



I AM NOT A MILLIONAIRE

MAKING THE SHIFT FROM FAILURE TO FINANCIAL FREEDOM

Founder of LimitlessAcademy.com

ANDREW ALEXANDER

FROM FAILURE TO FINANCIAL FREEDOM

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Making the Shift from Failure to Financial Freedom

A Real-Life Journey Navigating through the
Struggles of Building an Internet Business

Andrew Alexander



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The Life of an Entrepreneur

Date: December 15th, 2016

Location: British Airways; 34,000 feet above the Atlantic

Dear Friends and Family,

For the past few years of my life, I've been a location-independent entrepreneur.

This means I built an internet business that I can run from anywhere in the world with a laptop and an internet connection.

Obviously, I took full advantage of this job title.

For those of you who have seen my social media accounts, you saw me anywhere from spending my summers driving up the Pacific Coast Highway to hiking through the Rocky Mountains. When the cold winter rolls around, I migrate south to the hot desert of Arizona. I usually spend three months in the fall backpacking through some foreign continent.

Freedom.

Some of you have asked me “How do you do it?”

In June of 2014 – I quit my corporate job and spent the following 18 months of my life not having to work. I made money in my sleep as I traveled the country. They call this passive income; and later in this book, I’ll tell you why you don’t want this to happen to you.

For the first six months of my newly found freedom, I escaped the scorching desert heat of Scottsdale, Arizona and lived in the small city of Boulder, Colorado – nestled up against the Rocky Mountains.

I spent my days sleeping in without an alarm clock, my nights partying with the locals, I read lots of books, studied philosophy, learned about human behavior, and a concept called manifestation (where they say you can create opportunities and experiences in your life with the power of your thoughts).

When you get into it, it’s some really interesting stuff...

In January 2015, it got cold in the winter of Colorado, so I moved back to Scottsdale where I started a motivational YouTube channel, a blog, and a magazine where I began teaching others a mixture of personal development and practical business skills so they can experience this type of freedom too.

In the last five years I’ve accomplished the following:

- ✓ I’ve built a digital magazine publishing company which has grown to 1,300,000 readers.
- ✓ Been featured in leading magazines and spoken at industry events.

- ✓ Organized entrepreneur conferences.
- ✓ Started a second company which helps people rapidly overcome bad habits, stress, fears, and instills confidence.
- ✓ Been approached by governments, educational institutions, and nonprofits to teach them what I've learned.
- ✓ My company logo is on the side of a professional race car.
- ✓ I just finished my first 3 months of traveling the world, and
- ✓ I've personally helped 168 other people start and grow their own businesses in 2016 alone, with another 16,000 entrepreneurs who have read my blog articles, email newsletter, and my magazine.

This book is for you:

The reason why you are reading this today is because of that last bullet point. That is the one I am most passionate about.

It started off with free Skype sessions where members of various entrepreneur blogs and discussion boards read my articles and reached out to me for help.

For the ones who were motivated and committed, those two traits alone were why they were the ones who have gone on to build very successful businesses.

They were the ones who asked “How do you do it?” with a deep sense of curiosity. They were actually interested in learning the answer and were committed to making it happen. Many of them started off with very little experience and money, and some of them even went on to build more profitable businesses than mine.

Then there were those who have read my stories and said “How do you do it”, not so much as a question, but as a statement. They

never stuck around to listen to the answers. They brushed it off as some type of luck or privilege; and they went on to live their everyday lives.

As you're about to learn in the following chapter, I used to fall into that second category. Just a couple years ago, I would see stories of people living the entrepreneur lifestyle and brushed it off as luck; because that type of thing would never happen for someone like me.

I didn't go to school for business and I didn't come from wealth. I was just an everyday person living an everyday life.

If you read these words thinking that success has to do with luck; read the next chapter. Please. Not for me, but for you.

The rest of this book is for those of you who have a curiosity to learn, and have a true passion for what it takes to actually become an entrepreneur. Not those who just simply talk about it.

- You are interested in learning what it actually takes to build a business.
- You have a business idea or invention that you're passionate about.
- Or you're simply passionate about building a business – and need the idea.
- Working a 9-5 job simply isn't for you, and you know you're craving something *more*.
- You want that freedom, you want that travel, you want these experiences.

I wrote this book for you.

The upcoming chapter will be for those who never thought about building a business before. You may not yet believe building a business or living a location-independent lifestyle is even possible for you.

The majority of this book is for those of you who are just getting started and are interested in building your first business. It deals with the common struggles early-stage entrepreneurs.

I use the word *common* for a reason.

As I mentioned earlier, I've personally helped 168 entrepreneurs build businesses one-on-one in 2016 alone and over 15,000 through my magazine and email newsletter. On top of my experience of being an entrepreneur since 2011, I noticed a pattern of common struggles that hold a lot of us back.

- We lack direction.
- We need more motivation.
- We jump from idea to idea.
- We want that *quick win*.
- We fear rejection or failure.
- Distractions get in the way.
- We don't have enough time or money.

What if success is not about the struggles we face, but what we do when we face these struggles?

To be honest, the practical skills of building a business are fairly straightforward. You choose a market, you find a business idea, you create a product or service, you market the product or service, and you sell it to the customer.

At least it's that simple on paper...

What I noticed from my experience is that it's these *struggles* which are the main sticking point, holding most people back from having success. With the right mindset, persistence, and determination – those are the things you need to develop first.

Then, I will teach you the practical skills of building a business.

Since 2011, I've read over 200 books on business and marketing, I've spent thousands of dollars on self-education through video programs, training seminars, and I've had close to 100 millionaires personally mentor me in the past six years.

There is a lot of information out there and it's overwhelming.

In this book, I simplified it for you.

I've broken down the fundamentals of entrepreneurship into a formula that you can follow for any type of business (regardless if you create apps, sell physical products through an online marketplace, or you're an offline retailer).

A mentor of mine once told me "If you can start a business, you can start **any** business."

When you learn how to:

1. Select a market.
2. Discover a problem to solve.
3. Craft a solution to that problem.
4. Get your solution in front of your target market.
5. Sell your customers on your product.
6. And deliver the product or service to the customer.

That is the core structure of your business.

By the end of this book, it is my goal and my commitment that you will have all the training and insights that it takes to be well on your way to building a successful business.

So for those of you who ask what it takes to become an entrepreneur, and ask this question with a true sense of curiosity, this book will teach you how we do it.

About the Author

My name is Andrew Alexander and I am not a millionaire. I'm just your typical internet entrepreneur who is living my dreams:

- I fail all the time.
- I doubt myself and no one believes in me.
- I lack focus, motivation, and direction.
- I have a lot of fears.
- I am lost, confused, and I *struggle*.

And then I learned how to move past all that, eventually building businesses that have impacted the lives of over 1,300,000 people and I have gone on to making upwards of \$6,000 in a single day at the age of 29.

The stories in this book are wrapped with lessons that will help *you* move past the struggles you are facing while building your first successful business.

I wrote this book because this is the book that I WISH existed when I first got interested in business in 2011. It is my hopes that the lessons here will rapidly speed up your growth and transformation into a financially free and successful life.

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ANDREW ALEXANDER

INTRODUCTION

The Journey Begins

Do you ever notice how it's those rock bottoms in your life (where things seem like they can't get any worse) which turn out to be the very best things that have ever happened to you?

It's what's in front of you right now which is shifting you off course, propelling you in a new direction, and leading you to places you've never been before.

And one day when you look back at this moment, you'll realize that what is in front of you right now turned out to be the best thing that has ever happened to you.

This is where your journey begins...

Rock Bottom Sets You Free

The year is 2011 and I'm sitting on the couch next to my mom watching one of those millionaire TV shows.

"How do they do it?" my mom asks as one of the millionaires buys a \$16 million mansion in cash.

The way she asked this was more of a statement than a question.

The commercials come on and she walks out of the room, with the thought leaving her mind just as quickly as she asked it.

You see, for people like us – we weren't born into privilege and we sure as hell weren't lucky. We were simply an average middle-class family living an average life.

But I reached the point of my life where I hit a rock bottom.

I graduated college with a degree that had no value, right into the middle of a recession. For the next two years of life, nothing was going my way.

The only job I could get after graduation was as a cashier at a fast food restaurant. I had no life experience and no practical skills, and for every full-time job opening, there were a hundred different applicants with much more experience than me.

Frustrated at the way things were going, and envious of the millionaires I saw on the T.V. show, I took to the internet to search how to get rich.

I read a few books, watched some videos on YouTube, and I eventually became friends with this one millionaire on Facebook. He lived in sunny Scottsdale, Arizona for the winter; escaping to the mountains of Colorado for the summer.

The rest of his year was sprinkled with exotic vacations around the world.

This is the type of life I wanted to live; a life of freedom.

I felt stuck with no direction.

Oh, and he also drives a Ferrari.

I was given the offer to join him and a mutual friend for lunch if I'm ever in the Scottsdale, Arizona area.

The only problem; I was living 2,000 miles away in a small town in rural North Carolina, down to the last \$250 in my bank account.

A few months went by, I continued to dream, but *nothing* in my life changed.

I soon began to realize that, if I wasn't the one willing to make this next change in my own life, the rest of my life would look pretty much the same.

And that's a scary thought.

In March 2012, with my bank account still hovering around the \$250 mark; I decide that *now's* the time...

I packed my 2006 fire-engine red Nissan Sentra with everything I owned and began driving the 2,000-mile trek across the country with the hopes to learn from this millionaire.

Was it a risk? Of course, I could be stranded in the middle of the desert with no money, not knowing what would happen I took this leap. But with the way my life was going, the greater risk was if I didn't take the leap. The risk that if I didn't make this change *right now*, the rest of my life would look pretty much the same.

And that's a risk I was no longer willing to take.

My parents warned me before I left that this was a stupid move and I might wind up stranded in the middle of the desert with no money. A week later, my car ran out of gas on an Indian Reservation in the middle of the desert near Phoenix, Arizona, and my credit card comes back declined after I maxed it out on the drive over.

I was stranded in the middle of the desert, with no money.

Except for the \$250 cash I stuffed in my glove compartment in

case of an emergency.

Thinking that what I got myself into qualifies as an emergency, I walk into the Indian casino and put it all on the line with a game of poker. The only way I'll be able to push forward on my journey is if I take the offensive.

I needed to make money.

After betting it all on one hand where I had three aces, and about to be left stranded in the desert if I lost, I walked out of the casino ten minutes later with just under \$2,000 to my name. *I won.*

This one hand of poker was the only thing I would consider lucky about my journey to building the business.

If you ask anyone who is successful what they think about luck, they will reply with the standard phrase, "The harder I work, the luckier I get."

My luck ran out.

I had lunch with the millionaire, and the best piece of advice he gave me was to stop gambling all my money and to get a job.

For the next year and a half of my life, I worked as customer service agent making \$15 per hour; spending all my nights and weekends dreaming of the day I could one day live a life like him.

I read lots of books, attended seminars, learned how to code websites by watching free videos on the internet; but most of these 18 months were spent failing and having no clue what I was doing.

You need to be dedicated.

I share this story with you because when I first started out (just like when most people start out), I thought it was going to be quick and easy.

The first website that I coded was a social network for dead people. *Nobody signed up*. On top of this “online memorial service”, I failed through about 14 other random business ideas I had in those 18 months, and none of them panned out.

I jumped from one idea to another, I procrastinated, I made friends with others who were struggling just like me, and I was constantly trying to convince my friends and family about how great entrepreneurship was.

Coming from a guy who made just above minimum wage as a customer service agent...nobody listened.

This is the kind of life you should expect to live if you’re really committed to this:

You have to be committed, and borderline obsessed, if you want to make it anywhere in the business world.

Eventually, in October 2013 – I moved into a luxury condo in Scottsdale, Arizona with two other aspiring entrepreneurs. Both of them have struggled for years just like me, and after meeting at a conference together, we decided to help keep each other motivated and accountable.

We called it *Project Scottsdale* and removed any distractions that were holding us back from business success.

For the next six months of our lives, we were 100% committed to building our individual businesses.

And partying in the high-end nightclubs of Scottsdale, Arizona.

We shared the stories of our luxury condo, partying, and business dedication all across the internet. We wrote articles, we filmed videos, and on the outside, we were living the dream life.

The only problem is we still weren't making any money.

As a result of making our dedication so public, we caught the attention of a couple millionaires and they offered us their mentorship.

One of the millionaires flew into Scottsdale on a couple occasions to stay at our apartment and give us business advice.

After putting his advice to use, by the third month, one of my housemates (who was struggling for years just like me) began making \$45,000 per month selling products through Facebook ads.

This gave me the belief that it was possible for me.

If he could do it, so could I.

But up until this point, I wasn't doing it.

One of the pieces of advice our mentor gave me was to *commit to one business* for six months straight, and keep pushing forward no matter how many times I failed.

I selected a digital magazine app business.

My apps got rejected 16 times before the first one got approved in February 2014.

Take in mind, this was more than two years after getting started.

By June 2014, my magazine apps were ranked on the app store, I had industry leaders writing articles for them, and I began getting 60,000 new readers per month.

I quit my job, and since it was a scorching 126 degrees in Scottsdale over the summer; I packed everything I could in my car and drove to Boulder, Colorado to spend the rest of the summer in the Rocky Mountains.

That man I once saw on the internet who lived in Scottsdale for the Winter, the Rocky Mountains for the summer, and earned his freedom from being an entrepreneur; This goal of mine was finally achieved, through the commitment and dedication I put in for two and a half years.

From there, I began living the life of my dreams, building a second business, and started traveling the world.

On the outside, my friends and family saw pictures of me living the life they could only dream of. From summer road trips up the Pacific Coast, rooftop bars overlooking luxury coastal towns in the Mediterranean, they only saw *the result*.

Dreaming about the results never got me there.

It was the skills I learned, the failures I pushed through, and the years of dedication that got me there.

The reason I share this story with you:

When I first saw people living this entrepreneur lifestyle, and I read books similar to the one you are reading today – I didn't think it was possible for me, when on the flip side, it looked so easy for them.

On this two-and-a-half-year journey, I've met countless millionaires from all different shapes and sizes:

- I've met a young man who made \$2.4 million through banner ads on the internet by the time he was 14 years old.
- Surprisingly, most of the men who had companies doing over \$10 million in revenue were high school dropouts.
- I know a man who had 5 kids, worked 60 hours a week at his day job, and still went on to build \$1.2 million business in his spare time. (I've also met countless people

who say they don't have enough time. If he can make the time, so could they. The only difference is that *he actually made it.*)

- I met many female entrepreneurs and entrepreneurs from various races, cultures, and countries who all had success in the business world.

Outside of entrepreneurship, a lot of these factors get in the way: People get held back based on their age, gender, past-experience, income level, origin, lack of education, you name it.

But in entrepreneurship, it's a level-playing field.

Regardless of where you start out, the opportunity is here for you. As entrepreneurs, we don't focus on the problems; we focus on the solutions.

I share my story with you to demonstrate that with enough persistence, dedication, and desire to learn something new, the success you will soon have is possible for anyone. Which means it's possible for *you*.

I share my story of traveling and freedom to capture your attention and inspire you. But this inspiration will get you nowhere, and my story is simply the *result* after years of dedication, struggle, and commitment.

If you are still with me and you are still interested in being an entrepreneur who wants to grow a business, this book will teach you *exactly* what you have to **do** in order to get there.

And this is how you do it...

How to Make a Million Dollars

That was the very first question the millionaire asked me.

“How can I help you?”

When someone with so much wealth, knowledge, and power asks you *that* question, it gives you a really great feeling inside. The feeling where you somehow feel obligated to return the favor; in any way possible.

The year was 2013 and I was at my first entrepreneur conference. Just before dinner, I was surrounded by millionaires of all types:

Men and women who ran e-commerce businesses, owned tens of millions of dollars in real estate, published best-selling books, franchise owners making millions of dollars per year.

All of these successful people were sitting around the dinner table with me; a 25-year-old customer service representative who took the week off work so he could learn from them.

As I’m sitting there quietly ordering my first drink, Steven sees that I’m keeping to myself and asks me *that* question. Taken back

by the generosity, my mouth started to pour out all the ways he could help me.

I responded with telling him about all my different business ideas, and how I didn't really know where to get started. The current idea I was working on was a book I wanted to write.

For the next couple of minutes, he explains how he is a published author and owns a publishing company. He hands me his card and offers to help me when I get my first manuscript completed.

"How much does this cost? I'm just, uhh, kind of getting started with this whole business thing." I reply, as I let out a sigh of embarrassment.

"Nothing." He stated.

I was confused, because I was told my whole life that there's always a catch. That people are out there always trying to *get* something from you.

He already knew exactly what I was thinking, before I even spoke the words.

"Andrew, let me let you in on a little secret when it comes to not only making more money with your business, but in life." he said to me as he leaned in close and lowered his voice, "It's called *The Law of Reciprocity*."

"The Law of Reciprocity states that the more you give, the more you receive."

There was a psychological study done with a large retailer. They discovered that when they gave out free samples of a product, sales of that product increased by up to 2,000 percent on the days they offered free samples.

Do you ever notice that when someone does you a favor, you feel obligated to return the favor? Or when someone gives you a free sample, you feel obligated to buy the product?

The reason the millionaire taught me this lesson is because he notices a *clear distinction* between people who are financially successful and those who are not.

“Think of your job, whatever you do. If two people ask the boss for a raise, will he be more likely to give it to the person who just wants more money? Or will he give it to the person who offers to take on an extra project?” He asked me.

“He’ll most likely give it to the person who gives more value to the company.” I replied.

“Correct.” Steven said, “In business, I see all these young entrepreneurs who are just trying to *make money*. But what are they going to *give*, in order to *receive*? When they shift their focus from ‘*making money*’ to delivering valuable products to their customers, that is when the real money starts to come in.”

What he taught me made a lot of sense.

For the past year, I’ve been trying to do things simply to *make money*, and I wasn’t really thinking about how I create a product or service that helps others.

- ✓ If you write a great book, people will buy it.
- ✓ If you invent a great product, people will buy it.
- ✓ If you sing a great song, people will buy your concert tickets.
- ✓ If you put on a great performance, people will watch the movie you are in.

If you stand around dreaming about making money and you don't do anything for other people, there's no reason for any money to come to you.

The more you give, the more you receive.

"Thanks for the lesson." I said gratefully, "But after you help me out, I really don't have any money to pay you back in return."

"No, I really mean it. The universe kind of works itself out in the long run. I help people all the time, and most of them don't return the favor. But it always turns out that these favors are somehow returned 100 times stronger." he finished by saying, "Think of it as one of those *power of the universe* type of things."

The interaction concluded, and in the years since I first met him, Steven went on to build a very successful publishing company on top of his real estate empire.

Learning this lesson also answered one of those looming questions in the back of my mind, which I was afraid to ask directly to the millionaires:

Are wealthy people greedy?

My whole life, I was told that rich people are greedy.

How is it that some people can drive \$250,000 sports cars and live in \$2.5 million mansions, while other people are out there on food stamps and can barely make it by to their next paycheck?

All the millionaires shared a similar view as Steven.

The more you give, the more you receive.

They all owned businesses which help people.

Most of the conversations I had with them always started and

ended with their genuine desire to help me on my entrepreneurial journey. The rest of the conversations were about solving problems in markets and delivering solutions in peoples' lives.

Each and every one of these millionaires operated from a ***giving*** standpoint.

One of the final men I spoke with at the conference just sold his first company for over \$10 million. I was brave enough to ask him about the concept of greed.

Deep down, I was afraid that if I had success in business, I would be a greedy person.

He said to me:

“Think of something you purchased in your life. It could be a book, a video game, an app, or anything.

Business is an equal exchange of value.

The creator of this product probably spent months or years of their life creating something for you to enjoy. He or she put a lot of work into making the product great before earning their first dollar.

Do you think my selfish desires made me my first \$10 million?

Give, and you shall receive. It's really that simple, yet most people don't seem to get it. It's a lot easier to watch reality TV after work, pointing the finger and villainizing people who are the problem solvers of society.

Of course there are scam artists out there; but they are in the minority. True entrepreneurs solve problems in a market and benefit the lives of other people.

If you don't feel right solving problems for people, and getting

rewarded for your hard work; you probably shouldn't build a business in the first place.

Or you can donate your profits to charity if that makes you feel better.

Help others, and you will be taken care of. If you only focus on yourself, you'll continue to barely get by."

My outlook on *making money* suddenly changed.

I grew up in a society that said wealthy people are greedy.

While most people talking about *greed* don't contribute much to society, and are barely getting by, or are politicians trying to get elected; the people who *actually* built successful businesses taught me that you should always approach your business and relationships from a *giving perspective*.

"How can I help you?"

It was in this moment when I started to think about what I'm going to put out into the world to help others, before I even think about making any money from it.

The more you give, the more you receive.

SECTION 1

Playing by a Different Set of Rules

Do you ever notice how the rich and famous seem to play by a different set of rules? Wouldn't it be nice to know what those rules are, so you can play by them too?

When you begin to walk this path as an entrepreneur, you'll be walking through some unfamiliar territory, so consider this section your flashlight and map to illuminate the way...

“Emptiness is the starting point. In order to taste my cup of water, you must first empty your cup. My friend, drop all of your preconceived and fixed ideas to neutral. Do you know why this cup is useful? Because it is empty.”

-Bruce Lee

Break Free from Social Conditioning

“We should bring back *Rites of Passage*.” One of the millionaires said, as he took a puff of his cigar.

The rest of the businessmen in the hotel lounge nodded their heads in agreement.

“What are *Rites of Passage*?” I asked, still being the young buck of the crowd.

Back in the tribal days when humans lived in small villages, it was customary for the tribe to send teenage boys off into the wilderness as a test to see if they could survive for 100 days on their own.

If he came back after 100 days, he would come back to this same village not as a boy; but as a man. After learning how to survive in the harsh world on his own, he successfully navigated through the *right of passage* to adulthood.

If he came running back before the 100 days were up, he would forever be called a boy, regardless of his age.

“Nowadays, most people are *soft*. They have everything handed to them, and they don’t know how to survive in the world on their own.” The millionaire continued.

Social Conditioning

Every society trains and conditions the people who live in it to abide by a certain set of social norms.

When you are a child, you were told to listen to your parents. If you didn't follow their direction, you were punished. For most families, it was in the form of *time out*. For me, it was called getting slapped with *the wooden spoon*.

In school, you were conditioned to follow the rules and listen to authority without question. Your teachers gave you specific assignments by specific deadlines. You have to be in class by the time the bell rings. If you break away from the social norms, you face detention.

From there, you are conditioned to ***always do what you are told***, whether it's the government, police officers, or your boss.

As an entrepreneur, you have nobody above you to tell you what to do, and you have to break free from this social conditioning and learn to *step up*, as a leader.

Nobody else is going to give you permission to embark on this journey.

From a broader perspective, social conditioning is a good thing. These rules turn society into a very efficient machine. There are firefighters to prevent the city from burning to the ground. There are garbage men who keep the streets clean.

The people in charge did a great job at teaching people how to fit in and do what they are told. Society functions, and things are orderly.

But at what cost to you?

1. You pay a fortune to go to school,
2. You get a job that you may or may not hate,

3. You get married,
4. 1.5 kids,
5. White picket fence and 30-year mortgage,
6. And then you die.

I would say that 99% of society plays by the rules of social conditioning.

But as entrepreneurs, we recognize how devastating this really is. While you may think you have freedom, you are like a slave going through the system, where you don't get to live life on your own terms.

"Do you know the scariest part about it?" the businessman continued to preach.

The student loan bubble is about to burst, the obesity epidemic from the standard American diet, people think diet soda is healthier but don't realize that it's nothing more than chemicals, and a million other things.

Just because everybody else is doing it and *most people* say it's normal, doesn't mean it's right.

"Andrew, your first lesson as an entrepreneur is that you're going to have to break free from social conditioning. You're going to have to loosen your beliefs on everything you *thought* to be true growing up." He said.

Once again, the rest of the businessmen in the circle nod in agreement.

It'll be hard to do because virtually everybody in your life has been brought up *inside this same system*, and they have no clue what life is like on the outside. In fact, most of them don't even realize that *there is an outside*.

When you try to break free and think for yourself, your friends and family will be the very first ones trying to hold you back.

They don't know any better, and you waste your time trying to convince them.

Most of the lessons you learn on this journey will go against everything you were taught to be true growing up.

While you were taught to blindly follow the orders of others, and stick with your safe and secure job, we'll tell you to quit the job and walk in the direction that you want to walk in.

Breaking free from the village you were born into.

Think back to those rites of passage in the tribal days.

You were born into a village where resources were limited. Everybody seemed to be barely getting by, and they weren't fully satisfied with their lives. If you asked if they enjoyed what they do, the standard answer would be, "It could be worse."

As you come up on adulthood, the tribal leaders send you out into the wilderness.

If you come back before the 100 days, you are forever a child.

If you come back after the 100 days, you come back as a man. You are given a job and a responsibility to serve the needs of the village. You may like the job or you may not. And you'll be paid a minimum wage to barely get by.

"But not everybody comes back..." The man said.

Before he could finish his sentence, I instinctively finished what I *thought* he was going to say, "The rest of them die."

"Not necessarily." He said with confidence.

You see, there is a small percentage of these young men who get sent off into the wilderness, on their own *rites of passage* and they never come back, but for a different reason.

On this journey, they have nobody to lean on and they learn how to *take control* of their lives.

They face the trials and tribulations of whatever life throws their way. No matter how hard it gets, they are forced to ***lead themselves***, and they keep going.

It's these trials and tribulations that build the character traits that will stick with them forever. It also builds the confidence to *keep pushing forward*, despite having to face overwhelming amounts of obstacles, failures, and adversity.

They learn through these struggles that no matter what life throws their way; nothing can hold them back.

And those are the true prizes along the way. It's these character traits they build while they *break free* on their own, which are the very things that lead them to success.

And eventually, far enough into the wilderness, they come across another village.

In this new land, the world is filled with abundance. In this new world, there is more than enough to go around. The people who live here have plenty to eat, enjoy their time, and unlike the village they were born into; they don't have to struggle.

The people who live here are the ones who successfully broke free from the tribe they were born into, and discovered that *there is another way to live your life*.

A better way.

The trials and tribulations they faced along the way built the character traits which were the *only requirements* to be initiated into this new tribe. These are the people who successfully broke free from the social conditioning, and from the system they were born into.

I'm not going to lie, on this journey, you'll face things most people won't ever experience in their lives living inside *the system*. These things are inevitable, but it's what you *do* when you face them which makes all the difference.

For the ones who have successfully taken this journey before you, when they look back at the tribe they grew up in, all of a sudden they see a life filled with scarcity and limitations. It wasn't until they *broke free* before they realized that once you embark on this journey, there's no going back.

"This is why society should bring back *Rites of Passage*..." the man continued.

I see all these people who want to call themselves entrepreneurs. They were born into a society that conditions them to behave and think in only one way.

It's like a box they were born into, and couldn't see out of.

When someone tries to venture out on their own, their friends and family, who were born into this same limited worldview, do everything in their power to hold them back.

When society tries to keep them in the village they were born into, does this person have the confidence to keep moving forward? Or do they stick in their comfort zone and continue to follow these *social norms* without question, remaining stuck forever.

Keeping themselves slaving away inside the system...

Many of the ones who are brave enough to take that next step forward, even in the face of adversity, eventually give up at the first struggle they face. They go running back to the way they were taught to live, because they didn't see the results of their hard work right away.

They never even made it past the first trials and tribulations.

This journey is not for the weak.

As a result of giving up too soon, they continue to slave away inside *the system* from the moment they were born, until the day that they die. These are the ones who have it the hardest because deep down, they know that *there is another way to live their lives.*

A better way.

“You say you want to be an entrepreneur. Are you going to continue doing things the way *most people* does things? Or are you going to be brave enough to lead your own way, *listen to the lessons I teach you*, break free, and never go back?”, the millionaire asks me.

The rest of the millionaires, once again, nod in agreement.

A lot of the things you're going to learn on this journey are going to go against everything you thought to be true growing up. Resist these new lessons, and your life will stay the same.

You'll wake up tomorrow, get stuck in rush hour traffic, and go to the 9-5 job counting down the minutes until the weekend. You'll forever be a part of the system, because that was the world you were born into.

But now that you know there is a way out, staying inside will be painful, because deep down, you know there's *another way*.

The only thing worse than being a slave in this system, is being a slave in this system knowing that you have the chance to escape. And you're free to step out into *the unknown* at any time.

If you want to be an entrepreneur, you need to *wake up* from social conditioning, and realize that many of the things you've been taught growing up might be the very same things which have been holding you back all along.

"Your family, your friends, and your teachers will all tell you one thing. But are they the ones living the life you want to live?" the man questions.

Or should you put what they tell you aside and learn from an experienced entrepreneur?

I'm going to teach you what it takes to break free and live the life of your dreams. Some of my lessons are things you may not agree, with while others are immediately apparent.

Whether you listen to my words or not, the choice is yours.

The first lesson I learned from these millionaires is that if I wanted to be successful, I had to stop listening to the advice from others who are living a socially conditioned life, and move forward on my journey surrounding myself with others who have walked this path before me.

It's time to leave the life I know behind, and step into the wild; embracing the lessons of those who walked this path before me.

If you want to be successful, you must first surround yourself with success.

Surround Yourself with Success

Project Scottsdale

The view from our balcony was a clear scene of what would surpass any high-end beach resort: Palm trees, year-round sunshine, a pool with a waterfall, an outdoor clubhouse with a bar and big screen TV, cabanas, and a volleyball court; all directly below our third-story balcony view.

Our apartment had golf carts that came and took us to some of the most luxurious nightclubs of Scottsdale, Arizona. Still being in the 80s in November, taxi cabs weren't needed.

If you haven't been to Scottsdale, it is a hidden gem in the middle of the desert. Hollywood style nightclubs, upscale dining, exotic cars a common sight, and high end living, all at a fraction of the cost.

If you wanted to be surrounded by success, you couldn't ask for a better place.

A six-month lease for this luxury living in a three-bedroom condo was \$1,500 per month, split between myself and two other aspiring entrepreneurs.

While this type of living might sound like the end of my journey, it was far from it. With total living expenses being just above \$1,000 per month, it was only the beginning of our ascent.

Six months of building our online businesses, going out to nightclubs, attaining the wisdom of millionaires, and expanding our network was the goal.

How much can we grow in just under six months?

We named our place *Project Scottsdale* after reading the book *The Game* by Neil Strauss. The author, and a group of pickup artists rented a place together years ago and they called it Project Hollywood. That experience turned him and his roommates into some of the most notorious pickup artists in the world.

With our goal of becoming some of the most successful entrepreneurs in the world, we found Project Scottsdale to be a fitting name.

Six Months of Success

Contrary to the views from our apartment being a paradise, the inside was far from it. By traditional standards at least...

- Where most people had couches, we had computer desks.
- Instead of putting up a television to watch, we had a classroom-sized dry erase board on the wall.
- The only television in the entire apartment was not for entertainment. It was hooked up to my laptop as a second monitor to do work on.
- Between the three of us, we had 16 computer screens, three laptops, two tablets, and five computers.

The condo was filled with business and personal development books, camera equipment for recording online training courses, and we cut out any distractions.

The people we networked with were all positive influences: successful entrepreneurs and others like us pushing full-steam ahead on their journey to business success.

Anything negative was quickly cut out of our lives.

We began sharing stories about our experiences via online message boards and forums. Quickly, us three entrepreneurs from *Project Scottsdale* became an internet sensation.

The stories we shared had young entrepreneurs envious of the life we chose to live, while also capturing the attention of wealthy businessmen who eventually went on to be our personal mentors.

One mentor specifically flew into the city on multiple occasions, sleeping on an extra air mattress on the floor of our living room because we didn't have a couch.

This man built two different multi-million dollar companies, each one going on to raking in over \$10 million in revenue per year.

With the three of us packing up our lives and committing to this journey, he had a passion to help us because he did something like this when he was at this early stage of *his* journey as well.

Over the next six months, he provided us guidance when we were facing uncertainty, helped us navigate obstacles, taught us business tactics, and overall gave us a kick in the rear to stop procrastinating and make something of our lives.

In business, they call it *masterminds* and *mentors*.

Mastermind Groups – These are like your gym buddies. The group is comprised of other entrepreneurs at the same stage of the game as you. In the early stages, the mastermind group will provide you with the accountability and motivation to rise up together.

But at this stage of the journey, none of us ever reached that new village before. We didn't have the map to get there.

Mentors – While the members of the mastermind group in *Project Scottsdale* were like my gym buddies, the mentor was like the personal trainer who told us what to do. Our millionaire mentor already traveled this journey and he held the map to help get us there faster.

During our time at *Project Scottsdale*, we began to take full advantage of our mastermind groups and we sought out multiple mentors to guide us along the way.

When we surrounded ourselves with the right people, and cut out the distractions, things really started to take off.

By the end of the first month living together, one of my roommates made \$12,000 in sales from his online business and was able to quit his 9-5 job, achieving his goal of financial freedom.

It's one thing to read stories of people making lots of money and being very successful, but seeing someone else in *my* shoes rise up from where I am in life, really allowed me to realize something.

This type of success is possible for any of us.

Not even a month earlier, we used to send each other pictures of Ferraris, talk about the girls we were dating, and dreaming of one day *making it* ourselves. By the end of the third month, he began raking in more money in one month than I did in my entire year at my day job.

In December alone, he did \$45,000 in sales. My other roommate made \$20,000 in the first week after releasing a training course he created.

If they can do it, so can I.

But there was one problem; I read all the books, I had the mentors to guide me along the way, and I knew that there were all these things I needed to do, but I wasn't actually *doing* them.

Something was holding me back.

Something to think about in your life:

What positive influences can you start to surround yourself with?

What negative influences can you eliminate?

Stop Playing to Not Lose

Are you playing to win? Or are you playing to *not lose*?

The next life-altering lesson on my journey didn't come from one of the millionaires I set out to meet when I drove across the country.

Instead, I found myself standing under the wing of one of one of the most notorious pickup artists on the planet.

As a single male in my twenties, there is no alternative to the nightlife that rests in the heart of Scottsdale, Arizona. Virtually all of the girls here are 10's, the bars and clubs are high-end, and it's an amazing time for a night out on the town.

A hidden gem in the desert, famous dating coaches frequently host boot camps in Scottsdale to teach men of all ages how to gain confidence around, and attract women.

If you're not familiar with the term; PUA stands for pickup artist. A pickup artist is a person who dedicated years of his life to studying attraction, much in the same way I am dedicating years of

my life studying business success.

These pickup artists host these things called boot camps, charging upwards of \$3,000 for one weekend; training shy, unconfident men of all ages what it takes to attract women.

While I was amazed by the price they charge, I was even more amazed by the one life-altering lesson we learned one hot night inside the clubs of Scottsdale.

I spent my whole life playing to *not lose*.

One Friday night, my roommate AJ and I decide to hit the clubs of Scottsdale to build a group of friends outside of our day jobs at the time.

Ok, fine, I'll admit it. Our sole purpose that night was to go out and pickup girls.

We were on the outside patio of one of the busier nightclubs when we bumped into Leon.

"This guy is definitely running a boot camp", AJ whispered to me.

"What the hell is a BOOTCAMP?" I said loudly in my east coast accent.

"Shh...This is not something you want people to know about." he replied in secrecy.

Leon overheard our conversation and came over to make sure we didn't make a big deal about it. He had six students under his wing that night, which would probably yield him \$18,000 for the weekend, and wanted to make sure they got the bang for their buck.

Pun intended.

AJ and I were making our way over towards the DJ booth as I began pointing something out to him.

“Dude, this guy is like 150 pounds, no muscles, and is definitely in his mid-40’s. Ok late 30’s at BEST; and he is wearing a ninja turtle T shirt. What is a guy like that doing teaching other men to pick up girls?” I questioned in astonishment.

The thing that amazed me even more than his appearance was the success he was having.

We look across the club, and this middle-aged man is getting phone number after phone number from virtually every girl he approached. The girls he is talking to are college-aged models about half his age. Even so, all of them looked up to him giggling, laughing, as if he put them under some kind of spell.

“We have to learn his ways.” I screamed over the loud music.

When he sent his students on a break, we approached him to ask for his secrets.

“How many girls did you talk to tonight?” was the first thing he asks us, already knowing our answers.

“None, we just got here 30 minutes ago.” I mumbled.

“Ok?” He replied, with a look of questioning confusion on his face, “I talked to three girls while we were waiting on line, so let me ask you this. What’s the **real** reason you didn’t talk to any girls tonight?”

“Umm...I don’t know. I kind of...didn’t want to get rejected.” I shamefully admitted, the words barely coming out of my mouth.

“That’s the first problem right there! You’re playing to *not lose*.” he said.

He continued to enlighten us while the students were still on break...

Most people think they know what their goals are.

They THINK they want to make more sales for their business.

They THINK they want to have success in dating.

They THINK they want all these things.

But do you know what? Most people would rather avoid failure and rejection, instead of dealing with the uncomfortable road to success. They run away from the things they have to do, because *avoidance* is more comfortable than facing the thought of what might happen if you get rejected or fail.

So they never even try in the first place.

That's what your real goal was here tonight. You didn't come here to win; you came here to *not lose*.

"Wow..." was the only word that came out of my mouth, as I pondered off in a trancelike state, realizing how I've been avoiding failure my whole life.

I never made sales calls for my business, because I was terrified of hearing the prospect say no.

I never put myself out there or tested my ideas out, because I feared judgement and ridicule from others.

I never approached any girls that night because I didn't want to get rejected. I would feel embarrassed if I did.

Just the other year, I even stopped applying for my dream jobs, because I got enough rejection letters, and I didn't want to be rejected once again.

I was never playing to win. I was playing to hide from the pain.

I was playing to not lose.

Just one slight adjustment to my mindset, and this new way of thinking began opening up a whole new paradigm on my journey.

“Listen guys, I have to get back to work; but let me tell you the ‘big secret’ these guys pay me to teach them.”, he lowered his voice as he leans in to us, “If you want something in your life, STOP focusing on what you you’re running away from, figure out exactly what you *do* want. And run full speed ahead towards it.

Whatever goal you set out to accomplish in life, you *will* get there. If your real goal is to avoid rejection, you can spend your night standing in the corner and talking amongst yourselves. But you already know where that leads: Going home alone tonight. This *playing to not lose* stuff has to STOP...and the time is now to start playing to win. Pushing through the uncomfortable feelings of failure and rejection is the only way to actually succeed in life.”

Those were those final words from that pickup artist as he made eye contact with a brunette on the dance floor, picked her up, spun her around, and gave her a kiss on the cheek. She smiled and laughed as he quickly went back to teaching his students for the rest of the night.

It's time to start taking the offensive, and play to win...

With this newfound knowledge, I go over to a girl I see in the distance, pick her up, spin her around, and just as I go in for the kiss...she throws her drink in my face, and pushes me away.

Moments later, her boyfriend comes over, cracks a beer bottle over my head, knocks me unconscious, and continues to kick me in the face until security pulls him off.

I wake up in the hospital the next morning, with a rude awakening that this is going to be one long journey to reach my goals.

“Andrew....Andrew...Are you there?” AJ said to me as the mental fog starts to fade away.

That last part didn't happen. I zoned out.

I didn't get hit on the head with a beer bottle, I didn't go to the hospital, and I sure as hell didn't even talk to the girl. But those were my fears of what *might* happen, so I didn't even try in the first place.

Once again, I remained inside my comfort zone, scared of all the dangers that might happen if I left the safety and security of my tribe.

“You should have said hi to that girl on the dance floor. She was smiling at you.” He said to me as we made our way out from the clubs, going home no better than when I left.

My whole life, I've been playing to not lose. I spent my time thinking about the fears of what might happen if I stepped outside of my comfort zone and did these new things I needed to do

Despite logically understanding Leon's advice, I continued to behave in this way.

I still had this fear of failure in the back of my mind, holding me back...

What would happen if I fail?

There Is No Failure

They call me *The Ghost of Christmas Future*.

In a moment, I'm going to take you on a magical journey into the future. For the very first time in your life, we are going to float forward in time, and I will give you a sneak peek so *you can actually see into your future*.

If you've never read Charles Dickens' *The Christmas Carol*, the main character is visited by three ghosts. One of them being The Ghost of Christmas Future. This ghost brings the main character to a scene and gives him a glimpse of what his life will look like in one year if he doesn't make a change.

In a moment, I'll give you a glimpse of what your life will look like if you don't choose to change today.

But first, let's bring out The Ghost of Christmas Past, so you can remember the lesson from last chapter.

Short-Term Failure

Up until this point in your life, you avoided failure and rejection.

You see, you were born into a society where you were taught to avoid short-term failure. The story of avoiding rejection with the girl, or avoiding rejection on a sales call, were both example of *short-term* failure.

If you heard the word *no*, this one word was the mark of defeat. In this life, you don't get any second chances.

Or do you?

In the tribe you were born into, you were conditioned to believe that you have to get things right the first time. When your teachers gave you a test, you had one shot to score a high enough grade so you don't fail.

If you failed enough times, you even faced the risk of being left behind, while your friends went on to graduation.

In the classroom, and in tribe you were born into, you weren't given any second chances. Pass or fail are the only two options.

What the school system has inadvertently done to you is they trained you like a dog.

And now, while you're building your business, you still are conditioned to believe that you have to get things right the first time.

The things you have been avoiding are what I like to call a *short-term failure*, and we all know those never last. They happen and they are over with before you even have the chance to think about it.

I'll teach you how to deal with that in a couple of minutes, but first I would like to bring you along for a journey with *The Ghost of Christmas Future*.

Long-Term Failure

Successful entrepreneurs also have a fear of failure.

While most people have a fear of what *might* happen if they take action, entrepreneurs have a larger fear of what will *definitely* happen if they don't.

Imagine for a moment, *The Ghost of Christmas Future* comes along and takes you floating up out of your body. Here, the two of you are looking down at where you are in life now.

You are faced with a decision.

1. You can step out of your comfort zone and do these new things, not knowing where they will lead you, or
2. You can continue to do what you've been doing, remain in your comfort zone, and continue to be stuck where you are today.

But where will this lead you?

Now, the ghost grabs you by the hand, and you float above your timeline one year in the future.

When you look down, you see yourself in the scene and see yourself living the same type of life you were living today. Nothing has changed.

- You're still talking about building that business or brand *someday*.
- You avoided rejection, so you never picked up the phone to make that sales call.
- You never stepped out of your comfort zone so all those problems in your life remain the same.

You spent a year of your life, wasting away.

Do you know what's even more regretful than seeing this scene for your future? The moment where that day becomes today and you are actually regretting the actions you *didn't* take.

What would you like to have done differently?

It could be one year, three years, even ten years into the future. If you float far enough into the future and look down at yourself on your deathbed, you'll eventually look down at a man or woman who is living a life of *regret*.

It's *this* long term failure which successful entrepreneurs fear the most.

They fear the long term failure of life staying the same and looking back on a life of regret.

What do you *want* to see?

Now, clear the screen and look down at a scene one year in the future that you want to see.

See yourself in the picture, ***already*** having your business up and running, ***already*** having reached the milestones you wanted to accomplish, ***already*** doing the things that you need to be doing.

Now when you see *that person* in the picture, what did he or she do between now and then, in order to get there?

On the flip side, what self-destructive behaviors did this person *stop* doing?

Did this person you're looking at **not** take action because they were scared of a short term rejection? Or did they focus on the larger goal at hand and they pushed through those uncomfortable barriers to get to where they are today?

You won't hit a home run every time.

In baseball, even the best hitters don't come anywhere close to hitting every pitch. For every hundred strikeouts you have, one grand slam can make all the difference in your life.

You have to step up to bat and swing in order to even stand a change.

When I was living in *Project Scottsdale*, one of my roommates had to find a manufacturer to build his product so he could focus more time on advertising and growing his business.

After hearing three NO's, he stopped making calls.

Then our mentor told him that instead of trying to avoid rejection on each individual call, to call 100 manufacturers and to switch his goal to hearing NO.

When he switched the goal to hearing no 100 times, my roommate no longer felt like he failed if someone rejected his proposal. He detached from the outcome, and made the calls.

"Consider this to be batting practice." Our mentor said, "Getting ready for the big game."

With the goals being action-based, instead of results based; that fear was gone. It was no big deal if he failed.

He's simply swinging away until he hits his first homerun.

For the first 37 phone calls, he was rejected. But because he kept his eye on the one-year prize, and was avoiding that long-term regret of staying the same, he kept calling.

On the 38th phone call, someone said yes, and his monthly revenue increased by from \$12,000 to \$45,000 the very next month.

By having the courage to hear 37 NO's, he began making more money in one month than most people make in an entire year.

I'm sure he didn't regret that decision to get rejected a couple of times.

Have you even heard your first NO?

Avoiding Failure

Now look back down at this version of your future-self who *already* has the business success you dream of having.

You can look back and see that the journey to achieve this goal was sprinkled with short term no's. But in the village your future-self lives in, the education system is a little bit different.

When business students in this entrepreneur community fail the test the first time, they get a free re-take.

And another one.

And another.

In fact, in this village, there is no such thing as failure as long as you continue to put yourself out there, learn as you go, and keep swinging away.

In fact, it's a badge of honor to tell these stories about your *battle scars* (the failures you had on your journey, and how you bounced back from them).

Because as an entrepreneur, your goal is so large that you're willing to do whatever it takes to get there, and any small speedbumps along the way are a normal part of the process.

In my years of doing this, I don't know a single entrepreneur who didn't push through this struggle. If you're facing this today, trust me, it's a normal part of the process.

One day you're going to get there, and you're going to look back at

other entrepreneurs who are about to walk this path behind you. You'll see them stuck in place, scared of moving forward, and scared of that very first rejection.

Because they still think failure is real.

What would you say to them?

If they could only understand how much more painful it will feel if they never take this next step, and the rest of their life looks pretty much the same.

Some of them will listen, but for those that don't, you're going to have to:

1. Push them over the edge of a cliff,
2. Set their boat on fire until it burns to the ground, and
3. Throw their printer off of a third story balcony.

Because that's exactly what we did to each other inside the walls of *Project Scottsdale*.

And I'll tell you that story in very next chapter.

Burn The Boats

“In the year 1519, Spanish conquistador Hernan Cortes sailed his ships with 600 men across the Atlantic to conquer the riches that were held in the Aztec empire. Undermanned, and under-armed, with all of his men stepping off the boats onto the shore, he spoke the words that changed the course of history forever:

Burn the boats.

No matter how bad things got for his men, they were physically unable to retreat. With no option except to push forward, or die in the process, Hernan Cortes was the first man in over 600 years to successfully conquer Mexico.”

November 2014 / Project Scottsdale

Imagine for a moment that you’re standing at the edge of a cliff, not knowing what will happen if you take a leap of faith into the darkness below.

A trusted mentor is standing next to you telling you to jump, but it’s scary. You hear the waves crashing below, and every emotion in your body is holding you back from doing it.

Do you jump?

“Throw your printer off of the balcony!”

Those were the instructions given by our millionaire mentor.

My roommate had a very expensive printer in his bedroom which he used to fulfill orders for his internet business. It wasn't an ordinary printer. He sold a unique product, and a replacement printer could only be custom-made from a small company based out of California.

At the time, he had over \$10,000 worth of orders he needed to print and ship out, and here was our mentor telling him to throw it off of the balcony.

It made no sense.

If he threw his printer off of our third-story balcony, it would break; and he would be on the line for \$10,000 worth of orders he needed to fulfill. That is a lot of money

One sunny day in November, we line up with the video cameras to post this feat on the internet. Dressed in a polo shirt and baseball hat, here he is, standing on our balcony, ready to throw the printer off of the edge.

Moments later, we look down at the pieces shattered on the volleyball court below.

With \$10,000 of his own money on the line, he has no option except to push forward in finding a manufacturer to make the products for him.

The boats have been burned.

One month earlier, our mentor told him to call 100 manufactures because when they build his product, he can spend more time

advertising, and his business will at least triple within a month

Despite knowing about the lessons of avoiding rejection and long-term failure, my roommate gave up after the first three calls. It was just like myself at the club with the girls.

You logically know these things, but you still don't do them.

So what does it take to *actually* do the things you need to do?

You have to give yourself no other option except to do them.

When he was on the line for \$10,000 and he couldn't ship the orders himself, the pain he would feel by refunding \$10,000 of his personal money was incredibly **more painful** than hearing somebody over the phone say no.

In this instance, when he *burned the boats*, his only possible option was to move forward.

After 37 NO's, he got that yes, and he began making a lot more money.

This was the moment in his 29 years of life where his business finally took off.

Give yourself no possible way to retreat.

Before teaching his printer how to fly out of his hands and off the balcony, our mastermind group had accountability goals. Each week we set punishments for ourselves if we didn't do what we needed to do.

One week when I went on vacation, the other three members changed the rules. They voted that if we didn't hit a goal one week, we would have to clean the apartment in a French maid outfit.

On video.

After one of us didn't reach his goals, he refused to do it. We argued, the mastermind group broke up, and so much for keeping each other accountable.

He had a way to back out of it.

Giving our mentor a call, I asked him what the solution is for the rest of us, since we didn't have printers to throw.

"Write him a \$100 check and hand it to him." My mentor said to me. "If you finish your work by the end of the night, he hands it back to you. If you don't, he immediately cashes it."

This way, the pain of being lazy was much more intense than the work that we needed to accomplish.

Finally taking action.

After years of procrastinating and *saying* I would do these things *someday*, I finally discovered a way to cure this problem once and for all, and I began taking a lot of action on my business.

- When my roommate threw his printer off the balcony, he burned the boats, and gave himself no other option except **to take action**.
- When I took that check and handed it to my roommate, outside of my control, I was at the point where I burned the boats.

Think about you and your journey. How can you jump off the cliff, burn the boats, and throw your printer off the balcony so you are at the point where you have no option to back out of **taking action**?

Despite finally taking action on building my magazine business, I still ran into one major obstacle, which has been holding me back all along.

I was finally taking action, but my actions weren't paying off.

I wasn't getting any *results*.

Get Rich Quick

At this stage of the journey I burned the boats and committed to one business. Two months went by, and my magazine apps were rejected 16 times in a row.

After each and every rejection, I wanted to give up. I didn't want to waste my time working on the wrong business idea, and I wanted to make money right away.

But in the past, I jumped from idea to idea and it never worked. I decided to try something else this time around, not knowing if this gamble was ever going to pay off.

Two Years Earlier | Get Rich Quick

One of my earlier business attempts was after I saw this internet sensation called *The Million Dollar Homepage*.

Essentially what this college student from the United Kingdom did was create a single-page website. The website was made up of 1,000,000 pixels (unit of measurement). Each pixel was about the size of the tip of a needle and he sold small areas of advertisement space for \$100 each.

The idea took off, and he made close to a million dollars in the matter of a couple months.

My idea was close to what he made a million dollars with, but the background of my website was the picture of an American Flag. I called it *The American Business Project*, where I wanted to support American businesses by selling advertisement space to them.

I knew that advertisers wouldn't pay for ads unless people saw the website. I had to get a lot of Americans to visit my website.

That week, I emailed 300 news outlets across the country telling them what I planned on doing. I also made sure to let them know how someone in the U.K. made a million dollars doing the same thing.

A few days later, all the emails were sent, and I sat back waiting for the money to roll in.

None of the news agencies covered the story, no money was made, and I gave up after a few days.

The reason I share this story with you is because there is a psychological trigger in our brains which savvy marketers take advantage of.

Our brains are wired to get the maximum amount of results for the least amount of effort. This is why you see all those commercials for miracle diet pills, two-minute abs, and *get rich quick*.

The concept of making a million dollars by putting up a quick website sounds fun to us, and we all dream of that *quick win*, but from the thousands of entrepreneurs who have made this journey alongside me – In each and every case, the results of their actions were **delayed**.

Even with the *Million Dollar Homepage* example, he was very

smart with what he did, and spent years learning how to build websites and do marketing.

Don't let the stories fool you...

I shared the story of me traveling the world at the beginning of this book because that's what grabs your attention. Since you made it past my warning in the introduction, let's get real...

- The money.
- The travel.
- The freedom.
- The exotic cars.

We live in a cause & effect universe

Those are the *effects*.

When you are out of shape and you start going to the gym; you know how painful it is to run that first mile. It's certainly not fun to get up at 6:30 in the morning and lift those heavy weights.

Most people would rather sleep, and they give up after the first day when they don't see the immediate results.

For weeks and months on end, you are torturing yourself and working hard at the gym *with nothing to show for it*.

Keep pushing forward because this work is already paying off; you just can't see it yet.

The work you're doing now is not like a 9-5 job where you do the work and get the paycheck at the end of the week. This type of work is what leads to the *delayed results* which you will see very shortly.

- While most people focus on the six-pack abs and laying on the beach looking good in a bathing suit; those are the results.
- While most people focus on the money and nice things; those are the results.

Business is the same way.

When you put in the work and persist with the actions you take, the results will come automatically as a result. But it's when people focus so much on the results, they are blinded by them – and they never put in the work to get there.

This book is about being the *cause* of all those things.

Project Scottsdale

October, November, December, January, and half of February – I didn't make a single dollar. I spent my time learning how to code a magazine app, how to use graphic design programs to put the images together, I was emailing people to write articles for my magazine, and dealing with the 16 rejections of my faulty-code.

I wanted to give up and jump to a new idea at every frustration.

When you get started out with your business, you're not going to see the results right away.

But rest assured, just like the miles you run on the treadmill for the first few months; the results are already coming your way. They're just a little delayed.

- If you stop working, the results stop coming before you ever see them.
- If you continue working, they will soon be here

Delayed Results. The money you make from business is a delayed reaction, just like going to the gym. As long as you follow the

practical business advice in the upcoming sections of this book, the work you do now for free will be reflected back to you very soon if you just keep going.

After my apps were rejected 16 times, I was about to give up completely.

The following week, the first one was approved and I got 2,000 downloads on the first day. By June, my apps were getting 60,000 downloads per month.

In July 2014, my business was growing by itself, I had quit my job, and began traveling.

As of the day I write this book for you, two years later, I have successfully built a magazine app company with over 1,000,000 readers.

After years of persistence, my actions finally started to pay off.

But what would have happened if I gave up?

Embrace the Struggle

What you read so far does **no** justice to the struggle I went through to build my first successful business. In a short while, I'll continue the stories to give you a deeper look at how you can avoid the struggles you're facing on your journey.

Project Scottsdale was only a six-month window after two years of struggling on my own. In the upcoming sections, I'm going to share with you the practical skills I learned along the way; not only building the magazine business, but from building a second business after that.

I know that is what you came here for.

- Finding a Business Idea.
- The Marketing.
- The Advertising.
- The Sales.
- The Growth.

I will teach you these lessons in a way where it'll serve as a formula which you can follow, to build **any** type of business;

regardless of what it is.

These are the fundamental principles of entrepreneurship.

After that, I'm going to share with you some more stories from my two years of failing. Most authors only talk about their successes and accomplishments, leaving out the most valuable lessons that they could teach you all along.

Ironically enough, it's not the stories of other peoples' successes that will help you the most, and it's not even the lessons from my failures.

It's the lessons you learn from your own. And what you do when you face them.

After building two businesses, I learned one thing. Every struggle you face is a normal part of the process, and simply the fact that you are facing these struggles in your business means you're on the right path.

Others have conquered them before you, and so will you.

- With that being said, next, I'll teach you how to build a business.
- And after that, I'll remove the struggle that goes along with it.

And from there, I'll give you a small glimpse at what your life is going to look like on the other side...

SECTION 2

Finding a Business Idea

In the previous section, I told you it is important to stick with one business until your efforts start paying off.

I said this because it is a common problem for entrepreneurs to jump from one idea to another when they don't see success right away. But they are still left with the fear of what will happen if they pursue the wrong business idea.

Often times, this prevents them from even getting started.

To alleviate this concern, there are two solutions.

Neither one of them is by making the God-forsaken mistake of trying to build five different businesses at once. Don't do that or you will spread your efforts too thin.

No matter what results you may (or may not) get from building your first business, there are the skills you gain from the *experience*. And these skills you attain will stay with you forever. Think of it like when you first learned how to ride a bike.

You failed.

You failed.

And you failed again.

Then, you learned how to ride the bike. Because you learned how to do it, even if the first bike didn't work out for you; you'll know how to ride the next one.

Business is the same way.

Going forward with your business, understand that the only thing worse than choosing the wrong business to pursue is how much time you will waste if you stand in place; and never even start.

When you take action and learn valuable business skills along the way, the only failure you could ever face is the long-term failure of staying the same. Never getting started. Never gaining these value experiences. Never building these skills.

Your experience is your education.

The second way to alleviate this concern of starting the wrong business is by following the principles in this section of the book.

When you follow these tried-and-true principles, you can be certain that the business you pursue is one that will ensure your success from the very beginning.

At the core of your business is the product or service you offer.

In the upcoming chapters, I will share with you what it takes to select a product or service. When you have a product or service that you know people want, and you begin building your business, you'll have the confidence that the actions you're taking will be paying off.

The results are already headed your way, and when you don't jump ship to the next idea, one day in the near future, you will begin to notice that they are already here.

It's time to detach from the results, and get some **experience**.

Select a Market

The very first step is to select a market to serve.

Entrepreneurs don't 'make money' - They serve the needs of a market.

A market is a group of people with similar demographics and interests. Parents of newborns are a market, painters are a market, business owners are a market.

As an entrepreneur, your first job is to uncover the problems, wants, and needs within a particular market. When you provide the solution, you will get paid. But which market do you choose to serve?

There's an old saying in sales that states "If you try to sell to everybody; you'll wind up selling to nobody." For this reason, when you're starting your business, it is very important to narrow down your focus and understand which market you are serving.

Size of the Market

An old mentor of mine once said he only goes on to serving large

markets, comparing the size of the market to the ocean.

When you're working with an ocean, you and your competitors can stand on the beach and scoop endless buckets of water side-by-side. Because when you work in a large market, there is more than enough to go around.

You're living in a world of abundance.

On the flip side, if you're next to a small pond in the middle of a desert, you'll have to fight it out for every last drop of water, and when the market gets saturated, it will dry up

Translation: You'll be out of water, and you will go out of business.

When you work in a large market, there is room for growth.

Some of the larger markets that people work in are:

- Health/Fitness/Wellness
- Career/Money/Finance
- Relationships & Dating
- Happiness/Personal Development

The reason why these markets are so big is because *everybody* has some form of needs in these markets.

On the flip side, if you sell motorcycle jackets; you'll only be selling to a small percentage of the population who owns a motorcycle. And then you'll have to compete with all of the name brands that are already selling motorcycle jackets.

The size of the market can be judged based on the number of people in it, or the amount of money which is being spent.

This is not to say that you can't serve the needs of a smaller market; but it does limit the potential for your growth.

Market Trends

In 2016, when I am analyzing market trends, I pay attention to if the market is growing or shrinking.

- This year there is a lot of media coverage for plant-based food companies, and trends are showing that the vegan market is rapidly growing. When you see a market about to go on an upward trend, it's a good sign to enter the market.
- When you look at the World Series of Poker (which became famous back in 2005), you can see that even though it was a popular market, it is shrinking.

When you take a look at the size and trends of the market, you'll have a good idea to see if this is a market which is savvy to jump into.

Personal Preference

The mentor who told me the analogy of scooping buckets of water out of an ocean valued entering a large market with a lot of opportunity for growth. If your goal is to build a big business, you should follow the advice of people who have built big businesses (such as his advice to choose a large market to work in).

But perhaps you would prefer to serve a smaller market if you value something else. I know a police officer who started a side business with the sole intent to help other police officers.

It isn't making him a millionaire, but that wasn't his goal.

What do you value in the business that you start?

What I'm about to share with you is not business advice. It's from behavioral psychology, and by choosing a business that is aligned with your core values, it will lead to more action and more fulfillment along the way.

I will repeat this advice later in this book; because it is *that* important.

Our ***Core Values*** are our deepest drivers of human behavior. If you start a business that is in accordance with your values, you'll be fulfilled and rewarded along the journey in achieving your larger goals.

I worked with a client who was making decent money selling relationship advice on the internet. His highest core value was to build a business that improves peoples' health.

Despite making good money with his business, he was working in a market that was not in alignment with his core values; so he always had some mental blockage where he unconsciously stunted his own growth.

In a later section of this book, I'll walk you through an exercise to elicit your core values, so the business you start is not only successful, but rewarding too.

Gaps in the Market

A few years ago, some famous internet guru created a training course teaching people how to sell products in a popular online marketplace.

In his case study, he used the example of selling yoga products.

When thousands of people purchased his training program, thousands of people began importing and selling yoga products in this very same marketplace.

The market became saturated, and it dried up.

My personal way of discovering gaps in the market is to make close friends with at least 50 people who are members of the

market, and get to know them at a personal level. When I genuinely make friends with them, it provides me with the opportunity to really understand what problems they have in their lives.

Essentially, I become one of my customers.

When I did this, I received a firsthand account of what needs they have in their lives. I did this in the dog market, I did this in the personal development market, and I did this in the vegan market.

Summary

The first step to getting your business started is to really dig down and understand which market you want to serve.

- Large, growing, underserved markets (such as the vegan food market) provide room for growth.
- Determining your core values, which I'll teach you later in this book, lead to satisfaction.

If you try to sell to everybody, you'll wind up selling to nobody.

Which market are you going to serve?

Become a Specialist

Let's assume you choose the fitness market.

The next step is to niche down to a narrow sub-section of the market.

The fitness market is great because it is a large market, you have a lot of room for growth, and it won't shrink anytime soon.

Going back to the old saying "If you try to sell to everybody, you'll wind up selling to nobody."

This morning if you texted me a diet plan, a workout routine, a yoga regiment, a meditation guide, and five other things; I'd get overwhelmed. On top of that, most of what you offer wouldn't be what I am looking for.

Think of it as a doctor who is finishing up medical school and goes on to serve the medical field. They understand the general practices of medicine, physiology, and how the body functions.

There are general practitioners who have a low-level understanding of everything.

But who gets paid the most?

Specialists.

You have to become a specialist.

What happens when you need to get brain surgery? Do you get it done by a general practitioner? Do you get it done by a foot doctor? A cardiologist? A dermatologist?

No, you go to a brain surgeon because they are the experts in this one specific area.

- Customers have one specific problem, and
- They need one specific solution.
- They want to buy from a specialist.

Another analogy I like to use is if a soldier has a rapid-fire machine gun trying to shoot one enemy that is half a mile away. They hold down the trigger and bullets fly in every direction.

By shooting this way, he misses every single time.

Instead, by turning into a sniper, and narrowing down the focus in one specific area; the sniper shoots the enemy in the head.

And then the enemy goes to see a brain surgeon because that is the *specialist* he needs.

This is where you're at right now:

You chose the market, so you have a great idea of who you want to serve. But now it's time to *niche down* and *narrow your focus* to one specific area.

I've been in your exact position before where I see a larger market with a whole lot of needs, and I wanted to solve everything. This is like going to the beach and building 100 sandcastles at the same

time. You are not focused, you're overwhelmed, and you make no meaningful progress.

Trust me, you can move on to serve a larger section of the market as you grow your business; but in the very beginning - it's time to focus on one specific area.

For Limitless Academy: I began by serving the early-stage entrepreneur market. This market is being served by many different types of people.

- People want to learn advertising and marketing.
- Sales and copywriting training.
- How to code websites.
- Networking.
- Email marketing.

You name it; there are a million different ways I could serve them.

When I first got started out, I wanted to expand beyond early-stage entrepreneur education. I had ideas for software programs that also help established business owners.

I was like that machine gunner who missed every single shot he took; because I was trying to do too much at once.

What I did is I niched down within the early-stage entrepreneur market to an area that was largely underserved.

There are all the practical skills of being an entrepreneur, but after doing this since 2011, I discovered that what early-stage entrepreneurs really struggled with is their mindset.

After solving problems with their mindset:

- Lack of Confidence,
- Doubts,
- Fears,

- Limiting Beliefs,
- Procrastination,
- Stress Reduction

I began attracting later-stage business owners who needed my services as well. When I became focused with becoming a specialist in solving the mental and emotional problems of early-stage entrepreneurs, my specialization (later) attracted different types of clients.

But it all started with niching down to one thing, and becoming a specialist in ***one*** subsection of the market.

This is how you stand out and get your brand name recognized by those who will buy from you.

Think about you and the market you serve:

You have a lot of different areas that you can cover, but the next step is to really narrow down to a sub-section of the market, and turn yourself in to that ***specialist*** that people can go to for help.

- You can be the machine gunner who sprays bullets everywhere and never hits his target.
- Or you can be that sniper or brain surgeon who has narrowed down their focus and makes the big bucks.

You can expand to all of these things later, but it's this very narrow focus that will get your brand out into the world and allow you to get noticed.

What sub-section of the larger market can you focus on now?

Become that specialist.

Follow a 'Traffic First' Strategy

Traffic First

My first business idea was a social network for dead people.

Nobody signed up.

Yes, I'm serious. And I tell you this story for a very important reason.

When I came up with this business idea, I didn't tell anybody about it; I didn't do any research, and I thought it was a great idea; so I decided to run full speed ahead with it.

I spent six months learning how to code websites. Through free videos on the internet, I taught myself many different coding languages; HTML, CSS, Javascript, PHP, SQL.

For **six months straight**, I slowly pushed through the struggles and frustrations of building the website. I learned how to create a membership registration system, I made it so people could log in and out of their accounts, and they could also upload pictures from their desktop to the website.

In the end, the product itself was great.

The website worked well in my tests, it had amazing functionality, and it looked absolutely breathtaking.

Nobody signed up for my social network for dead people.

This is one of the (many) examples in my early stages of building a business where I ran full-steam ahead. I worked hard and I worked fast. But it ultimately was a disaster because I didn't *work smart*.

The reason I share this story with you is because you want to make sure that you'll be able to know how to advertise your product ***before*** you spend all the time creating something that nobody will ever find.

By following the traffic first strategy, you will have successfully alleviated the concern of choosing the wrong business idea, and you will have the confidence to move forward with the progress you are making.

Where does your audience hang out?

Many different advertising platforms such as Google and Facebook have tools that allow you to see how many people you can advertise to. You can filter your audience targeting based on demographics, search terms, and so forth.

Does your market shop at specific retail stores that you can get distribution with? What online retailers do they shop at? What blogs and other forms of media do they consume? Who are the influencers in the industry that you could potentially form partnerships with?

You are reading this right now because this *traffic first strategy* is one of the lessons taught to me by one of my millionaire mentors. Before he started his nutrition supplement company, he first did his

research into the size of the market. He also made sure to know how he was going to advertise to his customers, before he even created the product.

After he discovered what his *traffic first strategy* would be, he made very certain to do one thing which could make or break your company. In the very next chapter, I'll share with you what that *one thing is*.

While many people have all these great ideas for businesses (such as my social network for dead people), the majority of business ideas that never make their first sale is because the person who comes up with them is too busy being an inventor, and not an entrepreneur.

An entrepreneur is someone who is business savvy and is able to handle every area of business. They know the sales, the marketing, the product creation, the management, you name it. They are the ones who know how to not only come up with a product, but bring the product to market as well.

An inventor is someone who builds something in their basement (which might turn out to be a great product), but they don't know how to deliver their product to people, so it never sees the light of day.

When an entrepreneur builds a product that they don't know how to sell, they have essentially wasted their time.

Ask yourself this question: Are you an **entrepreneur** or are you an **inventor** whose idea will never see the light of day?

What is your *traffic first strategy*?

You will discover it by looking for where your customers already hang out.

Ask Your Customers What They Want

Your Ideas Are Worthless

Another reason why it's important to follow the *traffic first* strategy is because, *before* you can come up with your business idea, or choose a product or service to sell; you have to understand your role as an entrepreneur.

Your job as an entrepreneur is to *serve the needs of the market*.

What does your market want or need?

Earlier this year, I went to a vegan potluck where everyone brings their own dish of homemade vegan food to share with the group. The only thing I know is that vegans don't eat meat. To be certain that I didn't mess things up, I didn't bring anything.

Get to know your market.

At the vegan potluck, some guy brought a dish filled with meat.

- He handed them a dish filled with meat, and they handed it right back.

They didn't want it.

On top of meat, vegans also don't eat cheese or drink milk.

- Someone else handed them a dish filled with cheese, and they handed it right back.
- Another person handed them a dessert made with milk, and they handed it right back.

If these people were entrepreneurs, they would understand that they can't simply bring their personal ideas to the table, no matter how great it sounds to them.

Back to business.

A common mistake a lot of early-stage entrepreneurs make is that they try to deliver their own personal ideas into the world. Sometimes they are good ideas and they work. But most of the time they fail.

The reason I started my second business, where I remove mental and emotional blocks that hold entrepreneurs back, is because for the four years before starting that company, I was my market.

I was that early-stage entrepreneur who had no clue what direction to move in. I didn't know what steps to take. I doubted myself every day. I faced that stress and that frustration. I procrastinated.

And then I noticed all of the other people who were starting businesses at the same time as myself, faced the same exact struggles.

It was only by immersing myself in this culture for years on end, and by *being one of my customers*, before I was able to uncover what this subsection of the market wanted or needed.

If I tried to start that business before I immersed myself in the entrepreneur market, I wouldn't have recognized the full extent of which problems needed to be solved.

In this case, since I was solving my own personal struggles as an entrepreneur while I was building my first business, I was part of my market. This may be the case with you, but with a lot of entrepreneurs I know, they serve a market where they are not 'their own customer'.

For my first business (The Dog Magazine), I wasn't my market. But I discovered how to get in front of them and surround myself with them.

- I grew my magazine to over 170,000 readers.
- I surveyed my readers to see what struggles they have with dog ownership.
- I got on phone calls with some of the top dog bloggers and picked their brain.
- I worked with a dog trainer who created a DVD dog training program, because *he* was the expert in the market who knew how to solve their problems.

Now, I've been surrounding myself with vegans and animal rights activists for a year. It started off with going to potlucks and meetup groups. Then I began eating more vegan food, and began going out to dinner with them. We became friends, and did things like going hiking together and doing activism events together.

I essentially became one of my market.

And now I know for certain that when I deliver a home-cooked dish to the next potluck together; it'll be something they definitely want to eat.

I hate to break the news to you, but it took me six months to fully understand this. Six months of surrounding myself in a new

culture.

I know you want that quick win.

When you surround yourself with your market, get to know them, and really become one of them; you will be in the perfect position to *allow them to give you the business ideas*.

Because when they provide the idea to you, you know they will buy it.

Because it's their idea.

Does that make sense?

Surround yourself with your market.

But in the next chapter, you'll learn that *there is no such thing as a business idea*.

Uncover What They Need

There's no such thing as a business idea.

Let me repeat this for you, so you understand. There is no such thing as a "business idea".

As an entrepreneur, you are a problem solver. What this means is that when a market has a problem, your job is to deliver a solution. At the very core of any business, *customers need solutions to their problems.*

Dog Ownership Problems

When the readers of my dog magazine said they had a problem with knowing how to train their dog, I took their problem, and crafted a solution. I formed a partnership with one of the most popular dog trainers in the world and delivered his dog training DVD program to them.

Laziness & Procrastination

When I was an early-stage entrepreneur, I suffered from procrastination and laziness. I had all these ambitions and goals,

but I simply wasn't acting on them. I always defaulted to do things that were much more fun in the short term: Such as browse the internet or go out with my friends.

When I discovered that this was a problem not only for me, but for countless other entrepreneurs, I decided there needed to be a solution to this problem.

I spent months on end seeking out and interviewing every expert I could find on overcoming procrastination. I learned everything I could when it comes to psychology, neuroscience, human behavior, even learning things from some really interesting people you probably never heard of in your life.

By putting their tools together, I discovered the cure for laziness and procrastination.

I compiled my knowledge into a book and a video training course, and I began delivering that solution to my market.

As an entrepreneur...

When most people focus on problems, you focus on the solutions to the problems.

So instead of going out and looking for "a business idea" or trying to think of things on your own; the moment you begin to reprogram your focus to ***discover problems***, you'll be one step closer to the solution (your product or service.)

There is a very specific reason why I am teaching you these things in the order I'm teaching you.

- You want to make sure you're in a **market** that is worthwhile to serve.
- You want to narrow down your focus to a **sub-section of the market** so you can become that sniper or brain surgeon

who is a specialist in what you do.

- You want to follow the **traffic first** strategy because you want to make sure you don't build a product that people don't want.
- You want to **surround yourself with your market** because you are a problem solver and you want to simply deliver solutions to their problems.

When you begin to surround yourself with more people from your market, you will begin to uncover more problems that they have. When you do this for long enough - you'll begin to discover *common themes* that come up.

Anybody and everybody in their life has problems. But it's these *common* problems which indicate that a lot of people need a solution.

Before going forward, continue to surround yourself with your market, and begin to pay attention to the problems and struggles people have. It might be something they explicitly talk about, or it might just be something you notice.

As an entrepreneur, ***you are a problem solver.***

Your ideas are worthless, and you simply want to give people what they want.

Instead of looking for the "business idea", I want you to look for *problems to solve*. If you were struggling with ideas in the past, pretty soon you'll be overwhelmed with the amount of problems you see people needing help with.

In the next chapter, we'll talk about coming up with the solution.

Solve Their Problems

Before building my first business, I had a very difficult time coming up with a business idea, because:

- I was trying to do it myself, and
- I wasn't looking for problems to solve.

After I built my first business, I learned this lesson and I also began noticing that people have a lot of problems that need to be solved in their lives. One of these problems for a lot of them was they suffered from a lack of motivation.

- I understood what the problem was,
- I put together a solution, and
- I delivered the solution to them.

About six months after releasing my first training course at Limitless Academy, I began getting emails from entrepreneurs who went through *The Cure for Procrastination and Laziness*, and reported back how they stopped procrastinating, they took action, and they went on to building profitable businesses after their problem was solved.

Excited by the feedback I was getting, I immediately made it my mission to solve more of their problems.

I paid thousands of dollars to get trained how to rapidly transform bad habits into positive behaviors.

I began noticing that there was an abundance of problems I could solve; and using the psychological techniques acquired, I discovered that most of these problems could be solved in the matter of an hour or less.

I could help them:

1. Gain clarity and confidence in their direction,
2. Eliminate stress & anxiety
3. Overcome fears of rejection or ridicule,
4. Increase focus,
5. Easily spot new opportunities,
6. Eliminate bad habits.
7. ...and about a hundred other things.

What happens when you find problems to solve and you are passionate about solving them?

You want to solve all of them.

And that was a mistake I made in my second business.

Solve one problem first.

Remember when I told you that after you choose your market, you should niche down and become a specialist?

It's time to do that again...

Now that you are surrounding yourself with your subsection of the market and you understand what problems, needs, and desires they have; you will soon realize that there is an abundance of problems

out there which need to be solved.

I know you want to solve them all, and you *can* solve all of them...over time.

But what happens when you try to build 100 sand castles at the beach at the same time? You'll never get the first one built because your focus will be spread too thin.

When you're familiar with the needs of the market, it's time to choose one problem to solve, and then communicate with the market that you'd like to solve this for them.

1. Start asking them about what solutions they can think of.
2. Research if any solutions exist.
3. If any exist, think about how you can make your product *unique* and *better*.
4. Begin brainstorming potential solutions on your own.

At this stage of the process:

1. You know what market you are serving.
2. You narrowed down your focus to a subsection of the market.
3. You followed the *traffic first* strategy and you know how to get in front of your market.
4. You immersed yourself in the market so you can uncover problems they face.
5. You pay attention to common problems they have, and
6. You are brainstorming potential solutions to problems.

The next step is to craft your solution in the form of a product or service.

Deliver the Solution

At the core of your business is the product or service you offer.

Your customers want their problems solved.

Give them a solution and they will give you their money.

The solution you create can come in many different forms.

- You could create a physical product (or find a manufacturing company to make it for you).
- You could create educational content in the form of a book or videos.
- You can entertain them.
- You could provide your physical services to people.
- You could create a software program or mobile application.

It's beyond the scope of this book to provide you with a step-by-step guide for creating each and every single type of product you want to create.

You're an entrepreneur, so even if you don't currently have the resources or tools to create it; you have the resourcefulness to

figure it out on your own.

I'll teach you how to develop that resourcefulness in a later section.

I know you might want every answer handed to you; but it's the very nature of the job. Get a mentor, read detailed books, and I'm confident you'll figure it out as you go along.

Create a Prototype

Before you create your final product, you're going to have to create a prototype. In the book *The Lean Startup*, Eric Ries talks about the concept called a Minimum Viable Product (MVP).

All too often, entrepreneurs suffer from perfectionism. Our educational system has conditioned us to be perfect on our homework assignments before handing it in the first time.

If it's not up to par the first time, we get a bad grade; and perhaps we even fail. We have been trained since a child that there are no second chances.

Because of this faulty educational system, many up-and-coming entrepreneurs try so hard to get things right the first time because they don't want to fail. Often times this results in putting things off for months or years on end, trying to make things perfect before the initial release.

In some businesses, it is a good thing to be perfect the first time; such as medicine, or if you're building a commercial aircraft. In that case, please get it right the first time.

But if you're creating a new dog toy, writing a book, or making some type of food recipe; it is best to create an MVP and send it off to your *beta testers* for feedback.

The first version of this book was filled with spelling and grammatical errors; and still got five-star reviews on Amazon. I'm sure there may be a couple left, but that's ok, because this is a book that is helping you start a business; not a journalism course.

Beta Testers & Focus Groups

Before a software application is released to the public, a small group of people test out the functionality of the software to make sure it works.

Before releasing your product to the market, you want to get a small sample of your target market to test out your product. Allow them to go over it, get their hands on it, and provide feedback.

Since you (as the entrepreneur) are often not an ideal representation of your target market, this is why it is vital for you to make sure that your demographic of customers are the ones giving you the feedback; and you listen to them.

You have two ears and one mouth for a reason.

Listen to them.

After all, you're the one solving problems for them.

- When they give you feedback; listen.
- When you hear common themes in the feedback, make adjustments, rinse, and repeat.

When I was trained by the team of psychologists and neuroscientists, I uncovered a method to help reprogram people's minds to automatically spot opportunities in their lives.

All too often, I was face-to-face with something or someone that would have helped my business move forward, and I walked away - not realizing that I missed the opportunity until it was already too

late.

After learning this one technique, I used it on myself with success.

After I used it on myself, I began going through the process with my network. For the first 10 people I helped, I was working out the problems with the technique, failing most of the time.

Embracing this short-term rejection as a normal part of the process, I kept pushing forward.

Then, after the first 10, I began getting people results.

After I perfected the process through my *beta testers*, I was comfortable enough to charge money for my services. I created an advertisement and charged \$250 for a 60-minute session.

About 95% of the thirty people I worked with reported uncovering new opportunities in their lives within the next 48 hours.

One man who is the CEO of a company in Italy said he struggled to get his product into the United Kingdom for six months. Two days after working with me, he came across an opportunity which got his product distributed in the U.K.

Through my beta testers, and my first round of customers - my service was perfected and now I have a very high quality service that I offer. The only reason the service works as well as it does today is because I put it through this group of beta testers.

Put it out there, and then improve over time.

For my dog magazine, I started off by hiring people to write articles and I used stock photos from the internet. It wasn't the best quality, but it allowed me to get the product out into the market and see how the market responded to it.

Once the magazine began getting 2,000 downloads per day, and

feedback started rolling in; I began adding new features:

1. More relevant content,
2. Higher quality pictures, and
3. Related product offerings.

Getting your product created.

As I mentioned earlier, you won't always have the resources in front of you when you begin; but as an entrepreneur, you have the resourcefulness to figure it out as you go.

Of all of the things I've done in my business - I didn't know how to do them before I did them. I figured it out as I went along. I say this because there are so many excuse-makers out there who say "I've never done it before" and then they give up.

When I didn't know how to build a dog collar, I started looking up manufacturers to make them for me. I received about 20 samples from different manufacturers. The first few samples were terrible, but eventually I had one company create a high-quality design.

I had my family test it out on their dogs, and it worked great.

Unique and Better

In business, we call it a Unique Selling Point (USP).

What makes your product unique and different from the rest? I remember in the pet industry, there was one company who sent a box filled with dog toys, treats, and other items every month for a monthly subscription.

It raised a lot of money and I think it grew to be valued in the billions.

For thousands of copycat entrepreneurs who saw their success, they wanted to do the same thing. By this time, the industry leader

took over the market, and they didn't stand a chance.

When you are unique, and you are better; you stand out.

A Remarkable Product or Service

If I were to visit your city, which restaurant would you suggest I go to?

When answering the question, the name of the restaurant doesn't even matter. The only thing that matters is that whatever restaurant you were about to recommend, has a product or service that is good enough where you will suggest me to go there too.

Author *Seth Godin* talks about creating a *Remarkable Product*. A product that people will make a remark about (to others).

All too often I see entrepreneurs continue to sell sub-par products with most of their focus spent on marketing and advertising. Some of them earn a decent living until the negative reviews start coming in.

With the way the internet is going, word spreads quickly enough throughout the various markets you work in. It will become very easy for a market to put you out of business if your product sucks.

Getting a product out to your beta testers quickly is one thing. They prevent you from being a perfectionist. They are the ones who help you work through the minor flaws and allow you turn your product into a *remarkable* one.

Your product should be high quality and solve real problems for real people. And when your product is *remarkable*, they will recommend it to their friends.

The moment one of my clients asked me if he could suggest my service to one of his family members, I know that the service I

offered was remarkable; worthy of making a remark about.

This word-of-mouth turns into free marketing for your business. It is for these reasons why I write this section for you. Your purpose as the entrepreneur is to solve problems in people's lives and create a solution that is so *remarkable*, that your customers rave about you to their friends!

Free marketing.

How will people understand the benefits of your product?

Earlier on, I mentioned that I spent years of my life working with some really smart people to cure a lot of really big problems in people's lives (stress, anxiety, procrastination, fear, lack of confidence, etc.).

I created a video training course teaching other people how to solve all these problems in their life.

Push comes to shove - it is a really great product.

But do you know what the problem was?

I didn't know how to sell it.

You can have the most amazing product or service in the world, but you're never going to make a business out of it if you don't know how to sell.

In the next section of this training, I will teach you how to sell your product.

SECTION 3

Sales

“I’m not interested.” The man says to me.

Bullshit.

Here I am, talking to the founder of a company who is *destroying his life*, one bad habit at a time.

- His relationships are a mess,
- His health is going to shit,
- His happiness is non-existent, and
- His entire life is spiraling out of control.

The worst part about this problem is that *these bad things* somehow seem *normal* to him; simply because they’ve been going on for so long.

He doesn’t even see it.

Although his business is making close to half of a million dollars per year; this stress and loneliness he is feeling, this smoking addiction, and all the junk food he is eating, is destroying him. His

performance at work is not optimized, and it is holding him back from growing his business to the next level.

Not to mention how quickly the rest of his life is going downhill. The hundreds of thousands of dollars he will have to pay for medical bills later in life is ***much more expensive*** than the couple thousand I charge for my services. When he starts thinking like an entrepreneur, and thinks for the long term, not even money is an issue because I'll be saving a lot of it for him.

The Product or Service is Complete

At this stage of the game, I am 100% confident in the products and services which I offer. I know for a fact that within a couple of months, every single area of his life will be pieced together.

I've ran the service through my beta testers. I also have over one-hundred paying clients who all come back reporting to me that my service is *remarkable*.

But here I am, explaining what I do, and this man says he is *not interested*.

There is a big difference between shoving a product down a person's throat, which they don't need, and allowing this man to get out of his own way so he can allow me to fix his life.

When the prospect falls into the latter, it's time to *make him interested*.

From the moment he said ***no***, this is where the sale begins.

At the time of this interaction, I didn't know how to make sales, and the sale was never closed. It was from this experience where I learned the next valuable lesson on my journey.

It's time to ***learn how to sell***.

Limiting Beliefs About Selling

In the previous example, I had a limiting belief about selling.

I used my powerful words in the last chapter to demonstrate the confidence in my products and services, because that is exactly where you should be right now. 100% confident in the solutions you offer.

Despite my confidence, I didn't want to be pushy, and even though I knew I could benefit him, I didn't close the sale. I had all these stereotypes about sleazy used car salesmen, and the idea that selling is bad.

It's these limiting beliefs in my mind which held me back from even trying to make the sale in the first place. In the following example, I'll help you hammer away at your limiting beliefs so you don't hold yourself back from getting your first sale; like I did.

Remove your limiting beliefs.

What if the very thing that has been holding you back from making sales is the following: You have a judgement about *“being sold*

to”.

If you have your arm dangling off of your body after a chainsaw accident, and a doctor comes up to you offering to piece it back together; do you stop in your tracks and say "Hold up. Wait a minute. I didn't come here to be ***sold to***."

No! He is doing you an *effing* favor of sewing your arm back on!

Well, that's exactly what just happened to me!

Minus the chainsaw.

I was talking to this one aspiring entrepreneur. I call her aspiring because she sits around reading email newsletters all day and isn't actually building a business.

She knows what service she needs to sell, and can make \$3,000 per sale doing it.

But she's simply not doing it.

This pattern has been going on for a year. Overwhelmed by all the things that she can do, she is stuck in her tracks. If she even sent out 200 emails a month, she would be raking in \$72,000 per year at a 1% conversion rate.

She hasn't been doing it.

So I present are a solution.

If you've been on my website before, you know what I do. I cure procrastination, I get people to take action, and I guarantee they get results.

What most people don't know is that I offer this as a service to help entrepreneurs.

For three months, Mary and I would work together on a regular basis.

I would get her to finally take those actions she needs to take, and I'm confident enough in her abilities that by the third month, she'd be making \$6,000.

So I offer her my services.

For a small fee - I would guarantee she gets on track to getting the results she wants, and the \$72,000 she is bound to make this year with her internet business.

Her response is "Andrew, I didn't come here to be sold to."

Then it hit me...

She isn't making the sales emails for her business because she has a limiting belief about selling.

A Limiting Belief About Selling

She is making that one fatal mistake entrepreneurs make when it comes to asking for the sale. She views selling in the context of something she is ***taking*** from the customer.

When she said those words, it was a projection from her unconscious that she thinks selling is bad.

It's implied with her words. "I don't want to be sold to."

Can you hear the tone of the words as she said it? Judgement.

Why would she ever send out those sales emails if she thinks selling is a bad thing. This limiting belief was the thing that stopped her from moving forward with her business.

If she simply approached her business from knowing that people

are in desperate need of her help; they would be a fool to not take her up on this offer.

She doesn't see the true value this business has to offer the clients, because she is approaching sales from a 'making money' perspective. Her service actually delivers value, but her sales process doesn't.

Quite honestly, her prospects don't see the value in this either, because she is simply trying to make money.

But when she learns how to handle objections and deliver the benefits of this service; they'll soon see that by NOT buying this service, they'll really be holding themselves back.

As a result of this limiting belief about selling, she continues to jump at those shiny objects, and continues to do what she been doing. By following this same path over and over again, she'll have the same lack of results that she had for the past year.

One year from now, she'll look back at another year of regret.

She isn't doing anything, because she thinks selling is bad.

When in fact, her business is not 'selling anyone' on anything. She could email the customers and allow them to realize "I have the solutions to your problems. When you work with me, your problems will be solved."

She has a good service too.

- The ones who pay would be **glad** to work together, because they are the ones who are actually committed to growing their business. And their businesses would grow quickly by working together.
- The ones who see Mary's actions as **being sold to** probably have this same limiting belief about selling and they will

continue to hold themselves back.

When we spoke, she said she was being lazy.

In fact, she was not lazy at all. She worked really hard in creating her service, and she knew she took action in other areas of her life.

It was simply this **perception about selling**, and this negative **self-judgement** about sales, which prevented her from sending that first email.

In the field of work I'm in, they say 'perception is projection'.

When she saw my offer to help as 'being sold to', that perception of my offer was a projection from her unconscious mind. This projection allowed me to realize she had a limiting belief about selling.

The funny thing is, if she was my client; I would have already removed that limiting belief from her. The very service she resisted, was the very service that would have helped her the most.

In the past, I wouldn't have even tried to sell Mary on my service because I also had a limiting belief about selling. There was an unconscious self-judgement where I asked myself "What negative thing does it mean about me if I **tried to sell somebody**."

To avoid this judgement, I had an emotional blockage to the point where I didn't even try.

By understanding that she desperately needs my service, and that she is doing herself a disservice by not working with me, I removed that limiting belief about selling.

But there is still one problem.

I didn't close the sale.

She didn't see the benefits.

In the near future, I'll teach you how to communicate your product or service in a way where your clients see the benefits of what you have to offer.

When they see the benefits, a little light will go on inside of their mind, and it might say "Wow, this is something I definitely need in my life." And they will realize this is a service they are already interested in.

But for now...

Going forward with you and your business...focus on the solutions you provide to your customers and understand how it's not 'selling them' on anything.

And one day in the future, you will understand that it is no longer a **sales pitch**. It is simply an offer to help.

In the back of your mind, you have that voice saying to your customers, "Deep down, you already know I have the products and services to solve the problems you are facing in your life now", and when you listen to this voice, your limiting beliefs about selling are gone.

And you'll feel an obligation to make the sale, because your customers deserve your help.

Get to Know Your Customers

When I was finishing up training to become a police officer, we got dispatched to a silent alarm at a bank. Reports came in that the bank was being robbed.

Still new to the profession, I go in lights-and-sirens blazing, full-steam ahead. I get out of the car, un-holster my weapon, and rush through the front door.

As soon as I make my way into the building, I get shot in the face and I die.

Time out.

The academy director was *furious*.

Luckily for myself and my partner, we were still in training and this was all a mock scenario.

You see, when we started out in this profession, we wanted to jump right in, without first sizing up the situation. While it might seem like the quicker option to go out of the gates running, that old saying goes “Slow and steady wins the race.”

You are now excited to make sales.

The reason I share this story with you is because as an entrepreneur, you may want to jump straight into making sales. In the past, the thought of making sales may have made you nervous. But now that you have successfully removed those limiting beliefs about selling, this emotion you now feel is one of **excitement**.

Excitement that you can run out there and grow your business very rapidly by truly helping people improve their lives. Simply the fact that you are not selling more of your product right now is doing your customers a disservice. You released that self-judgement about ‘selling people’, and you realize they are struggling without you.

You have your product or service ready, and you are now excited to sell it.

Get to know your customers.

As you will learn in the next chapter, sales is about communicating the benefits of your product to the customer.

When you rush into sales without first truly understanding **who** you are communicating with, your conversion rates will drastically decrease.

As the old saying goes, “Slow and steady wins the race.”

When you take a little extra time now to create a *Customer Avatar*, and get to know how your customers think, feel, and behave; you’ll have a major advantage.

You will be like that elite SWAT team that sizes up the bank and arrests the bank robber after a short standoff while everyone else is running in the front door getting shot in the face.

Know your customers better than they know themselves.

In the instance with Mary, I was able to understand exactly how her mind works and the struggles she is facing.

She admitted that she suffered from *shiny-object-syndrome*. This means that when she was about to face some type of hard work; she immediately defaulted to something much more immediately gratifying. During the call, I even noticed that she commented on some inspirational quote on Facebook.

By understanding that she does this to avoid the emotion of pain, I began telling her a story about what her business would like look in a year from now if she kept doing this.

By painting a vivid, detailed picture, it began triggering the painful emotions of regret. Regret that she wasted another year of her life away by not correcting the problems in her behavior.

She never felt these emotions because they were always placed in the distant future. Never in the present moment.

By understanding how her mind works, the story pulled those negative emotions into the present moment, and it's these emotions which triggered her urgency to find a solution.

Anybody could logically tell her that she was wasting her time. But it was by my understanding of how her mind works which allowed me to formulate my proposition in a way that drives her to take action.

I left out the fact that I also described all the additional problems she was facing in her life during the process, allowing her to realize that I know exactly what she is going through. And this allows her to realize that I can help.

The only reason I have a detailed understanding of her behavior is

because I've been serving this market for years; first as someone who faced these problems, and now as someone who has the solution.

It is this detailed understanding which allows me to show my prospective customers that I truly understand their problems, that I care for them, and that I can emotionally connect with their struggles.

Remember, your customers are real-life human beings with common struggles, fears, and desires. When you take the extra time to understand them, this will improve your communication with them during the sales process.

Think about you and your business.

When you have this detailed understanding of who your stereotypical customer is, you will be one step closer to an effective sales process.

Things to include in your customer avatar:

- Demographics (age, gender, etc.)
- What are their worst fears?
- What struggles do they face in their life?
- What 'language' do they speak? (ex. If you serve the law enforcement market, you should understand what it means when they say 10-4).
- What are their greatest desires?
- What does a typical day in their life look like?

While most entrepreneurs are out there relying on demographics and targeting alone, it is your understanding of their behavior and psychology which will put you a step ahead of the rest.

You can do this by slowing down for a moment and taking the time to create a customer avatar.

You can only do this by surrounding yourself with your customers. When you do this, you are ready to learn the most important lesson you can learn when it comes to sales.

And that lesson is something you will learn in the next chapter...

How Do You Benefit the Customer?

Seriously, how do you benefit your customers?

For a moment, forget that your product or service even exists. In fact, for the purpose of this exercise, you're not even allowed to reference it at all.

Think of the problems your customers have.

The problems your customers have all have negative emotions attached to them:

- Fear
- Frustration
- Guilt
- Stress
- Embarrassment

This is where doing your customer avatar the correct way comes into play.

What I want you to do right now is to come up with a short story describing what the customer's life will be like if they don't solve

this problem. Tell the story in a way which brings up the negative emotions.

When you paint a picture of the negative emotions people face if they don't have the solution to their problem; it's these *emotions* which trigger them into looking for a solution.

I shared the example in the previous chapter with Mary.

The Benefit

Now, on the flip side of that, what would the solution provide to your customers? In the end, your customers don't care about your product or service, and they only want to know how it will benefit their lives.

For my customers, it is:

- Being motivated,
- Having a crystal-clear direction,
- Being focused,
- Confidence and clarity,
- Freedom,
- Growth,
- And the sense of significance and accomplishment that comes along with building a great business.

Those are the true *benefits* of the products and services I offer.

In the past, when I failed at closing sales, I made a very common mistake.

I tried to sell the features.

I was trying to describe my services to prospective customers, I wasn't communicating how it benefited their life.

Instead, I was listing the *features*.

“I get them the results they want by using a series of techniques I learned from neuroscientists, psychology researchers, hypnotists, and even a guy who was hired to rapidly change human behavior for spy recruits belonging to secret government agencies.

The process involves moving pictures around in their mind and tapping on acupuncture points around their body to release negative emotions.”

When I first delivered the message, it sounded cool, it was interesting, but I was not communicating my services in a way that shows how I truly benefit my customers’ lives.

This is what they mean when they tell you stop selling the features; and to simply describe the benefits.

When I began explaining to prospective clients how they will already be growing their businesses to their next major milestone within three months; it’s these benefits that led to making more sales.

Sell the benefits; not the features.

Yes, you can still list the features after the client understands the true benefits. This helps appease the logical mind, but it doesn’t lead to the very human emotions which put the customer in motion towards closing the sale.

When you communicate the fears of the problem not being solved in a way where they feel the emotions – and you list the benefits which lead to them feeling the emotions of the solution: Selling the benefits is how you make the sale.

Nobody cares about the features.

Now this is where you learn the most important sales lesson of it all:

Selling the benefits, instead of the features, is something you probably read before in sales books, and it was something I knew for years. But it wasn't until I actually began making sales calls before I fully grasped how to put this lesson to use.

Along with everything else you're learning here; you can read it in the books, you can logically understand it, but in order fully get these results, it's something you're going to have to experience for yourself.

Think about the problem you're solving for your customers. Before you even talk about what your product or service is:

- What is the problem you are solving?
- What benefits will they receive when this problem has been solved?

When you understand these two points, you can explain how your product is the solution to their problems.

Sell the benefits. Not the features.

Consumer Psychology & Copywriting

By surrounding yourself with your customers, you already have a good understanding of who your ideal customer really is.

Now, you will learn a series of tried-and-true psychological triggers which help move your customers in the direction of the sale. Just like you are walking this path to the new village as an entrepreneur, your prospective customers are walking their own path, and it is your job to lead them towards the sale.

By understanding the principles of consumer psychology, this will make your job a little bit easier.

If you're an entrepreneur, you've probably heard these principles before so I will not repeat textbook information which you already know. Instead, I am going to share my experience selling glow-in-the-dark dog collars to demonstrate how I actually put these principles to use.

As you go through the examples, think about how you can apply these principles to your own sales process.

Topics to Cover:

- Grab their attention.
- Become an Authority.
- Trust.
- Social proof.
- Commitment and consistency.
- Scarcity.

Grab their attention.

People are easily distracted, especially on the internet. My ex-girlfriend scrolled through her Facebook newsfeed quicker than one of those fast-talking auctioneers. They quickly go on to the next thing, never seeing what you have to offer.

In a busy world, it is vital that you capture your customer's attention within the first few seconds.

On my product listings, my business partner and I split-tested different headlines to see which headline resulted in the most clicks. "Keep your dog safe from danger" with a picture of a cute puppy wearing the product caught the attention of dog owners.

Become an Authority.

Most people are conditioned to blindly follow people in a position of authority.

This is why you see doctors in lab coats recommend products in those health and fitness commercials. They are an authority figure in the health and wellness field, so their presence leads to an increase of sales.

Our LED Glow Collars were the "Official Merchandise of A Dog's Best Friend Magazine," and this title positioned this product as an authority by association.

Earn Their Trust & Remove the Risk

When I sold one of my fitness apps, the potential buyer had a distrust of buying things on the internet. I don't blame him because there are a lot of people out there who could rip him off, especially at the price he was paying.

To earn his trust, I told him to friend me on Facebook, watch my YouTube videos, and provide him a sneak-peak into my personal life to help his decision. I also had him pay through PayPal, which is an online payment processing company with a reputation for returning the money in the customer's favor in the case something did go wrong.

By getting to know me through my personal stories I share on Facebook and YouTube, he felt comfortable enough to do the transaction with me.

With the Dog Collars, we made it clear that we offered a risk-free 100% money back guarantee.

When you earn their trust and remove the risk, you remove one major obstacle standing between you and closing the sale.

Social Proof

Imagine you see two restaurants on a Friday night. One is crowded, and the other one is completely empty. When people walk by, they may think something is wrong with the empty one since nobody is eating there.

Even with the longer wait, people will tend to go with the option which has more people there, because if everybody else is eating there, it must be good.

We had customers send in pictures of our product being used by their dogs. We also made use of customer testimonials. Not only

does this build up the social proof, but it also builds the trust in the product.

When other people saw that this item was already popular, it made them more likely to jump on board and become a customer too.

Commitment & Consistency

Many of my service-based clients started off as customers of my lower-priced products. Virtually all of them started off by subscribing to my free email newsletter.

When you have your customers make small commitments over time, they will build up to the larger sales.

If the dog owner is not ready to buy the collar right away, they could start off with a free subscription to the dog magazine.

Bump up the Scarcity

For millions of years in our evolution, the humans who protected their scarce resources of food were the ones who survived. For this very reason, it is built into our DNA to hold onto scarce resources at all costs.

Money is one of those resources.

Imagine that you are one of those cavepeople who has a scarce supply of food for the winter. You will only give up your food if somebody else provides you with something more valuable in exchange.

If your customer doesn't see the value in what you have to offer, they won't give up the money. Before you even think about using scarcity in your sales process, you have to make sure that the customer understands the benefits, and is interested in buying, first.

To illustrate this example, I once was at a car dealership looking to

buy a new car. The salesman told me “It’s the very last car on the lot and we have someone else looking at it tonight. If you don’t buy it now, you’ll miss out on this opportunity.”

He read a book on sales psychology and tried to bump up the scarcity in me. The only problem with his approach is I didn’t see the value in the car. I wanted a brand-new car and he was trying sell me on something that had 80,000 miles on it.

Fear of Loss – After a prospect has already made the decision to purchase, and tells you they have to think about it, the use of scarcity will help close the sale immediately.

By injecting scarcity in a decision they might put off until later with; it is their fear of losing out on this true opportunity, which will create the emotions leading to them making the purchase.

When there were only 3 dog collars left in stock, we made sure to advertise that on the product listing. As soon as we listed that, the last three dog collars sold out very quickly.

Summary:

As you can see, these traits are based on the psychology of the customer. It is still your job to describe the benefits of how your product will benefit their lives. When you include them in your sales process, you will increase conversion rates and have an easier time making the sale.

With everything you learned so far, there are still two things getting in the way of closing the sale.

Objections & Frame Control

When you face objections, it is important to hold the mindset that you already have a remarkable product which your customer deserves to have. This provides you with the confidence and persistence in pushing forward with the sale, even when the customer says no.

You would be doing them a disservice if you don't remove the objections for them.

It is important to preface this chapter with the understanding that there is a clear difference between pushing through objections; and continuing to *sell* when a customer is genuinely not interested.

If it is the latter, you will not only be wasting the other person's time, but you will be wasting energy; which could otherwise be used to close more sales with people who are genuinely interested in your offer.

This distinction is something you will only gain with experience.

The sale begins at NO.

Because you have a *remarkable* product which truly benefits the customer, the customer deserves to hear what you have to say to the very end.

When I first tried to make sales, I didn't listen to this advice, so I never closed them. Also, when I first tried to make sales, I wanted to be polite.

I didn't want to bother people or interrupt them. They were busy in their lives, and if they gave me some reason why they were not interested, I would hang up the phone and the interaction would end there.

Does hanging up the phone ever lead to the sale?

No.

In sales trainings, they say that the sale starts when the customer says *no*. The reason I mention this is because objections are a very normal part of the sales process.

While rookie salespeople try to ignore the objections, or give up at the first objection, this never results in the sale.

Experienced salespeople accept the objections as being a normal part of the process, and they discover ways to remove them from the customer's mind.

The agreement frame.

The objection in the customer's mind is there whether you like it or not. If you tell them it shouldn't be, or you brush it off, it won't go away.

Instead, you want to confidently agree with them.

Let's say you are selling new car tires to a prospective customer and they say that the price is too high.

“Oh, you’re right. I understand that these tires cost more than the guys down the street, but we offer something they don’t. The reason why our car tires are the better option, is because we come with a three year no-questions-asked replacement guarantee.”

By first agreeing with the objection, it shows that you understand them. This is a very important part about relating to people. After they see that you understand their concern; you have enough rapport with them to remove the objection, such as in the example above.

Who’s controlling the frame?

The reason I share this story with you is because I suffered from this problem for a while.

The prospect always held the stronger frame, and they won the interaction. The only sales I would make were when the person was immediately interested.

But in order to truly master the art of sales, you have to hold the stronger frame when objections come up, and then enjoy the process of removing them.

If you’re driving down a back-country road and a small tree fell across both lanes, do you get out and remove the tree? Or do you turn around and sleep in your car that night?

Your destination is on the other side of the tree, so the only way is to remove the roadblock, and inevitably arrive at your destination.

What helped me is to reframe my outlook on objections. Instead of viewing them as a sign that someone is not interested, I decided to turn it into a fun game where I am helping them get out of their own way.

Which one of these viewpoints will lead to more sales?

When you gain experience, you will notice which common objections your customers have, and you can begin to remove them before they even arise.

When the customer understands the benefits of your product, you make use of consumer psychology, and you have successfully removed any objections; there is only one thing standing in your way from making the sale.

And that is what I'll talk about in the next chapter...

Ask for The Sale

Your goal is to control the entire course of the interaction.

Every word you use and everything you do serves a purpose. This purpose is to lead the person directly to the point where they pull out their credit card and buy your product.

By staying on course, using everything you've learned so far; there is only one thing left to do.

When they are ready to buy your product...

Ask for The Sale

Just a couple of months ago, I was helping an up-and-coming fitness coach build his online brand.

He had a really great product offering. It was a fitness boot camp which helped people jumpstart their fitness goals. He used to be in the special forces, providing him with a remarkable unique selling point, and the results he got people through his offline sales were absolutely amazing.

This guy knew his stuff.

When he put up his website, he learned how to capture the customer's attention, allowed them to understand the benefits, and he really got them interested in signing up for what he has to offer.

But there was only one problem.

He didn't ask for the sale.

There was no button on his website which linked to payment processing, there was no phone number, and he didn't even have an email address listed on his website.

He continued to send out email marketing, follow-up advertisements, and he kept trying to sell the customer, even after they were ready to purchase.

When he made the one simple adjustment and added the sales button to his website, tickets for his boot camp sold out in the very first week.

When the customer is ready to buy, stop selling, and ask for the sale.

In my own personal experience, I was on an hour-long sales call with a prospective customer who had more than enough money to afford my services.

He even directly told me he was interested in my program to help him quit smoking. After he said that, I said we can schedule another call next week.

Being a hedge fund manager with \$50 million to his name, I could have easily taken the payment over the phone.

I didn't, and I never heard from him again.

\$5,000 was left on the table because I didn't do the one simple thing and *ask for the sale*.

Pick Up the Phone

My favorite line from *The Wolf of Wall Street* is “Pick up the phone and start dialing.”

You’re late on your mortgage? “Pick up the phone and start dialing.”

Behind on your credit cards? Good. “Pick up the phone and start dialing.”

Pick up the phone and start dialing.

Look, I can write you an entire book on how to ride a bike, you can study it for years, and come up with every last bit of knowledge about the psychology and tactics of riding a bike.

But what happens when you never even get on the bike?

You’ll never be able to ride.

You won’t experience that freedom and speed that you want to experience.

What’s the best way to go out and make sales?

Go out and make sales!

Explain to people how you can benefit their lives.

If you're still avoiding rejection and failure, I challenge you to shift your focus away from closing sales for the first 100 calls you make. Instead, make your goal to hear 100 NO's, and learn from each and every interaction.

And adjust along the way.

Got over your fear of rejection?

Good, shift your focus back on one thing and one thing alone; keeping every moment of the interaction on track, and leading your customer down the path of ***closing the sale.***

You want to go make some sales? Pick up the phone and start dialing.

Whether it's picking up the phone, walking door-to-door, or putting up some advertisements leading to your sales page, the only way to make sales in this day and age is to simply go out and **do it.**

Your customers are counting on you to help them; you don't want to let them down.

Now that you know how to make sales, wouldn't it be nice to learn how to do marketing and advertising so you can make more of them?

In the next section of this book, that is exactly what we're going to talk about.

SECTION 4

Marketing & Advertising

In order to make sales, you're going to have to get your brand in front of the people who need your products the most.

And that's what this section is about...

A Crash Course in Marketing

In the upcoming chapters, I'm going to share with you my experience in marketing and advertising.

By the end of this section, it is my intent that you have enough knowledge and understanding to be able to market your product and service to the people who need it the most: Prospective customers.

You already know how to sell them, so this is simply getting your brand in front of their eyes. Because you already know how to sell, the hard work is already done for you.

In this chapter, I'm going to walk you through the process of a paid marketing campaign from start to finish.

The stages of a marketing campaign:

1. **Marketing Source** - Where your audience hangs out.
2. **Demographics & Targeting** - Only showing your product to interested people.
3. **Advertisement** - Getting them to click to your website or call your phone number.
4. **Split Testing** - Determining which advertisements work best.
5. **Landing Page** - To get their email, sell them in person, over the phone, or to sell the product via the internet.
6. **Follow-Up Sequence** - To sell the people who don't purchase right away.
7. **Remarketing Advertisements** - To keep your brand on their minds.
8. **Sales Page** - To sell them on the product.
9. **Lifetime Customer Value** - Up-Sells/Cross-Sells/Down-Sells & other Back-End Marketing Principles.

An important note:

This is not a *one-size fits all* formula, and the way you approach this will vary depending on the business you start and the product you sell.

With that being said, the structure will remain the same (find out where your audience gathers -> targeting/demographics -> advertise -> sell -> upsell -> etc.)

My first business was A Dog's Best Friend Magazine, and let's say I have the following products for this campaign:

- Free eBook on how to train your dog to stop barking.
- \$14.95 eBook on dog training
- \$35 DVD set on dog training
- \$500 in-person dog training package

1. Marketing Source

Where does your audience hang out, and where can you get your business/brand in front of them?

If this is your first time advertising your business, it is important to focus on one marketing source first. This way you can gain some experience before spreading your efforts thin.

While it may be tempting learn them all at once, that is like trying to learn how to play the drums, guitar, piano, and trumpet all at the same time. Master one skill before moving onto the next.

For this marketing campaign, I chose paid advertisements on YouTube for the marketing source because YouTube gets billions of views, and there are a lot of dog owners looking for dog training information on there.

2. Demographics & Targeting

On YouTube, you can create advertisements that target specific search terms, and also you can target specific videos.

For the front-end offer (the free eBook on how to train your dog to stop barking), I target people searching for anything related to "How to get my dog to stop barking."

I also narrow down my targeting by age range (to ensure I target people with money to spend, and not 13 year olds).

3. Advertisement

On YouTube, I showed my advertisement to people who searched for "How to get my dog to stop barking." And the video advertisement I created says:

"Are you looking to get your dog to stop barking? Click the link in this video for your FREE eBook that will teach you how to get your dog to stop barking today. It's simple, it's quick, and it's free. Click

the link in this video right now to get your dog to stop barking today."

The purpose of the advertisement is to get them to the next stage of the process, whether it's a phone call, or in this case - clicking to the Landing Page on my website.

By simply repeating what they searched for - I gained their attention, their interest, their desire for the offer, and then I ended with a call to action.

4. Split Testing

You're going to go through a lot of trial-and-error with your marketing campaigns.

For example, you can run five advertisements to the same demographic of people. The advertisements are identical, with only *one* thing being different - the sales script in the video.

In my case, I had five different video advertisements being shown to the same targeting group, and I ran them until I had enough views to determine which one performed the best.

I continued to run that one, while getting rid of the rest.

5. Landing Page

As mentioned earlier, I am using the example of marketing to my website. Your advertisement might lead to a phone call, or a visit to your retail store. Either way, the process is the same and you want to get as many people to the next stage of the sales process as possible.

Here, you have two options:

1. A straight sale - You sell your product, or
2. Capture their contact information to follow up with them.

If you're advertising on a website such as Amazon, or if you're advertisement gets them to see your product in a retail store - you'll be going with the straight sale. In these instances, utilize the principles from the sales section of this book to optimize the performance of your sales script/sales page.

For my example, the advertisement promised a free eBook to help get their dogs to stop barking.

The landing page for this is simple:

1. The person searched for training their dog to stop barking.
2. The advertisement promised to get their dog to stop barking.
3. The landing page headline reads "Get your dog to stop barking today."

My *call to action* instructs them to enter their email in exchange for the free book. The reason you want the email is because this provides you a way to continually stay in contact with potential customers. People live in a busy world and they'll forget about your website as soon as they leave it.

The landing page in this case is simply meant to get the prospective customer to the next stage of the sales process. If it's a straight sale, they will buy your product now (which I'll talk more about in #8)

After the prospective customer provided me with their contact information, I used an email marketing software to deliver the promised eBook to them.

6. The Follow-Up Sequence

After the prospective customer subscribes to the email newsletter, they are provided with the free eBook.

From there, we split tested different subject lines on the email (to see which ones get opened the most). After that, we split tested different email topics (to get the most clicks to the sales page).

If you do telephone sales, you can follow up with prospective customers on a different phone call, at a later date.

7. Remarketing Advertisements

When a person visits your website, a tracking pixel is placed on their computer, and you can continuously show them advertisements across many platforms (such as Facebook and Google).

This is very effective because not everyone will become a customer on the first try. Since they are from your targeting group, you know they are ideal candidates to buy from you. On top of email marketing, this is another way to constantly keep your brand on their radar.

They say a person needs an average of 7 interactions with a brand before they are ready to purchase.

8. Sales Page

The purpose of this page is to get the customer to buy the product.

At this point, the customer was searching for dog training on how to get their dog to stop barking. This allows us to know that:

1. They own a dog, and
2. They are interested in dog training.

From here, you will use the sales techniques learned in the previous section to convert them into paying customers.

9. Lifetime Customer Value

When the person buys the product, many shopping cart software programs include up-sells.

When the person buys the \$14.95 eBook on dog training, before they finish their checkout, you can show them additional items to add to their cart.

- Would they like the \$35 DVD set?
- Would they be interested in buying the \$500 training package for \$400 if they buy now?
- Would they want to subscribe to the dog magazine for \$12 per year?

The main thing to understand here is that once you turn them into a paying customer, there are other products you can offer them.

This way, if you paid \$20 in advertising costs to get one customer to buy the \$14.95 item, you can still turn that into a profitable transaction if enough of them also buy the DVD set.

By doing this, you increase the Lifetime Customer Value (LCV), so you can pay more money in advertising to gain more customers, make more sales, and have a more successful business.

Summary

The example above is of a marketing campaign I ran from start to finish for one of my businesses. Remember, even though I framed this up in the context of online marketing, the process is still the same.

While the content of yours will be different, the same fundamental marketing principles apply.

In the next chapter, I will talk more about the most important part of the marketing process, which is getting your brand in front of your ideal customer...

Stand in Front of Your Customer

At the very core of advertising, your job is to get your product or service in front of the type of people who will be interested in buying it the most. At the same time, you want to make sure you don't waste time or resources advertising to those who don't.

At this stage of the process, you already have the product or service ready, and you have either a sales page or sales script which will convert strangers into paying customers.

Similar to how I described split testing the advertisement in the previous chapter, you will split test and improve your sales process over time. The only way to do that is to ramp up your marketing campaigns and to get a lot of prospective buyers interacting with your brand.

During the *traffic first* phase of creating your product or service, you should have already done a lot of your research, so knowing how to reach your market should already be a breeze.

Target your customers...

I help transform people's lives through curing procrastination. In this marketing campaign, I gear my services to internet entrepreneurs.

Will I market my personal transformation services for internet entrepreneurs in a children's toy store?

No.

Now let's say I invent the hottest children's toy of the year. Will I reach my audience by advertising in entrepreneur Facebook groups?

No.

Every audience is different, and can be reached in different locations.

Think about the market you are serving and ask yourself where they hang out:

1. What sources of media do they consume?
2. What social media influencers do they follow?
3. What websites do they visit?
4. Are they members of offline groups/organizations?
5. Are they college students who live on campus?

The best way to understand where your customers hang out is to start surrounding yourself with your market, and get to know them at a personal level.

Small vs. Large Marketing Sources

I chose to market my brand on YouTube for a reason. The advertising platform is large enough to continuously provide a steady flow of traffic.

On the other hand, if you are advertising on a smaller blog, your

marketing source may dry up fairly quickly.

This is why a lot of my mentors suggest to advertise on large platforms such as Google or Facebook.

Before moving forward, I have a homework assignment for you:

1. Surround yourself with the people you are serving. Get to know them.
2. Discover where they hang out, what media they consume, what influencers they follow, and what social media outlets they use.

For us advertisers who use the internet, platforms such as Google, Facebook, and Instagram all make it very easy to get our brand in front of the people who are in need of our product or service.

When you get deeper into advertising, you'll get creative with your targeting and demographics. When you begin to get thousands of customers, you'll learn their age range, demographics, etc.

Over time, when you optimize your marketing campaigns, you'll learn this from experience, but the most important thing to understand up front is this:

Your goal is to get your business/brand in front of the type of people who are in need of your product or service.

When you understand how to get in front of the people who need your services the most, the next step of the process is to...

Get Their Attention

The 800-Pound Yellow Gorilla

In November 2016, I was backpacking through Amsterdam's museum and canal district.

As the people were making their way through the city, dressed in winter jackets and hats, taking pictures of the surroundings; I noticed something that *stood out* from the rest.

Out of nowhere, a *yellow*, 800-pound gorilla came barreling down the street like Donkey Kong. Coming up behind it were emergency services, animal control, and the zoo keepers, trying to get the animal back in its cage.

All of a sudden, everybody stops what they are doing, and *all the attention was on the yellow gorilla*.

Was it covered in yellow paint?

No.

Then, it happened...

The gorilla comes running full speed ahead, we make eye contact with each other, and he comes running directly to me. As he approaches, I give him a high-five and I say "You're looking nice and yellow today."

He said thanks, and he gave me a banana.

All eyes were on us.

You see, most of your life, you've been taught to blend into your surroundings.

You don't want to stand out. You don't want to make a scene. But why is this?

It's actually built into our very DNA. When humans lived in the wilderness in small tribes, if we stood out from our surroundings, we would become a target for attack.

Opposing tribes would attack us and animals in the wild would make us their dinner. Either way, if we stood out, we would get attacked.

But how in the world is your business supposed to get any attention and be known if you blend into the surroundings?

Stand out.

How can your business or brand be so loud and noisy, that it will capture the attention of people just as much as if an 800-pound yellow gorilla was running down a city street?

The purpose of your advertisement is to stand out and be known.

At this stage of the process, you know how to:

- Get in front of your audience.

So now how do you ***grab their attention?***

As I mentioned earlier, my ex-girlfriend was a pro at going through her social media feed. She would scroll through about 100 posts, press the like button on 20 of them, share another five, and make a few comments in just the matter of a few minutes.

Then, out of nowhere, she stops in her tracks, scrolls back up, reads something for a few seconds, and spends five minutes reading an article.

Whatever article she read; the blog owner only got her to the website because he was able to stand out from the distractions.

The world is filled with distractions, and unless you capture their attention immediately, prospective customers are going to move on past you - not knowing you even existed.

Back in the earlier days of internet marketing, you had flashing banner ads, red arrows, beautiful women in bikinis staring through the screen into young men's eyes.

It got their attention.

Some of this still works, some of it doesn't - but you're going to have to test it out.

Crafting your advertisement.

Your advertisement (for the purpose of this chapter) can come in many forms.

- A banner ad on the internet.
- A highway billboard.
- A television or radio commercial.
- A way to capture the attention of the venture capitalist at the business conference if you're looking to get funding.

For my dog training advertisements, I simply made YouTube videos that repeated the exact phrase people are searching for, with a picture of a cute puppy on the video to keep them hooked.

In marketing, there is a thing called the AIDA formula.

Attention - You want to capture their attention (cute dog picture).

Interest - You want them to be interested (does your dog bark too much?).

Desire - Get your dog to stop barking by tomorrow.

Action - Click the button on this video to get your dog to stop barking by tomorrow.

Once you capture the attention of the person in need of your product or service, the advertisement should also immediately let them know the benefits of what you have to offer.

"Get your dog to stop barking today", mine said, which is a whole lot more effective than describing the features, "Get your free eBook."

At the end of this entire process, you want to end with a Call to Action (CTA) where you direct the person to take the next steps in your sales process.

When you watch infomercials, they tell you to visit a website or call a 1-800 number today. Online advertisements have a "click here" button.

Since you already know how to get in front of your target market, the purpose of the advertisement is to capture their attention, make them interested in you, have them desire your product or services in a way where they will take the action to move on to the next step of the sales process...

P.S. – The story of the yellow gorilla was made up.

Test Things Out & Never Slow Down

The concept is called split testing.

Which marketing idea will work best? I don't know. Test it, gather data, rinse, repeat.

The data doesn't lie.

A lot of times in marketing, you'll have emotional attachments to certain ideas that you think are good. All too often, people drag out marketing campaigns that were doomed to fail from the very beginning, because they let their decisions be based on their emotions, and not the data.

Which idea will work best?

I don't know, test it out and see what works.

Even the best marketers in the world will not know which advertisements will work the best for you.

One common question that you might have with your marketing or sales process is "Will this idea work best? Or will this other idea

work best?"

The correct answer is: I have no clue; you're going to have to test it out and measure the results.

The data doesn't lie.

When my friends and I were getting started with running paid Facebook advertisements, we had a really great idea for an ad campaign. We thought that using a specific picture of a baby holding a puppy would get the most attention.

The only problem was that we didn't know how to run Facebook ads.

To get started with our education, we created a test campaign that was never meant to go live. The targeting was great and the picture was average.

The text in the ad was "test test test, this is just a test."

A few days later, the advertisement of the baby holding the puppy was seen by over 10,000 people; and virtually nobody clicked on it. The data on this brilliant idea told us that it wasn't so brilliant after all.

Then, my friend noticed that Facebook charged him an extra \$200 that he didn't mean to spend.

The "test test test, this is just a test," advertisement was accidentally running, and he got close to 1,000 clicks to his website from it.

I know you want to know which campaigns will work best before you launch them, but you won't. The honest answer is nobody knows what will work best, and you're going to have to test it out yourself, and see what sticks.

The data has your answer, and there are many analytics programs which you can use to analyze your results.

You're going to fail.

I have to finish this chapter to say that shit happens.

Advertising accounts get banned for no apparent reason, you'll try a hundred different things that don't work, and through the testing process, things don't always go right.

Not only with marketing, but with the bigger picture of business.

On the outside, people only see the success of stable companies. If a company goes bankrupt, it only makes the news if it's some large corporation.

The successes are loud, yet the failures are silent.

As someone who has owned more than one company, and knows thousands of other people who have done the same, I learned the following lesson:

There are many times in each and every one of our businesses where it's like everything is on fire and it's a constant battle to put out the flames.

If you go into your business expecting everything to go right, you'll be confused and disappointed when it doesn't.

Trust that many of the struggles you are going through are a normal part of the process. Don't let them slow you down. Never stand in your tracks. Adjust, and keep running forward.

Marketing Summary

By understanding where your audience hangs out, capturing their attention with the advertisement, and getting them to your sales

process, the sales process will take care of the rest; and you already know how to do that.

Over time, you'll learn how to create follow-up campaigns, release additional products, and grow your business.

Just like everything else in business, you have the resourcefulness to learn it all, and this is more than enough to get you started if this is your first time around.

The only way to start getting the results is to, *"Pick up the phone and start dialing,"* using this phrase to not only talk about making sales, but launching your ad campaigns, and getting your product into market.

Experience is your best mentor.

The Fundamentals of Entrepreneurship

When you stick with the fundamentals, you'll never go wrong.

The year was 2008 and I was getting trained as a firefighter and emergency medical technician.

They call it the ABCs

First, we sized up the scene to make sure it was safe.

Airway, Breathing, Circulation.

No matter what scenario we faced, this fundamental checklist helped us through any unknown situation.

We checked to make sure the airway was clear.

If it wasn't, we cleared it.

Then we checked if the patient was breathing.

If they weren't, we gave oxygen.

Then circulation.

If they had no pulse, we did CPR.

From there, we went into the advanced skills which we learned along the way. Even the advanced skills had a fundamental structure and checklist in itself.

Business is the same.

No matter what business you go into, or which scenario you encounter, the fundamentals are virtually always the same:

1. Solve the needs of a market.
2. Get in front of the market.
3. Sell your solution to the customers within the market.

The specific tactics and techniques that work today may not work tomorrow. There's always a new social media platform popping up, and algorithms are always changing.

The reason I taught you these lessons is because these are the core fundamentals that hold true throughout any of these changes, or any type of business.

Wanting the step-by-step path.

I get it, we all want the path of least resistance.

We want the exact formula to follow and allow the results to just come pouring in. I searched for that, but it doesn't exist.

You can learn all these things in books, but the only true way to start getting the results is from your experience.

As you already learned in these previous three sections, the fundamental skills of business are fairly straightforward, and the only thing holding most entrepreneurs back are the lack of actions they take.

Coming up in the next section, I am going to shine a light on the trials and tribulations you are going to face on this journey out of the comfort of the village you were born into, so you can make it through to the other side quicker than it took me.

The next section of this book will rapidly speed up your progress as an entrepreneur.

Additional Resources:

If you are interested in learning more about the advanced skills that work in today's business environment, I offer the latest up to date advice and business practices, and you'll even get mentored by some millionaires to teach you their ways.

Get Started with Building Your Business

www.LimitlessAcademy.com

SECTION 5

The Trials and Tribulations

On this journey, you're going to face struggles and obstacles:

- You have no clue what you are doing.
- The next steps are uncertain.
- You might be walking down the wrong path.
- You jump from idea to idea.
- You fail and get rejected.
- You read too many books and don't take enough action.
- You remain in your comfort zone.

I write this section for you because I want you to realize that every struggle you face is *a normal part of the process*. Every entrepreneur who came before you faced these same struggles.

It's simply what you **do** in these moments, which determines your destiny. Run forward, give up, or stand in place; the choice is yours. But I'm sure you can already guess where standing in place won't lead you.

Run forward:

All too often, when we first get involved in entrepreneurship, we think it's going to be easy. After all, the success you see other people have looks very simple.

They all seem to know what they are doing, they have a cool product that's already built, and they are already making the money. You see them when they are already living the lifestyle you want to live.

It's easy for them, and it's difficult for you; so something is obviously wrong with you. They just magically snapped their fingers and got there. Right?

Wrong.

You are reading this today because every struggle you are facing is a normal part of the process. The people who advertise their success, have egos. They want to put out a front of a positive public image and persona so people will approve of them.

I can tell you *this is a fact* because I'm one of those people.

On social media, you will see my pictures and stories of traveling the world, having amazingly epic experiences; but I don't share my struggles.

It's probably because of my ego.

Since you're reading this book and you are facing your *rite of passage* to be part of *the tribe*, I don't mind sharing my struggles with you. It is my hopes that sharing my struggles will prevent you from standing in place or running away when you face them.

I want to help you break free from the tribe you were born into, so you can successfully navigate ***through*** the trials and tribulations so you can join *the tribe* too.

Each obstacle you face has a lesson. The sooner you learn it, and take the action to go through it; the sooner it will go away.

This tribe is filled with others who can help you along the way. We all went through the same journey you're going through right now. Trust me. I said it many times, and I'll say it again:

The struggles you face are *normal*, and it's what you *do* in these moments when you face them which determines if you get through them.

You can focus on your problems and complain about them being there, standing in place. Or you can realize that every obstacle is an *opportunity*. By facing these struggle head on, these opportunities are the very things which build the character traits that will stay with you forever.

It's a lot faster the hundredth time you ride a bike. Business is the same way.

Whatever you *do* when you face them is your choice.

But I can tell you one thing:

The success you want to have only comes after you successfully navigate *through* your struggles.

There's no way around them.

Stop comparing yourself to others.

When your focus is on people who are at a later stage of the journey as you, you might be discouraged or think something is wrong with you.

This couldn't be farther from the truth.

You're walking the path now, which they have already walked

before. You just didn't see them when they walked it.

Obviously, since what you're struggling through now is a natural part of the learning curve, you can't expect to be initiated in that new village already.

Think about the obstacle you're facing now, and now ask yourself how you can push through it.

This dimly-lit, treacherous path is through the harsh wilderness. You've never walked this journey before, so you don't know how to handle it.

But I'm here to tell you that the trials and tribulations you're facing are normal.

Hopefully these words alone are enough to encourage you to keep walking...

Making Sacrifices

To be honest, the first two years of this journey were nothing more than one of the greatest struggles of my life.

There I was, having these dreams of being an entrepreneur and seeing all these people live the entrepreneur lifestyle.

They were making money and I was stuck.

Stuck working a 9-5 job, in a cubicle, doing work that I hate.

The people I surrounded myself with at work didn't share these same goals and ambitions. To wrap it all up, they all seemed content.

They were content in a life that limited them.

They woke up to the sound of a noisy alarm clock, worked for a company throughout the day, and then went home to watch TV, or go out and party on the weekends.

They live for the weekends.

"What are you doing Friday night?" was the question. Friday night

was the time when they could finally unwind from a long stressful week at the office.

All the while, I started making friends on Facebook with all these millionaires who are posting pictures of their exotic sports cars, month-long vacations on the coast of Italy, and on top of all that; all the YouTube videos.

Those were the worst.

I remember watching one where this guy spent 90 days backpacking through another continent.

I had no clue how he did it, but I assumed he was an entrepreneur. I would play the video in the background of my work, listening to the music which gave me the hope and dream that one day it would happen to me.

Then came the sacrifices.

I was told by my mentors that I would have to make sacrifices.

While I spent my days telling my coworkers about my dreams, this type of lifestyle was too far out of their scope of reality to relate to, and I felt alienated.

At night, I went home and turned on the computer.

Six hours of being on the computer; after I got home from a long day at work.

After a few months, I stopped going to the gym.

The amount of time I spent on my business suddenly became more important than working out. I needed to put in as much time as possible for my business in order to make those dreams a reality.

Then, I cut out the weekends.

When my friends went to the bars and clubs; I told them I was going to work on my business.

"Andrew, there is something seriously wrong with you." One girl said to me, as she tried to schedule an intervention.

She didn't get it.

The only people I could relate to were a few others like me who shared these same ambitions. They were few and far between.

When I was always tired and drained from my day job, I used to tell myself that I didn't have the time.

By cutting out the gym, my nights, my relationships, my friendships, and my weekends, I made the time.

Then I stopped cooking my own food. Fast food added more time to my work, so fast food is what I ate.

All of a sudden, I probably spent just as many hours in front of my computer as I did at my day job.

I sacrificed so much, and this continued for a year of my life.

My mentors told me that I needed to make sacrifices, but there was only one problem with the sacrifices I was making...

I wasn't working.

Do you know those feel-good tasks?

The things you can do where you *think* you're working, but you're really not?

In this year, I read a lot of business books. Rich Dad Poor Dad, The Millionaire Fastlane, The Four Hour Workweek, Cashvertising, Built to Sell, you name it. I made it through fifty

books in the first year alone.

I did the things that were comfortable.

I taught myself how to code.

When I learned how to do that, I coded one website after another, making them look as pretty as possible. I made them pretty, I made them functional, but I wasn't doing anything past that.

As soon as I reached the point where I had to learn something new and uncomfortable, such as marketing or sales; I stopped what I was working on and defaulted back to my comfort zone.

The next pretty-looking website with zero visitors, and the next shipment of books from Amazon.

Imagine spending a year of your life knowing that this dream of yours is possible, not being able to relate to anybody around you, slaving away at a job you hate, sacrificing every area of your life; all resulting in nothing to show for it.

One year wasted.

I called myself an entrepreneur, but I wasn't even working.

When I did the only thing that resembled some accomplishment of any kind, it was the pretty-looking websites I coded. When I coded those websites, I was like a lonely artist who paints one beautiful portrait, and then puts it in the back of a closet; never to see the light of day.

Never to be featured in an art gallery.

Never to be put out for sale.

I sacrificed my life, but I had nothing to show for it.

My mentors told me I needed to make sacrifices, but I forgot to understand that when I do make those sacrifice with my time; I have to *do something with it.*

Laziness

“You grow addicted to the pattern that you are accustomed to.”

You better make sure it's a good pattern.

Do you barely get any work done towards your real goals? Perhaps you are suffering from laziness or procrastination without knowing about it.

By going back to a time in my life where I overcame laziness, I have the confidence to know I can do it again. Think of a time in your life when you overcame a bad habit.

How are you going to apply that to what you're working on now?

How I overcame laziness.

When I was in my early-twenties, I was unemployed and living at my parents' house after college.

I usually slept until 2 or 3 in the afternoon, ate some junk food, talked to friends on Facebook, ate some more junk food, and then went back to sleep around 4 in the morning.

This pattern went on for months, because I grew addicted to this behavior, which I was so accustomed to. It was keeping me down, sucking me away from any type of positive stimulation in life that would break me free from that deadly pattern.

But it felt good!

Laziness is an addiction that everyone has to break free from in order to achieve their goals, no matter how good it feels at the time. Do you feel good, even when you aren't getting work done? What if there is a more productive way to achieve that good feeling, which also allows you see progress at the same time?

There is a way.

- The hardest part is realizing that you are actually lazy.
- The easiest part is actually doing something about it once you see how devastating this pattern is for your future.

Have you entertained the possibility that you might be lazy without knowing it?

Take a look back in the last 30 days of your life. What have you *actually* accomplished? I'm talking about real-world tangible results. After I looked back and the answer was *absolutely nothing*, I decided to get some help.

It was a hot and humid day in late August. Just north of Charlotte, North Carolina, my first day at the police academy arrived.

My alarm woke me up before sunrise.

I was fortunate enough to be instructed by a 6'7" former Army drill sergeant/police officer who got some kind of entertainment out of making our lives miserable for missing any specific detail.

“What is a *specific detail*?”, you might ask.

If I had a one-millimeter thread hanging out of my cargo pockets, my shirt was not *perfectly* ironed, I forgot to cross a **T** on my written assignment, or if I got everything correct on my uniform and assignments; there were 30 other people in the class that I could be doing pushups for.

Those kind of details.

The kind which ensured we would always have a reason to do pushups from the day we began until the day we graduated from the academy.

Actually, on graduation day, we still had to do pushups right before the ceremony.

Yeah, this type of laziness was not going to fly for the next 18 weeks.

You have to shock your system.

To put it nicely, it SUCKED.

I was given “the opportunity” to wake up at 5 in the morning, ensure I had a perfectly clean and ironed uniform throughout the day, and clean shaven all before starting the 45-minute commute.

I grew accustomed to sleeping until 2 p.m. and playing on the computer all day. That felt good, and this didn’t. I had to work.

The first day was a mixture of getting yelled at, screwing up constantly, and lots of pushups. 7a.m.-7 p.m.

I always wanted to be a police officer at that point in my life, so I barely dragged myself to the second day of training. This was despite wanting to go back to my normal routine of sleeping until 2 (because it was so comfortable of a life; my mom even cooked my meals for me).

Comfort = Laziness

Day 2 sucked even more than the first.

I went home on the verge of quitting again. But I kept thinking about **that driving force** and how graduating this academy was my destined future. It was this light at the end of a very long tunnel which drove me through pains that I never thought were possible.

My lifelong goal was within reach, as long as I didn't give up.

Giving up is as simple as not studying for one test, or not setting the alarm clock one time. It was so easy to quit when it starts to get hard.

I didn't quit.

Lifetime Goal or Laziness?

That was the thing that kept me going from the very first day, despite how easy it was to quit. All I had to do was 'forget' to set the alarm clock one day, and I was free from this hell.

Very tempting.

- ***What is your 'one thing'?***
- What are you doing all of this for?

The new normal.

After the first month, this routine of waking up at 5 a.m. was *the new norm*, and I grew accustomed to it. Oddly enough, I actually became excited to wake up at 5 in the morning, I was usually the first one at the academy each morning, and the last to leave afterwards.

The days still sucked, but at this point, I was used to *the suck* and it was my new norm.

The suck felt good because I began to see some progress and changes in my life.

Notice what happened here.

The suck felt even **better** than the feel-good emotions of laziness. My goal was that *feeling of certainty*. Certain that I would feel good if I continued doing what I was doing. That good feeling you are getting from being lazy is actually not as good as a feeling you would get from making progress.

I was growing. I was breaking free of that laziness that has been holding me back for the past year. I was accomplishing things that I never thought would be possible.

The suck actually turned into fun, because I made it past that initial shock to my system.

Three hours of pushups and physical activity on the hot blacktop one day after training resulted in completely sore limbs, hot pebbles of asphalt being pressed into (and burning) our hands, and we were not allowed to give up.

I loved it.

I was growing stronger every day. Not only physically, but mentally as well.

We enjoyed *the process* and began to see capabilities within us that we didn't even know were possible.

I had a very strong light at the end of the tunnel.

The 'why I am doing all this' was my lifetime goal and passion.

By having this deeper purpose, I was able to get past where most people give up. Once I got past that stage of transformation, this new routine was actually the best thing that has ever happened to

me.

I broke free from that laziness, and saw some real success.

I graduated number one in my class from the toughest police academy in the state. A few days after training ended, I slept in until 7; and felt bad for sleeping in so late.

It's this transformation you're going through right now which is what transforms your life for the better.

When you shock your system, it will change you. For the better.

But the scariest part is what might happen if you don't. I had my light at the end of the tunnel pushing me forward. But I was also motivated by what I was running away from: What my life would be like if I didn't change.

And that's the scariest thought of all.

Being motivated, and not lazy is really easy. It just seems hard for the first few weeks until you get accustomed to that new pattern.

While reading this, did you realize *shocking your system* out of laziness is something you can do on your own?

As long as I had that **why**, it was possible.

Why are you doing what you're doing? What's your motivation? Your burning desire behind what you do.

- Is it something you are running towards?
- Or something you're running away from?

What is driving you?

Go through *the suck*, and you'll already be *free*.

Does Success Choose You?

We all know that you are choosing to be successful.

Just the fact that you are still reading this book means that you already decided that you want success in your life. But there is one person standing in your way. One specific person you have to go through in order to be successful.

Does Success choose you?

Success is judged only by your actions and accomplishments. Not your thoughts. Success is not for everyone, and the only ones who can come to be successful are the ones that have proven to ‘Success’ (if we could imagine it as a person) that they are capable of deserving it.

Play along for a minute about Success being a person you have to prove yourself to.

In a past life, a long time ago, I was 6’2’’ and 210 pounds of muscle on the day I graduated from the police academy.

During our training, we had one female recruit on our class named

Jenny. She was *five foot nothing* and *a hundred and nothing*. She was tiny. Smaller than the size you would picture a female police officer to be.

She proved how tough she was during the academy. She kept up with all the boys, and she did not quit. None of us who graduated ever quit. We went through the toughest police training program in the entire state and you were only allowed to graduate if you proved that you can handle the worst situations imaginable; and still push through with a clear head.

In 2012, after I stopped going down the law enforcement path and moved to Arizona to get into business; I received a phone call from Jenny.

She was telling me that she got dispatched to a call for a mentally disturbed man who was 6'3" and about 275 pounds. He wanted to fight.

And he fought her.

He had Jenny pinned down to the ground and she feared for her life. But then the instincts developed during the training came back.

Jenny was not simply handed a gun and a badge. She was trained how to fight, and during our training, through the blood, sweat, and tears; we gained experience when it came to fighting.

She got knocked around a little bit, but she immediately used her knowledge and tools to take control of the situation.

The police academy *sucked*.

With our days starting at 5 in the morning and ending at 11 in the evening, we were exhausted, sore, and mentally drained for four months straight.

It was *the suck* which we went through during the police academy that wound up saving her life. She went home that night, he went to the hospital, and then to jail.

He is now serving a few years in prison for what he did.

It's amazing how a five foot nothing girl who was 24 years old could take down somebody more than twice her size. With the right tools in your mind, anything is possible. Remember that.

You are put through *the suck* right now for a reason.

Unless you're up at 5 in the morning and working until 11 at night, your *suck* as an entrepreneur is not nearly as difficult as the police academy. At the academy, we had an advantage. When the instructors were barking down orders to us all day, we didn't have to be self-motivated. We weren't allowed to slack.

You have to be self-motivated to keep pushing forward when things get tough.

By getting rid of the laziness, and pushing through this hell, you are proving to Success that you are worthy of being successful.

Just like those 3 hours of pushups on the burning asphalt, those 5 mile runs, or getting our butts kicked by martial arts experts were our hell during the police training, I am going through a different type of hell as an entrepreneur.

Or should I say that I have the opportunity to develop the character traits which allow me to prove that I'm worthy of being an entrepreneur.

Now I can either wake myself up at 5 in the morning, stop being lazy, pay attention to detail, and push harder through the tough times. Or I can lay in bed until 2 pm and dream.

If your journey was a structured police academy, would your actions and willpower allow you to succeed? Or would they kick you out on the first day for not living up to your potential?

The actions during the police academy saved Jenny's life. Success knew she could handle herself. Success allowed her to achieve success.

Your actions now will keep you up down the road, and these actions will prove to 'Success' that you deserve to be successful. Are you proving to be successful, or are you still stuck where you have been at for a while?

Take a deep, dark look at your actions and be the judge if you are where you are meant to be at this very moment in your life.

It's easy to look at our strengths. It takes a true man or woman to be able to look at our weaknesses and decide to change them.

It's not too late to change. Perhaps you could simply *change right now*.

Or what if you already changed simply by making it this far already?

Does Success choose you?

How Do You Spend Your Time?

Don't have enough time to build a business?

Let me share with you four different stories about people who didn't have enough time to build their business.

Story 1 –Five Kids

Did you read my story in the introduction about the man with five kids and worked a 60-hour-per-week job? How he went on to building a \$1.2 million company in his spare time?

He woke up an hour early to build his business and stayed up late at night.

Story 2 – Busy with Work

As I'm writing this for you, I'm talking to another entrepreneur who has been traveling the world for the last two years. He currently works three hours per week and makes half a million dollars per year.

The rest of his time is filled with going on dates, exploring new

cultures, traveling, eating out at different restaurants, and doing whatever he wants to do because he has all the free time in the world.

He worked a full time job, where his boss made him stay and work overtime at least three days a week. When he started building his business, he also had a girlfriend who wanted to spend the weekends together.

He built his business on his lunch breaks and stayed up until one in the morning.

Story 3 – 80 Hour Weeks

One of my friends just sold his business for \$5 million at the age of 34. Guess what? He is retired and never has to work another day in his life. He started buying real estate when he was an investment banker in Chicago, working 80 hours per week.

He didn't have the time, but he has the same 24 hours in the day as you.

Story 4 – Your Story

I share these stories with you because I've seen a lot of people have dreams of being an entrepreneur.

There were those people like the stories above who didn't have the time to build a business. *They made the time*, and they went on to live the lifestyles described above.

We all have the same amount of hours in the day and we all have busy lives. When you choose to stop watching television, going to the bars on the weekends, you wake up an hour or two earlier, work on your lunch break, you name it; there's always a way to make the time.

Then, there is the second group of people I see.

Just like the first group, they don't have the time.

But they let it get in their way.

Use the stories above as motivation and inspiration, that the work you put in now will one day provide you with all the time in the world. When you grow your business, hire employees to run it for you, and potentially sell it for millions of dollars; the time will be paid back to you a million times over.

The old saying in business goes "Entrepreneurship is working four years of your life like most people won't so you can live the rest of your life like most people can't."

I think your time will be well-invested when you start prioritizing it for the things that matter to you the most.

Jumping from Idea to Idea

I wrote about this before, but I'm going to write about it again, because it's holding you back.

On this journey, you're going to run into obstacles. They are a normal part of the process, but what you do when you face them determines your success or failure.

When I began my journey, I used to think of obstacles as a bad thing. I had dreams and desires to have quick success, and when I ran onto a roadblock, I stood in my tracks.

The frustration of not knowing what to do next and the desire to reach my goal **now** left me not knowing what to do.

I was left with two options:

- Push through the frustration, put in the hard work to figure out how to do something I've never done before, or
- I could jump to the next idea that seems like it will lead to success.

In the past, I actually thought the second choice would be the best option. I mean, every bit of energy inside of me screamed to jump to the quick win, to take the path of least resistance. It just felt like the right idea.

So I did just that: When I faced an obstacle or struggle, not seeing success right away, I told myself "It wasn't meant to be" so I jumped to the next idea...and then the next....and the next...and the next.

Little did I know at the time, these obstacles we face are not only a normal part of the process, but actually a sign that we are on the right path. The obstacle holds a lessons for you, and you are only going to make it to the next leg of your journey after you learn the lesson.

Think of it as one of those power-up mushrooms in Super Mario. If you run backwards when it is standing in front of you, you're never going to level-up

Each time you lose your focus, you're back at the very beginning.

It's like building a sandcastle.

Imagine going to the beach and your goal is to build one massive, giant sand castle.

You walk down near the ocean and you put down a bucket of sand. It's messy, it's sloppy, and it looks nothing like what you want. You want the big sand castle, but it's not here! So what do you do?

You walk ten feet down the beach. "This looks like a better spot! If I build THIS sand castle, it will happen faster!"

So you put down one bucket of sand and realize you didn't achieve your goal yet.

Somebody else comes along and tells you that there is an amazing place to build sand castles down the beach. The way he described it made it sound easy, and your desire to take **the path of least resistance** has you leaving all your work behind, and you're back to building something new from the very beginning.

In real life, this is when you see one of those hyped up *new/hot opportunities* pop up. They hype up how everybody is making money selling t-shirts, or yoga mats, or whatever it is.

The hype leads you to buy the \$1,000 training course teaching you how to do it; and you fail.

What happens when you try building that new sand castle in the new location?

The same exact thing. All of a sudden, you have hundreds of buckets of sand laying on the beach, with no real progress to show for it.

This is what happens when you jump from idea to idea.

I like to view the world in terms of energy.

Imagine that each grain of sand represents a unit of energy.

The more energy you put into the one thing you're building, the larger it gets.

After putting your first bucket of sand down, you realize that this *one small action* actually takes you one step closer to the bigger goal of building the larger sand castle.

So you put down a second bucket.

You don't see the big castle right away, but this is actually normal.

While everybody else is out there jumping from idea to idea, and

seeing no progress, you know you have the focus and commitment to focus on *one* thing for an extended period of time.

While other people are trying to build multiple "projects" at once, every ounce of sand...every ounce of energy they put into the thing that is not their ONE, LARGE, ENORMOUS goal...is energy wasted, and energy scattered.

Pretty soon you'll have a fortress built, and they'll have about ten buckets of sand scattered all along the beach.

Do you want to know what happens when you start building that ONE big sand castle?

- A seagull will poop on it.
- Kids will come over and kick down the walls to your castle.
- The tide will come in and the waves may come knocking it down.

And do you know what you do?

You keep pushing forward with your ONE goal, and continue to put all of your energy into this ONE thing until it become what you want it to be.

All of a sudden, you'll have this best-selling book, you'll be the singer on stage performing for tens of thousands of people, you'll have that big business that makes millions of dollars, and you will look back...

You will look back and see other people on this journey trying to build a hundred of different things at once, jumping from one idea to the next when they don't see results right away.

You will see those *false gurus* who promise the quick path to riches, wealth, and fame...and people will fall for their lies after buying their \$5,000 training course for the *new hot thing*, along

with the step-by-step formula.

When they jump from idea to idea, and take their focus off of the ONE thing they need to be putting 100% of their mental and physical energy into, they will continue to be stuck where they are.

Aren't you glad you're no longer one of them?

Every grain of sand, every ounce of energy, into one thing...

Focusing on the Problems

You know that old saying?

“Whether you think you can or think you can’t; you’re right.”

Focusing on Solutions

Earlier on in the day I was talking to another entrepreneur who packed up his business and moved to Europe. When we were talking about how I just got my passport and was growing tired of where I was living, I made the side-comment that I should just go over to live in Europe for a while.

“Buy the plane ticket.” He said.

“Oh, I racked up some debt. I can’t do it right now.” Was my response.

His reply was immediately focusing on the positive side of things, “The cost of living is cheaper over here. You run an internet business, you can work when you get over here.”

Every response I gave brought up a new problem, and I kept going

until I ran out of excuses. Eventually, I was just making stuff up.

“But I gained some weight.” I said, laughing that I caught myself focusing on the negative again.

He was probably staring at me with a blank face.

“What, you can’t fit in the seats on the airplane anymore?” He said.

“Lol, no I was just making excuses and focusing on the problems again.” I said, knowing I almost fell into that trap once again.

Nothing holding you back.

A few months later when I was traveling through Europe for the first time, I found myself touring the rooftop of a large distribution center with an investor in the solar industry.

The rooftop was three football fields in length and contained thousands of solar panels, delivering clean energy to the business below. The investment must have cost him six or seven figures.

“There are a few obstacles our investment firm is facing when it comes to shifting to solar energy. First, businesses in this country pay no taxes on traditional forms of energy, and it would cost almost double if they switched to solar.

There is no financial incentive for companies to switch, and the amount of power they get is maybe 30% of what the company needs to function. We can’t fit more panels on this roof.” He said.

There is no financial incentive to invest in clean energy and it appears as if every force of nature is standing in his path from making his investment a success.

As we make our way down from the roof, I received a message from somebody who expressed interest in buying one of my

websites that I built the other year.

It was only worth a couple thousand dollars since it was only a side project I worked on, and I even cut the price in half since the person wanting to buy it was just getting started.

“Hey Andrew, I took the time to think about this, and I noticed that the email marketing software you use will cost me \$30 per month on top of the stated price for the business. I don’t think I can afford it right now.” the text message said.

After we get down from the roof, the investor begins telling me all the steps he’s taking to push through the barriers to entry.

He’s throwing all the money from his savings into a long-term investment, where he doesn’t even know if it will pay off. He’s going to work alongside the government to create subsidies for clean energy, work with lobbying groups to modify the tax code to make this energy more affordable.

With his burning passion and driving purpose to create a business in the clean energy sector, he is one entrepreneur who won’t let anything stand between him and the goals he’s looking to achieve.

Even going as far as to work with the government to shift the policies of an entire country.

As we part ways, I reply to the message from the other guy, “Oh, there are other software programs that only cost \$10 per month.”

“Sorry, I’ve never done it before and I just think there are too many obstacles to go through with this deal right now.” Was his reply.

Focusing on the Problems

I share this story with you to show you the difference between

people who focus on problems, and entrepreneurs who focus on the solutions.

I get it, we all have problems in our life. But it's your outlook on them and what you ***do*** when they arise, which makes all the difference.

Quitting Your Job

I am spoiled.

For the longest time, I had this fear standing in my way. When my business was finally producing revenue, I was still terrified to take that leap of faith and quit my job.

Despite my mentors and entrepreneur colleagues hounding me to do it, I hesitated to take that leap, despite knowing that the time spent at work was holding me back from growing my business full time.

The fear of the unknown had me standing paralyzed. If for some reason, I fail, I will have to go out and start looking for another job and be back where I was before I quit.

My parents told me they were concerned about my actions of leaving the security of my high paying job for something that is riskier, and I might go broke doing it. My day job had a no re-hire policy. So if things went bad, I couldn't go running back to them.

It wasn't until I met someone who has taken this leap, and failed,

before I realized how spoiled I am.

The other night, I had the opportunity to meet Nishant and have him share one of his stories with me.

I will introduce him properly in a few minutes, but for now I will tell you that Nishant is from India and failed at business after taking that leap of faith.

Nishant worked in the corporate world in India and was on the verge of taking that ‘leap of faith’ into entrepreneurship full time.

There was one thing holding him back.

According to what he told me, failure in India is at a much higher level compared to failure in the United States. Apparently in India; once you leave the corporate world, no companies would take you back.

Still, facing this enormous risk, he took the leap.

Nishant jumped, failed, and no companies took him back.

On top of the employment implications of business in India, there is the social pressure. A lot of times when you quit your job in Nishant’s culture, your family stops speaking to you until they see your success. Until then, forget about it. In the decision I am forced to make, my parents thought I was about to make a poor decision, but my relationship with would stay the same.

Nishant failed at his business in India and, at times, his parents wouldn’t even speak to him.

Quit or Fight

It was tough at first, but he taught himself to fight his way through it, with the goal to meet them on the other side of his success.

Nishant applied to a college on the other side of the world, registered for a student visa in the United States, waited for it to be approved, and bought a one-way ticket on his journey into the unknown.

Shortly after arrival, he was met with a challenge.

If I failed my classes in college, I would have been put on academic probation. If Nishant failed out of college, his visa would be revoked, and he wouldn't be allowed to stay in the country any more. This meant going back to his home country, where jobs won't hire him, and his family might not take him back in.

In his first semester, he was half of a point away from failing out of school and getting kicked out of the country.

At this point, you either give up or you fight, and he decided to fight.

After failing at his business, not being able to get a job in his home country, and his parents not talking to him for a while, Nishant has come on to accomplish the following:

The next semester, he performed at the top of his class with just under a 4.0 GPA.

- Nishant has served as the Chief Strategy Officer of Surya Conversions, LLC
- Has come to be a Founding Partner and CEO of 4N EcoTech LLC. A U.S. based company providing Renewable Energy & Sustainable Resources throughout the global market.
- He also serves as the Vice President of Technology for the Network of Indian Professionals of North America, consisting of over 40,000 members.

Perspective.

And here I sit, in the United States, able to get a job right away if I fail at my business. If things get really bad, my parents said I could always move back in with them to support me while I get on my feet again.

I don't have to move halfway across the world. I don't have to risk living on the streets. While I have no desire for any of those things to happen, the perception of 'failure' at my business is not so scary after hearing Nishant's inspiring story.

He attributes the majority of his success to the lessons he learned after jumping feet-first into business, and that blew away any book knowledge or aspirations he had while dreaming about success at his comfortable corporate job many years ago.

Do you really have an excuse for taking the leap after hearing Nishant's story?

"Failing" at your first venture might rough you up a little bit, but with the right mindset, you will find a way to get back up on your feet and keep pressing forward.

On June 11th, 2014, I put in my notice to my job that I quit, and went on to be a full-time internet entrepreneur ever since.

Analysis Paralysis

They call them *The Architects*.

They spend months on end planning their business from start to finish. No detail is left out, no stone left unturned. They have algorithms, formulas, and their research is perfect on paper.

They spend three months making these plans.

After the first action they take, they realize that their plans were useless and were bound to fail from the very beginning. So they go back to the drawing board and plan for three more months.

When they take the first action, the plan was thrown out the window, again.

Six months of their life, wasted.

Famous boxer Mike Tyson once said “Everybody has a plan until they get punched in the face.”

You might become an architect too without realizing it yet.

I am a BIG picture thinker. When I come up with a new business

idea, my mind builds out the entire big picture business. I made flow charts and mind maps of all the features, and how they connect to each other.

I felt accomplished with what I planned out. It gave me a good feeling.

After weeks of planning out a previous business, I began to take the first steps. The funny thing is, when I took action on the first 'building block' of my business, my entire plan that came after was thrown out the window. It was no longer feasible, so I went back to the drawing board. I spent a few more weeks building my map into a new direction.

How can you draw a map if you haven't even walked the path yet? It's impossible.

After I laid down block #2: That entire plan went out the window...yet again. One lesson from the real world changes everything.

I repeated this a few times and wasted months of my life on something that I would have realized in a matter of days if I took one piece of action at a time.

I became the grand architect of my own reality. And the most ironic part, nobody else shared my reality (aka the market did not react well to it).

My reality was that of being delusional.

So I decided to fix this bad habit:

I wrote a how-to guide on building a crowdfunding campaign. At the very beginning, I figured out the ranking algorithm of one of the most popular crowdfunding sites. I created a sales page to sell that information. I made \$100, and my customers all told me that

they didn't care much about the ranking thing, they just kept asking me:

1. How do I get people to visit my campaign page, and
2. How do I get them to give me money?

As a result of that feedback from my first customers, I went away from my original plan, and molded the product around the customers, one step at a time. They asked a question, I went to the experts for the answers. Each time I got common feedback, I wrote a new chapter of my book and published the updated version on my site.

After time, I had covered all the bases that most of my customers had problems with, and got excellent feedback on my product.

My book played a small role in some people making money on their crowdfunding campaigns even. People who read my book raised a total of over \$200,000 for their business ideas (they were the true success stories in their campaign so I don't want to take credit for their hard work).

This had nothing to do with that original ranking algorithm tool that I spent months building.

What if you stop being the grand architect, get off of the drawing board, and into the real world?

I never had any success on the drawing board...

Take action and then plan one step ahead, with a general outline of your bigger picture goals

Disclaimer – If you work in construction, don't listen to my advice above.

Analysis Paralysis.

In the summer of 2013, I was in a mastermind group with two other entrepreneurs. We would meet every Sunday night to set our business goals and plans for the following week.

This was the point where none of us were making money with our business ideas and we were still figuring things out.

Myself and another member of the group had the goal of creating one advertising campaign for each of our businesses that week. Wanting to make sure I get everything right the first time, I spent the entire week planning the marketing strategy.

I thought up 20 different headlines for my ad. I picked out the most perfect pictures. I chose the targeting groups in great detail. Everything I did for the entire week was building up to that one moment where I either succeed or I fail.

Sunday morning rolls around and I finally launch my first advertising campaign, just before our deadline. When we go to our mastermind meetup, my accountability partners were not impressed.

I spent an entire week to create one advertising campaign. In my mind, I was that architect and I wanted to plan everything on paper the first time.

I didn't want to mess up. Each and every time I was about to pull the trigger and take action, I talked myself out of it.

Jason, on the other hand, came back saying his advertising campaign made \$500 in sales over the week.

“Wow, how did you know what to do?” I asked, surprised that he had a lot of success right away.

“I didn’t.” Jason said. “The first four campaigns I ran were epic failures. Nobody even clicked on the advertisements. But I

followed our mentor's advice and *failed fast*. I put something out there to see if it sticks, and when it didn't, I adjusted and tried again."

On the fifth attempt he was already well on his way to growing his business.

In business, you may want to get everything right the first time, and you may plan for months on end, without acting on it. They call this *Analysis Paralysis*.

You are stuck in your tracks with so many options that you don't know what to do, but you never move forward. Luckily for me, I had the mastermind group where I was forced to move forward every single week.

Before that, this type of paralysis could go on for months, or for years.

It's better to *fail fast*, and put things out into the world, seeing if they stick, and adjust along the way, because I guarantee you won't get it right the first time.

Don't be an architect.

Be an entrepreneur and go **do something** with your plans.

The (un)Comfort Zone

Avoiding things that are uncomfortable.

- When you lived in this tribe 10,000 years ago, you felt comfortable inside the confines of your village.
- When you interacted with another member of your tribe, you knew who they were and you felt safe/comfortable.
- When you ate the same type of plant you ate 100 times before, you felt comfortable doing so. You knew it was safe.

But what happens when you step outside of the perimeter of your tribe? You're all alone in the wilderness, in unfamiliar territory, subject to the dangers of the harsh environment, and dangerous animals.

Your emotions go through the roof, and these emotions are here to tell you that you're in danger. Whether you are actually in danger or not, the emotions still kick in.

These emotions are biological drivers that have evolved for

millions of years for the sole purpose to keep you alive. We were pre-programmed with them from our ancestors.

Either way, your body knows when you're doing something that you haven't done before, and it sends you this *signal* through your emotions.

They call this *being uncomfortable*.

Think about it.

For millions of years, our biology has adapted to this deliver this warning signal when we go off into the wilderness. When we talk to the stranger from a (potentially hostile) tribe, we feel these feelings of danger.

And now, on the smallest blip of the cosmic radar, over the past hundred years, we are living in safe secure cities in modern day society. This is nowhere near enough time for our biology to catch up.

Whenever you do something new, your body still thinks it's the same as running off into the dark wilderness.

- Talking to that stranger.
- Moving to a new city.
- Making that sales call.
- Launching a marketing campaign.

Your biology and emotions thinks calling a potential client is the same as your tribal ancestors running off into the wilderness, at night, in the middle of the storm, when the forest is filled with dangerous animals.

- Your tribal ancestors who listened to this message stayed alive, because they didn't go try to cuddle with a bear.
- The tribe members who ignored this warning signal died, and their genes were never passed on to you.

It is for this reason why you feel this emotion when you do something new. But it makes no sense in your journey as an entrepreneur.

So what can you do now to get through this?

Simply the fact that you understand this emotion you call 'uncomfortable' is a warning signal that you're about to do something new, means that the only solution is to start doing it.

Disclaimer: Some things should be uncomfortable. Like jumping out of an airplane without a parachute. Don't do it.

When your tribal ancestors went off one mile into the wild and explored, the next time they went back, they felt comfortable.

They expanded their territory.

Do you ever notice that it's the first few times you do something where you are uncomfortable?

Burn the boats – do the things – and soon enough your comfort zone will be expanded.

Knowing what you know now, it's not called being uncomfortable.

It's called growth.

Confidence in Your Own Decisions

One of the things which held me back from fully embracing this entrepreneur lifestyle were when my friends and family tried to hold me back.

You see, as an entrepreneur, we take a lot of actions that go against what social condition has taught us to do. When I sacrificed my nights and weekends, my friends did everything in their power to get me to go out drinking with them.

They made me feel guilty when I chose to stay in and work on my business.

Well, for the first two years, I sat in front of my computer watching inspirational videos and made no progress, so maybe I would have had a better experience if I went out with them.

Or if I actually worked on my business instead of watching motivational videos.

But that's a different problem, and you're already past that.

What if the problem here is not that your friends and family are

holding you back, but the problem is actually something deeper? Something within yourself.

Leaving the tribe.

In the beginning of this story, I used the analogy of leaving one tribe behind, and searching through the wilderness for the other.

Imagine that the first tribe was the tribe you were born into, and nobody around you knew of a *better way*. When you try to make this change and become an entrepreneur, it is as if you're about to leave the safety of the life you were born into, into the harsh wilderness. In the wilderness, your friends and family are convinced that you will die and never come back.

So they do everything in their power to keep you safe; and keep you where you are.

They don't know that there's another tribe out there waiting for you.

They simply don't know any better.

I don't blame them. They simply don't know any better.

When I was facing this obstacle, I did my best to try to convince them. The more I tried to convince them and the more I tried to argue, the more they told me that I was the wrong one.

This is the very same thing as standing at the perimeter of your tribe, and arguing back and forth, never taking that first step you need to take into the wilderness. Or maybe you start walking, and when they tell you it's unsafe, you listen to them and go running back.

Confidence in Yourself

What if this struggle you face has nothing to do with them?

What if this struggle is simply that you are about to develop the confidence in your decisions, to keep walking forward in the face of adversity? That no matter what appears to be holding you back on the outside, you know that you're making the right decision to go your own way?

Think of the tribes.

The only way to get to the new tribe is to take action (keep walking). And in this modern-day society, the tribes are not separated by hundreds of miles of wilderness.

When you *lead with your actions* and *not with your words*, that is when everyone else will come around. You take the actions despite what they say, you get the results, and they will soon be envious of what you accomplished.

Or you could stay in your tribe and try to convince people that there is a better way.

But how's that working out for you?

The ‘Doing Now’ CEO

He Called Right Away

I was at an entrepreneur conference in 2013 where a multi-millionaire entrepreneur & CEO named Dale was sitting in the audience.

During one of the presentations, a young startup entrepreneur named Julio was talking about some of his struggles, asking the audience for feedback.

At this point, he was still at *the idea* phase of his business. He said he came up with the idea when he saw a website in the U.S. do exactly what he wanted to do in Brazil. The problem is that he didn’t have the funds to hire website developers, or the skills to build the website himself.

Dale suggested that he could contact the website from the U.S. and work out a deal to license their source code. This way, he could have his website up in a matter of a week.

The entire audience nodded their heads in agreement, and many of

them whispered “That’s a great idea...”.

It was a great idea.

This experienced CEO had a great idea, and the solution to the problem. By following his advice, the business would be up and running within a week.

“Great, I’ll do that someday soon....” Julio said.

Out of nowhere, the emotions on Dale’s face changed to frustration.

While Julio was still on stage, Dale immediately scurried around on his laptop, dialed a number in his phone, and left the room; with the door shutting abruptly behind him.

The entire conference stopped in their tracks and the room fell silent in suspense.

Within two minutes, Dale walked back in the room and handed the phone to Julio while he was still on stage. “I have Mark, the owner of the website on the phone, and he is interested in talking more about the licensing deal so you can get your business up and running this week.”

Dale looked up the phone number for the registered owner of that website from the U.S., made the call, and began negotiations for licensing his software to Julio’s company in Brazil.

He acted immediately.

Everybody’s draw dropped. He called right away and this was unheard of for the newer entrepreneurs in the audience. Email was always the way to go for us at that newer stage of the game. And those were always put off until a later time.

A licensing deal could potentially be closed within a week, having

the website up and running.

This all became possible after three months of the entrepreneur dreaming about this idea. The dreams got him nowhere.

Dale got him everywhere. By taking immediate action.

But did Dale really have to do that? Or could Julio have done that all along?

I'll do it someday.

We all have these things we know we need to do.

- I'll go to the gym tomorrow.
- I'll do it later.
- I'll do it someday.

Either you're doing something with your life now, or you're not.

There's no in-between.

If you're not doing it now, you're not doing it at all, and you'll continue putting it off into the indefinite future.

That's what Julio was doing all along. That's what I was doing for years on end when I sat around dreaming about the business I wanted to build.

It took this CEO to actually start doing the work for them before these entrepreneurs actually started doing things. Ten minutes into the next entrepreneur's 'hot seat', Dale sent him out of the room and to the local credit union to open a business checking account.

The Trait

The successful trait that Dale possessed was the very thing that was holding Julio, myself, and the rest of *the dreamers* back for so long. This is more than waking up from a dream.

It's about taking immediate action.

I often dream of doing something tomorrow. It gets me nowhere. Enough 'tomorrows' will bring me to my goals when I'm 90. I can make those same things happen next week if I take immediate action.

If I took immediate action when my journey began, this book would be called "I am a Millionaire", not "I am Not a Millionaire". But I put things off with my business until tomorrow.

Unfortunately, that *tomorrow*, was two years and six months later.

Stay tuned for my next book.

What if the same thing can work for you?

Here are some hints:

- If somebody points you to a person to call for help. Drop what you are doing and do it now.
- If you hear of an important industry conference. Buy the ticket now.
- Whatever it is, do it now.

Dale's success with his own business was all the result of immediate action.

Profit at All Costs

It was the winter of 2012, about a year into my journey where I came across this millionaire named...

It's probably best that I don't include his name in this story.

We'll call him Dan.

You see, Dan was one of those millionaires a lot of us young bucks looked up to. His business was making about \$5,000,000 per year. We met him at a local networking event and he was nice enough to share his business plan with us.

“The lesson here is that you have to enter a very large market. My business functions in the dating and relationships market because, c'mon, everybody need a little more action.” He said, as he awkwardly laughed to himself.

The rest of us forced out a laugh, just to make him feel good.

“The way we make our money is not on the initial sale, but on the back-end. When a customer signs up for the website, we only make \$1 through a trial offer. But we spend \$60 in advertising

costs to get that one customer.

After fourteen days, the customer is billed \$47 per month for our services.” He stated.

It turns out that the \$47 was listed somewhere in the fine print when the customer entered their credit card information.

“Aren’t you worried that some people might not see that?” One of the girls asks.

Dan shrugged his shoulders, indicating that he didn’t really care.

“As long as we list the \$47 subscription on the page, it’s 100% legal.” Dan said to justify his actions.

He continued to explain that he has an elaborate system setup because so many customers call complaining that they get charged \$47 out of nowhere.

He hired an offshore call center and gave the customer service representatives a script to follow.

- If somebody tried to cancel, they give the customer the runaround.
- If the customer persists, they offer a 50% off discount, and then more of the runaround.

Each month, he setup a new corporation because a lot of the customers complain to their credit card companies about this, and the credit card companies shut down his business account.

“We do this because it’s profitable.” he says.

By getting the customers into his funnel through the \$1 offer, and then rebilling them; it makes money in the long term. This only seems to happen because a large percentage of people don’t check their credit card statement every month. The customers don’t even

know they are being charged, and the business is profitable.

“And what’s this about the \$125 yearly membership fee, in the second section of fine print?” the girl asks, as she looks at his webpage.

It also turns out that even when the customers *catch* the \$47 charge on their card and make it through the gauntlet of customer service agents, one year from the date they made their \$1 purchase, they get billed \$125.

That was hidden in the second section of fine print, below the first section of the fine print.

It turns out that all of Dan’s actions were surprisingly legal. He was proud of this fact because he bragged about paying some lawyer \$40,000 to setup the wording on the page in a very specific way.

Myself and the one girl who questioned his ways were immediately shunned out of his inner circle, and the rest of the group was too blinded by the money to question the ethics of what he was doing.

Around this timeframe, there was a thing called a *cloaker*.

Advertisers would buy banner ads on legitimate websites, and send the people who clicked the ads to shady websites (against the terms of service of the advertising platforms). But when you had a cloaker installed on your website, the advertising platform’s review team would be redirected to some legitimate website.

They wouldn’t even know what you’re doing.

By using a cloaker, you can suddenly have an advantage because you’ll be one of the only ones able to advertise shady websites such as Dan’s, which pay much more money than advertising a

legitimate business.

Dan began leading many of these unsuspecting money-hungry entrepreneurs down a path lined with questionable business practices. Questionable in terms of the legality, and absolutely manipulative and unethical, in terms of the practices used.

Ethics.

Despite making millions of dollars per year, this entrepreneur's business ripped off customers. Dan is an example of one of those people who will do anything to make a profit.

In the world he lived in, he made money at any cost, with the mindset that the only people who get ahead in life are those who work in grey areas.

While many of the people who Dan took under his wing made quick money in the short term, word eventually spread about what they were doing and all of their businesses eventually went under.

The reason I share this story is because on your journey, people like Dan may come along and lead you astray. They are very charismatic and they have the zeros in their bank account to prove that they know how to make the money.

If you are simply in business to chase the money, it will be very tempting to strive off of this path you are meant to walk on.

For the other members of that networking group, they never consciously made the decision to get into a shady business. They simply didn't know any better, because they were blinded by the money.

Even if you make more money in the short term, you may soon be walking down a path that will have you facing a class-action lawsuit from your customers, and might even land you in jail.

Consider yourself warned.

Own Your Brand

As entrepreneurs, we know that employees never have full control over their income. Their employer could cut the cord at any moment and they'll be stuck looking for another job.

Even as entrepreneurs, we still choose to give up control to others, and these choices can prove to be disastrous.

In one of the first business books I read, *The Millionaire Fastlane* by MJ DeMarco, he teaches a lesson of maintaining control of your business.

Being the typical entrepreneur I am, I didn't listen to the advice of my mentors, and I paid the price.

The first stage of my magazine business was ranking my apps on the app store. This app store was out of my control, and with the flip of a switch, the company who owns the platform could take down my entire business in a heartbeat.

After a while, they updated their ranking algorithms, I lost all of my rankings, and my income in the process. One day, in the

middle of 2015, I had to figure it all out and start from scratch.

In business, I learned this lesson to never have *one point of failure*.

While I re-ranked my apps on that platform, I also finally followed this lesson to remove the *one point of failure* and start sending subscribers over to my website, social media platforms, and email list.

Being in full control of your future.

If you want to make it at all in this day in age, you're going to have to learn how to grow your personal brand, without the reliance of others.

This is a lesson from the downfall of the music industry when Napster, iTunes, and now Spotify shifted everything from CDs to FREE.

Record labels went out of business.

When the record labels collapsed with the shift in the industry, the artists who were reliant on the labels for:

- Production.
- Distribution.
- Marketing/PR.

Those artists collapsed in or around the time when record labels collapsed.

I'm reflecting upon this as I am listening to some of the artists that were big in the late 90's to mid 00's and now they haven't released anything in 15 years

While I am interested in asking the question about why some of them didn't make it, and others did, there is a more important question for you and I to understand the answer to:

How do I turn my personal brand into one that grows throughout the decades, regardless of shifts in my industry?

Believe it or not, the answer to this question for myself, my books, and my business, rests outside of traditional business.

I decided to extract the lessons from all areas of life:

- Musicians like Jay-Z who keeps growing his brand day in and day out.
- Actors like Will Smith, who are still landing roles in best-selling movies, after shifting their careers from cable television to movies, and even in the music industry.
- The authors who not only put out one, but are constantly on the best-seller list year in and year out.

How do they do it?

Lesson #1 - Confidence, by fighting their way to the top.

You know the old saying, "Give a man a fish, he'll eat for a day. Teach a man to fish, and he'll eat for a lifetime."

That is the quote that comes to mind here, but I'd like to add to it, "Teach a man to teach himself how to fish, and he can now accomplish anything."

You see, when you fought your way to the top from nothing, and you taught yourself how to get there; you were given a special advantage. This is the type of advantage that people who get handouts aren't lucky enough to have.

And that advantage is the confidence that your first taste of success was not luck. No matter what happens on your journey, the skills you learned are the difference that makes the difference.

Lesson #2 - Desire, and a hunger for more.

They never settle.

They have their purpose in life, and they won't stop at anything to make it a reality. This is the greatest difference I see between those who have massive levels of success and those who just make a little bit.

Just when you think you make it to the top of the mountain, the only place to go is *crashing down*.

When you win, you enjoy the moment, and then it's on to the next task. They keep pushing forward, and higher, while everyone else is out there celebrating.

Lesson #3 – Accept the way the world works.

Have you ever tried to swim upstream on a raging river?

It's difficult and I almost drowned trying to do it.

The things that worked yesterday are not going to be the same things that work tomorrow. With the decline of organic reach on Facebook, there are those out there who come crying that they have to pay money to promote themselves.

They are the ones who gave up control of their results to other people. In this instance, they ***gave away*** their control to someone else.

At the same time, there are other people who were also impacted by the change in the Facebook Ads.

But this second group of people, facing the same set of circumstances ***chose to remain in control*** of their actions. They are the ones who *didn't* complain. Instead, they asked “What can I do *now* to shift my approach and get the results I want.”

While everybody else is still complaining, they are already getting their results again.

They are the ones who accept the world works a certain way, and they navigate within the existing flow of the business environment. When the world moves in one direction, go with the flow.

Or sit there and complain.

Lesson #4 - They build a brand, and hold an audience.

Do you know what's going to keep you successful for decades? Your loyal customers/audience. These are the people who are hooked on whatever it is you have to offer. Stephen King with his books. Jay Z with his music. Oprah with everything she does.

- Your audience for your brand will follow you wherever you go.
- When your brand loves you, they will consume everything you put out.
- Build the audience, build the brand, and build your future.

These are just a few lessons I learned along the journey, where no matter what happens outside of you, you can control where you go next.

Accept the way the world works, and it is your choice if you go with the flow, controlling what you can; or resisting things, and constantly being at the mercy of others.

The choice is *actually* yours to make.

You can't control what happens to you, but you can control what you do next.

The Learning Loop & Self-Education

When I read my first books on entrepreneurship, I got addicted.

Over the next year of my life, I wanted to learn as much as possible so I began reading more books. I read everything from Cashvertising to The Power of Now.

The more knowledge I got, the more prepared I felt for starting my business.

After all, we were born into an academic society.

We were taught through the education system that we learn as much as possible to prepare for the work we are going to do in the future.

In 2012, I read over 50 books in that year alone.

This was on top of all the training courses and seminars I took. I had all this knowledge, and I decided to share it.

I told my friends and family about all these things I was learning, and they were impressed. The more impressed they got, the better I

felt.

And then reality hit me.

In the last 365 days of my life, I accomplished absolutely nothing.

An artificial sense of accomplishment.

One of the books I read taught me about how habits are formed.

It turns out that whenever I read a book and learned something new, a chemical called dopamine was released in my brain, causing a good feeling throughout my body.

I felt good, but I accomplished nothing.

When I stopped reading the books and tried to do hard work, I didn't feel good; so guess what I did? I read more books.

It was like a drug addiction that I didn't realize I had. A learning loop of reading books, getting the high, and reading more books.

Sitting on the couch eating potato chips and reading a book about fitness feels good; running three miles doesn't.

Business is the same way.

Breaking Free

The sooner you realize that what you're doing is nothing more than an *artificial* sense of accomplishment. You feel like you accomplished something, but you didn't make any progress in the real world.

The shift from the mainstream way of learning (the formal education system) to the way most entrepreneurs learn is a different approach.

Instead of learning for academic knowledge, the self-education

system that you are putting yourself through should be centered around the actions that you take.

One thing I did to help me break free from this learning loop was to start taking the actions I needed to take first, and when I ran into a roadblock, I read a book on that one specific topic; before moving onto the next.

Even better than reading books is to learn from the mentors who mastered the skill you are learning directly.

When you realize that the ***good feelings*** you get, not only from books, but from motivational videos or inspirational quotes, is nothing more than a chemical being released in your brain; you'll be one step closer to breaking free from this dangerous addiction today.

The first step is admitting you have a problem.

The second step is to finish reading this book before you make the change.

I think it's time to schedule an intervention.

The Characters You Encounter

On this journey, you're going to come across a number of characters.

Some of them you should embrace, while others you should avoid. But no matter what type of character appears in your life, there's something to be learned from them.

The things you see in them are a *projection* from your own unconscious. Pay close attention when you begin to see something negative about someone else, because it's usually a reflection the very trait you have to fix within yourself.

The Traveling Man

Before my journey began, there were two books that appeared in my life which helped me get started. The Four Hour Workweek by Timothy Ferris and The Millionaire Fastlane by MJ DeMarco.

Both of these men discovered this *new village* of having success in entrepreneurship, and came back through the wild to share their experiences with me before I started walking the path.

All too often, people who have success don't come back and try to *wake other people up* and guide them through the trail. These two books did it for me, and I share my stories in this book to hope I can do it for you.

Maybe you need that motivation to start walking, or maybe you need a light to shine on the path so you can move forward faster, with a little more confidence.

The Temporary Mentor

They say that *when the student is ready, the mentor appears*.

The stereotype about mentors is that you have one mentor who lasts forever. There may be long-term mentors, but most of mine came exactly when I needed them.

There was one lesson to be learned from them.

People will appear in your life at just the right times to teach you just the right lessons. How quickly you learn these lessons is up to you. The mentor I referenced in the *Project Scottsdale* chapter of my life always screamed at me to quit my corporate job and take the leap as a full time entrepreneur.

I resisted his message for six months, and then I finally took his advice. When this happened, he faded out of my life and then the next mentor appears.

Embrace the people who appear into your life, and it helps me to attribute this to more than simply coincidence. By believing that some unforeseen forces of the universe attract this person to you; it gives you the mindset to search for the lesson you are meant to learn from them.

The Academic 'Know It All'

There will be people who come into your life who think they know what they are talking about. They try to teach you all this stuff they read from business books, but they don't have any real world experience.

The academic knowledge they spread is not advice that will help. These people are too busy talking about the things they learned, and are not open to new information. The things they say may make sense, but always make sure to get their credentials.

If they dance around the answer with some broad statements; this is a sure sign that they don't have any real-world experience.

Make sure you listen to people who have experience and admit they don't know it all. The ones with the experience are the ones with the valuable insights.

Or maybe it's a sign that you should gain the experience?

The Equal

These are people who are at the same stage of the journey as you, and you walk down the dark path together.

Consider them your mastermind group.

There's a saying that goes "The things you see in others are a reflection of something you should work on within yourself." Out of the 2,000,000 bits of information that bombard your senses at any given moment, you only consciously take in 150 of those bits.

The things you notice in that person are actually not traits about them, but simply your perception of some lesson you need to learn about yourself.

If you see the negative in someone, fix that within yourself.

If you see the positive in someone, it's a great sign that you're

progressing on your journey.

I spent months telling my mastermind partner that he wasn't actually working on his business. It wasn't until I spent months judging him until I realized; neither was I.

The Best Friend & The Voice of Reason

You may have been brought up into a world of social conditioning. The village you were born into was the only way of life, and all of your friends were born into that a village as well.

Your best friends share a lot of the same traits as you. You work at the same job, you went to the same schools together, you go out partying on the weekends together.

They live life in a way that employees live their lives.

When you try to break free and walk the path of the entrepreneur, they will try to hold you back. By continuing to live the life the way most people live it, you'll remain trapped in the life that you've been living.

You don't have to give up your friends, but you have to change your actions. Maybe when they invite you out on the weekend, you stay in and put in the extra work for your business.

The voice of reason will try to talk you out of walking this path, but ask yourself; Are they the ones living the life you want to live?

Or should you listen to your mentors?

The Victim

Part of being an entrepreneur is taking responsibility for your own life.

On my early stages of the journey, there was a girl that blamed

everybody for every problem in her life. She was depressed because her parents didn't raise her right. She was poor because her boss wouldn't give her a raise. She was struggling because of the economy.

There will be people in your life who try to place blame on others for the problems in their lives.

As an entrepreneur, you will have problems in your life, but you won't blame...

You won't blame others, and you won't blame yourself. Instead, you will explore inward to the root cause of the problem. There is some behavior you've been taking which caused this problem, and there is something you are in control of doing which will solve the problem.

Entrepreneurs are in control; because they choose to take control.

They don't blame others.

The Dreamer

These are the people who have these dreams and say they are going to do things "someday".

But they never actually do them.

They spend their time wasting away watching motivational videos, reading inspirational quotes, and all this other feel-good stuff hoping they will one day live the dream.

The scariest part is that they dream so much, they can't tell the difference between their dream and reality. They talk about building their business, but they don't actually do it. Some of them even say they are building a business because the delusions have grown to be so large in their minds; they can't face their own

reality.

They're delusional.

The Gambler

The gambler falls on the other side of the spectrum.

They are the risk-takers who are taking the action, but the actions are not calculated. They act out of impulse, and they don't follow a plan.

If the gambler and the architect (from the other chapter) had a baby together, the baby would come out perfect. It would have direction in where they are going, they would take massive action, and have the wits to adjust along the way.

The True Entrepreneur

These are often the people you never see advertising their success on social media.

I am a true entrepreneur at my core. I have my magazine business that I work behind the scenes in, and none of my customers ever see my face. In this business, I manage, I create content, I do marketing, and I work on building a business.

You see all these people on social media you look up to, but you don't see the work behind the scenes.

For my Limitless brand, I have an entrepreneur magazine, social media accounts with my face on them, a blog, and you are reading this book. From the sides of me that you see, I am not a typical entrepreneur. I am someone who builds a business, and then puts all of this content out there on the side to help get you started.

There are others like me, and we are the ones that get all the attention.

But the true entrepreneurs are the ones behind the scenes who you may never see. There are billionaires who walk the streets in worn out jeans and a plain t shirt. Being an entrepreneur is not about the fancy cars, the nice watches, the fame, the fortune.

It's about realizing that while other people are so distracted by those shiny objects, you're the one who is doing the only thing it takes to be an entrepreneur.

You build a business which serves the needs of a market.

And that is who you should strive to be.

There are many other characters that will appear on your journey, but each and every one of them is a supporting character which will teach you something about yourself, and help you walk the path you're meant to walk, which will ultimately lead you closer to your goals.

Learn from them.

Giving Up Too Soon

Have you ever worked really hard on something and you gave up right before things started to pay off? Well, if you gave up too soon, you would never know the answer to that question.

Imagine that each and every single time you gave up; you were 99.9% of the way there.

They say the night is always darkest before the dawn.

I did this with a number of previous businesses. I would work so hard on the idea for so long. I would then give up right before I have to do the *one thing* which would have led to my success.

When I began walking a new path, I always had to start from the very beginning, and it got frustrating.

Running through the finish line

This story about my high school football team will demonstrate why this problem has been holding me back all along.

I always stopped running right before the finish line.

We used to do sprints in high school football during practice. Running the length of the field 25 times, sprints around the field, etc. I used to give it my all, and then about 20 feet in front of the finish line, I began slowing down.

The reason for slowing down was different every time, but I was stuck in that failing pattern of not following through all the way until the finish. I stopped at the 99% line (have you done this with your goals in life – business, fitness, dating, etc.?).

I began to learn that “every time you slow down right before the end, you will wind up where you started.”

By slowing down right before the finish, all my previous hard work went to waste. The coach grilled me for not following through to the end, and I had to start that run from the beginning; when everyone else on the team got to go home for the night.

That feeling of seeing others reap the rewards when you feel *stuck behind* really sucks the most.

The final 1%.

It's that final 1% which separates the average players from the champions.

As soon as I fixed this flaw, I began to push harder at the end. And this is when my results drastically started to improve. The last 100 yards were always the most difficult, but despite the pain, I always kicked it up a gear into a full-on sprint.

The last 20 yards were the fastest.

All of a sudden, I began running past all these people who always finished before me.

They say that our mind gives out before our bodies. Something in

our mind makes us want to give up, when our bodies can definitely keep going.

When I reached the point where I was ready to give it up, and hit that extra gear, it's like I tapped into some hidden source of energy and power that has been hidden within me all along.

When my body kept going when my mind wanted to quit, I reached that next level.

In football, my performance on the game-field improved, our team went on to win more games, and I won the most improved player award my senior year.

When I carried this principle over to the business world, I soon learned that I was always a lot closer than I thought. I was always 99% of the way there, and I gave up right before the finish line.

Why did I stop?

It's this final 1% which is the threshold of my comfort zone.

- Launching this marketing campaign was uncomfortable.
- Asking for the sale was uncomfortable.
- Staying up that extra hour to finish the project was uncomfortable.

When you reach this point and give up, you never realize that you are 1% away from the finish line.

I shared the story with you when my apps were rejected 16 times in a row. It was on that final attempt where my mouse was hovering over the *submit* button where I was about to call it quits and give up.

I was one click away from giving up.

By pressing that one button, and going that final 1%, my apps now

have over 1,000,000 downloads. I started a second business. I've lived off of passive income for two years. I traveled the country for years on end. I traveled the world. I've helped thousands of others start their businesses.

All because of that final...one percent.

In that moment you're about to quit: Keep going.

Addicted to Success

There's a famous line from the movie Wall Street 2 where the main character asks the wealthy stock broker "What's your number?" referencing what is the amount of money for him make before he can retire and walk away from his work.

The answer was "More."

Earlier in this book, I mentioned that in order to build a business, you'll require dedication, and borderline obsession.

It's common to see a lot of my entrepreneur colleagues work 16-hour days. In many business circles, it's a badge of honor of who can work the hardest.

Many of these entrepreneurs who work these long days do go on to growing much larger businesses, and I remember these hours I put in were the very thing that helped me grow my first business.

But at what cost?

This obsession quickly turned into an addiction, and a chase. For *more*.

Even when the money started rolling in and I reached the point where I was making money regardless if I worked or not, I continued to make the sacrifices I told you about.

One New Year's Eve, my entrepreneur friends all went on a trip to Vegas to spend the weekend unwinding.

I stayed in working.

That same night, a girl I was (kind of) seeing wanted me to go downtown with her and her friends.

I stayed in working.

The Off Switch

For people like us, it's almost as if there is no *off switch*.

Our mind is constantly thinking about business, racing on to the new idea, the new task that needs to get done, the new marketing angle, or the new chapter for our book.

This cycle went on for years, and I reached the point where it was hard to relate to my friends.

Then, in the Summer of 2015, it really hit me.

A girl I went to college with in New York wanted to go on a road trip throughout the Southwest. She wasn't an entrepreneur, but still always found a way to travel and enjoy life.

In 2014, her and I hiked through the Rocky Mountains of Colorado and rode horses through Wyoming together.

When I picked her up from Phoenix Sky Harbor International Airport, we started the first leg of our road trip up to the Grand Canyon.

As we were walking around, I see an amazing backdrop, and the first thing that comes to mind is that it would be the perfect place to record a video for my business. We setup the camera and tripod that I brought with me, and standing at the edge of the Grand Canyon, I started recording.

For the month prior to the recording, I spent a lot of time in my office working on one thing or another.

My social skills went downhill.

After looking back at that recording, I noticed that it showed. I was working hard and this hard work impacted other areas of my life. What was I working for anyway?

I was working for the freedom, and the experiences building the business would get me.

I earned my freedom, but after it was already here, it became a constant chase for *more*. A larger business and more money.

After we left the Grand Canyon and made our way to Vegas, my friend saw an area with a great backdrop of the city and asked me, “Hey, this is a beautiful spot. You want to record another one of your videos here?”

“No.” I’m just going to relax for the rest of the trip.

For the next few days, we drove from Vegas to LA, where I dropped her off with a friend, and then I made my way down through San Diego, Yuma, and back up to Phoenix.

It was somewhere between San Diego and Yuma where I was on the open highway on a perfect sunny day, listening to one of those stereotypical road trip songs.

I think it was Fleetwood Mac – You can go your own way.

Passing by some energy-producing windmills on the side of the highway, I rolled down the windows and turned up the music; getting completely lost in the present moment, completely at peace and happy where I am now.

I am happy with where I am now.

It was in this moment, where I realized the importance for that *off switch*, and the need to hit a work-life balance. Even when I already achieved my goals, I was still chasing *more*.

But it was also this moment where I discovered something much more valuable, which led to one of my most profitable days with my business ever.

This is what I'll talk about in the next chapter...

Switching Off and Recharging

These moments on the open highway of Southern California, blasting Fleetwood Mac out of my speakers, seemed to be a rarity in most of our lives.

In modern-day western society, that switch is always turned on.

Not only for entrepreneurs, but for most people as well.

We always have something on our mind, we are always busy, we are always doing *something*.

It drains our energy.

When I hit this state of present moment awareness, it was as if my logical (thinking) mind was turned off, and I immediately had a burst of insight that was more of a *feeling* than a thought.

That insight gave me the *feeling* that I should spend a week recording videos of everything I learned about starting my two businesses; with the intent to help others learn these skills.

When this idea came to me, it was as it came from a different part

of my brain than all the other ideas I've had.

It just felt right.

Just as the sun was about to set, I stopped at a fast food joint in Yuma, once again completely surrendered to the present moment. The blinding sun was creeping down below the horizon, and the 100-degree temperature was relieved by the winds blowing dust up from the open desert.

Reflecting back on this moment, that switch was finally turned completely off.

After getting back to Scottsdale, I followed my intuition and recorded a series of videos on virtually everything I learned about building a business.

I remembered reading a study that people are more likely to work on their goals if they invest in themselves and put something on the line. So I decided put these videos inside a training course and I sold it to people who were following my stories on the internet.

After following this burst of intuition when that switch was turned off, the actions I took led me to my most profitable day with my business ever.

I made \$1,650 in the first 12 hours after releasing those training videos.

Over the next month, emails rolled in from students of the program thanking me for all the great information I shared, and the sales continued to roll in.

Between that moment and me writing this book for you, I noticed that by tapping into that burst of insight, and using that as my guiding source for intuition, everything seemed to flow effortlessly.

But why?

Recharge Your Batteries

I remember a year prior, when I went to my *witchdoctor* training (a term you will read about shortly), I was led down an inner journey into the realm of the metaphysical.

I remember him teaching us the importance of ‘recharging our batteries’ on a regular basis. If you think of a laptop or cell phone that is switched on all the time, the batteries will be drained.

Even if the phone is plugged in, while the positive charge comes in, something is always draining the energy downward. It’s this subtle *pull*, which leads to the importance of that *off switch*.

A way to fully recharge.

When I was living in *Project Scottsdale*, one of my roommates loved going out to the nightclubs.

Whenever he was in this upbeat environment, surrounded by people, his batteries were recharged and he felt great the next day.

It also helped that he didn’t drink alcohol.

For me, on the other hand, being in this nightclub environment is draining for me. I can have fun there, but it does not recharge my batteries. Being by myself, on the open road with the music playing and windows rolled down is how I recharge my batteries.

For years on end, I was constantly draining my energy, and it was in this moment of clarity on the open road where my batteries were fully recharged.

And I had that burst of inspiration which led to my most profitable day ever.

But why?

I reached out to my *metaphysical* mentor and asked him his opinion on it. Take in mind, when you get deep in this field of study, you get deep into things unexplained by science.

I approached it with an open mind.

“Andrew, inside each and every one of us is an infinite amount of knowledge. In ancient cultures, they say that *the entire universe* is inside of us, and we are connected to every other living creature and human being on the planet.” He began, seeing if I was still following along with him.

Never hearing someone speak like this before, it sounded interesting, so I continued to play along.

There are three parts of the human *being*:

1. The conscious mind.
2. The unconscious mind.
3. The higher self.

“Yes, during our training last year, you taught us how to access our unconscious. What you taught me helped a lot! Thanks.” I said.

“Yes, and now that you’ve successfully learned how to navigate the realms of unconscious, there is something beyond that.” He said.

Whether you believe this or not, simply listening to what I’m about to say will help you on your journey.

Do you ever have those gut feelings that turn out to be right? Or the right person appears in your life at just the right time?

Imagine for a moment that somewhere *inside of you*, there is a connection to this infinite source of information.

He continued his lecture...

Most people have their conscious minds churning at 100% all the time. They are unable to find this *off switch*, and when you reached that state of present moment awareness during your drive through the desert, something important happened.

You turned off that mental chatter that was blocking the message you were meant to hear.

Many people use meditation to reach this mental state. But in times, especially when you're enjoying yourself on vacation, or in the middle of nature, you will flip that switch off naturally.

And then a burst of insight will come up to the surface, from an area deep inside you; and you are meant to follow it.

It's when you tap into *this* area of your mind, when some of your greatest business ideas will come to the surface.

Taking the time to recharge.

At first, I didn't really buy into everything he was saying.

I was a practical guy and an entrepreneur, and he was talking spiritual language. But he also was an entrepreneur and ran a very successful company, so there must be something to what he was saying.

It made sense that when we turn off all this mental chatter in our mind, we are more balanced, more focused, and make more rational decisions.

By following his advice, I decided that I've worked so much over the past four years of my life, it was time to take a vacation. This constant work-mode has to end, because the rest of my life was suffering.

It's time to find that work-life balance.

In August of 2015, my business was making money, my new training course had a successful launch, so I buy my way out of my lease in Scottsdale, Arizona – and decide it's time for a change of pace.

Not knowing what disastrous consequences were about to follow.

A Change of Seasons

The seasons are about to change, and I need a change of pace.

Tired of working so much, I pack my care with my clothes and my laptop, once again hitting the open road.

Freedom.

My first stop was in late august where I visit some friends in Los Angeles. We spend a few days going out to restaurants, down to the pier, and exploring the city. I drive up and down the sunset strip, and eventually it's time to move on with my journey.

Going up through Malibu, I stop by the beaches and bars, frequented by Hollywood celebrities. In the past, when I started my journey, I would always look up to them and wish that someday I could be like them.

All of a sudden, when I'm sitting at the bar with some well-known celebrities, I see some girls go up and to them all giddy, and wanting to take selfies.

In the moment the girls walk away, I kind of feel like I can relate

more to the celebrities than I can with the girls. They're just regular people who live an extraordinary life.

As I finish my drink, I wish them a good night and walk away, spending a couple of hours walking along the beach, and enjoying the sunset.

By the time September rolls around, I find myself on a beach with some surfer girls just north of San Francisco. It's getting colder, and they are getting their final set of waves in before the season ends.

Driving up through Oregon, and Washington; the leaves begin to change, and I decide to take out a short term lease in these apartments nestled up against the Puget Sound, just south of Seattle.

With the work switch completely turned *off*, I don't even check my apps or income, assuming the money is continuing to roll in, like it did for the past 18 months of my life.

One morning in mid-October, my credit card comes back declined. The credit limit on this one card was about \$3,000 and I used it all up to pay for the trip so far.

When I go into my online bank account statement, I noticed that the payment from my apps was significantly lower than it was in prior months.

After realizing that I didn't do the update every time a new software comes out for the iPhone, all of my apps crashed, and the money stopped coming in.

This happened three weeks prior, and I've been so unplugged from my business, that I didn't even notice until it was already too late. They will take at least a month to update, and from there, the income wouldn't come in until at least January.

I began to panic.

A work-life balance

At first, I worked too much.

I missed out on valuable life experiences and happiness because I was plugged into my work for 16 hour days.

Then, when I tipped the scales in the other direction, it was like when you get in really great shape after working out for a while, and you stop working out. You're bound to lose everything you worked so hard for.

This is the myth of passive income.

The money comes rolling in, until it doesn't.

That month, I lost everything, and the stress built up to the point where I found myself rushing to the hospital twice from heart palpitations. In and out of the doctor's office five times over the winter from the stress, I learned a very valuable lesson as an entrepreneur...

You need a balance.

While the 16-hour days, and the *on switch* is the very thing it takes to build a business, there is also the *present moment state* and recharging your batteries where you seem to come up with your best ideas.

Going forward on my journey, I learned from these two experiences that it's important to strike a balance with what you do.

To not fall into this *passive income trap* again, and to also take the time to enjoy life. We all recharge our batteries in a different way, and whatever activities make you feel energized and happy; that's

what does it for you.

And when you do that, perhaps you'll tap into *the power of the universe inside of you*.

Or at least wake up feeling energized the very next day with a clear enough focus to think of new ideas.

Whichever explanation you want to believe ;)

Learning Things the Hard Way

Every one of these lessons was learned from a painful failure.

Do you want to know that most frustrating part about all these mistakes I made along the way?

I had a mentor who taught me all these same lessons I'm teaching you today. He told me about these different things to do, and these things I needed to avoid.

Logically, I knew them.

But I didn't listen to him, and I fell into these traps. I fell down and struggled with these common pitfalls, and I've warned hundreds of other entrepreneurs like you to avoid them too.

Like me, none of them have listened.

Maybe it's our egos that get in the way, and sometimes we simply think we know these things better than those who've walked this journey before us. I'm still waiting for the day when someone emails me and says "Andrew, I listened to your advice, and I never had to suffer through these struggles like you did."

But as of today, the day I publish this book, I never received such an email.

Which is also a good thing.

Because it only goes on to show that out of the thousands of other entrepreneurs who've walked this journey alongside me and have gone on to build large and successful companies, many of them have *made it*.

They fell into these same traps that you are pushing through now, and they've made it through to the other side.

So maybe you can listen to my advice, and avoid these pitfalls.

Or maybe it's simply something you're going to have to experience for yourself. They say these trials and tribulations are where your greatest lessons come from.

Either way, once you make it through these obstacles to the other side, you'll reach that new village of abundance. You'll have your business. You'll be living that life you previously thought you couldn't live.

You'll be at the point where you're able to call yourself *an entrepreneur*.

And now that you've made it, there's no going back.

What Happens When You Make It?

I shared these stories with you because these are some of the common obstacles and struggles we all face on this *rite of passage* through the harsh wilderness.

As I mentioned in the beginning of this chapter, it's what you *do* when you face these moments which ultimately determines your success or failure.

Do you choose to run through them? Do you stand in place; forever remaining where you are? Or do you give up?

The Other Side of the Struggle

At the beginning of this chapter, I told you that you shouldn't compare yourself to others.

You're looking up to all these successful entrepreneurs who faced these trials and tribulations before you. You see their businesses doing well, you see them living the lifestyle, and you see the outward appearance of success.

I told you that you are simply at an earlier stage of your journey as

them, and one day, when you walked this path long enough; you will get there.

But what happens when you do?

Is life all fun and games?

No.

Well yes, to an extent.

A lot of the struggles you're facing will already be a distant memory of the past.

- If you were an employee building your business on the side, you have reached the point where you are a full-time entrepreneur and you won't have to deal with the morning commute or boss to answer to.
- If you procrastinated a lot, you're at the point where you're motivated and take consistent action; because you know the painful long-term consequences if you don't.
- If you had no clue what you were doing, you're at the point where you understand what it takes to at least take the next few steps forward in building your business.
- If you doubted yourself, you already have the confidence that *it's possible for you*, because you're living it.

Think of this journey as having left the village you were born into, you navigated through the abyss, and you made it to this new village at the base of the mountain.

I hate to break it to you, but now that you've shed those struggles and you are already successful, when you look forward at the mountain in front of you; your problems only get bigger from here.

You've *made it*, but instead of walking through the wilderness, you're now going to have to climb up the steep mountain. You're going to have to learn new skills to grow your business, and it's these new struggles which propel you to reach even higher levels of success.

But there's one difference.

When you have successfully navigated through this *rite of passage*, even though these next obstacles may initially look more difficult on the outside, you have already developed the character traits so you are even stronger on the inside.

It's in these moments where you already have what it takes to be able to accomplish anything, now...

After reading this, you have already shed your greatest obstacle which has been holding you back all along; you are no longer standing in place. You are in motion.

You learned to walk, and now you begin to run. You run up the mountain, through the storm, and the more difficult the obstacle you face; the faster you choose to run.

It's exciting how fast you choose to grow.

And what happens when you continue to grow and you finally make it to the top of the mountain?

Well that's something you'll discover on your own when you get there.

But I can tell you one thing.

In the end, there is no destination.

You are already there.

There will be milestones that you reach, and they will be great.

- You built that business; and got lots of customers.
- You earned your freedom; and have these experiences.
- You made that money; and you buy these things.

But when you think you reach *the top*, this implies that the only way you can go from there is *crashing down*.

Keep learning and keep growing, because these milestones are great, but it's the person *you've transformed* into by facing these trials and tribulations which is the real prize.

Before reading this, the journey might have felt like a struggle. You might have felt like you were alone.

But when you reframe these problems and struggles into opportunities to grow, and become a stronger person in the process; you'll suddenly enjoy the things that you once thought held you back.

Now, these problems are exciting challenges which provide you the opportunity to *level up*. And you get addicted to the possibility of *leveling up* many times a day.

In the end, you'll realize that ***the journey is the destination***, and when you choose to enjoy it; regardless of what happens on the outside, you'll be rewarded.

And when the next obstacle crosses your path, it better hope it has the ***experience*** to handle you.

Now go get your ***experience*** and ***enjoy it***.

As I wrap up this section with these final words, and final insights,

you understand that there is a journey. You know the practical skills to get there, and you know the common pitfalls which were been holding you back.

And when you reached the top of this mountain, just when you think your journey has ended, you'll turn the page and realize that the next stage of journey hasn't even begun...

SECTION 6

The Inner Journey

What you read about so far has been about the *outer journey*. When you face these struggles and when you face things most people won't ever have to deal with in their entire life; your success or failure is ultimately determined by one thing and one thing alone.

Who you are, and what you're made of (on the inside).

A story of transformation...

Have you ever seen the movie Limitless?

If you haven't, I'll give you a quick summary. In the beginning of the film, there's this man who was the epitome of a loser, failing in every area of his life.

He was lonely, stuck, frustrated with a life of limitations which he was born into, he lacked social skills, was depressed, and couldn't hold any relationship if it meant the life of him.

Overall this man's life was hopeless.

Then, he met this shady drug-dealer who gave him a mysterious pill.

By taking this one little pill, he rapidly transformed from an unmotivated, lonely, depressed, loser into the type of person you always wanted to become. His life *instantly* turned around for the better.

You know how they say you can only access 10% of your mind? All of a sudden, he was able to tap into 'the other 90%'. This provided him with increased brain capacity and he was able to see angles which other people couldn't see.

- He became super smart and began making lots of money.
- He attracted higher quality relationships.
- He had a Limitless supply of motivation and energy.

Every woman wanted to be with him, and every man wanted to *be* him. He was the man everybody looked up to and is now the epitome of success.

On the outside, anybody who met him after this transformation would think he was born this way. That he had the ability to do things they couldn't.

But this was the farthest thing from the truth.

I was exactly like that man in the beginning of the film when my journey began. I didn't have any clue what I was doing in life, I was unmotivated, a loser, and quite frankly; life wasn't turning out the way I wanted it to.

The *outer journey* and the struggles I faced changed me; but even

after all that, I wasn't who I wanted to be. Deep down inside, I knew I was capable of more.

Something needed to change.

Where can I get a pill like that?

After searching the internet, I heard stories about Silicon Valley Billionaires taking these 'smart drugs' and being able to accomplish literally anything. It seems like they have some type of capability the rest of us don't.

I eventually came across some advertisement on the internet that said the pill they sold was one of those smart drugs. Determined with my goals, I ordered a bottle. Thinking that one little pill could cure all of my problems, I took it.

This was like that time I asked my parents to get me magical fairy dust for Christmas as a kid. After I unwrapped the present, the back of the bottle said "Made in China".

The magical fairy dust didn't work.

At the very best, this pill provided me with a slight caffeine boost. I woke up the next day, defaulting to my old ways, and my life remained the same.

Then it happened...

It wasn't until one warm spring evening before my journey crossed paths with this *mysterious man* before I realized that I didn't even need a pill...

The \$90 Million Man

Stories Around a Campfire

It all began one fateful evening, during the after-hours of yet another millionaire entrepreneur conference.

It was a warm spring night, as we're sitting around a campfire in the outskirts of Albuquerque, New Mexico. The sun had just set when six up-and-coming entrepreneurs were mesmerized by the amazing stories from one of the millionaires in attendance.

Our eyes locked on him for hours on end, with *nothing* to break this trance-like state. He captivated our *full attention* as he told story after story of his success.

I came to this specific conference to learn how to influence and persuade other people, for one reason, and one reason alone: To make sales for my business.

And to pick up girls.

The Stories He Told

The stories he told were out of this world.

They began with him talking about his experience as an Alaskan King Crab Fisherman, hitchhiking across the country for seven years, selling his first \$50 million company, and raising \$90 million in investment funding for his various businesses.

The stories themselves were only overtaken by the way he delivered them. This campfire quickly turned into a theatrical performance, where he controlled every *ooo* and *ahh* of the audience. Just as his hands snapped up really quickly to illustrate a point, the campfire popped loudly and sent embers exploding through the air. Not only were his words captivating us and holding us under his spell, but it was almost as if he was controlling the very nature of the universe.

How does he do it?

The man knew how to captivate an audience.

As the night rolled on, the crowd dwindled down as the dimly-lit glow of the campfire were the only things left to illuminate the man's face.

Still caught in his trance, one of the members of the audience asked the man "How do you do it? How do you convince people to give you \$90 million? How do you build a company up to \$50 million?" This seems impossible.

The man leaned in and lowered his voice; with the audience mirroring his behavior.

They leaned in as well.

He looked behind his shoulder to his left, and then to his right, making sure nobody outside of our *inner circle* was listening.

He lowered his voice and whispered to us, “You have to go see a witchdoctor.”

The crowd burst into laughter.

As the young men and women of the crowd were entertained by the answer he gave, the look on this man’s was nothing but serious.

It was in this moment where the two of us made eye contact, and he knew in this very instance, I was ready...

The Transformation Begins

The crowd dwindled down, and everybody began returning to their hotel rooms, resting up for conference in the morning.

This man was chosen as the keynote speaker, and was set to present on topic of sales, influence, and human behavior in the morning. In fact, it was said that the organizers specifically chose Albuquerque for the event this year because it was his home town.

After Midnight

“I’m looking forward to learning what you have to teach tomorrow.” I said to the man as I’m about to call it a night.

“Thanks,” he replied, “How come you didn’t laugh at the witchdoctor comment I made, like the others?”

“I don’t know. Something like that sounded crazy at first, but when I saw the look on your face, I just kind of felt there was actually something more to it.” I replied.

“There is...” he stopped his words, going deep into thought, searching for the right things to say. It was almost as if I wasn’t

ready for the full extent of what he was about to tell me, so he had to water it down a bit.

After a brief pause, he continued with what he was going to say, “What’s one problem in your life right now? Business, your personal life. Anything.”

“Umm, I think I eat too much fast food.” I said, as a I motion to my belly, joking about how I put on a little weight this year, “I tried to give it up many times before, but quite frankly I don’t have enough willpower. They say it takes 21 days to break a habit, and I can’t make it past the first four.”

“What if I told you that you could give up that fast food addiction in an instant, without the use of willpower.” The man said confidently.

“That’s impossible.” Was my immediate response.

The man looks around the courtyard, and picks something up from one of the tables. He pulls a business card out of his wallet, using the pen to cross the name off the front.

“That’s not important,” he whispers to himself as he looks at who’s card it was.

On the back, he writes down a phone number without a name, and hands it to me.

“Listen, you can’t share this with anybody.” He went on to explain:

You see, while most of these young guns come to this conference to learn the latest *tactics*, they’re going to go back home and fall right back into the old patterns and routines they’ve been stuck in.

They’ll be the same ones who come back next year, will laugh and

joke at the stories we tell, and be in the exact position they were the year before.

When I told the group about the witchdoctors, I saw something in you. You're different than the rest. I can tell you are committed to this, so I want to help you out, but I am serious that you cannot share this man's phone number with anybody.

This man is a witchdoctor.

I won't tell you what he does, but I'll put it this way: Within a few days of seeing him, you will begin to notice some changes. All of a sudden; new things will happen to you, and a lot of those bad habits you used to have will have already melted away.

I pay him \$1,000 per hour for his services, because he is that good.

I found him years ago when I was in a position like you, and after seeing him for the first time; that was the moment my life began to turn around. I put it off for a while, but when I finally made the decision to pull the trigger; I can't believe I waited so long.

"You mean you weren't always like this?" I asked, referencing his business success and confidence.

"Oh, hell no." He laughed, as he continued his speech...

I know \$1,000 is a lot of money for you so tell him I sent you, and the first session is on me. Just do me a favor. He *will* get rid of that junk food habit in a few minutes or less, but before you go to see him; set a goal that is worth the price I pay.

Think about something you want more than anything in this life, and he'll make it yours. Trust me. Don't hold back.

I was overwhelmed and grateful for this man's generosity, immediately thinking about the dreams of what life will be like the

moment everything finally changes.

“Thank you so much,” I said, expressing in my voice how truly grateful I was, despite not having any clue what this man behind the phone number had to offer.

“Look, Andrew, tomorrow I’m going to give a presentation on sales, influence, and human behavior. Think of the things you hear publicly as the tip of the iceberg. To most people listening, the things they hear tomorrow will be some of the most powerful things they’ve ever heard in their entire lives.” He stated with confidence, continuing...

“No one else at the conference is ready for what I just shared with you tonight, so I will really appreciate it if you keep this man’s phone number a secret.” the millionaire said to me.

I nodded in agreement, and we parted ways for the evening.

The next morning, at the very first chance I could, I slipped away and called the number on the back of the card. I explained how the millionaire gave me the phone number for some help.

The *witchdoctor* didn’t give me his location, instead scheduling a video conference call the following week when I get back to Scottsdale.

I definitely was not prepared for what was about to happen next...

Influence & Persuasion

“If you want to make it anywhere in entrepreneurship, you’re going to have to understand one thing.” The man said as he began giving his keynote presentation.

You’re dealing with real-life human beings.

Manipulating Human Behavior

I see too many people calling themselves entrepreneurs who are sitting behind a computer and staring at the screen all day.

When they write sales letters, they write it to a piece of paper. When they create marketing campaigns, they do it based on the numbers, and the demographics.

But on the other side of that sales letter and on the other side of that computer screen is a human.

When I raised \$90 million for my businesses over the years, I had to convince a person to hand me over their money. And where did that decision originate from?

Inside the human mind.

When I sold my first company for \$50 million to a hedge fund, I

had to convince the hedge fund to write me a \$50 million check. Where did that decision originate from?

Inside the human mind.

If you sell your dog toy for \$14.99 on your website, and somebody buys it, where did that decision originate from?

Inside the human mind.

Do you want to be in a relationship? The person you want to be in a relationship with has a mind, and it is something in that mind which determines if they say yes or no.

“Raise your hand if you think it would be beneficial for you to understand *exactly* how the human mind operates?” The millionaire asked the audience.

Everybody’s hands went up, and the man continued with his presentation.

Unconscious Communication

They say that 93% of communication is unconscious, beyond the words we use.

- 57% of communication is in the form of body language.
- 36% of communication is the tonality and energy *behind* your words.
- The final 7% are the words you use and any common experiences you have.

While most of you are trying to convince people to do things *logically*, you’re missing out on the 93% of the communication.

People like and trust people who are similar to them. If you want to

build rapport and trust with a client, you want to match and mirror their body language.

If their arms are crossed, so are yours. If they hold direct eye contact, so do you. If they look away, you look away.

Next, is to match the tonality.

Do they speak fast or slow? Loud or soft? Deep or high? Match what they do, and eventually you'll built rapport with them.

Once you build this rapport with them, you lead them to where you want to go.

With this trust you gained by demonstrating that you are similar to them, you are now in a position to lead them to where you want to go.

Conversational Hypnosis

He began teaching us about conversational hypnosis.

The key with hypnosis is to bypass the logical filters of the mind, and deliver a message directly into the unconscious. The unconscious is the part of the person's brain that is directly responsible for human behavior.

One conversational hypnosis technique is called an *open loop*, which is essentially a cliffhanger.

Many hit TV shows end the show with a cliffhanger because curiosity is the most powerful human emotion. When you pique their curiosity and then start delivering your sales presentation, you will have essentially hooked their attention until the loop is closed.

The presentation ended where the man repeated a lot of the lessons on sales and consumer psychology, which I already knew.

As his final words, he told the audience, “When you learn to become an expert in human behavior, you can control it. You will make more sales. You will make more money. And your businesses will be more successful. *Become an expert in human behavior today.*”

After he got off stage and everyone finished thanking him, I went over to tell him I scheduled a call with the witchdoctor.

Making sure no one was around, I lowered my voice, “Are these the kind of things I’m going to learn from him?”

He replied, “No, you’ll learn how the human mind works, but instead of focusing your efforts *outward* in order to influence people, he’ll lead your journey in a different direction. Once you do this, it’ll be nice to know how to influence and persuade others, but he’ll get you to the point where you won’t even have to.”

A group of people came over and distracted him before I had the chance to get any more details.

The call with the witchdoctor is only a few days away and I have no clue what I’m about to get myself into...

The Witchdoctor

“Next, move that picture in your imagination to the left 3 inches, down a foot, and push it five feet in front of you.” The witchdoctor instructs.

“Ok.” I said, having no clue what was going on.

He continued, “Now, imagine that this picture of the burger gets darker, and hear the sound of a car door shutting as you lock it in place.”

“Done.” I replied.

“How do you feel differently about that fast food addiction, now?” The man asked.

Holy shit.

To be honest, I had no clue what to expect going into this call.

The fact that this man was referred to as a *witchdoctor* sounded silly, but some millionaire just paid this guy \$1,000 for an hour-long call with him. Simply by following this man’s instructions to move a picture around in my mind, a lifelong fast-food addiction was cured! Gone. Done. Over with.

Forever.

How does he do it?

For the longest time, I was struggling with a fast food addiction. Every day for breakfast, lunch, and sometimes even dinner; I ate at fast food restaurants and gained a lot of weight.

I tried different diets and used willpower, and none of it worked. In the matter of a couple of minutes, simply by moving pictures around in my mind, this bad habit was gone forever.

I'm writing this for you two and a half years after that call with the witchdoctor, and I can say that I haven't ate a single fast food burger ever since.

Not only was the addiction gone, but just the thought of the burger suddenly disgusted me. As soon as he had me move the picture.

“What else can you do?” I asked the man, excited learn more of his powers.

“Anything you want.” He stated, “Think for a moment of any desired outcome you want in your entire life, and we’ll achieve it.”

“How does this work?” I asked.

“I do have training programs, but someone is paying a lot of money for this hour together. We should probably make the best of it.” He offered, reminding me that the millionaire did pay \$1,000 for this call, and my time would be best served listening to his instructions.

“Now, what I want you to do is think of a specific goal of yours and say it out loud as if it’s happening right now.” he instructed me to do next. “Give it a specific date in the future.”

July 25th, 2015 – One year in the future.

It's a perfect sunny day and I'm climbing up a bluff overlooking the Pacific Ocean. There are palm trees to my left, blue skies above me, and I'm looking down at the ocean in front of me to my right.

I don't have any place to be at any specific time, and there's not a care in the world.

I am completely free to do what I want, go where I want, and be on my own schedule.

“Good.” He stated, before he went into another technique where I imagined floating above my head and off into the future as I looked down at an imaginary scene of me overlooking the ocean.

Over the course of the next hour together, we did a lot of weird adjustments, similar to the one with the fast food addiction.

For some of them, I noticed a shift right away:

- My stress and anxiety vanished,
- Doubts, fears, and limiting beliefs were gone.

And other things we worked on weren't immediately apparent, but the *witchdoctor* told me that I'll begin to notice things turning around in my life for the better over the next couple of days.

Almost like he cast a spell on me and my problems were gone.

How does it work?

After the call wrapped up, he had a little extra time to give me a brief explanation.

“Do you know how they say you can only access 10% of your mind?” he continued before I can answer, “What we did was access the other 90%, which is your unconscious mind. And we went a little beyond that.”

This is like that real-life Limitless pill type of stuff; only I didn't need the pill.

"When you discover how to make a change in your unconscious mind, you can create an instant change in your behavior. With the techniques we went through, I took you a little bit past the unconscious, and one day in the future, you'll notice how things pan out." He said with confidence.

"You said you offer a training program?" I ask the man.

"Yes. The cost is \$5,000 and its spread out over six months. Unfortunately, the program just started and I won't be offering another one until next year." He finished.

He gave me the phone number of another witchdoctor who had a shorter program in a few weeks, and without hesitation, I signed up.

The millionaire told me that if I wanted to be successful in business, I had to learn what this is. It turns out that I'm about to become a master in *manipulating human behavior*.

And it all started with my own...

An Expert in Human Behavior

Beyond the sales and marketing training I received, getting trained as a *witchdoctor* was at a whole new level.

Throughout the seminar, I learned many of the skills the man used to help me instantly overcome virtually all the struggles I faced as an early-stage entrepreneur.

I discovered how to cure procrastination, release bad habits or addictions, fears, doubts, limiting beliefs, anger, or frustration. I was able to access memories from when I was two or three years old, which turned out to be the root cause of some of my limiting behaviors today.

With the techniques I was trained in, I felt like I was that man from Limitless.

By knowing *exactly* how the human mind works, I was able to become an expert in manipulating human behavior. But like the millionaire eluded to at the conference, while he taught many of the participants how to influence other people's behavior on the outside, my training pointed in a new direction.

I began embarking on a journey *within*.

An Inner Journey

I began getting trained in this stuff right before the time my business took off and I quit my corporate job.

Throughout this timeframe, I left Arizona and moved to Boulder, Colorado to enjoy the newly found freedom I earned through my hard work in the *Project Scottsdale* days. I spent a lot of my time enjoying the *passive income* lifestyle, hiking through the mountains, and partying with the local crowd all nights of the week.

Outside of relaxing for a bit and enjoying myself, I began learning more about human behavior, and exploring deeper realms of the inner world.

I read a lot of books on the topic, learned a lot about psychology, neuroscience, hypnosis, quantum physics, spirituality, and I even learned from a man who was hired by *no-name* government agencies to rapidly transform the personalities of spy recruits.

I didn't initially learn this stuff because I wanted to.

I learned it because I needed to.

For most of my life, I suffered from a negative mindset, doubts, fears, and everything that goes along with it.

By putting all of this together, those problems were a distant memory of the past.

It was in August 2014 when I was hiking through Rocky Mountain National Park with a girl I met at the trailhead. I made a brief comment, saying that I had a negative mindset.

“Andrew, we’ve spent the last five hours together and you are the

most positive person I have ever met.” She said.

She was right.

Over the course of a few short months, I have successfully transformed. Not only with my mindset, but with who I was. Suddenly, I began enjoying a lot of the things I have been avoiding. The work I did was fun, and worthwhile. It was no longer a chore.

“Why don’t more people know about this stuff?” she asked me.

“I don’t know.” I responded.

And from that point, I made it my mission to make sure other people know.

Helping Others

I started a blog inspired by the name of the movie which started this whole inner journey.

I called it Limitless Academy.

Through articles I wrote, I began teaching others some of the simpler topics when it comes to personal development.

Positive Reframes

Out of the 2,000,000 bits of energy that are bombarding your senses at any given moment, you only consciously take in 150 of those bits.

My whole life I always noticed negative things that happened to me. But when I learned how to view these ‘negative’ events through a new lens, I was able to automatically reframe anything into the positive.

- When my car broke down, it meant I had to work harder on my business and I eventually made more money.
- When I went through a rough breakup, it was a good thing we parted ways before we got married.
- When I got sick with the flu and I felt like I was going to die; it's a good thing my body's natural defenses are getting rid of the sickness so I can get better.

By using a positive reframe, you can start focusing in on a different 150 bits of information, and anything that happens to you can be spun around into the positive.

Motivational Filters

There are about 16 filters in our brain that drive human behavior. When we determine which filters we have, we can manipulate those filters to motivate ourselves to take action.

One is a “toward vs. away” filter.

Are you more motivated by the positive reward after you act? Or are you more motivated by the pain you will feel if you procrastinate?

This was the basis of when our mentor taught us the \$100 check method.

Another one is called ‘the convincer strategy’.

What does it take to convince yourself that you are capable of doing something? Something you see, something you hear, something you saw someone else do, or did you have to experience it for yourself?

When I was helping a friend gain confidence around women when it comes to getting a girl's phone number at nightclubs, he said he

would have to experience the successful outcome himself.

More specifically, he had to experience it three times.

By imagining himself floating into the future and having three successful attempts, he instantly gained the confidence to go out and give it a try.

He reported back next week about his success.

The reason why these techniques work is because the unconscious mind can't tell the difference between real and imagined events. By using strategic visualization exercises, you can rapidly overcome any mental struggle in your life.

Putting these tools together.

With the hundreds of techniques I learned, I decided that I wanted to help as many entrepreneurs through these mental struggles as possible, so they wouldn't have to take years delaying their success like I did.

I created a video training course teaching others how to overcome bad habits, procrastination, and unconscious influence skills.

I put this training course on the Limitless Academy website and eventually turned *Limitless* into my second business.

But it wasn't until I spent the next year of my life going deeper down the rabbit hole, and continuing on my *inner journey* until I discovered something more powerful, which has transformed the course of my life forever...

Choose Your Destiny

While living in Boulder, Colorado, a friend of mine introduced me to a concept called *manifestation*.

According to this philosophy, manifestation is when you are able to physically create the events that happen outside of you, simply by the thoughts you have in your mind and the emotions that you feel.

This sounds badass, and with all the amazingly quick changes I made with my habits since seeing the witchdoctor, I decided to explore the concept more.

Imagine for a moment, that at your core, below the atoms, and below the cells, your body is made up of *energy*.

Energy attracts similar energy.

When you get in the emotional state of *already* having what you desire, you will attract things into your life at that level. You are always attracting people, things, and experiences into your life based on your emotional state.

They call this your vibrational frequency.

When you hold negative thoughts in your mind and feel negative emotions, you are said to be operating at a low vibrational frequency.

When you hold positive thoughts in your mind and feel positive emotions, you are said to be operating at a high vibrational frequency.

Simply by shifting your thoughts and your emotions from negative to positive, you begin to attract more positive experiences in your life.

For example, when you're stuck in a rut: Perhaps your dating life isn't going great, your finances are bad, and you're just not happy. It's like a downward spiral where negative things spiral one on top of the other.

When you see these negative things outside of you, you feel negative, and you continue to attract negative things to you.

Once again, imagine that we are simply made up of energy and your emotional state/thoughts are like a magnet.

On the flip side, do you ever notice that when things go great, *things go great?*

The Solution:

According to the philosophy, the solution is to ignore all the bad things that are happening in your life *outside* of you, and think of those bad things as a delayed reaction from the past.

Something negative in the past attracted the things you see now, but if you ignore those negative things outside of you, and focus 100% internally on your thoughts and emotions, shift to the

positive; something amazing will happen.

When you wake up tomorrow morning you will begin to notice that *something* positive comes your way.

Like I said, I learned this after my passive income business took off and I had a lot of free time on my hands. Given my free time, I studied this concept for two years.

I wanted to know everything I could about manifestation because if we could simply create any life we want with our thoughts...how cool does that sound!?

As I mentioned, I first got into this right around the time I first saw the witchdoctor.

July 25th, 2015: One year after seeing the witchdoctor.

It's a perfect sunny day and I'm climbing up a bluff overlooking the Pacific Ocean. There are palm trees to my left, blue skies above me, and I'm looking down at the ocean in front of me to my right.

I don't have any place to be at any specific time, and there's not a care in the world.

I am completely free to do what I want, go where I want, and be on my own schedule.

^ I don't know what amazed me more.

The fact that I am living this dream life, or the fact that this dream I'm living is the exact phrase I said to the witchdoctor a year before. The crazier part is how events beyond my personal control unfolded in my life, causing this all to be possible.

In 2014 when I first said that, I was living nowhere near an ocean. Through not only the witchdoctor exercise, but also a manifestation technique, they told me to write down an ideal day in

my life as if it is *already happening*, and to give it a specific date.

I wrote this down as stated above, and completely forgot about it.

In December, six months before that scene unfolded, I moved from Colorado to the East Coast for a few months before moving back to Scottsdale, Arizona in 2015.

In the middle of July, a friend from New York messaged me and asked if I wanted to go on a road trip.

Of course, I said yes.

She flew into Arizona and after picking her up from the airport, we travel through Sedona, the Grand Canyon, Las Vegas, and eventually Los Angeles.

When we got to LA, the friend she was staying with didn't have room for me so I was about to drive back to Arizona that night.

That very same week, a major interstate bridge collapsed between LA and Phoenix, so I was forced to take the longer way home through San Diego and Yuma.

The next morning, I began driving down towards San Diego when I felt as if I should get off a specific exit of the highway to check out the sights. After getting coffee and ready to drive back to Phoenix, I noticed a street sign with a weird name and got a strange feeling that I should drive down it.

This intuition led me to Cabrillo National Monument.

After seeing a lighthouse in the distance, I go to climb up the bluff, and as I notice some palm trees on my left and the ocean in front of me and to the right; it dawned on me.

Not only was it exactly how I described on paper, but it was the exact picture I had in my mind a year before.

It took a friend initiating the road trip,

Her friend not having room for me in LA,

A major interstate bridge collapsing,

And me following a weird feeling to drive down certain roads in a city I knew nothing about.

This was too much to be coincidence, so I decided to learn more.

In 2016, I moved back to Boulder, Colorado where I met another witchdoctor who has been teaching other people these kind of things for 25 years.

"One of the problems most people have is that they rely too much on positive affirmations." He said to me, referencing the positive thoughts you are told to have.

"Positive affirmations are like taking a pile of dog shit, covering it in frosting, and calling it a cupcake." He continued, "The negative emotions are still there."

We spent about 30 minutes working together doing some *witchdoctor* stuff.

He took me through a number of visualization processes and emotional release techniques to release any negative emotions or negative thoughts that have been hiding under my positive affirmations.

We were scooping away the dog shit.

At the end of the session, I had myself in the mental and emotional state, feeling as if I already achieved my goal, with 100% of the negative emotions gone.

The Goal:

Dream house in Lake Tahoe, \$23.8 Million in the bank account, with seven books published, as a best-selling author, investing in 14 different businesses, living with a girl I'm engaged to; who happens to be the girl of my dreams.

He had me focus exclusively on what emotion I would feel when I already have all of that.

It is taught in psychology that when you focus on what you don't want; you reprogram your awareness to focus more on those things. By simply shifting your focus away from what you don't want and focusing exclusively on what you *do* want, you notice more of those things in your life.

The technical term is called the Reticular Activating System (RAS).

After doing these techniques, it felt as if I had what I wanted...but instead of that goal being in the future, it was already here.

On the inside, I felt as if it was *already* mine. But on the outside, I was still growing my second business through its' infancy stages.

Halfway through the exercise, I noticed a new girl messaged me on a dating app I was using at the time.

The next morning, I was hiking next to a stream in the middle of the Rocky Mountains, barely having any cell phone reception left, when a business contact of mine messages me. I haven't really spoken to this person in well over a year.

"Hey, I have some graphic design work I need done and I hear you're good with Photoshop. \$6,000 is my budget, are you interested?" He said.

"Yes.", I replied.

The day after doing the mindset work with the man, I had the most

profitable day of my life up until that point.

Later that week I went on a date with the girl who messaged me, and as soon as we locked eyes, she said "I feel like I know you already."

"Why don't more people know about this stuff?" I ask myself.

Helping Others

After learning these techniques from this man, and using it on myself, I began to offer my services to other people who were looking to achieve goals in their life too.

Two of my first clients were an up-and-coming professional race car driver and an entrepreneur who owns four companies.

In April of 2016, I used this technique to help the race car driver get a faster race car and win more of his races. After working with him, he even put my company logo on the side of his car, which was pretty cool.

In October of the same year, he messaged me a picture of his new race car, and told me that it was exactly how he visualized during our call.

In 2016, I began working with the entrepreneur.

Within two calls together, he reported back that he was offered the opportunity to acquire a new business at a half a million-dollar discount because the old owner didn't know how to manage it. He was confident that he could double the revenue within the first year.

He also got approached by the CEO of the franchise he is a part of to work with the marketing team to increase the revenue for his other two stores.

From this point forward, I decided to expand my *Limitless* business to offer these services to early-stage entrepreneurs. Of the first 30 clients I've worked with, over 90% of them stated they went on to achieve their goals.

One of my favorite stories was of a 19-year-old guy from Canada who was living in his mother's attic depressed and on the verge of giving up.

Four months later, he messaged me saying not only is he living in his own one-bedroom apartment in downtown Toronto, building his internet business. He helped his mom start her own side business as well.

How it works:

What I learned from all of these experiences is that when you not only hold the thoughts and emotions of *already* having what you want (as if it's here now), but release the negative emotions that are buried under the positive ones, you'll reach the point where you are aligned with that vibrational frequency (as they call it), and you begin to attract experiences into your life that get you there.

It's worth mentioning that a few things have happened when I began doing this.

At first, negative things may manifest into your life.

After my session with the race car driver, he came down with the flu during his upcoming races, and he continued to have engine problems with his first car.

But it was these negative experiences which propelled him to train harder to make up for that first loss, and act on the opportunities that came his way; leading him to acquire the new car.

In my life, I was living in Spain with a girl I was dating. We

reached the point of our relationship where things weren't going to work out for the long term.

One night, I used this technique to feel the emotions of being with someone positive. I had a vision in my mind of being in a dimly lit restaurant, with two girls, in Holland.

The next day my ex-girlfriend and I had a disagreement, and we could no longer live together. I spent the next two and a half months traveling through Europe by myself.

When I ran into problems with my bank card freezing up in the United Kingdom, a friend of mine offered me to stay with her until I fixed the problems with my bank.

It turns out she lives in Holland.

On the surface, losing access to all my money in a foreign country would be a bad thing. And it was scary...

But that 'negative' thing propelled me to go to Holland, where I found myself in that exact vision with my friend and her roommate. We were in that exact dimly lit restaurant from my vision a few months before.

Overall, after doing this type of thing for years, I came to figure out how manifestation works, and I've used it to attract a lot of amazing experiences in my life.

It is in my belief that when we set these goals for ourselves, the universe (by some unexplained force of nature), lines itself up to attract opportunities to us at the vibrational frequency we are at.

If I hold a low vibrational frequency, I attract negative experiences.

If I hold a high vibrational frequency, I attract positive experiences.

Like a magnet.

Think of a goal that you want, and feel that it's already here.

When you wake up tomorrow, something will come your way which will get you there.

When this opportunity comes your way, you might not even make the connection between the thing that comes your way and your goal, but act on it anyway.

But there is one major problem with manifestation, which most people who practice it face, leading to disastrous consequences.

And you'll be one of them if you don't read what I have to say in the next chapter...

Too Much Mindset. Too Little Action.

“Where’s Gary?” Quinn asks me as he enters the apartment.

“I think he smoked too much weed and is unconscious on the roof again.” I said casually, because this was becoming a routine occurrence.

In some apartments, your roommate doesn’t do the dishes. In Project Boulder, your roommate smokes too much weed and sleeps on the roof all day.

I was the roommate who didn’t do the dishes.

After the success we had in *Project Scottsdale*, another entrepreneur and myself decided we wanted to have an experience like that again, so in the summer of 2016 we moved back to Boulder, Colorado.

Project Boulder

Whereas *Scottsdale* was an environment for success, surrounded by a positive work environment, up-and-coming entrepreneurs, and millionaires; *Project Boulder* was quickly turning into an epic

disaster.

When we first scoped out the apartment, it was absolutely stunning.

It was a top-floor apartment, with our own set of stairs going up to a private rooftop balcony.

On top of the balcony was a crystal clear view of the Rocky Mountains and Downtown Boulder beneath us.

Quinn and I are two entrepreneurs who were subletting part of this three-bedroom apartment for three months over the summer.

“Who’s in the third room?” I ask the girl we are subletting from.

“Oh, some young hippie couple. They are excited to wake up early and do yoga on the roof in the morning.” She replied.

Three weeks later, the apartment was filled with hippie tapestries, bongs, and other drug paraphernalia. The ‘young hippie couple who was excited to do yoga on the roof’ turned out to do nothing all summer except invite their friends over to smoke marijuana and party.

As he rips another bong hit, Gary says in his stoned-out voice, “Yeahhh...manifestation. I’m all about that.” right before the other girl comes in and yells at him because he can’t even pay rent.

This right here is a real-life example of how most people view manifestation.

They do positive affirmations, they feel good, and they think the universe will hand their million-dollar mansion on their lap.

Wrong.

Look, I don’t know if you believe in manifestation or not.

From my experiences, and from the experiences of many entrepreneurs that have walked this journey before me; we all do.

But you don't have to believe in it for these principles to work.

"Don't ask if it's right or wrong; ask if it's useful."

When you:

1. Exclusively focus on what you do want (instead of what you don't want).
2. Set a specific goal for yourself, acting as if you already have it.
3. Release any mental or emotional blockages holding you back (witchdoctor type stuff)
4. And act on the opportunities that come your way in business.

You'll achieve the goal.

Did I mention that you have to ***take action*** on the opportunities?

The mindset is not enough. You have to act on the opportunities that come your way.

The problem I found with most people who practice manifestation is that they are lazy. They watch these feel-good videos on the internet and they sit around all day waiting for the Lamborghini to fall on their lap.

Life doesn't work that way.

Gary manifested two business owners (myself and Quinn) who offered to help him build a rock-solid resume to land himself a job at an outdoors store. He didn't act on it, so the girls we sublet from

kicked him out on the street after he couldn't pay rent.

Manifestation works if *you work*.

Whether you believe in the *power of the universe* explanation or you simply view it as reprogramming your subconscious awareness to spot new opportunities, it doesn't matter.

It works.

The Limitless CEO

The reason I shared these stories with you is to demonstrate that there is a way to transform yourself from a world of limitations and negativity into a world of opportunity.

We are all living in the same world, so it is only your shift in perception makes all the difference

On the outside, through my blog, my business, and my social media accounts, I keep a positive outlook to not only move forward in my life, but to inspire others.

But I really was like that man in the beginning of that movie. Filled with negativity, procrastination, doubts, fears, limiting beliefs, and a poor self-image.

Through this encounter with the millionaire in New Mexico, and getting trained by that *witchdoctor*, I discovered how to tap into the 'other 90%' of our mind. It is in this realm where you can rapidly overcome any of these mental or emotional blockages which have been holding you back.

As I mentioned in the previous chapters. I studied and practiced this since 2014 and I've helped thousands of individuals make this same type of transition.

This change is instant, it deals with the unconscious mind, it is certain, and it works.

On top of that, is the manifestation, which I have gotten amazing results from as well.

If you are struggling with thoughts of suicide, or have a drug or alcohol addiction; seek the help of a trained professional. That is not what this is about.

If you are an entrepreneur who is suffering from procrastination, negativity, fears, stress, anger, frustration, lack of direction, focus, limiting thoughts, or any mental/emotional blockage that is slowing you down on your journey; I wrote this book for you and I started a website to help you.

I've worked with early-stage entrepreneurs who didn't even have a business idea and I've worked with owners of companies, professional athletes, CEOs, and hedge fund managers for optimal performance coaching/training.

I would like to teach you everything I know through this book; but I can't.

These techniques took me two years to learn, and it's simply not something that can be taught in a book. If you're interested in learning more, visit LimitlessAcademy.com

There are three types of entrepreneurs:

The first category is what I like to call *The Dreamers*.

These are the people who are too much into mindset, and they

never take enough (if any) action. They are like Gary from the previous chapter who think they can watch motivational videos all day and they can manifest their life away.

You see where that gets them.

The second category are *The Serious Businessmen*.

These are the ones who shake their head at the personal development crowd, and this is who I was when I built my first business.

They are the ones making millions of dollars per year, and they are the ones who understand that the only way you're going to get the results in business is because of the things you **do**.

It's through these **actions** alone which get them the results.

Being one of them during my first business led to one major problem.

This journey was filled with stress, anxiety, lack of direction, anger, loneliness, and frustration. The money was being made, but it came at a cost. It was difficult.

My relationships, health, and happiness suffered.

The third category is what I like to call *The Limitless CEO*.

This is the type of entrepreneur which has the best of both worlds.

By being that **action-taking** serious entrepreneur, while also learning these stress-reduction and personal transformation tools, you will get these same results you want to get in business; but without the emotional struggle.

Yes, things still happen to you, but you are 100% mentally and emotionally aligned *internally* to handle whatever life throws your

way, you have full clarity in direction, and you get more results.

Like that *\$90 Million Man* from New Mexico who introduced me to the best of both worlds.

It is this third type of entrepreneur who goes on to reach new and amazing levels, and enjoys the journey to get there.

In the next section of the book, I'm going to share with you how you can be fully aligned with your purpose, so you can achieve your business goals faster.

www.LimitlessAcademy.com

SECTION 7

Serving Your Purpose

Doing it for something beyond yourself...

What Is Your Purpose?

The core of your business is the *purpose* you serve for the market, beyond yourself.

When you are serving a purpose within the market; you will easily fit in because your business is about helping them. The work you do suddenly has meaning, leaving you rewarded and fulfilled as you grow.

As you've already learned during the business idea section of this book, the purpose of your business is to *serve the needs of the market*. By solving problems in your customers' lives (and the market you are in), you have the foundation for creating a business that will go on to be very successful.

You already know from *The Law of Reciprocity* that the more you give, the more you receive. Your purpose is something you're doing *beyond yourself*.

In the Summer of 2016, outside of business, I joined the Animal Rights movement. Through this experience, I noticed hundreds of Animal Rights Activists in the Denver area spend their days, nights, and weekends spreading awareness for animal rights. Many of them putting in 20 hours a week or more.

In August, I was handing out leaflets at the warped tour, when I met a girl from Denmark. She even went as far as to fly to another continent to spend a month serving her *purpose*.

None of these activists were paid anything for their work.

The reason I share this story with you is because, even though my first business was financially successful, if I knew about the concept of *serving my purpose* before I started, it would have been at least five times more successful than it was.

When I built my first business, it was from the standpoint of selfish desires. The motivation wasn't there, and I had to struggle to force myself to put in the hard work.

Question: Can you still grow a business with this *inward* motive? Of course, and I did grow my first business that way. But it was like I was fighting an uphill battle and I didn't enjoy the work I was doing.

If I made one simple adjustment and shifted my focus to understanding what purpose I serve in the market, and I lived this purpose; the extra motivation and satisfaction would be there.

There is a huge difference between:

- Publishing a dog magazine to make sales.
- Publishing a dog magazine because you need to help people in raising their dogs.

Your purpose is different than your passion.

This is the intent behind the work you do. Are you doing it for yourself, or are you truly doing the work for serving the needs of others?

When you discover the purpose you serve in the market, and you are living your purpose, this will provide you with the extra motivation and fulfillment along the way.

And with good business savviness, you will be rewarded.

Before going forward, think of something *beyond yourself*, which is the driving force behind your actions. And this purpose is the improvements you are making for your customers' lives.

Perhaps your motivation is to provide for your family. Or to earn enough income from a business to feed the homeless and less-fortunate. Who are you doing this for; beyond yourself?

For me, and for this book, *my purpose* is to remove the obstacles that are standing in your way from building a business. My secondary purpose is to train entrepreneurs to build businesses that positively impact the environment, and the world.

In the next chapter, I will share with you the five levels of transformation, so you can be completely and totally aligned with serving your purpose, so when you grow your business, nothing can hold you back.

Complete and Total Alignment

Your Purpose: Complete and total alignment.

1. Core Values
2. Beliefs
3. Skills & Capabilities
4. Behaviors
5. Environment

When you align the above five areas of your life with your purpose, you'll begin to release virtually any obstacles holding you back from living it.

Core Values

Your core values are *the* deepest driver of human behavior and they are largely unconscious.

When you act out of alignment with your values, you'll face incongruences that hold you back from taking the actions you need to take.

When I first learned about core values, I was working with another

entrepreneur who sold training courses teaching people about dating. Despite making a decent income, something was holding him back from taking his business to the next level.

It was almost as if he was unconsciously trying to hold himself back, and he was shooting himself in the foot.

When we determined that his highest core value was to help people with their health, and he eventually shifted his business to the health market; those incongruences were gone, the blockage was removed, and his actions are in alignment with what is important to him with the business he runs.

If you act out of alignment with your core values, it will always feel like something is holding you back, and you won't be fulfilled along the journey.

The process for discovering your core values is very simple.

Ask yourself: "What is important to me in the business that I start?"

The answers can be anything from helping people with health, being able to travel, creating something innovative, etc. Whatever answers come to your mind are the values you hold.

After creating a list of anything you can think of, rank the top five values in order.

When you understand what your top five core values are, you this will help you determine how you can best align yourself with the purpose you serve for the market.

Beliefs

"Whether you think you can or think you can't; you're right"

-Henry Ford

As an entrepreneur, you've probably heard the term Limiting Beliefs.

Before becoming an entrepreneur, I used to think that the beliefs I had about things were set in stone. If I didn't believe something was possible for me, there was no way to change it. If I believed something about the world to be true, it was true.

After meeting a mentor who first introduced the phrase *Limiting Beliefs* to me, he told me that you can shift beliefs from disempowering beliefs to empowering beliefs.

Perhaps you had a limiting belief about selling before you read this book. But when you were able to view the same scenario from a different lens, and understand your customers need help from someone like you; that limiting belief is gone.

In order to optimize yourself for success in business, you want to make sure that all of your beliefs are aligned with you serving your purpose, and to remove all the beliefs that stand in the way.

The question to ask yourself when a thought comes into your mind is as follows:

“Does this belief serve my purpose, or does it get in the way?”

When I do transformation work with clients, any of these limiting beliefs can be removed in the matter of five minutes or less using a psychological technique taught to me by a doctor of hypnosis.

Simply by shifting pictures around in my mind, these limiting beliefs vanished.

For you and your purpose; write down any limiting belief that comes to mind as you're growing your business, and then for each belief, write down as many disastrous consequences that might happen if you continue to hold this belief.

When you attach enough pain to this belief, the belief will simply collapse on its own.

The other technique is called a re-frame. To view the belief from a different lens (such as the limiting belief about selling being bad vs. selling helps people), you loosen the grip on the limitation.

When you are mentally aligned with serving your purpose through aligning your *core values* and *beliefs*, it is time to get practical.

Skills & Capabilities

While you're just getting started out, you may not know what skills you need to learn, or how to learn them.

I created a few sections in this book to give you a jumpstart on a lot of the practical skills you'll need to learn as an entrepreneur:

- Finding a Business Idea
- Marketing & Advertising
- Sales & Consumer Psychology

Each different type of business will require you to learn a different set of skills. This is where you start to look at companies similar to yours.

If you sell a physical product, you can take a look at companies who have gotten their product into retail stores. If you sell your product through online advertisements, you'll want to learn from people who know how to run online advertisements.

The process to align the skills & capabilities is as follows. Take a look at a company that is already at the level you want to be at:

1. What skills did they have to learn?
2. List three resources that can help you learn those skills.

You won't always have the resources in front of you now, but by

answering the second question, you'll have the resourcefulness to figure out how to learn these skills.

In personal development, they call it the four levels of learning. I'll use the example of learning how to ride a bike to demonstrate the four levels you will go through with any skill you learn.

1. **Unconscious Incompetence** – You don't even know what a bike is.
2. **Conscious Incompetence** – You see what a bike is, but you don't know how to ride it because you've never done it before.
3. **Conscious Competence** – You're on the bike, you're going through the natural learning curve, and you keep falling down.
4. **Unconscious Competence** – Riding a bike is second nature, and you do it easily without even thinking about it.

Any skill you need to learn in business is the same way.

Be resourceful when you don't have the resources, write down a list of where you can learn the skills, and go through the natural learning curve.

Behaviors & Actions

Every action has a result. When you find somebody (or some company) who *already* has the results you want to have, you take the same actions they take, and you will get the same results they got.

I know most of this book has been about mindset and aligning you with the purpose you serve for the market, but there is only one thing that will actually get you there: Taking action.

Think of the person who already has this type of business.

What actions did they take?

Modeling their actions is different than copying their actions.

- If you take the same product a person sells, and copy their exact advertisements, this is copying.
- If you see someone sell rubber duckies through social media ads, and you learn the *structure* behind their ads. You can sell slingshots, and can model the advertisement methods of the rubber ducky company.

Make sure to model the actions of people who already have the results you want, and don't listen to people who are just repeating textbook knowledge.

The second most important part of your behaviors is to take a look at the actions that you should stop taking. If you eat broccoli, you won't lose weight if you eat 20 cookies a day.

If you are building a business, stop watching 3 hours of television a day.

Think about your purpose, and what actions you've been taking in the past that take time away from, or drain energy away from serving your purpose as an entrepreneur.

Being an entrepreneur takes sacrifices, and this is when it's time to look at what actions you need to stop taking.

Environment

Finally, you want to make sure that you put yourself in an environment that supports your purpose.

When I moved into an apartment in Scottsdale, Arizona with two other entrepreneurs, we made sure to surround ourselves with people who are supportive of the purpose we are serving.

I surrounded myself with other aspiring entrepreneurs, sought out

mentors who have experience building businesses, I spoke with dog trainers and product owners to support my entry into serving the dog market, I spoke with other magazine owners to provide me feedback on my magazine.

Your environment consists of:

- The books you read.
- The people you surround yourself with.
- The media you consume.
- The influences in your life.

They say that you are the average of the five people you spend the most time with. In spiritual circles, they say we are all made up of energy. If you imagine that when you surround yourself with people who are *negative energy*, your energy field begins to absorb the energy from them, and you naturally turn into them.

I noticed that simply by talking to more successful entrepreneurs, their *ways of being* just kind of rubbed off on me.

Equally important is to remove the part of your environment which does not support your purpose.

What changes do you need to make to your environment so you can be completely and totally aligned with your purpose?

Putting it all together:

You're serving a purpose in the market.

When you align your values, beliefs, skills, actions, and environment with that purpose, it is like everything in your life is an arrow pointing in one direction; to be living your purpose.

When you do all of this, there is only one thing holding you back. And that *one thing* is what you're about to find out, in the next

chapter.

Self-Made Success

That's the missing element.

You.

Who you are, and who you become.

On this journey, you'll meet these new people who are successful, you'll look up to them and the life they are living. They will guide you along the way, but how do you become one of them?

But what is self-made success?

When you read the title of this chapter, I already know what you were thinking. You want to be that successful person.

One of the greatest lessons I've learned on this journey is that it's not what you get, but it's who you've become. It was by navigating through these trials and tribulations which built these very character traits that will stick with you forever.

These self-made character traits are the very qualities which will eventually lead you to the things you will inevitably get. But at the

beginning of your journey, you won't have them.

You may not even believe they are possible for you, but through my stories and my transformation, hopefully I can shine a light on the path you're about to walk so you can see what life will be like on the other side.

Self-Motivation

At the start of my journey, nothing could motivate me.

This is where I turned to psychology and learned a lot of things such as burning the boats, and breaking larger tasks down to one actionable step in order to prevent overwhelm. I had my mastermind group to check up on me every Sunday night.

It's these simple things which allowed me to *take that very next step...*

But what happens when those crutches were pulled away?

I defaulted back to my old ways.

Another year of my life wasted.

Then, through the experiences I've had on my journey, and the failures I've pushed through; that day finally arrived. The day where I became self-motivated.

By living my purpose, guided by my core values, the work I do for my business now is no longer "work". It's fulfilling, and I am excited to pick up my laptop, and start serving my market before I even get out of bed in the morning.

I am looking forward to waking up at 5:30 in the morning to get a head start and beat the competition. If you reflect back at my story about laziness before the police academy, you will reflect at the transformation which has been made in those days.

At one point in my life, being lazy was comfortable. It's all I was. Then I began to take that journey with *the ghost of Christmas future* and realize what my life was going to be like if I never changed.

This fear or long-term regret changes people

Now, laziness is no longer even a part of who I am. All of a sudden, sixteen-hour work days are energizing. And the one day I take off a week to recharge my batteries allows me to operate in an optimal flow-state, with increased performance.

There are no more \$100 checks or accountability groups. There is just being completely and totally fulfilled by the actions you are taking. You are serving the needs of the market and you are enjoying the process of all the progress you are making.

The work you are doing now isn't showing immediate results, but you are ok with that because you have the confidence that the results will come very soon.

There will be a point on this journey where any entrepreneur who walks these steps will reach this point too; guaranteed.

You'll have gone through some weird identity-level shift where being lazy is no longer comfortable, and the same satisfaction you once got from sleeping in or playing video games is the same satisfaction you get for being productive and growing your brand.

How do you get there?

I guarantee you one thing.

You won't get there by reading books or dreaming. It's the journey through these struggles which will get you there.

Self-Education & Self-Leadership

My whole life, I've been giving the step-by-step roadmap of how I was instructed to learn new things, and other people told me what direction I should go in life.

I was guided by my family through my childhood, being told to do the things I am supposed to do, and this continued throughout the education system. Your teachers and professors provide you with a standard curriculum. They tell you exactly what textbooks to read what as well as topics to learn about.

But on this journey to be a self-made entrepreneur, you don't have this direction.

It's a good thing.

While everybody else is out there standing around complaining that they don't know what to do, or they don't have the resources handed to them; this is an advantage for entrepreneurs like us.

We understand that it's through these early stages of the journey where we learn how to navigate in the wild on our own; where we develop the resourcefulness to be able to learn anything and move forward despite not knowing where these next steps will take us.

But how do you march forward when you don't know if the next step will lead you to your goals; or falling sharply off a cliff?

From the self-confidence you build along the way.

Self-Confidence & Self-Control

It is a family tradition of mine to eat expensive steak and lobster tails for dinner on January 1st; to celebrate the new year.

I had a goal to spend this year not eating meat.

For the past 12 months, I surrounded myself with vegans and animal rights activists.

As you can tell through this book, I've learned how to help others navigate through making a transformation in their lives. Through the *witchdoctor* type stuff, this transformation happens quicker than people can ever believe.

One area of life I can apply those skills to is helping people make that plant-based diet transition faster.

Just like I only wrote this book for you after I had gained years of experience as an entrepreneur, I don't feel comfortable writing a book on that topic until I fully immerse myself in their culture.

On January 1st, it was a test of willpower.

When I told my family I was going to cook some tofu for dinner; they were upset and disappointed in me. They just spent a lot of money on an expensive dinner, and here I am telling them I wasn't going to eat it.

A past version of myself would have given into the pressure and been pulled off the path I wanted to walk. I would suddenly change my ways because I didn't want to disappoint, or not be approved of, by others.

It's this journey which gives you the confidence and control to move forward on your path regardless of any adversity that comes your way.

In this instance, even if it means disappointing your loved ones for a day or two.

They'll get past it. And so will the people who will tell you to walk a different path. As you already know, they simply don't know any better, and they'll come around when they see your success. Trust me. They will.

When you lead with your actions, and don't waste your time with

your words; you'll get the results and these very same people will be the ones looking up to you.

This is your life to live and you should live it the way you choose to live it.

It's the journey you embark on which will build these same character traits in you.

In personal development circles, they say it's not what you get; it's who you become. On paper, that sounds all nice, but it's not until you walk the walk before you get to live it.

Self-Made Success

And this is where it all leads to.

I grew up in a world where a lot of the little things were handed to me, and it was comfortable. We have been conditioned to take that *path of least resistance*. And we all know this comfort gets us nowhere.

Comfort is staying the same. And *uncomfortable* is no longer defined as being uncomfortable. What you previously through was uncomfortable is now the feeling of *excitement, growth, and rapid-transformation*.

This feeling is the edge of the village that most people don't dare venture past. They let the thought of the journey hold them back.

Now, you embrace it.

At the beginning of my journey, I told you that I spent two years after college not even able to get a job that paid more than minimum wage. I was lazy, I procrastinated, and when I met a millionaire on the internet who lived the life I wanted to live, I wanted him to do something for me.

I wanted him to tell me exactly what to do.

Heck, in the back of my mind, I even wanted him to do the work for me. I wanted the results, but I didn't want to do the work.

He was a self-made millionaire.

Self-made success is not simply a title for someone who had everything handed to them. I'd go far as to say that it's a title only deserved by people who have *nothing* handed to them.

You have to do it yourself.

At its very core, self-made success is when you have shed your limitations and developed these character traits to **make yourself** successful. Nobody is going to do the work for you. Nobody is going to hold your hand along the way.

I write this book for you simply to encourage you to get started and leave a trail of breadcrumbs so you will walk faster. But only you can take this next step...

Rites of passage.

Going back to the *rites of passage* which were introduced to me when my journey began, you are left with three options:

The first option is that you can stay in your village. You can remain in the comfort of the life where everything is safe and secure, and people hand things to you. This type of lifestyle might work out well for a while, but at what cost? You keep on dreaming of what life will be like outside of the village, but you never even take that first step.

A life that will lead to one destination: regret.

The second option is to get your toes wet. You run off in to the wilderness, and at the very first sign of struggle, you come running

back. In the ancient days, it was the boys and girls who went running back which never went on to become a man or woman. They were forever labeled a child, with the stigma that comes attached to it.

They were a failure.

Maybe this is where the term *failure* is actually true. The only failures society sees are the ones who come running back, never knowing what would happen if they just kept pushing forward. Through the struggles, through the adversity; the new village is already waiting for you on the other side.

The only question is; do you choose to push forward? Walt Disney went bankrupt multiple times before he went on to build his massive success.

Finally, there is the third option. You embark on this journey. You embrace every pain, struggle, frustration, trials, and tribulations which life throws your way. You thrive off of these struggles as a way to rapidly transform yourself for the better.

When you successfully navigate through each obstacle and struggle, you level-up and this brings you one step closer to your goal.

And when you learn how to navigate in the wilderness on your own for long enough, you become that self-made successful person who is capable of handling anything life throws your way.

The little things in life don't seem to bother you anymore. And nothing can hold you back.

The Transformation:

“They say it’s not what you get, it’s who you become.” And while most people focus on getting the money (and everything that

comes along with it), they are the dreamers who will never get there.

There are three parts to self-made success:

1. Being
2. Doing
3. Having

It's through the journey where you become that person, and we all know that we live in a cause & effect universe where **having** is simply the result of *something*.

The law of reciprocity states that the more you give; the more you receive

After you became this person who is already capable of anything, what is that **something**, which gets you all those things you want to have in life?

It's the things you do.

Only the things you **do** in this life actually matter, and it's doing these things that most people won't, which will get you these results which most people won't ever have.

They are the dreamers; we are the **doers**.

This right here is what **self-made** success is all about. It begins and ends with you. On this journey, nobody is going to hand you anything.

I said this once, and I'll say it again:

You can see all these success stories on the internet, you can watch all the inspirational videos, and you can read all of these books. But the only way you can truly live this life you want to live is that...

ANDREW ALEXANDER

You're going to have to experience it for yourself.

The Life We Choose to Live

Malaga, Spain / October 2016 / Is The Struggle Worth it?

Do you ever have those moments in your life where you feel like you're living in a dream?

I've been alive for 10,921 days and today was (hands down) the best day of my entire life.

This is why...

Spontaneous Eye Contact with a Stranger

On my flight from the United States to Europe, I read a book that says when you make spontaneous eye contact with a stranger, it is a sign you should talk to them.

In the past, my eyes would usually dart away, I would look down towards the ground, and I would carry on with the rest of my day living in my comfort zone, keeping to myself.

That never led to exciting experiences.

Getting Lost in Travel

I just got off a two-hour bus ride to Malaga, Spain where I'm spending the week before traveling throughout the rest of Europe. I packed my backpack with my clothes, laptop, cell phone, and *nothing else*.

Freedom.

On the southern coast of Spain, overlooking the Mediterranean, the landscape is filled with 70-degree sunshine, clear blue skies, palm trees, and relaxing Arabic music playing harmonically in the background of the high-end restaurants of this luxurious coastal city.

A cruise ship's air horn echoes throughout the harbor.

I have an hour to kill before I can check into the hostel, so I walk down to the beach.

As I'm walking on the glossy-stone boardwalk, I notice a girl with a camera taking scenic photos of the palm trees and the city-scape, which is now melting into the distance.

The view of her: eyes lost in the window of the camera, hand adjusting the zoom, warm pleasant smile on her face, completely at peace within the present moment. This view of her could blind anyone from the most picture-perfect views casted in the landscape in the distance.

Palm trees, beaches, pure white houses, and a crystal clear ocean landscape for hundreds of miles around. What they would capture in this moment would be the perfect shot of someone truly living in the present moment, which could easily make its way on the cover of any magazine.

Simply beautiful.

I walk down to the beach for a few minutes to record a YouTube video for my channel.

I begin walking back and notice the girl with the camera sitting on a bench nearby, looking at her photos with the happiest smile on her face. She didn't look Spanish, so she must be *lost in travel* as well.

I wonder where she's from.

As I walk down the boardwalk towards the mountains in the distance, about 50 steps later, some *internal feeling* pulls me to look back for a brief moment.

In this moment, we both make *spontaneous eye contact with a stranger*.

I have to say hi.

"Do you speak English?" I say with a happy smile on my face.

"I do." Aneta replies with a smile that matches mine.

For the next 8 hours, two strangers get *lost in travel* together. With the occasional question about the past or future, most of the day was spent going on random adventures, stopping to take photos together, enjoying each other's presence, and simply...experiencing life together.

My companion is from Czech, is interning as a tour guide in Malaga, and has a passion for travel and photography. She speaks Czech, English, Spanish, and about 8 words of German.

Spontaneous Adventures

Our day together begins with geocaching on the side of a mountain, just outside of the city, walking through a park, taking photographs, and then hiking back down to the beach where we

grab a drink and walk barefoot through the water.

I briefly mention that I was killing time before checking into my hostel at 1:30 p.m. Looking down at her watch, she points out that I missed my check-in time hours ago.

Time ceases to exist and we are completely lost in the present moment.

As we're sitting side-by-side on some rocks, gazing off into the distance of the Mediterranean, I talk about how I'm a writer and that I publish my own magazine for a living; providing me the freedom to travel as I work.

When Life Feels Like a Dream

For years on end, I always dreamed of being a location-independent entrepreneur with the freedom to travel the world.

I always wanted to hop on a bus, train, or plane, arrive in a beach-front paradise, and meet an adventurous and positive girl to explore a foreign culture with.

In this dream, we would get along great from the very beginning and go on spontaneous adventures together, see the sights of the city with no timeline, plan, or care in the world.

For my entire life, this has been nothing more than a dream...

We would see a unique restaurant and sit down for dinner, and then share some drinks together.

If we were walking by something that stands out, we would make eye contact, smile, and both know we have to go on this new adventures.

I always had dreams of getting Lost in Travel.

Conversations Over Dinner

As we are sitting on some lounge chairs, drinking tropical drinks after dinner; I notice myself commenting out loud “I feel like I’m literally living in a dream.” on more than one occasion.

It felt like, in this moment, life wasn’t even real.

It wasn’t until later that night when I realized why it felt that way.

As we walk to my hostel, the receptionist made the comment “Oh, Andrew. You’re the last to check in.”

Later that night, we are walking through the city and notice an elderly couple walk out of a cathedral.

My friend and I make eye contact, smile, and spontaneously run to the gigantic wooden doors, not knowing what’s in store for us on the other side.

I’ve never really went to church since I was a child, but the inside of this church was nothing like anything I’ve ever seen back in the States. The artwork and atmosphere was absolutely amazing as the priest said some words in a language I didn’t understand.

Still taken away by this experience...

After walking Aneta back towards her apartment and saying goodnight, our departure didn’t feel like a goodbye; despite only being in this city for one more day.

Something inside felt like I was going to be back...

Malaga Nightlife

As I finally get settled into my hostel, I find myself in a room shared with three other people. The only one in the room at the time was Pavel; who also happens to be from Czech as well.

He talks about a pub crawl that the hostel is sponsoring at 11:30. For 10 euros, a group of 12 people go around to five different bars that night and get free drinks at each.

The time is now 11:20, and being so used to American culture, I rush to get ready so I won't be late.

Pavel is nowhere to be found after I brush my teeth, but I notice a group of people talking downstairs in some language I don't understand. I smile at them and ask them if they speak English.

They do.

The group promptly leaves for the pub crawl an hour and a half later at 1:00 in the morning, and I start talking to the various people I'm with:

- Nicole is from Switzerland but speaks German.
- Her boyfriend is from Switzerland as well, and just began kissing some other girl in front of her.
- They are in an open relationship.
- Pavel reappeared before we left for the bars (from Czech).
- Sasha from Russia – She likes to dance.
- Sasha from Australia – She's vegan.
- Two guys from Brazil, a drunk guy from Greece, but looks Finnish.
- And the drinks begin to kick in.

Amazing stories from all across the world begin to roll in.

Drinks quickly turn into **conversation** which leads to **dancing** with Sasha, which turns into **more conversation** with more drinks and a falafel dinner (at who-knows-what-hour of the morning).

This day, where I am finally living the exact life I've always dreamed of living concludes with...

A message from Amanda.

Amanda reached out to me after I posted some pictures on social media.

“You’re so lucky. How do you do it?” she asks.

Amanda was a co-worker of mine from three years ago.

We used to work together as customer service agents in the warranty department for a used car company. For eight hours each day, we would get screamed at by angry customers, just counting down the minutes to the weekend.

In between calls, Amanda and I used to talk about the dreams of starting our own businesses.

- Amanda had dreams of moving to California and designing her own clothing line.
- I had dreams of traveling the world, writing books, and help change the lives of others through meaningful businesses.

For the longest time, both of us said we were going to do those things *someday*.

Malaga, Spain | Present Day

I wake up at 9:45 the next morning hearing to the sounds of Jimi Hendrix – *All Along the Watchtower* echo off of the walls throughout this four-story hostel.

People are downstairs eating fresh fruit for breakfast and getting ready for their days at the beach. The cultures are a mix of Spanish, English, and a little bit of Eastern European.

In these moments, I feel detached from the real world.

Everybody is enjoying life, relaxed, and stress-free. Everybody

else here shares the same philosophy that you have one life to live, and you should live it the way you want to live it.

After embarking on this journey, the rules of the way we are *supposed* to live our lives have long since melted away.

The smell of freshly brewed coffee seeps through the window as I am wrapping up the final chapter of this book, which I'm writing for you now.

I'm just about to close up my laptop, throw on my travel backpack, and catch a six-hour bus ride through the Spanish countryside.

In a few days, I have a flight to Italy and will continue to live my dreams of writing books to help others, and being free to travel the world.

Then I notice something else...

I look down at my phone and see another message came in from Amanda last night.

She began complaining about the problems with angry customers at work, her boss, and how miserable her life has been over the past three years working that same job, stuck in that same cubicle; spending every Monday morning counting down the hours until the weekend.

Every single day she sits there seeing all these other people living the life she wants to live, dreaming of the day she will finally take action and start her business so she can live those dreams too.

She's read all those books, she already knows what she needs to do, but *she simply isn't doing it*.

Each and every time I talk to her, she begins to list all the things holding her back, and always makes some reason as to why she's

not doing those things today.

Then I remember something...

The final words she said to me three years ago, on my final day as an employee, were the same words she's still saying to herself today:

I'm going to do these things, *someday*...

But what if *someday* never comes?

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