

THE
UP LEVEL
PROJECT

Your Guide to Unlocking Higher Profits While
Creating More Freedom

Hanneke Antonelli

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*To my dad, a man of few words,
who taught me to be strong, brave, and tenacious.*

*Thank you for allowing me to dream big, for sharing in my
love of numbers and business, and for making me realize
I could achieve all the same things that boys do.*

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INTRODUCTION:

“You are the creator of your own reality because you are the chooser of the thought right now.”

—ABRAHAM HICKS

I have to come clean. I, me, the 5-foot-4-ish girl from a small and conservative farming community in South Africa, never thought I'd end up living and running a business in the U.S. And I definitely never fathomed being the author of a book. Let alone did I ever in my wildest dreams imagine that I'd write that book on the topic of entrepreneurship and in my second language.

But the truth is, I wish someone had given me this book when I started my first business. It would have saved me so much time, money, and lots of tears.

Nothing will test you and your beliefs of what is possible more than growing and managing a business.

While running my first business, I thought it was all about the strategy—getting the right marketing plan, generating scalable revenue streams, and doing all the things to grow faster and better.

So I read all the books, bought a bunch of online courses, and still felt like I was running in quicksand, sinking fast. Despite following all the strategies to a T, I wasn't getting those glowing results they promised, not even coming close to meeting the high expectations I set for myself.

Like so many other business owners, I interpreted this to mean that I was somehow flawed. So, to compensate, I started to overwork and obsessively searched for that elusive silver-bullet strategy.

My Wall Street experience and the strict ballet and piano modalities I learned as a child taught me how to be disciplined, tenacious, and hustle harder than anyone else.

It felt like I was born to be an entrepreneur (although I had not quite started to view myself as one), and from the outside, it looked like I was successful.

I built two award-winning businesses in less than five years. And yet, like so many other business owners, I was burnt out, frustrated, riddled with fear and doubts, and verging on resentment because I was still struggling to be as profitable as I wanted to be.

I didn't even see my brand as a business. Instead, I thought of it merely as a passion project that also paid me some money. Entrepreneurs were people who were much smarter and creative than I was; surely, I couldn't possibly be one of those fine folks.

That mindset right there was one of the culprits that led to burning everything down and starting my coaching practice. Not showing up and running my brand as the business it had bloomed into, along with the fact that I also didn't view myself as a leader, prohibited me from growing faster.

And over the years, while coaching many multiple six- to seven-figure business owners, it has become apparent that many entrepreneurs step into this booby trap too.

Building a sustainable business has a lot to do with strategy, yes, but it has so much more to do with your mindset than most people realize.

In this book, I'll reveal the Up Level Formula, a tool that not only saved me from the clutches of depression but also helped me and many of my clients grow a sustainable and profitable business. This equation will help you to streamline and achieve your goals.

Although other business books touch on the importance of mindset, I've yet to read one that gives a quick and easy formula about how the mind works. And of the many business and leadership books I've devoured, none of them have ever talked about the most vital shift that needs to happen if you want to scale faster while creating more flexibility.

That critical pivot is this: There's a definitive point in business where you, as the owner, need to move from self-leadership to leading others. You have to become the visionary, CEO, and leader of your company.

All business owners think that to achieve that next level of success and profit, they need to hunt down and implement that elusive business strategy.

The reality is, there are no secret, fancy strategies that you haven't heard about already. At a certain level, you either know what works, or you hire (and lead) rock stars to incorporate those strategies and innovative visions for you.

When you reach this crucial point, there is only one thing that will

keep you from attaining the success and freedom you crave: your inner landscape. That entails your self-esteem and how you show up to lead.

Call it whatever you will—your thoughts, your beliefs, your past experiences, and traumas. These have a massive impact on how you run your business and its profit potential.

The strategies you're trying to execute in your business are failing you, or are not giving you those mind-blowing results, because they don't line up with what you believe, think, say, feel, and how you act.

For years, I walked past this statement: "Opportunity lies within."

As in, I literally walked by it. It was chiseled into the wall of a Boys and Girls Club near my house, and it served as a daily reminder that we have the power to create our destiny.

In this book and in the Up Level Program—my accompanying online course that builds on the framework laid out in the coming chapters—I'll give you the tools to create what might seem impossible.

We'll explore your beliefs and how to shift and change them so they can serve you in your pursuit of wealth and fulfillment. I'll give examples from my own experiences, beginning with one devastating event that completely changed the course of my life, and share the experiences of a few clients who were gracious enough to allow me to share their results.

All the events and experiences I share in this book are true. In some places, I've changed the names and specifics of individuals for privacy reasons.

The beauty of it all is that once you apply the exercises that will redirect your perspective, the perfect business strategies for accelerated growth will reveal themselves to you. You'll instinctively be able to spot new opportunities while confidently and decisively leading the way to attain them.

The purpose of this book, and my program, is to show you the infinite power and possibility that lie within you to accomplish anything you want while having more fun, making more money, and working less.

I have personally tested—and benefited from—all of the tools and skills you'll learn. They've also led dozens of entrepreneurs to have breakthroughs and restored their passion for their businesses while upping their profits.

To further help you implement and dive deeper into the exercises I share, I also included a book resource page with bonuses that you can access by signing up at this link: hannekeantonelli.com/book-bonus

After implementing the techniques shared in this book and my Up Level Program, a client said this:

“

I increased my clarity and next steps for my business, discovered aspects of my leadership capabilities, and learned techniques to release what was holding me back.

”

And another said:

“

The most dramatic “aha moment” was the necessity for me to lead myself before leading others. My business has been reignited on all levels as a result of my participation in the Up Level Program. I anticipate my team being more proactive and independent.

”

As entrepreneurs, we often start our businesses with the dream of creating more financial freedom but build prisons for ourselves instead. We are locked up, growing more resentful and less excited about what we strive to achieve every day.

I’ve written this book to help you unlock, and escape, this jail.

Are you ready to take your place as a confident leader and CEO of your business while creating more success, satisfaction, and freedom?

Then let’s begin.

Gaining Clarity

1. The Commitment: Going all in
2. Are you suffocating joy?
3. How to get what you really want
4. What got you here won't get you where you want to go next

CHAPTER 1:

The Commitment: Going all in

I suddenly snap back into my body. My arm's jammed in a door. I'm in a corridor screaming at him to open the door and give me my phone back... And the door keeps being slammed on my arm. I'm angry, crying, screaming, filled with such immense rage and confusion... what in the actual HELL just happened?!

Finally, the door swings open while he's still screaming at me. I'm not really making sense of anything he's saying. I am focused on one thing. Getting my phone. I see it on the kitchen counter, I grab it, and then I'm out of there... He's still screaming at me, something about not understanding the stresses of having a career. I'm not paying any attention to him at all.

My head is exploding with my own inner dialogue: "Get out of here! Hurry, just get yourself out of here!" I'm running; no, this is definitely a sprint. A sprint to get to safety. I am sprinting from all the adrenaline in my body. The same adrenaline that jolted me back to consciousness in his apartment.

It takes me a few seconds to get the security gate outside his house open. Finally, it swings open, and I'm in my car. I'm safe.

How did this all happen?

I look at my little cell phone. It's about 2:30 in the morning. Thank goodness I was able to get in there again and get to my phone.

But what now!?

Think.

My mind starts to replay the evening. There was kissing. There was a bath. Then it goes blank. The next thing I was conscious again, up against a sink, naked and screaming at him to stop. Adrenaline pumping through me. Confused. Violated.

I must know for sure what just happened. Where to now. It takes me a few minutes to start thinking straight again. Bonnie. My friend who's in medical school. I'll call her—she'll know what to do.

About 30 minutes later, we're at the hospital, but they won't do a rape kit without a police report.

The words hit me like a ton of bricks. Cold, foreign, unreal.

How in the actual heck did I just end up here?

Barely 22, and the victim of date rape.

To get to the bottom of this—we have to go back a little further. Age 14, when I first started showing signs of anxiety. My grades jumped almost overnight from an average student to first in my class.

I have a vivid memory of going from a child to a hormone-filled teenager. How? Anxiety. I went from a little girl with no worry in the world to someone who constantly worried.

Fast forward to age 17. I'm a nervous wreck.

I'm standing in the middle of a church about to sing a duet with an opera singer. *Pie Jesu* by Andrew Lloyd Webber, I was singing the boy part.

Still overcoming the shame of my previous blip (where I messed up in the middle of the church at a very la-di-da wedding), my nerves are doubled. Minutes before, my voice teacher had pulled me aside and held me by my shoulders, leaning in, looking me right in the eyes, she said: "you're going to sing nicely today, right?" I know what she's implying, don't mess up again like you did a few weeks ago at that wedding.

My stomach bunches up just a wee bit more ... the performance goes seamlessly until the very last few bars... I miss my key... my teacher turns around and looks up, disappointment all over her face while she shakes her head right to left.

Confirming a nagging fear that has started to take hold inside my being. A fear that is gripping tighter and shooting more roots every day. Ready to sprout as a foundational belief.

It's the belief that completely runs my life.

It's the belief that ensures me that no matter how well I do, it's never good enough.

It's pressuring and demanding that I do better and better, and better still!

It's also this very belief that makes me long for the attention and approval of men and people who don't deserve me.

It's the belief that grips most of us:

Keep Reading...

The Up Level Project

By Hanneke Antonelli



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