

# What You Believe You Will Get

Belief

- The market is good
- This market niche will work for me
- **The market is bad**

Feeling

- Wow, what an opportunity!
- **This is really terrible – it's useless**

Action

- Let's go for it; here's my strategy
- **I am staying in bed**

Results

- Success (see: I was right, the market/niche IS good!)
- **Failure (see: I was right; the market IS bad!)**