give without expecting anything in return. It's a multiplier effect. Like how one client can lead to more, the energy you expend expands your success.

**MINDSET**

## LEVER 04

# ABUNDANCE MINDSET

It's exciting. It's empowering. And it's a relief. Because instead of worrying about the unknown or things outside your control, you work with what you have. And no longer exist in a place of stress or mental fatigue. Hallelujah!

Uncertainty doesn't keep you stuck, and fear does not become a self-fulfilling prophecy. **An abundance mindset breeds further abundance because it is positive and action-inspiring, allowing your thoughts to manifest into vast success.**

### What's Holding You Back

**The Pitfall:** Hoarding resources like toilet paper during the COVID-19 pandemic; reluctant to make investments or share your value due to a fear of scarcity.

**Solution:** Reprogram your mind to think abundantly. Be aware of everything you do have, see difficulties as opportunities and reframe failure as growth potential. Give with the same abundance mentality, knowing your efforts will be rewarded.

# ABUNDANCE MINDSET - MAKE IT HAPPEN

Changing how you view your world is one of the hardest things to do. To adopt an abundance mindset, you will need to train your thoughts consciously and daily.

## | EXERCISE A

To begin the process, get to know how you think. Pick the options in each section that best apply to you.

### Money:

1. I don't have enough money. I need to save more. I don't get how other people seem to just throw their money away.
2. I have just enough money. I can't afford to go out and enjoy myself. I don't want to lose what I have.
3. Money flows freely to me.

### Business:

1. Competition is strong. I have to fight for clients, tooth and nail. Winning is nearly impossible. And I'm not increasing my prices, otherwise the few clients I have now will leave me.
2. I wish I could have more business. It's just okay at the moment. I would charge more if I could, but then my competitors could undercut me.
3. There are plenty of opportunities to grow my business. I'm happy when my competitors do well. I know the market's big enough for us all. And I can increase my prices because I know how much value I provide.

# ABUNDANCE MINDSET - MAKE IT HAPPEN

To begin the process, get to know how you think. Pick the options in each section that best apply to you.

## Resources:

1. I'm not sharing what I have. It's tough to get what you need. If I don't save and protect what I have, someone else will take them, and I'll lose out.
2. Why should I give up what I worked so hard for? I have enough for my needs, but I won't if I share.
3. I have no problem sharing resources. There are loads to go around and more to come. No one needs to miss out.

## Collaboration:

1. No, thanks. You'll just steal and benefit from my ideas.
2. I suppose we can, but I'm not putting all my cards on the table. I have to reserve the best ideas for myself.
3. Ooooh, yes, please. I have so many ideas. I can't wait to share them with you and bounce off yours too.

## Opportunities:

1. New opportunities are scary. I don't have the skills, talent or time for them. I'm safer doing what I'm used to.
2. New opportunities hide pitfalls. I would pursue them if things weren't so uncertain.
3. New opportunities are exciting. I see potential all the time and can't wait to explore them. They will lead to better and bigger things.

**If your choice was mainly 1s and 2s, you are driven by a fear of scarcity. It's holding you back because it stops you from realising what you do have. On top of which, it makes you reluctant to make any changes to yourself or your business. The result: you limit your potential for success.**

# ABUNDANCE MINDSET - MAKE IT HAPPEN

## | EXERCISE B

To shift into an abundance mindset, use these affirmations. Remember, thoughts become outcomes.

- Money and wealth are mine to accept.
- My passion and purpose draw clients to me.
- Everything I need to be successful is within my grasp.
- I am not alone. I learn from others and grow with them.
- Opportunities are new adventures, stepping blocks to greatness.

## LEVER 05

# A WHOLE NEW ~~WORLD~~ NETWORK

Networks? You're all over it. LinkedIn, professional memberships, Facebook groups...nothing you don't already have. But before you flip the page, answer me this:

**Is your network past its "best before" date?**

The reality is networks run out of juice as you grow. Most professionals make the mistake of sticking with the same group long after the well has dried up. Perhaps out of loyalty or a desire to help those who helped you.

Don't get me wrong. Giving back is commendable. However, you shouldn't sacrifice your evolution to do so. It's a disservice to yourself and other members.

On the one hand, the more you grow, the more you can give back. On the other, those in your network may not be ready for the value you can provide. For example, let's say your average client account is worth \$50,000. But others average about \$4,500. The recommendations and referrals you can offer would be beyond their current ability.

See what I mean? You may push them to reach new heights they are not ready for. And they will not be able to aid your journey either. Being the most successful person in the room may feed your ego. But it does zilch for your development.

## LEVER 05

# A WHOLE NEW ~~WORLD~~ NETWORK

So, when you have outgrown your network, it's time to move on. Don't be a snob about it. There's no need to burn bridges. Hold on to meaningful connections while respectfully pulling away from others.

You may feel guilty at first. But remember, it's healthy. Trying to maintain authentic relationships with everyone will only burn you out. Yup, that's a hard pass.

Besides, if people truly want what's best for you, they will celebrate your progress. If not, good riddance. You don't need to be around their indifference or envy anyway. This is also something to be mindful of when you build new connections.

### How To Build A Network That Will Elevate You To The Next Level

The best networks are based on mutual respect, trust and a genuine desire to support and champion each other. **They have to be built with intention.**

Instead of simply filling up your contacts list, seek out authentic and wholehearted connections. Five people who have a deep understanding and appreciation of your goals will take you further than fifty people who do not.

There's also no need to chase big names or industry celebrities. And don't force a network either. Take the organic route, being open to those with varying perspectives for a more expansive interchange of ideas.

## LEVER 05

# A WHOLE NEW ~~WORLD~~ NETWORK

Differentiate between friends and growth partners. While not mutually exclusive, some people are great to talk to, but others will inspire and motivate you to escalate your achievements. Who do you actually need for your business?

### How Often Do You Need To Upgrade Your Network?

At a minimum, you should be upgrading when you move to a different stage of your professional life. For example, when you go from a \$100k or \$200k income to half a million. Or if you expand your business from small to medium, or local to national.

The best practice is to **refresh your network when it fails to expose you to fresh insights, concepts and opportunities**. If your knowledge base doesn't increase, or you're not inspired to form new ideas, you need to find alternative mentors. **Hearing the same things repeatedly without any unique perspectives blunts your growth.**

You can apply this approach to more than your network. For instance, I regularly unsubscribe from podcasts every few months. Listening to the same concepts being re-hashed does nothing for me.

As you level up, so should your network. You can't expect to dive off the same platform and make bigger waves. For a larger splash, you have to change your angle or go higher. In other words, what got you here will not elevate you further.

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## LEVER 05

# A WHOLE NEW ~~WORLD~~ NETWORK

### What's Holding You Back

**The Pitfall:** Sticking to the same network, despite diminishing returns in the value it offers.

**Solution:** Upgrade your network when you outgrow it. Your network should impart new wisdom and help you realise uncovered opportunities to further your success.



# A WHOLE NEW NETWORK - MAKE IT HAPPEN

When was the last time you evaluated your network's merits?

Remember, surrounding yourself with people who are more successful than you:

- exposes you to winning strategies,
- affords you access into an otherwise locked world,
- enables you to form elevating new relationships.

## | EXERCISE A

List out the players in your current network. Evaluate how conducive your relationship with them is to both of you levelling up. The questions in the table below will help.

MY CURRENT NETWORK						
	Name	Name	Name	Name	Name	Name
Does this person bring out the best version of me when we interact?	✓/X	✓/X	✓/X	✓/X	✓/X	✓/X
Do we naturally connect on common interests and goals?	✓/X	✓/X	✓/X	✓/X	✓/X	✓/X
Do we enhance each other's growth?	✓/X	✓/X	✓/X	✓/X	✓/X	✓/X
Do they have a mindset that propels them to rise above challenges? (No Debbie-downers or serial complainers, please.)	✓/X	✓/X	✓/X	✓/X	✓/X	✓/X
Is our relationship mutually beneficial? I.e. are we supportive of each other and capable of progressing together professionally or in business?	✓/X	✓/X	✓/X	✓/X	✓/X	✓/★
Is this person a keeper? (YES, if they have more ticks than crosses in response to the previous questions)	✓/X	✓/X	✓/X	✓/X	✓/X	✓/X

# A WHOLE NEW NETWORK - MAKE IT HAPPEN

Develop your relationships with your keepers. A network is only as good as what you put into it. So make sure you interact often, share learning and development activities together and be a dependable source of support for one another.

## | EXERCISE B

Complete your network by adding anyone who would make ideal growth partners. It may help to do some research or ask your contacts for introductions.

Remember, you want to be surrounded by people you can further yourself with. **Together, for better.**

MY UPGRADED NETWORK

# CONCLUSION

## YOUR NEW LEVEL OF SUCCESS

Woohoo! You made it. But now's not the time to rest on your laurels. Until you decide to stop, there will always be more you can conquer — more Everests to scale.

The good news? Leaping from your current pond to deeper waters is no longer out of your grasp. You now have a set of levers to propel you further than ever before.

Sometimes you'll need to lean on a couple, more heavily than the others. Similarly, there may be instances where focusing on a singular lever is all you need. Nonetheless, I recommend running through this mental checklist from time to time:

- Am I showing up and being seen?
- Am I selling my natural expertise?
- Do I deliver with excellence?
- Am I thinking abundantly?
- Do I need to upgrade my network?

Answering these questions on your own can be more challenging than you think. The closer you are to the details, the harder it is to see the big picture.

If you want to kick your growth into high gear, tap me on the shoulder. As a Life and Business Coach, I help entrepreneurs, professionals and leaders scale-up in fulfilling and rewarding ways. With the right support, insight and guidance, there is no limit to how much you can achieve.

So tell me, how high do you want to rise?

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### JOCELYN CHONG

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