

# Stefan Ciancio Explains How Mindset Can Be Used as a Tool in Marketing

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[/EINPresswire.com/](https://EINPresswire.com/) -- Currently a self-made online marketing expert and coach, Stefan Ciancio left behind his high paying mechanical engineering job five years ago in order to pursue a life as an entrepreneur. The move was scary, but Stefan knew he would have to have a positive and confident attitude if he wanted to succeed. And, thanks to his determination, succeed he has! Over the years, his dedication to a positive mindset has served both him and his clients extremely well. In fact, Stefan has come to realise that, whether embarking on a new direction or looking to boost your business, the right mindset is crucial to coming out on top in the world of marketing.

Marketing requires you to present yourself and your business in the best way possible, in order to achieve your end goal of, say, attracting new clients or expanding your reach. But you can't do that if you let what's going on behind the scenes come to the fore. As someone who built his own business from scratch, Stefan knows this better than most. You see, by deciding to be his own boss, work from wherever in the world he chose, and make his own money, he put himself in a precarious position. Really, he had everything to lose. But, while he was inwardly fearful of what the future held, he had no choice but to trust his instincts and put himself out there.

He applies his self-assured, forward-looking mindset to everything he does, and as a result, he has been able to make a name for himself as one of the most respected online business growth experts in the game. And he knew he would. You see, he knew what he wanted to achieve from the outset and this, coupled with the confidence he has in his work and his commitment to constantly learning new things, gave him the foundations he needed to build something



Stefan Ciancio

incredible. As Stefan himself says, “You have opportunities never before afforded to any other generation for growing the business of your dreams in your underwear – so why let fear stop you?”

For more information on Stefan’s story, work and offers, visit <https://actiontakingblogger.com/>

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*Stefan Ciancio*



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