

**MINDSET**

**30 Day**

**CHALLENGE**

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# *How to Up-Level Your Mindset 30-Day Challenge*

By

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## Introduction

### How to Up-Level your [Mindset](#) Challenge

**It's the truth, your results come from your mental focus.** The challenge, then, is to take control of your mental focus. Your mindset (the way you think) directs 90% of your success. Do you believe this? Reflect on the last time you felt like it was a bad day. Maybe you didn't want to get out of bed. Everything seemed difficult. Then remember a day where you woke up feeling great, full of energy and able to tackle everything on your agenda, good or challenging.

You probably had two very different days. If you still managed to get things done on your "bad" day, you most likely powered through it using will-power.

What if you could take that "bad" day, and shift your mindset to feel-good, empowering thoughts? I am sure you have done this. What if you could do this more often?

I have found that **daily, consistent practices** help clients to create empowered mindsets. These daily exercises include writing in a journal, practicing a "mental stretching" exercise, focusing on gratitude, looking for and expecting daily miracles, following your spiritual path, and totally relaxing with meditation, deep breathing, and/or yoga. Note: this post included affiliate links if you click on one of them, and purchase, I will earn a commission. I only recommend what I firmly believe in.

"If you believe it will work out, you'll see opportunities. If you believe it won't you will see obstacles." Wayne Dyer

**When you write in a journal**, you are exercising your mental creative force. What you write, tends to manifest in some form in your life. In my journal practice, I write that I am thankful for things that I don't yet have. For instance, if I have a meeting planned, I will write, "Thank you for my powerful, great meeting where everyone feels heard and win-win-win solutions are found." I also practice this for material things. I wrote, "Thank you for my new Mercedes, for years, in my journal and then one showed up in my life and I have been driving the exact car that I wanted. When I was focusing on healing, I wrote, every day, "Thank you for my healing. Thank you for my health heart" And my [heart healed](#). Even a one-sentence journal, is powerful because it helps you create the habit.

"Leaders spend 5 percent of their time on the problem & 95 percent of their time on the solution. Get over it & crush it!" Tony Robbins, Business and Life Strategist, and author of the brand new book [Unshakeable: Your Financial Freedom Playbook](#)



**A mental stretching exercise** is something you do to shake up your energy. This could be trying something new, choosing to say yes when you would normally say no, or reading a book that is out of your favorite genre.

People like to send me their books to review. I am often reading something that I wouldn't normally choose. I like it. It stretches me. I learn something about myself. In my upcoming 30 days, *How to Up-Level Your Mindset Challenge*, I include 30 mental stretching exercises. These exercises are simple, easy to understand, and life changing if you do them all or even a few of them.

**Focusing on gratitude** is an ancient principle, yet it's timeless. Most people feel that they "should" be grateful for what they have, but they may be feeling far from grateful. The key to having gratitude be a driver for positive results in your life is to create the feeling. I have my clients create the feeling by writing a gratitude/appreciation list and they write until they feel thankful and full of gratitude. Some days, it might take just a few items to create the feeling. Other days, it might mean writing down, ten, 20, or 30 or more things before the feeling is present.

Two fun gratitude activities are to 1. Choose something you don't like, and see if you can feel gratitude. An example, being thankful for the distraction of breaking a dish because it made you feel thankful that you do have dishes to use or you could be thankful that you have a reminder to slow down. 2. Try to see how many times you can say and think the words, "Thank you" during the day.

**Expect daily miracles.** During the Holiday season, I was taking my family to Cozumel for New Years. My husband, two of my grown-up daughters, and my teenage son were going with me. I knew that conflict could come up because people might want to do different things. I decided to use my "expect daily miracles" exercise. Before I left, I shared this with my Impact Mastermind Group. I told them I was looking for daily miracles and how fun would it be, if they expected their own miracles, too.

My group started reporting daily miracles almost immediately. And so, did I. I saw things like, on Christmas day, the people in front of us at Starbucks bought three of our drinks. See...mini-miracle.

My husband was sick before we left, he got some medication and was healthy enough to go on the trip. The perfect person watched our cat. Our flight left on time even though there were snow



storms a couple days before. Our hotel rooms were great. Transportation from the airport to our resort was easy. Everything worked out smoothly. My favorite thing about Cozumel is, of course, the ocean. The beach at our resort was perfect. We got a free rental car from the resort to spend a day shopping and a day on the other side of the island.

**When you look for miracles, you see miracles.** All you need to do is read trip advisor to see how many things can go wrong on a trip. Our trip was nearly flawless. And everyone wanted to do the same things each day. Wow.

**Practice your spiritual path.** This means that if prayer is part of your spirituality. Make prayer part of your daily practice. When you feel deeply connected to what is meaningful, life takes on a peace that is almost indescribable. I believe so strongly in the power of prayers. The act of praying for me is grounding. I feel centered.

**Practice deep relaxation.** Even if you have one minute, you can deeply relax through breathing deeply in and out. You can close your eyes. You can focus on pure positive thought. If you meditate, even one minute is helpful, though you will find that five minutes or more is even more powerful. The point is that there is no such thing as having no time to relax. Taking a mini break, lets you release tension and regain perspective. Your body will thank you.

**These practices are cornerstones of the mindset challenge.** I our challenge, and you will do 30 exercises, plus receive a weekly email from me with guidance on up-leveling your mindset.

In this challenge, you will focus on improving your mindset, resetting your inner-game, and getting the results you want. I love that you are doing this challenge with me.

In Happiness,

*Sheri*



### Instructions:

**Materials you will need:** pens (bright colors, too), a journal, pretty paper or note cards, optional poster board and magazines. Candles, relaxing music you like. It will help to gather these in one place so you don't have to look around and then procrastinate for the exercises.

**During the challenge, you will focus on your three top goals.** Every exercise will be completed with the intention of expecting progress on your three goals. Choose these goals by looking inward and deciding what is most important to you. You might choose something that has been hard for you to start, or you might set a goal for something that has seemed elusive, or you might set a goal to continue your current project. These are some sample goals:

- Get X number of new clients
- Make a change in your eating habits
- Start writing a book
- Start a business
- Grow a business by X number of sales
- Grow social media presence by X
- Grow your list by X
- Start a dream hobby like luxury travel
- Learn a new skill maybe a language or a new dance
- Improve a relationship
- Complete photo albums
- Clean out a basement or garage
- Purge office files
- Save X amount of money

These are just some ideas. Your own will be as unique as you are.

**Once you pick your three (don't agonize over this, you can change your mind), find photos/images that represent success.** You can either create a pinterest board with your images (you can make it private too) or you could make a goal board or scrapbook. Don't make it complicated. The goal is to be able to see a visual example of what you want.

Each day, no matter what the daily exercise is, you commit to doing the following every day.



1. Write in a journal. Even one sentence will work. Include a gratitude list. If you are only doing one sentence, make your sentence something you are thankful for. After you write something you are thankful for, you can write other things.
2. Keep a 6 most important things to do list. You will write them down each day. If you do not complete your list, it goes on the next days, list. But you only ever have 6 things on your list, not more.
3. Meditate or pray for one minute (this can be longer, but the goal is to do it. Anyone can find one minute). If you want ideas on meditating or prayer, just shoot me an email [sheri@shrikayehoff.com](mailto:sheri@shrikayehoff.com)
4. Move your body for one minute (obviously, you can do more, but the idea is to make some movement a priority). You could dance, stretch, do push-ups, or something else. You pick.
5. Look at images that represent your goals for at least one minute every day.
6. Schedule a pure day of pleasure for the end of the challenge. Do something you don't normally do. If you get a regular massage. Get 2 hours. Or spend a whole day at the spa. Or shop in a new store. Or eat out at a new place. Or do all these things or something else. The goal is to plan it and do it. Write down a date in your planner or calendar now.

**Note: During this challenge**, you are never behind. You can restart. You can do the exercises out of order. If there is an exercise that you think is “meh”, choose another one. The point is to concentrate on feeling good and stretch yourself.

The exercises may or may not have anything to do directly with your goals, however, your energy will increase. You will feel mentally better and your mindset will improve. These exercises are simple. No fluff. No frills. Pure simplicity. The point is to do them.

Below are your daily lessons.





## Daily Exercises

### Day 1:

Write a thank you note to yourself. Use pretty paper or notecards. Write everything you appreciate about yourself. Start it using your name. Sheri, thank you so much. I appreciate how you are always there for me. I appreciate your sense of humor... You get the idea. Then, mail it to yourself from the post office, or put it under your pillow to read the next day, or email it to yourself.

### Day 2:

Write out a short script for your day. This could be a paragraph or more. Or you could just do bullet points. This is a script for your desired outcome like it's happening or happened already. For example, my lunch with my new client was incredible. The food was so delicious and we hit it off right away. As soon as we started talking about programs, she knew she wanted my highest value program I offer. She paid me, in full. We started working together immediately. I know she is going to do great things.

### Day 3:

Set a timer on your phone to go off randomly or use the app- mindfulness bell. Every time you hear the alarm, notice your thoughts. Take a moment to say thank you out loud or to someone specifically.

### Day 4:

Light a candle and say, "This is what I love most about my life... (and fill in the blank)"

### Day 5:

Do one thing you have been putting off. This could be an apology to someone. It could be a project. Choose something that can be accomplished today.



**Day 6:**

Try a new food. If you are looking for ideas, you could go to Pinterest and search. You can make it yourself or go out to a restaurant.

**Day 7:**

Listen to a new playlist. Amazon has a bunch of music choices. You could also go to i-tunes or Pandora. Choose something unusual for you.

**Day 8:**

Concentrate on **feeling great today**. If you feel “meh”, what would it take to make one step higher than “meh”? An example is this. I wake up and I don’t feel like doing anything. To start, the next better feeling thought might be saying to myself, “I could make my bed, or make a cup of coffee or do ten push-ups. Something simple to get my blood moving. After each action, keep asking, “What is the next better feeling thought?” I you feel great, what will it take to maintain or reach higher? Keep saying, “I want to feel great. It’s important to feel great.”

**Day 9:**

Today is one of my favorites. **Make a prosperity purchase**. This means you don’t buy the cheapest or least expensive. You buy something you really want, that is also the quality you want. For example, when I needed a new headset, I decided to get a high-quality headset, not the middle of the road headset. You don’t need to purchase a bunch of things, but the idea is to think about what you want, not what you can afford to have. If money is an issue, put it in your Amazon cart and save it for later. The point of the exercise is to start thinking about what you want and not what you are willing to settle for.

**Day 10:**

Unclutter one drawer or surface area in your home or office. Notice how you feel as you do this. This is your ten-day checkpoint. How are you doing? What progress are you seeing? What would you like to experience more of?



**Day 11:**

**Repair something.** You may need to take the item to an expert or it could be something you do yourself. I purchased new dining room chair seat pillow, and on two of them, the edges were torn and the cotton was coming out. I had let it go on for a while because I was thinking of shipping them back. I decided to sew the edges together. I know how to sew a minor repair. It took a few minutes and they looked as good as new. A bonus is that I stopped getting irritated by them every time I walked by. When you take care of what you have, more appears.

**Day 12:**

Learn a new app. I have this philosophy that if I have a problem there is an app to fix it. Try Keep, Pingrann, ReGrann, Mindfulness Bell, or any other. Search your app store or google for app suggestions.

**Day 13:**

Find a new author. Read a book based on reviews or recommendations from friends. Goodreads and Authorsden are great places to find Indie authors.

**Day 14:**

Change your look slightly for the day. Ladies, try a new lipstick or part your hair differently. Wear a look that you haven't worn. Or combine separates in a new way. Pay attention to the shoes you wear. Many people look great, but then have shabby shoes. Do your shoes need an upgrade. Guys the shoe comment goes for you, too.

**Day 15**

**Act as if.** Today act as if you have already achieved your goal. If your goal is to be thinner, act like you think a thin person would act. Would it feel different to walk a little lighter? If you are going for more prosperity. How does a prosperous person act.? Perhaps she or he talks about opportunities to be generous. Use your imagination.



### Day 16

Finding something nice to say to other people is a fantastic way to practice being a go-giver. A go-giver is someone who is giving generously with their time and resources. It just takes a minute to offer a sincere compliment. Today look for opportunities to praise others.

**Compliment three people today and don't tell anyone else about it.**

### Day 17

Open your capacity to receive today. **Ask for help.** Review your tasks and to do list. Decide that you will ask for assistance. You could ask something simple by asking someone you love for a small favor, or you could ask for something bigger like getting help on moving day, asking someone to review your book, or asking for some knowledge. E.G. You could ask for software recommendations or advice. You could even decide that you will hire someone to help you with a project. Getting support feels good. You allow more abundance in your life when you open your channels to receive by asking for help.

### Day 18

Take yesterday's activity of asking for help and expand it. Today take a few minutes to think about **what kind of dream team** you would like in your life. You can even give your dream team super hero names. This is the time to think big, don't worry about money, and let your imagination run wild. You could even have a butler on your dream team I often hear busy people say they wish they could clone themselves. Today, you don't have to. Create your dream team and write down what you would like them to do for you.

### Day 19

**If you are already exercising, add five minutes to your exercise.** Be gentle and only if your health allows. If you haven't been moving much. Move for five minutes today. You could take a walk. Or do 5 one minute breaks where you stretch for a minute. If five minutes seems like nothing to you- go for ten. However, you will be amazed that you feel so much better when you move even a little bit more.



### Day 20

**Do something today that you fear.** Conquering a fear is an exhilarating experience. Most of the fears we have don't involve sky diving or bungee jumping. Our fears are related to hearing the word "no" or feeling rejected or feeling like we somehow don't measure up to the "right" standard. Call that client you have been avoiding. Reach out to your friend after an argument. Heal a strained relationship. Say you are sorry. Be the first to break a painful silence. Or conquer a physical fear if that is what feels like the right breakthrough for you.

### Day 21

Choose your top three goals that you set at the beginning of the course. For each goal, write out a statement that answers this question. **How will my life change as a result of achieving this goal?**

### Day 22

All day long, great ideas flow through your mind along with the things you feel you must do, the things you are trying to make sure that you remember, and the random thoughts that occur out of the blue. **You can create more inner peace by doing a "data dump".** When you feel like your brain is full, grab your journal and write down everything that is on your mind, no matter how big or how small each thought is. Put a date on the page. When you have your ideas down on paper, you have captured what you are thinking. Next go through and make notes on some of the thoughts. You could number them in terms of priority. You could cross them off your list. You could delegate some of the tasks. You could decide to let some of the ideas simmer for a later date. Notice how you feel after this process.

### Day 23

**Hold a money date with yourself.** Make it like a real date. Have a nice dinner and glass of wine or sparkling apple cider. Play music. You are cultivating a positive relationship with your money. Review your bills, your debts, your income, your saving, your investments, and your money goals. If you don't have money goals, you could set some right now. Organize your wallet. (file receipts, put your bills in order, put your change in a change jar, put your credit cards in order). Make it a point to always carry some cash on hand in your wallet. (At least \$100). It feels good to have cash. Tip: Every time you pay a bill, say "Thank you." Write the check or pay it through bill pay and say out loud, "Thank you". You probably are thankful you have a place to live, water, electricity, heat and A/C, and gas. Your bills represent the fact that someone trusted you to pay them.



**Day 24**

**Make doctor's appointments.** Are you current with your dental and doctor appointments? If not, make those appointments. Have you been thinking about trying chiropractic, acupuncture, aromatherapy, or massage? Make those appointments. Take care of you.

**Day 25**

**Engage in some deep relaxation today.** I know you have been doing some type of meditation/prayer each day. Today, go deeper. Choose a meditation playlist from Amazon Music or your music list. Breathe deeply in and out. Close your eyes and focus on happy, positive thoughts. Try for at least ten minutes. Or take a soothing bath with Epsom or lavender. Or get a deep tissue massage. If you are near water, float in a pool or the ocean. Let yourself lose track of time.

**Day 26**

**Get social.** Follow five new people on social media today. If you are already very active on social media, choose to be active in one of your lesser used profiles. For instance, if you post a lot on twitter, be active on linkedin. If you are always on facebook, try pinterest. If you are always on Instagram, try visiting and commenting on some blog posts. You can start by commenting on my blog <https://sherikayehoff.com/blog> Social media is about engagement. Learn something new about these people.

**Day 27**

**Make something.** Today is your day to feel like an artist. Make something. You could create a work of art, a poem, a song, a photo album, a new dish in the kitchen, you could sew something, you could do some other craft project. Notice how you feel as you create.

**Day 28**

**Write a list of all the things that have come easily for you.** You probably have thoughts like, "It's hard to get what I want", or "It's hard to make "it" happen", or "nothing every comes easy for me". But I know you have had many, many things come easy for you. For example, how about a time where you took a spontaneous drive, turned off on an exit and found an amazing restaurant or gorgeous view? This probably felt easy and natural. How about a time when you learned something quickly? Or How about a skill you have that people admire, but you take for granted. Write down as many thing as you can in about ten minutes. See, things can be easy. For every task you dread, ask, "What if it was as easy as the time I \_\_\_\_\_ (fill in the blank).



## Day 29

**Practice non-attachment.** One of the biggest factors in manifesting what you want in life is being able to let go. You set the intention, then let go. What usually happens, though? When you set a goal, you cling to it tightly. You think, “I must have this”. I want you to practice letting go. Think about your three goals that you set at the beginning of this course. Feel the love and excitement that you have at the idea of achieving your goals. Then, I want you to imagine holding symbols of those goals in your hands (you choose the symbols- they could be the actual things or something that represents the things). Squeeze them tightly. Then gently open your hands, and let those symbols float up out of your hands into the sky and disappear. Release your goals. Set them free.

Create a loose, flowing energy around the idea of your goals. Have the attitude, of “Yep, I got this, it’s happening, no big deal.” When you can have this kind of energy around your goals, you will see them happen. The more you “need” to have something happen, the less likely it will happen. For example, you have probably noticed your favorite sports team play lousy when they play tightly and try too hard. The players over-commit on plays and miss opportunities out of being desperate to win. But if the same team stays loose, relaxed, and confident, the team plays much better. Be loose, relaxed, and confident.

## Day 30

**Review your three goals that you set at the beginning of the 30 days.** Notice what happened. How did you feel at the beginning? How do you feel now? Write down any evidence that shows improvement and progress towards your goal. Then notice what you feel you still want to happen. More clients? More money? More fun? Etc.

Close your eyes and imagine that you are ten years into the future and you are looking back at this year of your life. Describe what happened this year in past tense. For example, I might say, wow as I look back on the year before I turned fifty, I sure knocked a lot off my bucket list. I took my business to the highest level it had been in ten years, I helped inspire millions of people to heal themselves with my You Can Heal book, I saw my niece get married... etc.” When you visualize this way, it takes the pressure off and it feels more real. Get it into. Get excited. Create the feeling like you are really remembering it happen.

**Congratulations. You have completed the 30-day mindset challenge.** You’ve engaged your mind, your spirit, and your body by participating in shifting your mindset to be more in-tune with your plans for your own path to success.



If you are enjoying this challenge, you will love diving deeper with my [Master Your Inner Game e-Course](#) which includes webinars and support from me.

Questions and/or comments? Email me [sheri@shrikayehoff.com](mailto:sheri@shrikayehoff.com)





## About the Author

### Meet Dr. Sheri Kaye Hoff, PhD., MA., BS., and Certified Coach

The Inspired Action Success Coach.

**Business and Life Coach known for inspiring massive action** and being a catalyst for business growth and profits in a way that is fun, relaxing, and fulfilling, Sheri inspires people to do the work they love and make money. Her clients have a passion for making a difference and making a profit. She is a best-selling author of multiple [books](#) including: *You Can Heal Lessons from Nearly Dying*, *Daily Miracles*, and *Inner Peace*; *Relax into Inspired Action*, *Keys to Living Joyfully*, and *Be the Inspiration: 7 Ways to Inspire Your World*, and more. Her books are available internationally and her podcast is global. Sheri helps business owners and professionals to relax into attracting more income and to relax into success. She uses both spiritual and practical techniques to obliterate blocks and create dramatic change, and she offers customized one on one coaching, group programs, and her signature mastermind programs.

She is a business leadership and inner game expert, and has created coach training programs, organizational change management programs for small business, and corporate training and development programs. Sheri has earned a Doctorate in Holistic Life Coaching and a Master's degree in Organizational Management. She has written extensively on spiritual practices and how they can be applied to business and life. She also holds a Master's degree in Metaphysics. Sheri has taught business classes at the collegiate level, including organizational change management, human resource management, ethics, and others.

Sheri is a near death survivor and has experienced miracle healing.

Sheri lost her brother to suicide and experienced setbacks and tragedies that could have stopped her in her tracks, but she made it her lifetime mission to discover the keys to happiness and success and then share them with the world. She began her coaching company in 2007 after a very diverse career including everything from being an exercise instructor in her early career, to direct sales, to management, training, then higher education. She grew up influenced by her mother, an English major, and her father, an Education Director. Training and development were household values.



She is proof positive that you can combine multiple skills and talents and keep growing and changing. She launched her company because that is the way she felt she could make the biggest difference. She has coached hundreds of people over the years and thousands have been impacted by her programs. Her mantra is: Relax into Inspired Action

Random, little known facts: Sheri was a figure skater as a pre-teen and teen. At one time, she thought she wanted to join the Ice Capades. During her first year of college, she wanted to be an archeologist. She has over 30 poems published and a fiction short story.

Married to her best friend for over 20 years, she has three kiddos- and three step kiddos ages 16 to 28, and is a step-grandma. She lives in beautiful Colorado. Sheri loves traveling (remote island beaches are her favorite- among her many adventures, she has encountered a shark while kayaking and snorkeled in a 660-foot-deep blue hole). She loves golfing with family, friends, and clients. Reading a book, a day has been a life-long habit. Family Sunday dinners are a cherished tradition and regular evenings out with her gal pals are her inner circle support network.

Her mottos: Be Free, Be Happy. Be the Inspiration. Boldly pursue a life of meaning and passion.

