A FREE WORKBOOK FROM KIRSTIN TURNER

The Entrepreneur's Mind Chatter Reset

Quiet the Noise

Find out why your mind won't switch off, discover your mind chatter type, and learn the CBT tools that quiet it, without slowing down.

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A note from me

If you're holding this, I'm guessing your mind is busy. Maybe it's the 2am replay of a client call. The voice that says you should be further along by now. The to-do list that follows you to dinner.

You're not broken, and you're not alone. I've coached more than 400 entrepreneurs and leaders, and mind chatter comes up again and again. The traits that make you good at business, like caring deeply, thinking ahead and spotting problems early, are the same ones that keep your mind running when you want it to rest.

This workbook won't give you a silent mind. Nobody has one. **What it will give you is a different relationship with your thoughts, so they stop running the show.**

It brings together two things I use with my clients every week: **cognitive behavioural therapy (CBT)** tools, which change how you respond to your thoughts, and the **6 Human Needs**, which explain why your mind is doing what it's doing in the first place.

How to use it

1. **Read Part 1** (about 15 minutes). It explains what's happening in your mind, and why it's louder for entrepreneurs.
2. **Take the quiz** on page 8 to find your loudest type of mind chatter.
3. **Go to your type in Part 2** and complete the worksheet. Then read the others, because most people have more than one.
4. **Do the 7-Day Reset** in Part 3. Small practices done daily are what actually change how your mind works.

> **Tip:** print this workbook or use it on a tablet with a stylus. Writing by hand slows your thoughts down, which is half the point.

Let's quiet the noise,
Kirstin

INSIDE

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PART 1

Understand *your mind*

Before you can quiet your thoughts, it helps to understand why they're so loud. This part explains what's really going on, and helps you find your type.

Your brain isn't broken. *It's doing its job.*

Your mind produces thousands of thoughts a day. Most of them are automatic: you didn't choose them, and many aren't true. Your brain's main job is to keep you safe, so it's constantly scanning for problems, replaying mistakes and preparing for what might go wrong.

That's useful when there's a real threat. It's exhausting when the "threat" is an unanswered email.

Why it's louder for entrepreneurs

There's no off switch

Your work lives in your head and your phone. There's no clocking-out moment that tells your brain it's safe to stop.

Uncertainty is constant

Income, clients, the next launch. Your brain is wired to treat uncertainty as danger, so it keeps working on it.

It's personal

When your business is part of who you are, a bad week can start to feel like a verdict on you.

Every decision lands on you

There's no one to hand things to. The decisions you haven't made yet keep running in the background.

Your thoughts are events in your mind, not facts about your life.

This is the most important idea in the workbook. A thought like "I'm falling behind" feels like the truth. It's actually just something your mind produced, often out of habit. **The goal isn't to stop thinking. It's to notice the thought, and then choose what you do next.**

Try it now

Write down a thought that's been bothering you this week.

Now rewrite it, starting with "*I'm noticing I'm having the thought that...*" Read both versions. Notice how the second one loosens its grip.

Thoughts, feelings, actions

CBT is built on one simple idea: it's not just what happens to you that shapes how you feel. It's what you think about what happens.

Your thoughts drive your feelings, your feelings drive your actions, and your actions shape your results. Here's the same situation, played out two ways.

SITUATION A client hasn't replied to your proposal in three days.

Version A

Thought	*"They hated it. I priced it too high."*
Feeling	Anxious, deflated
Action	Rewrite the proposal at 11pm, check email 30 times, discount the next quote
Result	Exhausted, and you've taught yourself your work is worth less

Version B

Thought	*"They're busy. I'll follow up on Thursday."*
Feeling	A little uneasy, mostly calm
Action	Set a reminder and get on with the day
Result	Energy for the work that actually grows the business

The situation didn't change. The thought did.

You can't always choose your first thought. **You can choose how you respond to it.** Every tool in this workbook works on that response.

Your turn

Think of a moment this week when your mind ran away with you.

Situation

Thought

Feeling

Action

The need behind the noise

Your mind isn't chattering to torture you. It's trying, clumsily, to meet a need.

Tony Robbins and Cloé Madanes describe six human needs that drive everything we do: **certainty, variety, significance, connection, growth** and **contribution**. If you've done my 6 Human Needs workbook, you'll know every behaviour is an attempt to meet one or more of them. Mind chatter is no different.

MIND CHATTER TYPE	THE NEED IT'S CHASING	WHAT IT'S REALLY ASKING
01 · The overthinking loop	**Certainty**	*"Can I be sure this will be OK?"*
02 · The relentless inner critic	**Significance**	*"Am I enough?"*
03 · The mental overload	**Certainty & growth**	*"Am I on top of everything?"*
04 · Intrusive thoughts	**Certainty**	*"Am I safe?"*
05 · Never fully present	**Variety & growth**	*"What's next?"*

The need is healthy. The strategy isn't.

Overthinking will never give you certainty, because no amount of thinking can guarantee the future. Self-criticism will never make you feel enough, because the bar keeps moving. These strategies keep you busy without ever meeting the need.

That's why each section in Part 2 gives you two things: a CBT tool to quiet the chatter, and a healthier way to meet the need underneath, so your mind has less reason to start up again.

When my mind is loudest, what am I really trying to feel? (certain, enough, in control, safe, excited…)

> These are common patterns, not rules. Your inner critic might be chasing connection, or your overload might be about significance. Trust what you find.

Which mind chatter is yours?

Thinking about the past month, rate each statement and write the number in the box.
0 Never · **1** Sometimes · **2** Often · **3** Almost always

1	I replay conversations, calls or emails long after they've happened.	☐
2	I'm harder on myself than I'd ever be on a friend or client.	☐
3	My head feels like a browser with 40 tabs open.	☐
4	Unwanted thoughts or images pop into my head, and I struggle to shake them.	☐
5	I'm with people I love, but my mind is on work.	☐
6	I struggle to make decisions, even small ones, until I've thought through every angle.	☐
7	I compare my business or progress with other people's and come up short.	☐
8	I lie awake going over what I have to do tomorrow.	☐
9	I get stuck on "what if" thoughts about something bad happening.	☐
10	When I reach a goal, I barely notice before I'm chasing the next one.	☐
11	I go over the same problem again and again without getting closer to an answer.	☐
12	A voice in my head tells me I should be doing more, or doing it better.	☐
13	I forget things, or worry I will, because there's so much to keep track of.	☐
14	I try hard to push certain thoughts away, or I need to check or get reassurance to feel OK.	☐
15	I find it hard to relax, even on a day off or on vacation.	☐

Score your answers on the next page.

Your results

Add up your answers for each type.

TYPE	ADD STATEMENTS	YOUR SCORE	PAGE
01 · The overthinking loop	1 + 6 + 11		11
02 · The relentless inner critic	2 + 7 + 12		13
03 · The mental overload	3 + 8 + 13		15
04 · Intrusive thoughts	4 + 9 + 14		17
05 · Never fully present	5 + 10 + 15		19

What your scores mean

0–3 · Quiet

Not a big one for you right now. Read it anyway, as the tools still help.

4–6 · Noticeable

Worth working on, especially if it's one of your top two.

7–9 · Loud

Start here. This is the type costing you the most energy.

My loudest type

My second loudest

What surprised me about my results

Most people have a mix. **Start with your loudest type in Part 2, then read the rest.** The tools overlap, and you'll find something useful in each one.

> If you scored high on intrusive thoughts, especially if statement 14 felt true, read that section closely, including the note on getting support.

PART 2

The five types *and the tools that quiet them*

Each type has two pages: one to understand what's happening, and one to practise the tool that helps. Start with your loudest type.

TYPE 01

The overthinking loop

The need underneath: certainty

What it sounds like

"Did that sound stupid on the call?"

"What if I pick the wrong one?"

"Let me just look into it a bit more."

What it looks like for entrepreneurs

- Replaying the sales call all the way home
- Rereading an email you've already sent
- Spending three hours researching a $40 tool
- Asking five people's opinions before you'll decide anything

Why it happens

Your brain mistakes thinking for doing. Going over a problem feels productive, because it feels like you're working on it. But problem-solving and overthinking are very different.

PROBLEM-SOLVING	OVERTHINKING
Asks a clear question	Circles the same question
Ends in an action	Ends where it started
Leaves you calmer	Leaves you more anxious and tired

Underneath it is a need for **certainty**. Every new angle promises that this time you'll finally feel sure. You won't, because no amount of thinking can guarantee how things turn out.

A loop I keep circling this week. Am I solving it, or circling it?

The shift: ask yourself, "Am I solving this, or circling it?"

TYPE 01 · TOOL

Solve, schedule or release

When you notice a loop, write it down, then ask: **is there an action I can take?**

Solve

Yes, and it takes under five minutes. Do it now.

Schedule

Yes, but it takes longer. Put it in your calendar with a date.

Release

No. It's out of your control, or the answer can't be known yet. Tell yourself, "I've done what I can for now."

THE LOOP	SOLVE, SCHEDULE OR RELEASE?	MY NEXT STEP

Bonus: the worry window

Pick 15 minutes a day, at the same time, and not near bedtime. When a worry shows up outside that time, jot it down and tell yourself, "*Not now. At 4pm.*" When your window comes, run the list through solve, schedule or release. **You'll find many worries have lost their grip by then.**

My worry window is at

Meet the need a healthier way

Real certainty doesn't come from predicting the future. It comes from what you control: your routines, the promises you keep to yourself, and knowing you can handle whatever happens.

One thing I can control this week is...

TYPE 02

The relentless inner critic

The need underneath: significance

What it sounds like

"Who am I to charge that?"

"She started after me and she's already ahead."

"It went fine, but it should have been better."

What it looks like for entrepreneurs

- Comparing your behind-the-scenes with someone else's highlight reel
- Brushing off wins: "it was luck", "anyone could have done it"
- Holding back on being visible until everything's perfect
- Working longer hours to feel you've earned your rest

Why it happens

The critic usually thinks it's helping. Somewhere along the way you learned that being hard on yourself keeps you sharp and protects you from failure or judgement. Underneath it is a need for **significance**: to feel you're enough. But the critic measures you against a bar that keeps rising, and the criticism drains the energy you need to perform. **You can hold high standards without a harsh voice.**

Spot the thinking traps

CBT calls these cognitive distortions: patterns that feel true but twist the facts.

All-or-nothing *"If it's not perfect, it's a failure."*

Mind reading *"They think I'm out of my depth."*

Fortune telling *"This launch is going to flop."*

"Should" statements *"I should be further along."*

Labelling *"I'm useless with money."*

Discounting the positive *"They only said yes to be nice."*

The three things my critic says most often, and the trap each one falls into

The thought record

This is one of the most widely used tools in CBT. It doesn't ask you to think positively. It asks you to look at the evidence, like a fair judge would.

EXAMPLE	
Situation	Saw a peer announce a sold-out program
Thought	*"I'm so far behind. I'm not cut out for this."*
Feeling (0–100)	Deflated, 80
Thinking trap	Labelling, fortune telling
Evidence for	My last launch was smaller than hers
Evidence against	I've grown every quarter, I started two years after her, and my clients come back
Balanced thought	*"Her win isn't my loss. I'm building at my pace, and it's working."*
Feeling now	Deflated, 40

Your turn

Situation

Feeling (0–100)

Thought

Thinking trap

Evidence for

Evidence against

Balanced thought

Feeling now (0–100)

Meet the need a healthier way

Significance that lasts comes from noticing your progress. Start a "proof file": screenshots of client messages, wins and numbers. Read it when the critic gets loud.

Three wins from the last month I didn't give myself credit for

TYPE 03

The mental overload

The need underneath: certainty and growth

What it sounds like

"I can't forget to..."

"There's no way I'll get through all of this."

"Wait, what was I doing?"

What it looks like for entrepreneurs

- Starting five things and finishing none
- Lying awake running through tomorrow's list
- Snapping at people because your head is full
- Fourteen to-do lists across three apps and a notebook

Why it happens

Your brain is brilliant at having ideas and terrible at storing them. Unfinished tasks tend to stay active in your mind, nudging you, until they're either done or captured in a plan you trust. Research suggests that simply making a plan for a task reduces how often it pops into your head.

Every "don't forget" is a tab left open, and each one uses energy. Underneath is a need for **certainty** (being in control) and **growth** (making progress). Holding everything in your head feels like control, but it's the opposite: **it leaves less room for the thinking that actually moves your business.**

The "don't forgets" I'm carrying in my head right now

The shift: get it out of your head and into a system you trust.

TYPE 03 · TOOL

Brain dump and sort

STEP 1 **Dump.** Set a 10-minute timer and write down everything in your head: tasks, worries, ideas, errands. Don't organise yet.

STEP 2 **Sort.** Move each item into one of four boxes.

Do · this week, it matters

Delegate · someone else can do it

Defer · not now, give it a date

Delete · it doesn't need doing

STEP 3 **Choose your top 3 for tomorrow.** If you only did these, the day would be a win.

> **The shutdown ritual.** At the end of each workday, check your list, write tomorrow's top 3, and close your tabs, on screen and in your head. Then say "done for today." It tells your brain the loops are captured, so it can let go. **Meet the need a healthier way:** growth comes from progress you can see, so tick off your top 3 each day.

TYPE 04

Intrusive thoughts and the "what if" spiral

The need underneath: certainty, and feeling safe

Having a thought doesn't mean you believe it, want it, or that it says anything about who you are.

Intrusive thoughts are unwanted thoughts or images that seem to come out of nowhere. They can be frightening, embarrassing or the exact opposite of what matters to you. Studies suggest the vast majority of people have them. What makes them debilitating isn't the thought itself. It's the cycle that forms around it.

1. It appears
A thought or "what if" shows up. →

2. It feels like a threat
"Why did I think that? What if it happens?" →

3. You fight it
You argue, analyse, seek reassurance, or push it away. →

4. It returns
Your brain learns to watch for whatever you keep checking.

The "what if" spiral

Worry works the same way. "*What if I lose my biggest client? What if this all falls apart?*" You try to think your way to certainty: you replay it, examine every angle, and look for the answer that will finally make you feel safe. The relief doesn't last. A new "what if" appears, and you start again.

You're using thinking to get rid of uncertainty, but the thinking is what keeps the fear alive.

A "what if" that keeps coming back for me, and what I usually do when it shows up

The shift: change your relationship with the thought, not the thought itself.

Name it. Don't put it on trial.

1 Name it

"I'm having the thought that…" or "There's a what-if." Naming it puts a little space between you and the thought.

2 Don't put it on trial

You don't need to work out why it appeared, prove it wrong or decide what it says about you. Skip the checking and reassurance.

3 Allow the discomfort

Notice where you feel it and rate it from 0 to 10. Breathe out slowly. Let it rise and fall without fixing it.

4 Return

Go back to the task or person in front of you, even if the thought is still there. It doesn't get to steer you.

"I don't know what will happen, and I don't need to work it out right now."

Practice log

THE THOUGHT, IN A FEW WORDS	DISCOMFORT BEFORE (0–10)	WHAT I DID INSTEAD OF FIGHTING IT	10 MINUTES LATER (0–10)

At first, this will feel uncomfortable. You're teaching your brain that you don't have to resolve every thought to keep living your life. **Meet the need a healthier way:** real safety comes from trusting you can handle discomfort, not from making it disappear.

> **A note of care.** If intrusive thoughts take up hours of your day, come with strong urges to check, analyse or seek reassurance, or feel unbearable, please reach out for support. You don't have to handle this alone.

TYPE 05

Never fully present

The need underneath: variety and growth

What it sounds like

"Once I hit this goal, then I'll relax."

"I'll just check one thing."

"What's next?"

What it looks like for entrepreneurs

- At dinner, but planning tomorrow's content
- On vacation, checking email "just once"
- Hitting a big revenue goal and feeling… nothing
- Scrolling as a "break" that isn't a break

Why it happens

Entrepreneurs are wired for what's next. It's what built your business. But a mind that lives in the future misses the life you're building it for.

Psychologist Tal Ben-Shahar calls the "I'll be happy when…" trap the **arrival fallacy**: the belief that reaching a goal will bring lasting happiness. It rarely does, because your brain adjusts quickly and moves the finish line.

Underneath is a need for **variety** and **growth**. When your days feel the same, or progress feels invisible, your mind goes looking for both somewhere else. **The answer is to find them in the life you're already living.**

Where my mind goes when I'm not present, and what I'm missing because of it

The shift: the present moment is the only place you can actually perform.

TYPE 05 · TOOL

Come back to now

1. The 5-4-3-2-1 reset

This takes about 60 seconds and works anywhere: before a call, at a red light, at the dinner table. Notice:

5	4	3	2	1
things you can see	things you can feel	things you can hear	things you can smell	thing you can taste

2. One moment, fully there

Choose one moment each day to be completely present, with no phone and no planning. Breakfast with your kids, a walk, the first coffee.

My daily presence moment

3. Savour three good things

Each evening, write down three things that went well and why. Research on this simple practice links it to better wellbeing, and it trains your brain to notice progress, not just problems.

WHAT WENT WELL	WHY IT HAPPENED

Meet the need a healthier way

Feed variety and growth outside your business: a new route, a class, a hobby you're a beginner at.

One new thing I'll try this week that isn't work

PART 3

Put it into *practice*

Reading about these tools helps. Using them is what changes your mind. This part gives you a simple 7-day plan, a daily routine and a plan you can come back to.

The 7-Day Mind Chatter Reset

One small practice a day, ten minutes or less. Tick each day off as you go.

1 Notice

DONE ☐

Set three phone alarms. Each time one goes off, notice what your mind is doing and which type it is. Don't fix anything yet. Just notice.

What I noticed

2 Empty your head

DONE ☐

Do the brain dump and sort on page 16, then try the shutdown ritual tonight.

What I noticed

3 Solve, schedule or release

DONE ☐

Run your three biggest loops through the tool on page 12, and set your worry window.

What I noticed

4 Answer the critic

DONE ☐

Complete one thought record (page 14) and add one win to your proof file.

What I noticed

5 Name it

DONE ☐

Every time a "what if" or unwanted thought shows up, name it and return to what you were doing. Log two of them on page 18.

What I noticed

6 Come back to now

DONE ☐

Do the 5-4-3-2-1 reset three times today, and have one phone-free meal.

What I noticed

7 Review

DONE ☐

Retake the quiz on page 8 and compare your scores. Then fill in your mind chatter plan on page 25.

What changed this week

The tool that helped most

Missed a day? Pick up where you left off. This is about practice, not perfection.

Your daily 5-minute reset

Keep going after the 7 days with this simple routine. Print several copies, or copy the questions into your journal.

Morning · 2 minutes

What's on my mind right now?

My top 3 today

One moment I'll be fully present for

Evening · 3 minutes

A loop that showed up today

Solve, schedule or release?

Three things that went well

☐ *Done for today.*

Your mind chatter plan

Bring it all together, so you know exactly what to do the next time your mind gets loud.

My loudest type

The need it's chasing

A healthier way I'll meet that need

My early warning signs (for example, checking email, a tight chest, snapping at people)

My go-to tool

Your if-then plans

Research shows that if-then plans like these make you more likely to follow through, because the decision is already made before the moment arrives.

When I notice...

I will...

When I notice...

I will...

Who I'll share this plan with

Pocket cards

Cut these out and keep them in your wallet or on your desk, or take a photo for your phone's lock screen.

POCKET CARD

When your mind gets loud

1. **Pause.** Breathe in, then breathe out slowly, longer than you breathed in.
2. **Name it.** "I'm in the loop / the critic / overload / a what-if / somewhere else."
3. **Ask.** Solve, schedule or release?
4. **Come back.** One thing I can see, hear and feel.
5. **Take the next small step.**

Thoughts are events, not facts.

POCKET CARD

Questions for your inner critic

- Is this a fact, or a thought?
- Which thinking trap is this?
- Would I say this to someone I love?
- What would I tell a client in my shoes?
- What's a more balanced way to see this?

High standards don't need a harsh voice.



YOU DID IT

You don't need a silent mind to feel at peace.

You need a new relationship with your thoughts, and you've just started building one. Keep using the tools. They only work when you use them, and they get easier every time.

Kirstin

Want to go deeper?

This workbook is a start. In 1:1 coaching, we find the patterns behind your mind chatter, meet the needs underneath, and build habits that keep your mind clear while your business grows.

DM me the word **CALM** on Instagram and let's talk.

More free tools from me

The 6 Human Needs workbook: understand the needs driving your behaviour, and meet them in healthier ways.

The Values workbook: get clear on what matters most, so your decisions get easier.