

***In the Game of Persistence:  
Moving Beyond the Sidelines of Doubt***

**Bobbi Brinkman**

Motivated To Be Fabbo

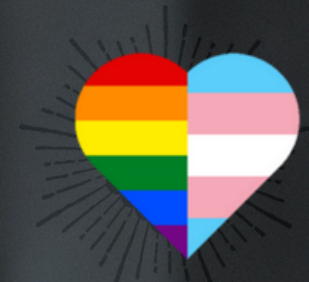
[BobbiBrinkman.com](http://BobbiBrinkman.com)

[@bobbi.brinkman](https://www.instagram.com/bobbi.brinkman)



I'm Bobbi she/her

- ***Speaker-Emcee***
- ***Mindset Maverick + Catalyst for Confidence***
- ***Insightful Podcaster***
- ***Connector***
- ***Diet Mt Dew Addict***
- ***Fabbo is my word***
- ***Unwavering Champion of Your Joy & Success***



[BobbiBrinkman.com](http://BobbiBrinkman.com)  
[BeFabbo@BobbiBrinkman.com](mailto:BeFabbo@BobbiBrinkman.com)  
[@bobbi.brinkman](https://www.instagram.com/bobbi.brinkman)



# ***THE STARTING LINE OF BELIEF***

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**THE SPARK TO BE IN THE GAME:  
EVERY BUSINESS BEGINS WITH A SPARK—  
A MOMENT OF CLARITY WHERE BELIEF  
OVERSHADOWS DOUBT. THIS IS THE  
START OF YOUR STORY AS A  
ENTREPRENEUR,  
TEAM LEADER OR PROFESSIONAL.**

**HOLD ONTO THE SPARK**  
**IT'S THE FLAME THAT FUELS YOUR PERSISTENCE**

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1. **REFLECTION**: THE PIVOTAL MOMENT WHEN YOU WERE INSPIRED TO START YOUR BUSINESS OR STEP INTO A LEADERSHIP ROLE.
2. **RESILIENCE**: THE QUIET FORCE OF COURAGE THAT PROPELS US FORWARD WHEN OBSTACLES ARISE.
3. **FOCUS OVER DOUBT**: IN OUR NOISY WORLD, DOUBT FROM OTHERS, SKEPTICISM, AND EVEN OUR INNER CRITIC—IT'S EASY TO GET SIDELINED.

# ***ACTION STEPS***

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**1. WRITE DOWN THE CORE REASON(S) YOU STARTED.**

**SET A MONTHLY 'WHY CHECK-IN' ON YOUR CALENDAR TO ASSESS YOUR PROGRESS AND REALIGN WITH YOUR CORE REASONS AS YOU ADVANCE TOWARDS YOUR GOALS.**

**2. IDENTIFY RECENT CHALLENGES YOU'VE OVERCOME AND THE STRATEGIES USED.**

**3. CREATE A LIST OF DISTRACTIONS TO IGNORE AND AFFIRMATIONS TO EMBRACE. THIS WILL HELP STREAMLINE YOUR FOCUS AND FORTIFY YOUR RESOLVE.**

# ***CELEBRATING EVERY VICTORY + LOSS***



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**RECOGNIZE THE IMPORTANCE OF CELEBRATING EACH VICTORY, NO MATTER HOW MINOR, AND EMBRACE A MINDSET FOCUSED ON CONSISTENT EFFORT RATHER THAN PURSUING IMMEDIATE, LARGE-SCALE SUCCESSES. SHIFT YOUR PERSPECTIVE TO VALUE DAILY PROGRESS AND MAINTAIN MOMENTUM, EVEN IN THE FACE OF LOSSES OR SETBACKS.**

# DEBUNK THE MYTH OF MONUMENTAL VICTORIES

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1. **REDEFINING SUCCESS:** NOT JUST THE HEADLINE-GRABBING ACHIEVEMENTS; IT'S ALSO FOUND IN THE QUIET, CONSISTENT EFFORTS THAT DON'T MAKE THE NEWS.
2. **CONSISTENCY OVER INTENSITY:** TASKS WE COMMIT TO DOING DAILY ACCUMULATE OVER TIME TO CREATE A POWERFUL FORCE FOR CHANGE AND PROGRESS.
3. **EVERY PLAY MATTERS:** EACH PLAY CONTRIBUTES UNIQUELY TO THE FINAL SCORE.

# ***ACTION STEPS***

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## **1. CREATE A 'VICTORY LOG'**

**RECORD THE BIG MILESTONES, SMALL WINS, AND QUIET ACCOMPLISHMENTS EACH WEEK.**

**2. IMPLEMENT A 'DAILY FIVE' ROUTINE. IDENTIFY FIVE SMALL, MANAGEABLE TASKS YOU CAN COMMIT TO PERFORMING EVERY DAY THAT ALIGNS WITH LONG-TERM GOALS.**

**3. WEEKLY PERFORMANCE GAME TAPE REVIEW  
A 30-MINUTE SESSION TO JOT DOWN KEY ACTIONS OF THE EVENT AND ASSESS THEIR EFFECTIVENESS, CELEBRATING THE SMALL WINS AND PLANNING ADJUSTMENTS FOR THE NEXT EVENT.**





# *THE ART OF STAYING THE COURSE*

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**MASTERING SUSTAINED MOMENTUM IS BOTH AN ART AND A SCIENCE. IT DEMANDS DISCIPLINE TO STAY THE COURSE AND FLEXIBILITY TO ADAPT AS CHALLENGES ARISE ESPECIALLY WHEN LONG-TERM GOALS SEEM DISTANT OR WHEN DAILY TASKS BECOME MONOTONOUS.**

## MAINTAINING FOCUS

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1. ***SUSTAINED MOMENTUM:*** THE CRITICAL ROLE OF FOCUS, NOT ONLY IN DRIVING PROFITS BUT ALSO IN FINDING JOY ON THE JOURNEY AND WORK-LIFE HARMONY.
2. ***TRUSTING THE PROCESS:*** HAVE FAITH IN YOUR EFFORTS AND BELIEVE THEY WILL LEAD TO DESIRED OUTCOMES. REMEMBER, THE NIGHT IS DARKEST JUST BEFORE DAWN.
3. ***THE POWER OF PERSISTENCE:*** THE SILENT SPARK THAT DRIVES US TOWARDS OUR GOALS. IT'S WHAT KEEPS US GOING WHEN OTHERS HAVE GIVEN UP.

# ***ACTION STEPS***

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## **1. DEVELOP A PERSONAL "MOMENTUM METER"**

**A SIMPLE, CREATIVE TOOL TO VISUALLY TRACK PROGRESS AND ENERGY LEVELS THROUGHOUT A PROJECT.**

## **2. CREATE A "TRUST REFLECTIONS TEMPLATE"**

**A JOURNAL OR A DIGITAL NOTE. REFLECTING ON WHERE YOU ARE CAN SIGNIFICANTLY BOLSTER THE ABILITY TO APPRECIATE PROGRESS.**

## **3. DEVELOP A "PERSISTENCE PORTFOLIO"**

**A COLLECTION OF RESOURCES, PERSONAL ACHIEVEMENTS, AND STRATEGIES THAT ILLUSTRATE YOUR JOURNEY OF PERSISTENCE.**

***WELCOME TO THE BUSINESS GAME***



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**IN THE DEMANDING ARENA OF CATERING AND  
EVENTS, MENTAL BARRIERS ACT LIKE SKILLED  
OPPONENTS. THRIVING IN YOUR BUSINESS  
MEANS THRIVING IN LIFE.**

**EMBRACE THIS GAME WITH THE HEART OF A  
CHAMPION, FACING EACH EVENT WITH A  
STRATEGY TO WIN AND A MINDSET TO MATCH.**

# OVERCOME MENTAL BARRIERS TO BREAKTHROUGH DOUBT

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1. **IDENTIFYING MENTAL TRAPS:** KNOWING YOUR OPPONENT IS KEY; PERFECTIONISM STIFLES PROGRESS, FEAR OF FAILURE PREVENTS TRYING, AND IMPOSTER SYNDROME ERODES CONFIDENCE.
2. **STRATEGIES FOR DEMOLITION:** HAVING IDENTIFIED OUR OPPONENTS, IT'S TIME TO DISCUSS TACTICS.
3. **TRANSFORMING BARRIERS INTO BRIDGES:** EVERY MENTAL BARRIER PRESENTS AN OPPORTUNITY FOR GROWTH, TURNING SETBACKS INTO STEPPING STONES AND DOUBTS INTO DETERMINATION.

# ***ACTION STEPS***

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- 1. CONDUCT A "MENTAL OPPONENT AUDIT"  
LIST YOUR MENTAL BARRIERS, ANALYZE IMPACT AND DEVELOP  
COUNTER-STRATEGIES.**
- 2. YOU'RE THE COACH. USE POSITIVE SELF-TALK TO COMBAT  
DOUBT, VISUALIZE SUCCESS BEFORE IT HAPPENS, AND GOAL-  
SETTING TO MARK THE PATH FORWARD. THESE TOOLS ARE YOUR  
PLAYS TO REGAIN CONFIDENCE AND LEAD YOUR EVENTS TO  
RESONATE WITH SUCCESS.**
- 3. 'I CAN'T' INTO 'I WILL' AND 'WHAT IF' INTO 'WATCH ME.'  
LEVERAGING EVERY CHALLENGE—A DIFFICULT CLIENT, AN  
EVENT GONE AWRY—INTO TESTIMONIALS OF YOUR RESILIENCE  
AND ADAPTABILITY.**



# ***CULTIVATE A RESILIENT MINDSET***

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**JUST AS IN ANY SPORT, THE GAME IS WON IN THE MIND BEFORE IT'S WON ON THE FIELD. YOUR CATERING OR EVENT BUSINESS IS NO DIFFERENT. THE MINDSET YOU BRING TO EACH EVENT, EACH CLIENT INTERACTION, AND EACH DECISION SETS THE TONE FOR YOUR SUCCESS.**

# MASTERING THE MINDSET PLAYBOOK

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1. **ADOPTING RESILIENCE:** IT'S ABOUT LEARNING THE GAME'S RULES SO WELL THAT YOU CAN PLAY YOUR BEST EVEN WHEN THE GAME CHANGES.
2. **THE POWER WITHIN:** THE STRENGTH OF A TEAM LIES NOT JUST IN ITS INDIVIDUAL PLAYERS BUT IN THEIR COLLECTIVE MINDSET.
3. **ENGAGING IN THE PRESENT:** MINDFULNESS IS THE ART OF STAYING PRESENT IN THE GAME, NOT GETTING LOST IN THE 'WHAT IFS' OF PAST EVENTS OR THE UNCERTAINTIES OF FUTURE ONES.



# ***ACTION STEPS***

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## **1. SCENARIO PLANNING**

**DEVELOP A SERIES OF "WHAT IF" SCENARIOS THAT COULD REALISTICALLY IMPACT YOUR BUSINESS OR PERSONAL GOALS.**

**2. CREATE A "RESILIENCE CIRCLE," A DEDICATED GROUP OF MENTORS OR PEERS WHO SUPPORT YOUR GROWTH. THIS CIRCLE WILL PROVIDE SUPPORT, INSIGHT, AND CHALLENGE, HELPING TO AMPLIFY YOUR INNER STRENGTH THROUGH COLLECTIVE WISDOM AND ENCOURAGEMENT.**

## **3. IMPLEMENT MINDFUL MOMENTS**

**TWO TO THREE 5-MINUTE SESSIONS DAILY, SUCH AS BEFORE STARTING A NEW PROJECT, AFTER LUNCH, OR RIGHT BEFORE A SIGNIFICANT MEETING.**



# ***YOU ARE THE MVP***

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**FULLY EMBRACE YOUR ROLE AS THE MVP OF YOUR BUSINESS, UNDERSTANDING THAT YOUR EFFORTS ARE ESSENTIAL IN CREATING EXCEPTIONAL CLIENT EXPERIENCES. WITH THE POWER TO DRIVE PROFITABILITY AND PURPOSE, CONFIDENTLY STEP INTO THIS ROLE. YOUR ACTIONS NOT ONLY SHAPE A SUCCESSFUL CAREER BUT ALSO THE FULFILLING LIFE YOU ASPIRE TO.**

# THE MVP MINDSET

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1. **EMBRACING YOUR ROLE AS THE MVP:** REVISIT YOUR ‘WHY,’ REMEMBER THAT IT’S NOT JUST ABOUT PERSONAL FULFILLMENT—IT’S ALSO ABOUT THE PEOPLE YOU SERVE.
2. **DEFINING SUCCESS ON YOUR OWN TERMS:** NOT BY “INDUSRTY STANDARDS” OR THE EXPECTATIONS OF OTHERS. IT’S ABOUT WHAT FULFILLS AND MOTIVATES YOU.
3. **THE MVP MINDSET:** RECOGNIZING YOUR UNIQUE VALUE AND CONTRIBUTIONS. UNDERSTANDING THAT YOU ARE A KEY PLAYER IN THE SUCCESS OF YOUR BUSINESS. CULTIVATE A DEEP SENSE OF OWNERSHIP AND PRIDE IN YOUR ACHIEVEMENTS.

# ***ACTION STEPS***

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- 1. ORGANIZE A "MISSION-CRITICAL" WORKSHOP, A PROACTIVE SESSION WHERE YOU AND/OR YOUR TEAM DEEP DIVE INTO THE FUNDAMENTAL 'WHY' BEHIND YOUR BUSINESS. ENGAGE WITH YOUR MISSION AND ENSURE THAT EVERY ASPECT OF YOUR BUSINESS ALIGNS WITH IT.**
- 2. SET YOUR OWN BENCHMARKS FOR SUCCESS AND MEASURE YOUR PROGRESS BY THE GOALS THAT RESONATE WITH YOUR VISION AND VALUES.**
- 3. DEVELOP AN "IMPACT MAP" TO VISUALIZE YOUR DIRECT CONTRIBUTIONS TO THE BUSINESS, CONNECTING YOUR ACTIONS TO OUTCOMES LIKE IMPROVED TEAM MORALE, INCREASED SALES, AND ENHANCED CLIENT SATISFACTION.**



# ***CRAFTING YOUR PLAYBOOK FOR SUCCESS***

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**DRILLS FOR SUCCESS—DAILY ROUTINES, TIME MANAGEMENT TECHNIQUES, AND CUSTOMER ENGAGEMENT PRACTICES DESIGNED TO ENCOURAGE CREATIVE THINKING AND PROACTIVE PROBLEM-SOLVING, SETTING THE STAGE FOR A THRIVING BUSINESS AND A FULFILLING LIFE.**

# **PERSISTENCE - THE QB IN THE GAME**

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- 1. ACTIONABLE STRATEGIES: TO PERSIST IS TO PREVAIL. THE IMPORTANCE OF STAYING ACTIVELY INVOLVED IN THE PURSUIT OF GOALS, DESPITE OBSTACLES.**
- 2. ACTIVELY ENGAGED: MEANS BEING PRESENT IN EVERY INTERACTION, DECISION, AND REFLECTION. IT'S ABOUT CONTINUOUS LEARNING AND ADAPTING, SEEKING FEEDBACK, AND BEING WILLING TO MAKE CHANGES.**
- 3. CONFIDENCE IN THE FACE OF SETBACKS: SETBACKS ARE NOT STOP SIGNS; THEY'RE DETOURS ON THE ROAD TO SUCCESS. CONFIDENCE IS NOT JUST ABOUT STANDING STRONG IN THE FACE OF ADVERSITY; IT'S ABOUT DANCING WITH UNCERTAINTY.**

# ***ACTION STEPS***

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## **1. INNOVATIVE ACTION STRATEGIES.**

**‘CUSTOMER JOURNEY MAP’ - WORKSHOP WITH YOUR TEAM TO VISUALIZE AND ENHANCE THE CLIENT EXPERIENCE FROM START TO FINISH.**

**1B. ‘IDEA SPEED DATING,’ WHERE TEAM MEMBERS RAPIDLY PITCH AND SWITCH IDEAS TO SPARK INNOVATION.**

**1C. ‘THE SERVICE SAFARI,’ WHERE YOU AND YOUR TEAM VISIT COMPETITORS OF NON-RELATED SERVICE BUSINESSES TO OBSERVE AND BRING BACK FRESH IDEAS TO YOUR OWN BUSINESS.**

# ***ACTION STEPS***

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**2. ACTIVE ENGAGEMENT WITH A TWIST  
'CLIENT ROLE-PLAY' SESSIONS TO BETTER UNDERSTAND AND  
ANTICIPATE CLIENT NEEDS.**

**2B. 'FEEDBACK FRIDAYS,' A DEDICATED TIME EACH WEEK FOR  
CLIENTS AND TEAM MEMBERS TO SHARE INSIGHTS AND  
SUGGESTIONS IN A CONSTRUCTIVE ENVIRONMENT.**

**3. 'RESILIENCE REHEARSALS,' WHERE YOU SIMULATE POTENTIAL  
CHALLENGES AND PRACTICE RESPONDING TO THEM. THIS  
PROACTIVE APPROACH TRANSFORMS UNEXPECTED SITUATIONS  
INTO STAGES FOR YOUR ADAPTABILITY AND INNOVATION TO SHINE.**





## *ANSWERING THE CALL OF YOUR POTENTIAL*

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**TAKE DECISIVE ACTION TOWARD YOUR GOALS WITH GRIT, DETERMINATION AND GRACE. CHALLENGE YOURSELF TO TRANSCEND PERCEIVED LIMITS AND CONFRONT THE CHALLENGES THAT ACCOMPANY GREAT ASPIRATIONS. LET THIS DRIVE YOU TO RELENTLESSLY PURSUE YOUR OBJECTIVES, EMPOWERING YOU TO CONFIDENTLY OVERCOME DOUBTS AND STAND AS A CHAMPION OF YOUR OWN SUCCESS.**

# CLAIMING YOUR RIGHT TO SUCCEED

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1. **CHALLENGING COMPLACENCY:** COMPLACENCY IS THE SILENT OPPONENT OF PROGRESS. IT'S COMFORTABLE, BUT IT DOESN'T LEAD TO GROWTH.
2. **AWAKENING PERSISTENCE:** PERSISTENCE IS NOT A ONE-TIME EFFORT; IT'S A CONTINUOUS JOURNEY. IT'S ABOUT WAKING UP EVERY DAY WITH THE DETERMINATION TO PUSH A LITTLE FURTHER THAN YOU DID YESTERDAY.
3. **STEP OFF THE SIDELINES:** SUCCESS IS NOT JUST FOR THE SELECT FEW; OWN YOUR SPACE IN THE INDUSTRY, STAND TALL AND PROUD OF YOUR ACHIEVEMENTS, AND BOLDLY CLAIM THE SUCCESS YOU'VE WORKED SO HARD FOR WITH CONFIDENCE AND CONVICTION.

# **ACTION STEPS**

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- 1. LAUNCH A "CREATIVE LAB" SESSIONS EXPERIMENTS WITH INNOVATIVE EVENT PLANNING IDEAS OR NEW CULINARY FLAVORS. AIMS TO FOSTER CREATIVITY AND ENCOURAGE EXPERIMENTATION IN A LOW-RISK ENVIRONMENT.**
- 2. "PERSISTENCE PACING" INITIATIVE SET INCREMENTAL CHALLENGES THAT BUILD ON EACH OTHER. DESIGNED TO REIGNITE AND MAINTAIN PERSISTENCE THROUGH CONTINUOUS, MANAGEABLE PROGRESSIONS.**
- 3. "PUBLIC ENGAGEMENT. REGULARLY CONTRIBUTE TO INDUSTRY CONVERSATIONS THROUGH BLOGS, PODCASTS, WEBINARS, OR PANELS. POSITION YOURSELF AS AN EXPERT WHO CONFIDENTLY CLAIMS THEIR SPACE THROUGH VALUABLE CONTRIBUTIONS.**

# **ACTION STEPS**

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## *THE VICTORY LAP*

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**REMEMBER, NEVER LET SUCCESS GO TO YOUR HEAD,  
BUT ALSO DON'T LET FAILURE GO TO YOUR HEART.  
THIS MANTRA IS YOUR COMPASS, GUIDING YOU TO  
CELEBRATE YOUR VICTORIES WITH HUMILITY AND TO  
FACE YOUR SETBACKS WITH COURAGE.**

## ***THE FINISH LINE***

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1. **WHY YOU STARTED:** ‘WHY’ IS YOUR ANCHOR, THIS IS THE CORE OF YOUR PERSISTENCE, THE HEARTBEAT OF YOUR BUSINESS.
2. **PLAYBOOK OF STRATEGIES:** A MINDSET OF RESILIENCE, AND A SPIRIT OF INNOVATION. SEIZE THE OPPORTUNITIES TO CRAFT THE STORY OF YOUR SUCCESS—ONE DECISION, ONE ACTION, ONE EVENT AT A TIME.
3. **A RENEWED SENSE OF PURPOSE:** LET THE ENERGY OF NACE EXP PROPEL YOU FORWARD, THE INSIGHTS SPARK NEW IDEAS, AND THE CONNECTIONS YOU’VE MADE STRENGTHEN YOUR RESOLVE. YOU ARE NOT JUST RUNNING A RACE; YOU ARE ON A QUEST—A QUEST TO BUILD A PROFITABLE BUSINESS AND A PURPOSEFUL LIFE.



# *THE CHANT OF CHAMPIONS*

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**'I AM FABBO,' LET IT BE A DECLARATION OF YOUR COMMITMENT TO BEING FOCUSED, AUTHENTIC, BOLD, BRAVE, AND OPEN TO OPPORTUNITIES. BORROW THIS MANTRA, AS AFFIRMATION THAT YOU POSSESS UNIQUE GIFTS—YOUR SUPERPOWERS. IT'S A REMINDER TO BRING YOUR WHOLE SELF TO EVERY TABLE YOU SIT AT, TO EVERY CLIENT YOU SERVE, AND TO EVERY COLLEAGUE YOU WORK ALONGSIDE.**

# ***EMBRACE YOUR FABBO***

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**1. *EMBRACING THE MVP WITHIN:*** BELIEVE THAT YOU ARE FABBO AND THAT YOU BRING SOMETHING EXTRAORDINARY TO THE GAME. YOUR UNIQUE TALENTS ARE YOUR STRENGTHS, THE VERY ESSENCE OF YOUR MVP STATUS. WHEN YOU EMBRACE YOUR FABBO NATURE, YOU NOT ONLY PLAY THE GAME, YOU CHANGE THE GAME.

**2. *THE PERSISTENCE PLEDGE:*** CRAFT A PERSONAL MISSION STATEMENT THAT MIRRORS YOUR BUSINESS STATEMENT IS NOT JUST ABOUT SETTING INTENTIONS; IT'S ABOUT TRANSFORMING THOSE INTENTIONS INTO ACTION. LET THIS MISSION STATEMENT BE YOUR COMPASS, DIRECTING YOUR STEPS AND DECISIONS TOWARDS A FUTURE WHERE YOUR BUSINESS AND PERSONAL LIFE ARE NOT JUST ALIGNED, BUT THRIVING.



Build a **career** where your **passion** and **purpose** provide you with the opportunity to **serve**.

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It's a privilege to tell **ALL Couples Love Stories**, Representation Matters

Remember to  
**BE FABBO** every dang day.



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**For Being FABBO  
& the privilege of sharing  
this space with you today.**

**Cheering you on and wishing you all the FABBO  
on your journey to building a thriving  
wedding business and a life that you love and  
deserve because, after all, if you are doing  
something you love it should bring you  
PROFIT, PURPOSE, and JOY.**

**Peace + Gratitude Friends,**

*Bobbi*



# Your Opinion Matters!

Please complete the education  
evaluation for **EVERY** session  
you attend!

*Thank you!*

