

Part I: Decide

*“The most difficult thing is the decision to act, the rest is merely tenacity.
The fears are paper tigers,
You can do anything you decide to do. You can act to change and control your life;
and the procedure, the process is its own reward”.*

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Although most of us tend to over complicate the idea of change, according to Anthony Robbins in his book “Awaken the Giant Within”, the act to change can happen in an instant and it is up to ourselves to seek for and find the enlightenment of that moment. Then follow his six-step process:

1. Decide what you want and what is preventing you from having it now. We need to overcome the association that it is more painful to change, than to not.
2. Flip our mindset. Associate massive pain to not changing and great pleasure to changing. It is not a question of can, but rather a question of will.
3. Interrupt our limiting pattern. Do something very different. Get out of our rut. Change our image.
4. Create a new empowering pattern to achieve what we want.
5. Condition the new pattern until it consistently feels good and now associated with pleasure.
6. Test the new pattern for effectiveness, whether it fits with our core beliefs and is moving in the direction of successful change.

While in Tim S. Grover’s book *Relentless; From Good to Great to Unstoppable*, he describes things that make a person relentless. Tim is the personal/physical trainer to some of the most elite athletes. He was the personal trainer for Michael Jordan, Kobe Bryant, Dwayne Wade, and Charles Barkley to name a few. He now trains several athletes and the principles of his book have been successfully applied by leading entrepreneurs worldwide.

Throughout his book, Tim contrasts between a “Cooler” (average, ordinary), a “Closer” (above average, normal success) and a “Cleaner” (relentless, unstoppable, ever growing greatness). I have taken the liberty of massaging these principles and somewhat applying them to the life of a marketing agency owner. As a Cleaner we:

- (i) Have a very focused vision, purpose, mindset, passion, work ethic and systematized-accountable plan to be our best. For ourselves and those around us.
- (ii) Don’t wait to be asked, we just do it. We take on and conquer roles outside of our comfort zone.
- (iii) While Coolers worry about the competition and Closers study the competition, we make and lead the competition.
- (iv) Coolers have nice orders, Closers maintain nice accounts and Cleaners have amazing all around businesses, from start to finish.
- (v) Coolers avoid taking the shot, Closers take the shot if they know they have a good chance of hitting it. Cleaners just trust their gut and shoot – their mindset is focused – they have

practiced to the point of extreme confidence – they are in the zone and don't need to think about it – they just do it – because of their preparation.

- (vi) Coolers think they want the spotlight. Closers stand upfront to show who is in charge. Cleaners don't have to show who is in charge, everyone already knows.
- (vii) Coolers try to fight their dark side. A Closer acknowledges their dark side, but isn't able to control it. A Cleaner harnesses their dark side into raw, controlled power.
- (viii) Coolers are liked. A Closer is respected. A Cleaner has a higher level of respect, for doing exactly what everyone feared they would do.
- (ix) A Cooler admits defeat. A Closer works harder. A Cleaner strategizes for a different outcome.
- (x) A Coolers business will dry up as they slow down towards retirement. The Closer will attempt to sell their business when that time comes. The Cleaner knows how their business will be valued when the time is right, so they are focused on building those definitive valuation characteristics all along. They not only ultimately realize more value, but also generate more cash flow along the way.