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# 1 Simple Thing

8 Steps to the One Simple Thing That Changes Everything:  
Unleash Your Genius and Create Quantum Leaps in Business Growth

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**BEVERLY BOSTON**

Business Coach and Mentor for *Big Thinking* Business Owners & Entrepreneurs

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[www.beverlyboston.com](http://www.beverlyboston.com)

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“I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier.”

~ Oprah Winfrey

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# Purchase the kit.

Ready to unleash your genius and create quantum leaps in business growth?

Purchase the *One Simple Thing Business Growth Kit*, complete with:

- acclaimed book (140 pages);
- workbook (60 pages);
- and access to the BigThinker's Success Library

Get started today:

**[BeverlyBoston.com/one](http://BeverlyBoston.com/one)**

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# A message from Beverly Boston

It starts with a daring, big dream.

It takes courage, confidence and kahunas, to live like you mean it, and if you're reading this **I know you've got what it takes and you do too.**

Don't take my word for it. Think about all the times you have found out that you really can achieve what you set out to do. Yet, keep in mind how anxious you were going into that apparently impossible challenge? **Despite the uncertain steps, you did it, you believed in yourself,** "Ha, that wasn't so bad, what's next?" Or did you hold yourself back in your comfortable place once again and praise yourself for continuing to play it safe.

Every successful entrepreneur I've ever talked to or worked with tells me that **the biggest secret to their success has been daring to dream big dreams,** plan for the long haul and keep the momentum going and moving forward. The ***One Simple Thing*** of daring to dream big dreams has had the biggest impact on their business growth.

As you tackle the challenge of this journey, be honest with yourself, do the work and be bold!

Let me be the first to say, welcome to the Big Thinkers club, my friend. Let's get started!

*Beverly*



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# Forward

Beverly Boston has accomplished it! This book has the power to transform your business and your life. Through her studies of mindset, behaviour and thinking, Beverly has come across the simple—yet profound—formula to utilize bigger and better thinking, daring to dream bigger by using the power of the right questions. This book will show you the way to use your mind and values in achieving what is most important to you.

Through Beverly's simple formula she will show how to focus your thinking like never before. And the outcome will be that you will tap into hidden strengths within you and find the best answers to your greatest challenges, stop hiding out and thinking small, and bridge the gap from where you currently are to achieving your biggest and most daring dreams and goals.

The speed of business today is too frantic for many entrepreneurs, like being on a train that won't stop. They are working longer hours, anxious about their futures, coping with finances, and trying to keep up with huge amounts of information flooding them daily. Numerous entrepreneurs carry an enormous amount of guilt because they feel unsuccessful, unseen, unheard and are unhappy—dissatisfied with their businesses. They are asking themselves is this all there is? Can you relate to this? There is an increasing need for entrepreneurs to take back control. ***One Simple Thing*** That Will Change Everything will help you do that in numerous ways. And the benefits apply whether you are an entrepreneur, executive, stay at home working mom, or a multi-millionaire.

The better questions you ask, the better your business will become. This book helps you to stop being held hostage to small thinking and asking the wrong questions and thinking small. She has given you the formula to

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unlock the business that you always wanted and dare to dream big.

Daring to dream big is not about looking outside yourself for something that you don't have; Beverly shows you how to reach inside to find what is already there. Your degree of personal fulfillment, abundance, success, and wealth can be linked back to the right questions you ask and the actions you take that Beverly has suggested.

Beverly Boston has mentored and coached thousands of entrepreneurs helping them tap in to their daring big dreams to succeed on their own terms. And she will teach you that anything is possible...if you dare to dream big!

Succeeding on my own terms and the success I have enjoyed can be linked back to the right questions I have asked from this book. I have dreamed big and asked big questions, which have resulted in unending success, joy, happiness and freedom. You can too, by asking the right questions found in *One Simple Thing That Changes Everything*.

Sylvia NICHOLSON  
Human Resources Manager  
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# Ready to take it to the next level?

## In Less Than 97 Minutes, You and I Can Easily Uncover the Simple Secrets to Big Thinking Business Breakthroughs That Will Make a Big Difference in Your Business Immediately!

Find Out What You're Doing (and, What Your Not Doing) That is Preventing You From Making the Sales --And Money-- You Know You Are Capable of—Guaranteed!

- You've spent **lots of money and time, on programs you planned to use** to grow your business to increase your influence, impact and income but those are still sitting on the shelf, – and your business is moving about that fast.
- **Business and sales are sluggish**, and you just can't get motivated to attract plenty of new clients or sell more products, programs or services.
- You've been looking for the **exact steps to break through hidden conflicts that are stopping you** from increasing your influence, impact and income – but you're just plain tired of looking, and you're ready to dissolve the conflicts.
- You want to go beyond client attraction – straight to client fascination. You know that if only you knew how to create client fascination, then you would **have clients lined up to work with you** – only, you don't know how.
- **Ready for answers NOW** without having to sign up for a tele-seminar, buy a product, program or commit to long term mentoring or coaching.

**Learn more about my private, 97-minute Intensive Session** 

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# The one simple thing that changes everything.

***Dare to do Something so Big, You Can't Believe You Are Doing it!***

“As you become more clear about who you really are, you'll be better able to decide what is best for you - the first time around.”

~ Oprah Winfrey

Oprah, a woman whom we all watch and listen to with enormous interest, says that her success in business has mostly been the result of her ability to focus on the big picture, and her long term goals. Even with all of her success, **she continues to dare to dream big dreams when creating the next chapter in her life and business**—bringing together the right mix of people and the right opportunities—that can make them happen.

“When change is unavoidable,” says Oprah, “you must recognize it, embrace it, and discover ways to make it work for you.” That's invaluable advice from someone who dares to dream big dreams and has literally changed the world as a result. Oprah is a good example of how she uses the ***One Simple Thing*** again and again during her business growth very successfully.

Of course, it can be daunting to compare our own businesses to that of someone like Oprah. You might say to yourself that she was the right person in the right place at the right time in her career; that she got the lucky breaks; or that no one will ever again be successful entirely like she has been successful.

When comparing money in the bank that could very well be true. But while Oprah may have a distinctive position in the business world, **there is also a distinctive position in the world for you**—you just have to discover it.



When I speak of dreaming, I'm not speaking about daydreaming. **The kind of dreaming I'm speaking about also requires doing.** You dare to dream your big dream and you start to make it come true; you write it down and share it with the people around you. You begin to plan your path and look for likeminded people who can assist you along the way, you breathe some life into it, keep fanning the flames that will make it brighter and keep in mind that all that you do, say or think is important.

I myself have dared to dream big dreams and a lot of them have come true as a result. When applying the ***One Simple Thing*** in my own business it takes me from what could happen to what will happen successfully.

For instance, I know that I will write several books, this being the first of this length, and many more to come. I know that I will have bestselling books on the top New York bestsellers list. And they will remain at the top of the list for years.

And I continue to dream, **reaching out a bit more, taking deliberate risks, knowing that if I've risen this far**—and the view has been extraordinary—then I can surely persist to rise higher and higher. I have also fulfilled another dream of creating a podcast show for big thinkers in business, [EVE-olution Show](#).

Every dream I have achieved have taken me one step closer to the big vision I have for my business and life.

"Only those who dare to fail greatly can ever achieve greatly."  
~ Robert F. Kennedy



“I really believe in the philosophy that you create your own universe. I'm just trying to create a good one for myself.”

~ Jim Carrey

As entrepreneurs **we thrive on achievement and the bigger we dare to dream**, the more we can achieve. Those who dare to dream big dreams are the only ones who will achieve big dreams.

**You may have heard of Jim Carrey.** I heard him being interviewed on the Oprah show several years ago. Jim Carrey was a stand-up comic performing in comedy clubs across North America who dreamed of worldwide stardom. Following his celebrated success in a series of several movies he was interviewed on Oprah. In the interview, he talked about his struggle to be successful at the start of his career, the long nights on the road and how six or seven years previously he had written a cheque to himself for \$10 million dollars and dated it October 1995. **In 1995, Jim Carrey signed a contract to start in a sequel to one of his movies for \$10 million dollars.** Shortly afterward, he received a record sum for a comedic actor when he was paid \$20 million dollars to star in a movie. Today Jim continues to dare to dream big dreams and constantly reinvents himself as an actor by going outside of his comfort zone and doing new things. He too, consistently applies the one big thing again and again in his business very successfully.

Was it **by chance or luck that Jim was able to accomplish his big dream**—or the fact that he carried his dream around with him every day to keep him focused and going in the direction of his daring big goal?



You become what you think about most of the time. Of course, while searching for any treasure, it helps to have a road map, the keys to secret doors.. you begin right now with Secret No.1.

Okay, it's not really a secret, and you may just not know it yet.

**Identify your big daring dream.**

**Dream it.**

**Then do it.**

"I really believe in the philosophy that you create your own universe. I'm just trying to create a good one for myself."

~ Jim Carrey

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# Your One Simple Thing Cheat Sheet

*Navigate the way to  
YOUR one simple thing,  
and watch everything  
change!*

## 1. Dare to Do Something SO Big

### To Sum It Up

1. Big thinkers who dare to dream big in business have special qualities which set them apart from 98% of the population.
2. There is a specific formula you can follow to be, doing, and have in business but you must be brutally honest with yourself.

### Points to Remember

1. Dare to Dream Big - What you dream is what you will do. If you want to be big, set big goals
2. Be willing to do what it takes
3. Take inspired action everyday and stay focus for the long term
4. Get more knowledge so that you are good at what you are doing
5. Pride yourself for your ability to come out with creative solutions to tough problems
6. Be passionate about your giving and service
7. Never take no for an answer
8. Learn to trust yourself

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## 2. Stop Hiding Out and Playing Small

### To Sum It Up

1. Never do anything just for money, do it with love. To be successful, you have to love what you are doing, give and serve more than you get
2. You need to come out of hiding, find your passion to overcome obstacles, recover from setbacks and make it through in tough times.
3. Give your big dreams and goals substance and assign them a value that is not monetary.
4. To fulfill all of your big dreams, find a passion, get out of your comfort zone and be a doer.
5. Learn to handle pressure to bounce back from failure and to never give up.

### Points to Remember

1. Find your passion and love what you do. Do not do thing you don't like just for the money.
2. Do you best with passion and many good things will come to you.
3. Give your dreams and goals values that are not monetary.
4. Know that passion conquers fear.
5. Serve your passion by taking action everyday to give and serve
6. Take great joy in doing an excellent job.

- 
7. Focus on the solution rather than on the problem.
  8. Handle pressure by not dwelling on negative thoughts and the opinions of others
  9. Learn from mistakes.
  10. Be mentally tough and never give up on yourself.
  11. Push yourself out of your comfort zone often.

### **3. Keep in Mind that Negative People, if Ever are Rarely Content**

#### **To Sum It Up**

1. Never do anything just for money, do it with love. To be successful, you have to love what you are doing and be around the right people with the right attitude and outlook
2. You need passion to overcome obstacles, recover from setbacks and make it through in tough time.
3. Give you goal substance and assign them a value that is not monetary.
4. To be a successful in business, attitude is everything.
5. Learn to handle pressure to bounce back from failure and to never give up.

#### **Points to Remember**

1. Find your passion and love what you do. Do not do thing you don't like just for

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the money.

2. Do your best with passion and good things will come to you.
3. Give your goal values that are not monetary.
4. Know that passion conquers fear.
5. Serve your passion by taking action every day.
6. Take great joy in doing a great job.
7. Focus on the solution and not on the problem.
8. Handle pressure by not dwelling on negative thoughts and the opinions of others.
9. Learn from mistakes and do not let them take you down.
10. Be mentally tough and never give up.
11. Push yourself out of your comfort zone.
12. How big you think determines how big a success you become. Everything else is secondary.

#### 4. What is Your Biggest Fear? Making an Impact

##### To Sum it Up:

1. Do you ever feel like you are a chess piece in someone else's game, or that you are surrendering yourself? If so, it's time to take back your personal power.
2. You have the ability, right now, to find courage and start BEING powerful.

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3. You cannot have growth without change! Constantly reinvent yourself.

**Points to remember:**

1. People can only take our personal power if we hand it over to them.
2. It's nice to be nice, but it's foolish to be walked all over.
3. Too often our desire to live a comfy, effortless, and safe existence is the very thing that destroys our potential. Stop looking for easy and start "doing" effective.
4. You can never take back your power until you confront the things that scare you.
5. Sometimes nice-ness is actually a euphemism for weakness.
6. It's time to stop giving away your power by playing the victim card.
7. You can win respect through your inspired actions.
8. The more you re-invent yourself the closer you become to the best version of yourself.
9. You are worthy, you are talented, you are good enough and you are powerful!
10. All entrepreneurs need to boldly protect their positioning and branding.

**5. Happiness and Freedom is Knowing Who You Are**

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### **To Sum it Up:**

1. Beauty comes from the inside out and developing a strong relationship with you.
2. You can start to build inner beauty by focusing on what you do have, not what you don't
3. You can let go of your fear, limits, blocks, and barriers by being flexible and re-inventing yourself.
4. Leave competition out of creating real inner beauty and strength.
5. Our mindsets shape our world. Do you know what type of mindset you have?
6. Developing inner beauty is a life-long, ongoing process.

### **Points to remember:**

1. What really matters is what is going on inside of you.
2. Being relevant and meaningful over time is key to feeling attractive as you grow your business.
3. Comparing yourself to others will get you nowhere.
4. Your mindset determines whether you have a positive or negative view of the world, and therefore how much you will thrive as you grow your business.
5. There are two types of mindsets in business: open and closed. Which do you have?
6. When you believe your natural abilities determine your success, you are not

- 
- willing to learn or work harder. Keep an eye out for this drawback.
7. Broaden your world and influence by being an example of daring to dream big.
  8. You can turn your "Uh-Oh" moments into "Aha" ones.
  9. Stop hiding; the only mask you wear should be at a party.
  10. Change your mind set by talking back to your internal dialogue.
  11. Give yourself fair dues; don't wait for others to do it for you.
  12. Use past memories to learn from your mistakes instead of repeating them.
  13. Saying goodbye is hard, even when it comes to moving on in a positive way.

## **6. Work Through Your Unfinished Stuff in Your Business.**

### **To Sum it Up:**

1. You can't change what you don't face up to and own.
2. There are common blind spots for entrepreneurs and you can avoid them!
3. Are you ready to bring a coach onto your team to help you step out in a bigger way?
4. Your mindset has a direct impact on your ability to work through denial and unfinished stuff in your business.

### **Points to remember:**

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1. Honesty with yourself is the only way to affect change in your business.
  2. One of the biggest mistakes entrepreneurs make is giving up too soon.
  3. You must consistently and actively promote your business, regardless of the other details you feel you need to focus on.
  4. You can't do it all alone, you need a team to help you progress.
  5. We all have hard truths that we need to recognize and work to overcome.
  6. Coaching can be the key to your expansion: if you use it correctly.
  7. Knowing whether you have a "fixed" or "growth" mindset is one of the keys to moving forward in business.
  8. Do you know if your team is dysfunctional?
  9. You can deal with fear and use it to grow.

### **7. Toss Out the Majority of Your Business Growth Goals**

#### **To Sum it Up:**

1. When our business becomes a true expression of our values we make our greatest contributions to the world.
2. Once you have a clear idea of your values it is time to start brainstorming and coming up with a plan of action.
3. Having a clear idea of your possible blocks and barriers will help you to effectively address them as they come up.

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4. Make sure you have all of the facts as you look to expand your business.
  5. Setting dates of completion will help you to achieve your goals.

**Points to remember:**

1. Over time our values shift in reaction to how you evolve. To begin the process of orienting your business around your values, you need to take a fresh look at your current values.
2. Once you have made a day commitment to the needs of your heart you will begin to step out in a much bigger way.
3. It is important to determine real blocks and barriers versus perceived ones.
4. The start of any plan is the most vulnerable time, and it is important to protect your daring big dreams by making a deliberate appeal to only hear positive feedback.
5. Getting the facts by conducting research and informational interviews is the best way to find a good path and avoid the mistakes others have made.
6. Don't let the simplicity of your plan or timeline fool you. The hard part is building a regular practice of reassessing your actions and updating your plan.
7. When you get stuck it's a sign that you need to ask for help.

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## 8. Use Your Vision to Make Your Values Clear and Transparent

### To Sum it Up:

1. Leading a business that is consistently growing and one of meaning and purpose eventually creates the craving and capacity to make a larger contribution in the world.
2. Knowing what you want for others will help you to create a larger and more daring vision for your business.
3. Developing a values-based project will permit you to fully express and put across your vision.
4. Supporting and reinforcing the success of others helps you to give to the greater good of the world with the skill you've learned.
5. The best time to begin taking action is NOW.

### Points to remember:

1. The most influential way to make a difference in the world is to first make a difference in your own business.
2. When you make a choice to give and be of service to others in your business, you gain the courage, confidence, and cahoonas that will fuel your work.
3. Your vision will shift over time in your business. Never be worried about going

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back and refining it as needed.

4. Never worry about doing things absolutely perfectly, just focus on taking action.
5. There are many things you can do to become more of an impactful influencer.
6. The work that this books contains never ends, and the numerous rewards won't either!
7. Your commitment and dedication to becoming the best version of yourself will give you the courage, confidence and kahunas to leave a legacy that makes this world a much improved place for those who follow you.

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# About the author, Beverly Boston

Master Certified Business Mentor & Coach Beverly Boston champions the success of conscious established, experienced entrepreneurs, small business owners, and professional service providers who have been in business at least 3-5 years or more, who want to build an influential brand, grow a business with impact and earn more income to enjoy the freedom and lifestyle they deserve.



- Beverly trained to become a Master Certified Coach through the Coaches Training Institute. She is also a Certified Law of Attraction Facilitator trained by Michael Losier who is the author of the bestselling book “Law of Attraction.”
- She has mentored, studied, and masterminded with a lengthy list of top marketers, business coaches, online strategists, Law of Attraction trainers, and energy psychology, and EFT (emotional freedom technique) leaders in their own fields.
- A lifelong learner; Beverly loves to read, participate in personal development programs, and learn and apply new skills to support others in their pursuit for fuller, richer lives and greater prosperity. She also loves to drive race cars — very, very fast!
- Before launching her profitable and thriving coaching practice in 1999, Beverly served as an award-winning top salesperson in real estate and small business owner.
- She invested six years working as an independent off-site coach with one of the top coaching companies in North America.

**Learn more about Beverly** 