

# GROWTH & SCALE™

From The Desk Of Todd Brown



## “Who Are You Going To Choose To Be?”

March 2020  
West Palm Beach, Florida

Dear G&S Member,

*“It was the best of times, it was the worst of times.”*

Dickens’ opening line really encapsulates 2020 so far.

We kicked-off the new year with all kinds of majestic plans and visions of a flawless year...

Yet, now, as I write this, things have gone off the rails. Absolutely bonkers.

The Corona virus is wreaking havoc on the world... spreading almost hourly, the markets are going haywire, and people are in full-on panic mode.

What we’re all witnessing and experiencing is unprecedented. We’re living in historic times. Life as we know it has changed. At least for the foreseeable future.

But, like all events... this one too shall pass.

And when the dust settles...

We're going to be fine.

Sure, things will be crazy for a little while.

More people will get sick. The markets will continue to see wild volatility. Stores will continue to run dry on certain goods. And people will continue to be fearful.

But, then... almost seemingly out of the blue... things will start to get better.

The spread of the virus will start to slow and flatten out, the markets will stop plummeting, stores will start to return to being fully stocked, and people will begin to calm down.

Things will return to "normal".

It could be a couple months from now; it could be a few months.

Regardless, we're going to be fine.

**YOU... are going to be fine.**

Humans are amazingly resilient. This is not the first time we've faced and conquered a pandemic or global threat. Nor will it be the last.

The key, now, is in how you choose to deal with this new reality.

You get to choose how you're going to respond. And make no mistake about it... it is a choice. Your choice.

You can choose to cave under the weight of your fears.  
You can choose to simply endure the impact of this crisis.  
Or you can choose to grow, get stronger, and flourish.

Again, the choice is yours.

It begins with understanding the idea of control.

**Control** (noun): the power to influence or direct people's behavior or the course of events.

Obviously, based on the definition, there are things in life we *can* control, and things we can *not*.

The rising of the sun, the weather, natural disasters, the passage of time, what other's think of you, several diseases — these are things we can not control.

Things we can control: Mindset, work ethic, how we treat others, how often we smile, how well we take care of ourselves, our level of honesty, our opinions, the content of our character, etc.

Knowing the difference between what is within your control and what is not is paramount.

As Greek stoic philosopher, Epictetus, said...

"It is only after you have faced up to this fundamental rule and learned to distinguish between what you can and can't control that inner tranquility and outer effectiveness become possible."

See, time spent worrying about things you can not control is not only wasteful, it's harmful.

Concerning yourself with things outside your control only creates frustration, anxiety, torment...

Because it has zero impact on the outcome.

Nothing changes from a single second spent dwelling on things outside of your control.

Like the saying goes...

“Worrying doesn’t take away tomorrow’s troubles. It only takes away today’s joy.”

So the first step is recognizing what you can and can not control.

And the things you can’t control should be none of your concern. They shouldn’t get a second of your time or attention.

Focus instead on what *is* within your control — what is naturally at your disposal and free of any external hindrance or restraint.

Next, recognize and accept the truth in the following statement:

“Circumstances are neither good nor bad. They are what we choose to label them as.”

Let me explain what this means with a quick story.

Recently, the founder of The Life Coach School, Brooke Castillo, flew to West Palm Beach to spend the day with me in our war room.

Brooke has built an amazing business. She’ll likely do over \$30 million this year largely off the back of a single high-ticket E5 Campaign.

Previously Brooke went thru the E5 Masterclass. But, wanted to work on a second E5 Campaign with me over the course of one day.

So, like I do with all intensive days, we kicked-off the day by having her explain her method for helping clients.

Of course, Brooke is a beast. She’s got decades of life coaching experience. So her method is absolutely dialed.

When I asked her to share it with me, she was in all her glory.

She jumped up and immediately went to the white board and started writing.

The first thing Brooke wrote down was the word **CIRCUMSTANCE.**

Then, **THOUGHTS.**

(She wrote some other words as well. But I'll leave those for you to learn from Brooke, since I'm sure I'd mangle their explanation.)

*“Circumstances are the things we experience,” Brooke said. “But, it’s the thoughts we have about those circumstances which determine our feelings.”*

“Okay,” I said, wanting to hear more.

*“Our feelings are a product of our thoughts about the circumstances we experience,” she continued. “What we think, not the circumstance, becomes our truth.”*

“What do you mean?”

*“Well, take the possibility of Donald Trump getting reelected, for example. Some people would say that would be horrible, others would say it would be great. Same circumstance, different thoughts.”*

“Ahh, makes sense,” I said.

*“The circumstance is what it is. It’s neither good nor bad. It’s how we choose to label it with what we think of it. And what we think of it then, of course, leads to how we feel about it.”*

“Looove it!”

Brooke laughed. We both did.

It’s so simple, yet so spot-on.

Two people can experience the very same circumstance, yet have two opposite thoughts about it. And, therefore, two vastly different feelings and experiences.

We can't change the circumstance. That's not within our control.

We can only change our thoughts about it, which is within our control.

And by changing our thoughts, we can control and change our feelings.

All of this to say...

What you're choosing to think about this current crisis... and how you're choosing to label it... has a direct impact on your emotions and how you feel.

And you already know: we're emotional creatures. So your feelings have a direct impact on your behavior, actions, and, therefore, your outcomes.

Remember, nothing is inherently good or bad. It's what you choose to label it.

Now, look... I'm in no way saying you should view this crisis as a positive thing. It's not. It's terrible. And my heartfelt thoughts and prayers go out to all those affected by it. Truly.

What I am saying is that you can choose to view this as an opportunity to grow, get stronger, get better, and do great things despite what's going on.

Fact is: In every situation there are some who rise and some who cave. Some who collapse and some who flourish.

When the housing market crashed in 2008, many investors lost their shirts, while others made a fortune.

Same is true in every recession... and every marketplace disruption. Things go down for some and up for others.

Every loan has a borrower... and a lender.

Every transaction has a buyer... and a seller.

Every game has a loser... and a winner.

**Who are you going to choose to be during this crisis?**

Look: There's no question, we're in for an interesting ride.

But, like the saying goes: Tough times don't last, tough people do.

Being a "tough entrepreneur" means you remain resilient and tenacious.

It means you acknowledge that while problems may arise... you will continue to focus on identifying their solutions.

It means you understand while things may change and you may need to pivot... you will find the way.

It means you keep your eye on the prize and continue moving towards your goals.

Being a "tough entrepreneur" means... you will figure out how to thrive.

And you will.

So, the question is not... how will this crisis impact your business.

No. The question is... what do we need to do to make sure you and your business thrive despite the crisis.

This is not the time to slow down or pull-back on your marketing.

Just the opposite.

This is the time to do more marketing, better marketing, E5 marketing.

Why? Because, no matter what's going on in the world, good marketing is always the answer to business success.

We may need to tweak some things. We need to re-do a campaign. We may even need to launch a new E5 Campaign.

Regardless, now is not a time for you to cower down and let fear cause you to shrink.

Let other entrepreneurs operate out of fear and bail on their advertising and marketing. Let them suffer the consequences.

No. Now is the time for you to remain agile and move forward... with your eye clearly and sharply focused on the prize.

Now is the time for you to double-down on your business and your marketing... because that's how you get things done.

Of course, I'm here for you. The whole team is. The MFA tribe is.

And, for what it's worth...

I believe... when the dust settles and this craziness is behind us... the entrepreneurs like us who step-up and remain focused will have bigger, better businesses for it... and will be bigger, better, stronger entrepreneurs as a result.

The choice is yours.

I'm choosing to continue to move boldly. I hope you're with me.

**Note:** Next month in the Letter we'll be back to hardcore marketing gems. Some juiciness to help you grow, scale, and bank more moolah.