

Mindset by The Business Mind Podcast

Matt Henderson ([00:00](#)):

Hey, everyone. Welcome to The Business Mind Podcast. This is Matt again. Today, I want to talk to you about some mindset. I know. This is a business podcast. We talk about marketing and business-related things. Today, I'm saying let's talk about mindset. Now, why am I going to bother talking about mindset? This isn't a personal development podcast, but this is one thing that a hundred percent integrates into every single business. And more than anything else, it's more the success of your business that it actually directly reflects on. So, what do I mean by it? Well, mindset is that moment. It's that time that you spend thinking about your business, your successes, your failures, whatever it is for you, but it's how you're treating those things when you think about them.

Matt Henderson ([01:03](#)):

I'll give a quick example. Actually, it came up because yesterday I received an email that was not favorable. It wasn't anything big deal, but it was more of it set me off of my track of where I thought things were going and blah, blah, blah. Long story short, no big deal. But that email sent me down a crazy path where I thought, "Oh man, this stinks. I wasn't anticipating this." It kind of just rocked me back on my heels and my mindset left the positive place that it's been sitting. And next thing I knew, I'm actually going down the rabbit hole of more negative thoughts of business and what the next few steps were going to be. This now changed my trajectory of what I thought was happening over the next month and it was frustrating to me.

Matt Henderson ([02:10](#)):

What I found was it had just shifted my current positive mindset of, "Okay, I know my direction over the next 30 days," let's say, and it changed it to, "Wow. Well, what do I do now?" Basically, it made it so I felt like my whole... I actually verbally said it to myself, "I feel like this has changed my whole day," and then changed subsequently the rest of my month as well. What was I gaining from that thought process? What was I gaining from that way of looking at things? So now I had given myself a negative outlook on my current situation and my job and where I was headed, and it had no positive result from doing this. What positivity is coming out of me complaining about something that's currently out of my control? There was no positivity that could possibly come out of that.

Matt Henderson ([03:20](#)):

So, what do you do next? Well, for me, I let it go on for a couple hours, which is probably, if it was 120 minutes of time that I spent in that mindset, then I would say it was 118 minutes too long spent thinking about that and allowing my mindset to go down the tubes. And so what do you do? Well, it's how you handle things next that matters. What's the next step you take? Is it that you get bad news from something and you let it just drag you down, and then you spend the next day, week, years, months, whatever it is for you, letting it take you down? Or do you turn around and you say, "Okay, how can I change the way that this is going for me right now?" And that's exactly what I did. I decided I'm going to see, what can I do right now to change what's currently happening?

Matt Henderson ([04:26](#)):

Now, I'm not going to try and change the email that I received, because that already happened. That's in the past. That already happened, but what can I do going forward? That was my mindset. Once I was able to make the mindset shift, I took action. So now I've said, "Okay. Well, you know what? That was a downer of a moment, but let's go right past it. Let's not even think about it any further. What's the next step? How can I make things better for me?" That's exactly what I did. I went ahead and made some phone calls. Actually, I didn't even have to make a phone call. I had to send one email, just one to the one person that I felt I needed to reach out to, because there was potential business growth involved with that person and I just needed to reach out.

Matt Henderson ([05:20](#)):

I reached and I gave them my phone number and said, "Hey, listen. If you want to speak and you'd like to take a couple minutes to talk, and if it would be easier to have a phone conversation as opposed to email"... I don't know if you are all aware of it. I'm like an email nut. I love email. I don't love it, but I prefer my correspondence to be done that way, because I love having things in a trackable, readable, go back and reference this kind of thing format. Anyway, I gave my email to this one person and I just said, "Hey, if you want to talk and you'd rather discuss things with me, give me a call. Let's talk for a minute."

Matt Henderson ([06:03](#)):

I hit send, and because I had made the mindset shift, because I had said, "This isn't a negative day. This is a positive day. This isn't a negative moment. This is a positive moment, and what do you do with it next?" And within two minutes of me clicking the send button, my phone started ringing from that guy. Now, that call could have gone a number of ways. It could have been him saying, "Hey, Matt, enough. I don't want to talk. I don't want to do any digital marketing business with you." But it didn't, because I had shifted my mindset, and your mindset drives the business. And if you think that sounds a little hokey, that's okay. You can think that. I thought that for a long time as well, but what it didn't do was hurt my chances. What it did do was open up a conversation.

Matt Henderson ([06:58](#)):

So I got on the phone. He was all excited. I was even more excited because this had just happened for me. In a matter of two minutes, this has just happened for me and I'm on the phone talking to somebody, and now I have a new potential business that I'm going to be working with. That's what I wanted to point out about mindset. If I just let that moment drag me down all day long, and I never got back on track and I never got back on the horse... I'd fallen off for a moment. What do you do next? I got back on the horse and I said, "All right. You know what? How can I turn this day around? How can I make it better? How can I shift my mindset to positivity and to grow?"

Matt Henderson ([07:47](#)):

And that's what I want you guys to all do. I want you to see those moments and feel those moments where you feel like you're just out of sync. You know what it is. They're the seconds where you say, "Oh, man. Today, again, another thing." You know what I'm saying? You know what I'm talking about. Everybody has those moments where you're just, "When's this going to stop?" And with this pandemic that's been going on, I'm sure everybody's having those moments a lot more frequently. This week in my

e-commerce business, a key employee quit, not two weeks' notice. Just walked up, said, "Hey, I know this is unprofessional. I'm done here," and walk out the door.

Matt Henderson ([08:38](#)):

Now, I could have let that drag my week down. That was a mindset shift day. In my head initially, I had this tough mindset thing going on. What did I do that caused this? Why is this happening to my company right now? Why now? Why me? I let that bother me for a few moments, and then I said, "No. Come on. It's time for a mindset shift. This is silly. It doesn't actually matter what's going on. It's one employee, one time, one thing. I can figure it out. I can replace it. I can move on." And I did. And now for the second time this week... Actually, that was last week. Sorry. But the first time this week, I had my mindset kind of rocked yesterday, and now I came back and did a mindset shift. Reset, realign, and go for it.

Matt Henderson ([09:38](#)):

That's what I wanted to leave you with today. I don't want to harp on this. I just wanted to point out that just because things rock you back on your heels, or you have a moment of somebody else trying to take advantage of your time, or people trying to change your direction in life, doesn't mean that that's how it has to continue. What do you do with it next? All right? So, hey, if this helps you guys or if you're loving the podcast, please leave me a review. Go and tell somebody else about it. Take a screenshot and share it. Send me an email if you have any questions about anything. Matt@nestadigital.com and I'd be sure to get back to you guys and give you any help, assistance, or anything that I possibly can. All right? I hope you guys have an awesome day and that everything is a good mindset shift for you, and you decide where you're going next in your life. All right? Hey guys, have a great day. I'll talk to you again soon.