



If You Can Hack Your Brain...Game Over!!

Business ideas are a dime a dozen. Execution is everything.

I could say that execution is the hard part, but it's really not. Coming up with an execution plan is easy as well. We live in the information age. Everything we could ever want to learn about making money and marketing and selling our product or service is literally at our fingertips.

So if ideas aren't the hard part and coming up with ways to market and sell your product or service isn't the hard part...why is it that not everyone is a decamillionaire with a thriving business that gives them the financial and life freedom they dream of?

The truth is, our brains have been programmed for survival and are not always the best at helping us get the things we really want. You combine that with the modern-day, instant gratification world we live in, it's no wonder why we struggle to achieve our long-term goals, the things that we truly care about in life.

But our brains are incredibly powerful as well and the modern age we live in can be a huge benefit. We just need to be aware of what we're dealing with and set up the right system for long-term success.

While it might sound ironic, if you can outsmart your brain, you can achieve the goals you desire.

#1. Pick a product or service that you are passionate about and believe in.

I hate to say it, but the old business adage, "Do what you love and you'll never work another day in your life," just isn't true. Starting and running a business is a lot of work.

No matter how you slice and dice it, it will not be easy. As we all know, our brain naturally goes towards pleasure and away from pain. So picking something that you're passionate about will be huge in keeping you going each and every day.

The truth is, when I started a business selling satellite dish tv, I don't know that I'd say I was incredibly passionate about it. I was passionate about my family. I did love systems and working with people. I loved a good challenge and I did, at least at the time, believe that it was the best product that I was selling to people.

My knowledge and experience in this product, combined with my desire to take care of my family and the belief I had in the product, is what really kept me going every day. Now, would I sell something like that today? Not a chance.

The more factors you can stack in your favor will really help you out when the going gets tough. Cause the going is going to get tough. But don't worry, you got this.

#2. Write down your "Why."

Don't take too long on this one, just write down your why. Why is it that you're doing what you're doing? Is it to be able to spend more time with your family? Go on that trip you always wanted to go on.

Write these things down, say 'em out loud, and look at them often when you need that additional motivation. Using these additional senses and reminding your brain of the bigger picture will help you stay on track when your brain wants to quit.

#3. Take quick and effective action.

Think less do more.

One time a couple came up to me after an event and shared how their business was struggling. I immediately knew what the issue was, but let them speak a little longer before I gave them the "How many hours are you currently spending each day on sales?" question. When I finally did ask, they gave me a blank stare as if they didn't really understand what I was asking and then rambled off some gibberish, none of which had anything to do with anything that would help them propel their business forward or bring in any additional revenue.

So I asked them even more directly, "Tell me specifically what you have done this week to sell your product or service. How many people have you or your team reached out to this week?" They continued to talk about all the other things that they had to do and what they had going on and so the answer was basically nothing.

I told them that if they would spend 6 hours a day between the two of them, 100% percent focused on selling their product, then they would have huge success. They then gave me another blank stare, as if they didn't totally understand what I was saying, and walked away. They did not want to have to sell their product. They were taking action, just not the right action.

Taking fast and effective action early on in your business will set the stage for what you and your business are all about and will help give you the feedback you'll need for long-term and sustaining growth.

#4. F.O.C.U.S. Finish one course until success.

As entrepreneurs, we've all got some serious ADD. Our brains love novelty. We love new and exciting things. It's so easy to say, "Oh this thing isn't working. I'm gonna try something else." And then the brain fires and the chemicals get released and as we feel those new and exciting chemicals, we take it as a sign and start saying to ourselves "Yes, I should change my whole business."

Sometimes the brain gets more excited about thinking about something new and dreaming about our dreams than actually doing it, especially when it comes to work. But the truth is, the grass is rarely greener on the other side. Dreams take effort, they push us outside of our comfort zone. They push our buttons and we start to look for reasons to run away from the discomfort.

I often hear people say, "Oh, is there any money in that thing?" And I say to myself, "Is there money in this thing??? There's money in everything! You just have to figure out how to make it work for you!" Now don't get me wrong, there's absolutely a time and a place to pivot. When you start taking fast effective action, you're going to be able to see things more clearly and you'll know better when that is.

You'll have opportunities come up that wouldn't have come up otherwise. But this is a lot different than jumping from idea to idea and thing to thing, just because you think, "Oh, maybe this is better than that."

The most important thing is to just be aware that this happens. The truth is, as fulfilling as business is, it really is 90% work. And in a lot of ways, it should be kind of boring.

Don't get me wrong. You'll come up with new creative ways to continue to grow your business and keep the novelty alive, but that's why you systematize it. Okay, I'm getting way ahead of myself. We'll revisit this, but just remember, that while there are a million ways to make a million dollars, trying to do several of them at once will get you nowhere. Focus is what will make you rich.

#5. Track and measure what you do.

What we focus on improves!

Similar to how tracking food and exercise helps to improve your physical health, measuring and tracking what you do in your business will help you stay on track and reach your goals.

Tracking what you are doing, allows you to see what is working and not working.

I recommend doing this in 2 ways.

First off, divide your work day into 4, two-hour time blocks. Early morning, late morning, early afternoon, late afternoon. (This can be modified based on your personal situation).

Write down what you did for each time block and give yourself 2 numbers based on showing up and “doing the work.”

If you showed up for the whole time, give yourself a 10. If you did the work, stayed focused, and performed highly effective work the entire time, you get a 10.

This would be a total of 80 possible points a day and 400 for a 5-day work week. Your goal should be as close to 400 as possible, but no lower than 375. Do this consistently for a year and you'll be amazed by the results.

The 2nd thing to measure are the key metrics in your business that help your business grow.

These metrics are often referred to as KPIs or KEY Performance Indicators.

Let's say you are selling a software product and you know for every 10 calls made, you book 1 demo and for every 3 demos, one becomes a customer.

The numbers you would want to track are:

- 1) Calls made
- 2) Demos booked
- 3) Sales made

If you know your numbers, you'll know getting more calls will get more demos and more demos equals more sales. You can use these numbers to hit your goals, see where you're off, train and hire sales reps, and scale your business.

Just like physical fitness, “slacking” is easy when you're not tracking what's happening in your business. But when you hold yourself and your team accountable for what's really happening, it becomes very apparent. Excuses go by the wayside. Things that don't matter, don't become a distraction.

The numbers don't lie and measuring and tracking them will help you grow and stay on track!

#6. Always plan your next day, the day before.

Always plan your next day, the day before. Write down the top things you're going to do and when you're going to do them.

It's a lot easier to commit to something in the moment that we don't actually have to do it. So when you do make a commitment to yourself, write it down. If it's in your calendar, your subconscious brain knows it's happening and will begin to prepare for it. Since the decision is already made, this will eliminate the chances of you talking yourself out of it, in the moment it needs to get done. You will wake up ready to go, without wasting time deciding what you're in the mood to do.

Commit the day before and then get up and get to it.

#7. Eat that frog. Do the hardest and most important thing first.

As humans, we love to procrastinate. But just like our bodies have limited energy before we get tired, our brains have limited motivation before we start to slow down. Be sure to use your highest and best motivation first thing in the morning or as early as you can, before your brain gets a little tired and a little more easily distracted.

Doing this will give you a huge sense of accomplishment at the start of the day. You'll feel empowered and continue with that momentum throughout the day.

If you were to only do the most important thing in your business every day, you would end up having more success than most people could ever even dream of. So eat that frog!

#8. Remove distractions.

Put your phone in another room. Put apps on your computer that don't allow you to visit sites, other than the one you're focused on. If you quickly turn to video games or social media or doughnuts when you don't feel like working, make it extra hard to get to those soothing distractions. Put them in a box, wrap them with tape, and put them in the garage.

So much time is wasted on distractions and most distractions are used just to avoid what we know we need to do. Hack that brain. Don't listen to its reasons for avoiding the uncomfortable to-do's. You'll love yourself for doing this!

#9. Time block.

Going back and forth between tasks is incredibly unproductive. The amount of time and energy that it takes for us to go back and forth between tasks is, well, it's a lot.

Now, there may be times when it's necessary, especially when you're wearing multiple hats, but setting aside allocated time each day to focus on the most critical items in your business is going to be massive when starting and growing your business.

It takes our brain time and energy to get into the right flow. When we get distracted or are switching tasks with a call or text, that distraction might only take a few minutes, but the recovery time is much more significant than most people are even aware of.

Blocking your time to focus on specific tasks and eliminating other distractions, will help you get further faster in your business.

#10. Surround yourself with the right community.

We all want to feel like we belong and are accepted by the tribe. Thousands of years ago, this meant those in our immediate vicinity. But it has never been easier than it is today to surround yourself with other like-minded people who will encourage and support your dreams.

As the saying goes, "You are the average of the people you spend the most time with," so choose wisely.

#11. Be careful whom you take advice from...because they just might give it to you.

Tara and I learned a long time ago, to be very selective about whom we ask for advice, especially when it comes to business. We have found that most people will give you a very strong opinion, especially if they have no idea or experience in the thing you're talking about.

So my question to you is, why would you ask someone about something they don't have experience in?

Be very careful asking friends, family, and others their opinion on something that they probably don't know a whole lot about. Plus, it just makes it weird when you don't take their advice.

#12. Get an accountability partner.

As humans, we don't like to let people down, so knowing that you're going have to talk to someone and let them know that you didn't do the thing that you said you said you'd do, might be just the thing to talk you out of, talking yourself out of, what you really want. Did you get that?

Don't talk yourself out of what you want. You can do it. An accountability partner will help keep you on track.

#13. Write up an accountability contract.

I love this one.

Now that you have an accountability partner, create your accountability contract. Write out what you will do, when you will do it, and what will happen if you don't. You can do this with one person or a couple of people. It could be your spouse, business colleague, friend, mentor, etc.

Possible consequences for not following through with your end of the contract could be things such as...paying a fee to your partner, donating a sum of money to the political party with which you least identify or maybe you have to wear a chicken outfit and run around in a busy area saying, "I'm a chicken."

Okay. I think you get the point, but this can be incredibly effective. Just writing it down, signing it, and having them sign it, is powerful. Add some additional clauses in there and bam! No more getting out of the things you want for yourself in life.

#14. The dopamine feedback loop.

It's really important you understand this. Unlike the way, most of us are programmed throughout school and in corporate America, running your own business is anything but linear.

In school you show up to class, do an assignment and get a grade. Go to work, get paid. It's action then reward. Work for this long, get this much money.

But in business, sometimes it takes a while to dig the well that will then give you water for life or build that machine that will then work for you while you just have to maintain it.

The rewards aren't so instantaneous, but the ultimate payday is huge. And while our brains are wired to be able to envision those things and get excited about the end result, we really struggle with the day-to-day to-do's.

If we're not getting that daily dopamine hit, we start to think, "Maybe it's not right. Maybe something's wrong, I'm just not feeling it." I wish I could say, "Well that's fine. We don't need dopamine." But that's just not true. We need dopamine to function. We need dopamine to survive. We need dopamine to be motivated. So find ways to get it that are healthy and supportive of your goals.

Some people have already trained themselves to do this. They automatically give themselves that dopamine hit when it comes to doing hard things. If that's not you, start training yourself now. We all have to do it at some point.

There are a lot of ways you can do this and you know yourself best, so find things that feel healthy and rewarding to you.

Maybe you have a gold star chart. I'm kind of teasing, but maybe not. Reward yourself. What are the things you like to do? Let yourself know that once you accomplish the main tasks for that day, you can go do that thing. Maybe you start with a hundred items in the day and every time you reach out to someone on a sales call, text, email, or whatever it might be, you move that item over to another bowl, and once you move them over, you reward yourself. How can you hack your brain to see that all of the quick and effective action you are taking each day is getting you closer and closer to your goals?

Celebrate your daily wins!

#15. Gamify your business.

I don't like board games. They take a lot of time, energy, and thought. And then when you're done, you don't even have anything of real value to show for it. I've been ruined this way because, to me, business is the best, most exciting game you will ever play! It's literally SOO much fun!

I mean think of it...you come up with this idea that you want to share with the world. Then you get creative and strategic. You problem-solve and overcome challenges. You make the rules, you call the shots. It's your game! And the best part is that there is more than one winner. In fact, just by playing the game and sticking with it, you WIN! And you don't just get some paper money or a high five, the rewards are LIFE CHANGING!

That's my kind of game! Now I'm not saying that you shouldn't take your business seriously and as you'll read about below, understanding risk mitigation is important, but you should be having more fun than you ever imagined possible! I mean, you're literally changing your life by changing others' lives!! How cool is that??

Now there are ways you can and should gamify the game within the game, and we have some fun ideas for MU for the future, but make it fun now.

Here's an example. We were trying to help our clients get results, which meant they had to take effective action. So we decided to play a game where points were awarded for actions taken (i.e. reach out to 30 prospects, get 30 points.) As soon as we shifted the focus from actual sales and money being made, to just doing the actions and then rewarding those actions, combined with competition, BOOM! It was AMAZING to see how many more of those actions were taken! Magically all of the previous excuses went out the door and everyone was competing to win. There's something about playing games and competing that just causes us to really get after it. The crazy thing was that while we weren't focusing on the end result, the end results were better than ever!

So find ways to gamify the game within the game and you might be pleasantly surprised with what you are able to get done while having fun doing it!

#16. Lower your emotional refractory period.

The emotional refractory period is the amount of time it takes you to go from being emotionally reactive to a situation, to going back to homeostasis, aka, cooling your jets and calming down. We want to respond in business not react. Being reactive takes a ton of our energy and is usually destructive if we don't know what's happening.

The amygdala is responsible for processing fearful and threatening stimuli in our environment. When the amygdala perceives danger, it sends a signal to the hypothalamus to activate the sympathetic nervous system, aka our fight or flight response.

This is great if we're being attacked by a bear or saber tooth tiger, but not so great when we're dealing with Susie who said she didn't like our product because it didn't completely make her acne go away as fast as she thought it would. Or uncle Bob who said we shouldn't be in business or Damien who gave us a bad review on google for something that was actually "his fault."

We tend to focus on the one bad comment we got as opposed to the 100 amazing comments we also received.

The problem is that sometimes our brain doesn't know the difference between being attacked by a bear, (i.e. true danger) or a "threat" that isn't really a true threat at all.

If we perceive normal situations in business as a threat, we will begin to use our energy and resources to ensure survival. When you're being held at gunpoint, you're not thinking about how to improve your business or solve a customer service issue. It's not the time for that.

But some of us are responding to the problems and feedback we receive in our business as if we are being attacked by a bear. You are not. Your brain is misperceiving the situation causing it to feel so real and so dangerous that sometimes we actually believe the story that's being concocted in that very moment. And since we feel so uncomfortable, we convince ourselves to run away from our dreams. And when we finally come back down to a state of homeostasis, we look around and wonder, "Why in the world did I just walk away from my dream?"

Don't get hijacked.

Your goal is to become aware of this phenomenon, so you can recognize it and stop it in its tracks. You want to return to homeostasis as soon as possible, so you can make simple, logical decisions on how to improve and run your business.

Essentially, the entire point of a business is to solve a problem for a group of people. If you "freak out" when solving problems, then you are not going to be able to make rational decisions and you're going to want to quit.

Don't beat yourself up when this happens. That will only make it worse. Just recognize it and come back down to a calm, rational place. Remember, anger and reactivity make you stupid. Stupid people don't make a lot of money or have a lot of friends. They're too busy destroying all of that with their overreactions to outer stimuli. Ok, no one's stupid...but when your brain is hijacked, it's impossible to think straight.

Your goal is to shorten your emotional refractory period as much as possible. Then try to have it be almost immediate. This doesn't mean you don't take action, make changes, or that you avoid dealing with your problems. You face your fears and problems, you just don't let your hijacked brain make decisions you will regret. If you can master this...then you're in for a very successful and happy life!

#17. Have a clear money goal.

I hear a lot of people say, just give value and the money will come. While it is true that giving value opens the gates of opportunity to make money, you still have to monetize your business.

I know a lot of people who give a lot of value and don't make a lot of money, which is ok if that's your goal. But come on, this is Millionaire University after all.

Monetizing your business will also allow you to invest in marketing, employees, and systems that will allow you to grow and continue to get your message out to the world.

Starting with a specific amount of money that you want to make, even before you know exactly how to make that money, will begin to get your brain thinking of possibilities that you never would have imagined otherwise.

The idea is to start with a number and then reverse engineer it until you solve for that given number. So for example, let's say you want to make \$240,000 a year in your mobile car detailing business.

$\$240,000 = \$20,000/\text{month}$.

On average, your customers pay \$50/carwash. And each customer has an average of 2 cars that they get washed each week.

$\$50 \times 2 \text{ vehicles} = \100

$\$100 \times 52 \text{ weeks in the year} = \$5,200$

\$5,200 per customer per year or \$433/per month per customer.

So in order to get to your \$20,00/month goal, you would need to have 46.2 customers.

It takes you, on average, 20 contacts to get one new customer.

So essentially, if you contact 20 people/day for 46.2 days, you would have 46.2 new customers and reach your goal.

But you'll have a lot of cars to wash. So let's say you hire 2 people to help you wash cars and they get paid \$25/car they wash.

Now to reach your goal, you'll need 92.4 customers. So make 20 contacts per day for an additional 46.2 days. (Ok make it an even 100 customers to cover soap and supplies) And now not only will you be making \$240,000/year, but you'll be able to focus on building your business since you're no longer out washing the cars by yourself.

Keep in mind, we threw these numbers together in 10 minutes. This is just to get the brain going and get you thinking about what is possible. The numbers will change and adapt over time, but you get the point.

From here you can grow as much as you want.

Now get going!

#18. Don't be a "Yeah but"ter.

Don't get "Yeah butter" disease. There are two kinds of people. One who does the thing they say they're going to do and the other who makes up excuses why they can't. What kind of person are you..?

Many years ago after speaking at our first business event, Tara and I had several people come up to us afterward to learn more about our "secrets." It was a very fascinating experience. One person would say..."I would have success in my business but there's just too much competition." Another would say, "The reason I am struggling is there aren't enough people in my industry, so I don't have many people to collaborate and work with." Then someone would say, "I don't have enough time" and someone else would say, "I don't have enough money" and someone would say, "My spouse doesn't support me" or "My spouse is too involved" or "I have young children" or "I don't have children, so I'm just not that motivated."

Then the unthinkable happened, someone came up and told me their business didn't work because they lived in New York and wished they were in California. And then I kid you not, this is where I almost lost it and swore I was hearing twilight zone music, someone came up and told us, "My problem is, I live in California. Only if I lived in New York. THEN all of my issues would be solved and I could be successful." I was completely floored.

The one thing each and every one of these people had in common was that every time we helped them overcome their concern, the very next sentence that came out of their mouth was "Yeah but..." And then fill the rest in with any excuse you can think of.

When we got home, I was talking to one of my business friends about what happened and he said "Oh the 'yea butters' yep." No matter what you tell them, the very next word out of their mouth is "yeah but".

All butts stink. Some more than others.

Remember, there are 2 kinds of people in this world. One, who will regardless of the circumstance, keep plowing forward, not make excuses, keep taking fast effective action, and create their destiny. To this group, there is no such thing as "can it work?" It's ALWAYS, how can it work? How do I do it better? How do I need to adapt and adjust to make it work? If XYZ person can do it, so can I. If them, why not me? Why not now?

The other group will ALWAYS figure out how to make things NOT work for them, no matter what you say to them or what you do for them. They will always find a way for it to not work or why it can't work. And they will always have stories to "prove" why it can't be done for them.

In our high school weight room, there was a slogan that said "Excuses are for losers, find a way to get the job done" now that sign wouldn't fly in today's politically correct society and the truth is I don't think anyone is a loser. BUT awareness is HUGE and if you find yourself making excuses on a regular basis, you may want to reassess what you're programming, aka brain, is doing and get it under control, because one thing I do know is, as long as a yeah butter stays a yeah butter, they will never succeed in business!

DON'T BE A YEAH BUTTER!!!

#19. All your business is is a to-do list.

What do you want to accomplish? What needs to happen to accomplish that? Just keep breaking it down until it feels doable. Then take it one step at a time. How do you eat an elephant? One Bite at a time. Figure out what needs to happen and then prioritize.

It might feel like you're moving slowly at first, but if you are consistent and focused on the things that are beneficial to your business, then over time, you'll get traction and see results. It seems hard at first because you're trying to take this vision you have and literally create something out of nothing! But once you get going, it will start to take on a life of its own and you'll be able to see the fruits of your labors.

You're always only ever doing 2 things in your business. Doing the next thing or figuring out what the next thing is. The good news is we live in the information age so everything you could ever want to know is literally at your fingertips. So if you know what the next thing is...then do it! If you don't, but you have a list of things you know you need to do, prioritize. If you have no idea what the next thing is then, reverse engineer. And if you need to learn more, then you have the world wide web and an infinite amount of resources that can help you within a few minutes. So no excuses! Let's go!!

#20. Get a Coach/Mentor/Guide.

No one can do this for you. Your success in business and life is 100% up to you!

Having that being said, "When the student is ready, the teacher will appear." We all know that having someone who has been where you want to go, guiding and coaching you along the way, can be invaluable in your journey.

While general coaching is good, the best kind of mentoring/coaching is when someone knows your specific situation and can give you specific feedback.

Just like an airplane that is off by a couple of degrees and ends up far off its course, a good guide can make a huge difference with very little feedback to keep you on track.

Just like professional athletes, as you grow your business, you can continue to level up on the coaching/mentoring you have.

We're here to help in any way we can. For now, we're working hard on creating super helpful free content and hope to have some more group coaching/mentoring programs in the near future. We currently offer [one-on-one coaching](#) to a very limited number of people. It's not for everyone, but if you're interested, [click here](#).

Remember, make sure the person that you're working with gets you. At the end of the day, it's your vision and your business. So start with free or less expensive resources and programs and continue to reinvest profits from your business back into education. In most instances, you will find the money you invest in yourself and your business to be the best ROI you'll ever see.

#21. Change your thoughts.

According to the National Science Foundation, we have 12,000-60,000 thoughts a day. On average, 95% of them are repetitive and 80% of them are negative.

Are you kidding me? That's wild, but it doesn't have to be you!

If your thoughts are negative towards your business, employees, financial situation, and or personal life, then you are going to feel pretty bad. And if you are feeling pretty bad, you're going to make decisions out of fear and scarcity. Not a great way to run a business.

Let's face it, you are an entrepreneur. You are brave and you are bold. But you are also living in a gap. A gap between what you believe you can achieve and what hasn't yet been achieved and there's tension pulling at you from both sides. Do you reach for your dreams or do you retreat? Whichever side you go with, is based entirely on how you think about it.

What you are thinking affects how you feel.

And how you feel will greatly affect the choices you make.

And the choices you make determine the success of your business.

Anyone can change "Who" they are and how they feel. It's extra hard at first, but if you stick with it long enough, you will become the person you imagine yourself to be.

THINK, ACT, BECOME!

Business is much easier when you're not fighting against yourself. Be your best friend, not your biggest enemy.

You can do this, we believe in you!

#22. Show up

Show up and do the work!

For my entire life, I dreamt of playing football at BYU and by my senior year in high school, I was getting recruited by several colleges and not one of them was BYU.

This all changed after I attended a combine put on by Reebok. To be honest, I don't even know if I was invited to the combine, but my good friend was, so I went with him and ended up being able to participate.

When it came time for me to do benchpress, I ended up pressing 185 lbs, 42 times straight. Unbeknownst to me, this was the highest for anyone who attended any of the combines in the entire country that year and the previous year before. By the time I had finished and for the rest of the duration of the event, I was swarmed by reporters, coaches, and other athletes.

One of the reporters asked me what school I wanted to play for and I told him BYU, except they hadn't contacted me yet. He responded, quite assuredly, "Oh you'll be hearing from them by Monday." This was Saturday, keep in mind.

He was right, on Monday, the defensive coordinator for BYU showed up at my school and offered both my friend and me a full-ride scholarship, on the spot. I continued to hear from and was offered a scholarship by just about every big-name college football team after that point.

While attending BYU I was able to do 225 lbs 38 times. A number that, if I had a few more things go my way, would have looked impressive even in the NFL.

I was often asked my secret to how I got "so strong." Some people said it must be genetics. Some people, mostly jokingly, thought I did steroids. The truth is, while I'm sure I had decent genetics, I usually told them I worked harder than anyone I know.

But as I think about it, it never felt like "hard work".

All I did was 2 things...

I showed up to work out and then I did the workout. And after doing that for several years, the results just came.

Showing up each day is half the battle. If you can just do that, then you've already done more than most. Then if you just do the work that you showed up to do, you'll see the results. Guaranteed.

#23. Stack the odds in your favor.

In my last example, I mentioned how working out didn't really feel like work. The truth is, my desire to put in the work FAR outweighed the pain of actually doing the work.

What I've found is that there are usually 3-4 different motivators really pulling me to do something.

When I was in 6th grade, I was sometimes picked on by these 2 kids. One of them was a little bigger than me and his sidekick was about my size. I hated being picked on. I remember being in line and getting hit in the back while he and his friend laughed. I never did anything about it, I was too scared. He would do the same thing to my friends and still, I did nothing.

I was determined that I would get stronger so I could defend myself and others. This motivated me to get strong, more than I feared the pain of working out.

My other reasons were a little more straightforward so I'll keep it simple...football and girls! I'm sure I wanted to be healthy as well and it was fun seeing improvements and competing, but those few driving factors compelled me to show up each day and do the work.

I've found the same in life and business. My desire to succeed financially and take care of my family, to be able to travel the world, take my family to restaurants and have cool experiences with them, not worrying about getting let go from a job, or being told I can't go to my brother's football game (that's another story), not be bullied, being able to pay the rent and pay for diapers and formula and to be able to go to my kid's sporting events and help out with family and others in time of need and dedicate my time to things that are important to us, were way more compelling than my fear of hard work.

THIS IS WHY I SHOWED UP EACH DAY and DID THE WORK!! You have waaaaaay more reasons to show up, than not. So focus on those!

#24. Business is exponential, not linear.

Business isn't linear. Understanding this concept will be huge in your business journey! Society has brainwashed, I mean, taught us to think linearly. Take a test, get a grade, go to work, and get a paycheck based on the time you worked. Do these things and you'll pass your class and eventually graduate after doing exactly what everyone else tells you to do for years.

We have been conditioned to do something and then get something. Just like Pavlov's dog, the bell rings, we salivate, follow orders, and get a treat. Good boy, good girl!

Business is NOT like this! Business is not linear. Business is exponential! However, our outdated brains, while they like to think of what's possible, they really struggle not getting the regular dopamine feedback, as mentioned above.

But if you can reprogram your brain to understand that business is NOT linear, it's exponential, which is WAY WAY better, then you will keep going! You're the boss, you decide whether or not you keep going.

Every business we've ever started took several months before we made any money. Then there were a few months where we made only a little money and then the floodgates would open. It's crazy!

Now I am not saying this is guaranteed to happen for everyone. You have to actually do the things it takes to grow a business.

In the beginning, you basically have nothing built. So you figure out the thing. Build the thing. Then find people to buy your thing. But before you do that, you have to figure out HOW to even get them to know you and the thing you're selling even exists in the first place! Then you have to figure out how to get more people to buy your thing. AND they have to like it so they keep buying and or telling others about it! However, once you do this, all these things start to come together.

Think of it as building a machine that will someday work for you. When you're building the machine, you're just working and not getting anything out of it. If you have a narrow mindset, you might feel like

you're wasting your time. "I'm not getting paid for this," you might say to yourself. Let's say this machine takes you several months to build, with the wrong perspective that could be very frustrating.

But then, after several months of building this machine, it's ready to start working. This machine can do more than you and work longer hours. Now you're making twice as much money with less effort. You've put in the time and now you're reaping the rewards. Now build a couple more of those machines and then you're REALLY jammin'!

This is how business works! It's a lot more work up front, but the payoff is WAY more worth it!

#25. Fear missing an opportunity more than you fear failure.

Change the way you look at "Failure!"

Failure is a beautiful thing! It was "failing" at our first business that caused us to become multi-millionaires.

The truth is that failure isn't even real. I mean, it's just a thought in your head. All you ever do in life is win or learn.

But sometimes failure is an even better teacher. Every time we have struggled financially in life, it caused us to dig deep, which created a springboard that catapulted us higher than we ever would have done so on our own.

Most people struggle in life because they are afraid of "failing" but if you don't ever try, you have no chance of reaching your dreams.

Financially successful people "fail," aka don't get their expected result, ALL the time. They just look at it differently. If failure is getting a different result than the desired outcome, I probably fail 9 out of 10 times.

But I keep getting up, I keep going and that is why I succeed.

#26. Set the right expectations

The key to happiness in life is low expectations.

Wait? What? I know this sounds contrary to what I've been talking about. But I'll explain. To be successful in business is not easy. It takes a LONG time, probably years, in most cases. To be financially free and have a systematized business, assuming you show up and don't slack each day, takes time. But the time passes whether you want it to or not, why not create what you want?

One time I was with a group of people and heard a lady say, "I have found that the key to being happy in life, is to set low expectations." I was SHOCKED! Was she serious? I knew people did this subconsciously but I had never actually heard anyone say it out loud and in public before. It was actually kind of confusing because she was in many ways, a very "successful" person. She had overcome serious traumatic events in her life, had raised a beautiful family, lived in a beautiful home, and was a real go-getter.

Since that time, I've reflected a lot on what she said and have found myself somewhat joking with Tara and repeating her exact same words. What I do see a lot and I think is a big problem with entrepreneurs and other high achievers, is we set these really high B.H.A.G.'s (Big Hairy Audacious Goals) and if we fall short on one of them, regardless of what we accomplished, we can get down in the dumps.

Something I've learned over the years is, to have big push goals, but at the end of the day, be ok with and celebrate what you do accomplish. For example, this "Stay on Track Hacks" document AND

business course are taking us WAY longer than we thought they would. Which can, if we look at it from the wrong perspective, be kind of frustrating. But as we look at what we've created and how it's way better than we imagined and think about all the people it will help, our brain goes into an entirely different frame of mind and we move from discouragement to encouragement. Which allows us ultimately, to move forward with the right attitude and enjoy our life and hard work more. So in a way, maybe my friend knew and understood something I didn't.

So should you really set low expectations for yourself? No. But don't fight with reality either. Be happy with where you are. Learn from the information you have. Celebrate the wins and always keep moving forward. Money won't make you happy but if you can become happy having a little extra money, it sure is fun! ;-)

#27. Bend but don't break. Stretch but don't snap.

All good things happen outside of your comfort zone. To be successful in business you'll need to push outside of yourself. But remember this usually has a lot more to do with hacking your mind than actually being overly physically exhausted. Most physical exhaustion is nothing compared to what we do to ourselves emotionally at times.

So push yourself, work on creating new habits, and retrain the beast that is your brain. Having that been said, be kind to yourself. Sometimes you do need a break. A rubber band is at its strongest when it is stretched. But if you stretch it too far, it can break and that's not good for anyone.

Push yourself but love yourself and know when you need to take some time off to recoup. I haven't always been the best at this and I've paid the price. Learn good habits, and push yourself, but don't overdo it. If you do this, you'll have the desire and energy to keep going for the long haul and that's where all the good things happen!

#28. Understand risk mitigation.

One of the biggest things that hold people back in business is the fear of losing money.

Understanding risk mitigation will help to avoid this fear, so you don't miss out on the biggest opportunity of your life.

Do people lose money in business? Yes. Can you lose money in business? Of course. But if you understand a few key principles, you can overcome this fear and get to focusing on MAKING money!

By 2010, we had been investing in real estate for about 3 years. We had some ups and downs and were now changing our focus. The first 3 years we focused mostly on just selling contracts to houses, which eliminated the risk of losing money, but now we were going to be flipping houses and taking on the risk. I remember the first house I flipped. I was soo afraid of losing some of my investor's money. It was more than I could bear. It was soo stressful. It was all I could think about. It took most of my energy and made it hard to focus on anything else. We were really struggling to pay our bills and had our 3rd son on the way, so it was a stressful time in our life.

By the end of 2010, we decided to focus more on rental properties. It just felt way less stressful to me. Between October 2010 and February 2011, we ended up purchasing 12 rental properties, which were by far the most properties we had purchased in that short period of time. But we were still really struggling to pay our bills and in turn, had to sell some of them. The first few ended up making us good money, so we decided to sell the rest and ended up flipping another 48 houses that year for a total of 60, and the following year we flipped 120 houses.

So how did I go from being super stressed and sick to my stomach with flipping one single house to having no problem flipping hundreds after that? I began to understand and put in place risk mitigation measures.

I first started with selling contracts so I didn't have much risk. Then when I was brave enough to start flipping a larger volume of houses, I looked at each house I bought as if it were a rental property. (i.e. I had a plan B.) If I bought a house, I made sure it made sense to flip or keep as a rental. I could always hold on to them if I couldn't sell them for a profit.

We also got a money partner who put up a lot of the capital for half of the profit. This was an experienced investor/businessman who understood what he was getting into, and the risk involved, and could afford it.

Understanding and implementing risk mitigation allowed me to focus on growing my business vs getting hijacked by my amygdala. It's hard to expand when you "believe" the world is constantly falling in around you.

But guess what? I've got a secret for you...you can't lose the money you don't spend! So don't spend any money you can't risk! Tara and I have made some pretty risky investments in our day...but we never invest what we can't afford to lose.

Some of our investments have lost us money and others have made millions.

I'm not saying don't spend any money. It takes money to make money and there are costs associated with running a business. In fact, when you start making money, I recommend reinvesting a lot of it back into your business. Having that been said, you don't need much to get started. The concept of "bootstrapping" is the term used when you start a business with little to no capital. This is where I recommend most people start. It's where we started and it causes you to really think outside the box and work smart.

In the event that you might need to raise capital for your business, that's ok too. Just make sure you follow the rules and give anyone who invests in your company full disclosure of the risks involved.

Maybe you can get a money partner, like me, who knows the risks and is willing to go along for the ride and potential upside. Either way, just know you can make a LOT of money in business by taking little to no risk.

Knowing and understanding this will help you get and keep going!

#29. Have a vision.

Having a compelling vision of your business will keep you going when things get hard.

Trying to accomplish what we are doing here at MU isn't easy. But our vision is soooo BIG, that it far outweighs any of the sacrifices we make, to bring it to life. The vision has become so vivid to us, it's as if we've already seen what it will do for so many people, including our very own kids.

It's hard to quit on a vision like that just because you're having an amygdala hijack and want to watch another episode of Netflix.

Stretch your mind, face the rejection, and remove yourself from the prison of your fears. Your life will call you back to them time and time again until you're free from them all.

Your vision doesn't have to be perfect or exact. It will evolve and come together over time. But you can't get to point z before you cross point a. Start where you're at and your vision will continue to grow.

#30. Be careful taking feedback.

One of the biggest things that have messed with our heads and thrown us WAY off course has been negative feedback.

I remember the first time anyone said anything even remotely negative. It was a guy who complained about one of the guys I interviewed on my podcast.

This guy had given a TON of value, but there was one little thing he didn't want to share. I mean that's his right. Then comes along this person who makes one negative comment and I lose it. I went back and forth with him for 2 days. It consumed me. It was all I could think about.

Little did I know that this was nothing compared to some comments we would get in the future. Whether it be comments on a blog, in a forum (don't even ask!!!), or comments on online reviews, the truth is, no one has ever created anything of any significance, at least publicly, that hasn't received criticism or negative feedback.

We all know the popular quote, (supposedly given by Aristotle) "To avoid criticism, say nothing, do nothing, be nothing."

We have found that it doesn't matter if we get 100 amazing comments, as long as we got one negative piece of criticism and we didn't know how to handle it, it would throw us way off course. But not anymore.

Many businesses never get started or can't keep going, because they can't take negative feedback. The way you should look at it, that IF you don't get any negative feedback, then you just haven't reached enough people yet. Keep going. And when it comes, celebrate!!

As it comes, you can look at it in a number of ways. If what they said is true, then you can either change it or just decide to live with it. If what they said isn't true, then just realize they are just struggling and trying to find someone to take it out on. Hurt people, hurt people.

We like to have an assistant review most of our feedback so we can put our energy elsewhere. They send us all the helpful comments and feedback and respond to or delete the unhelpful and negative comments. Haters gonna hate, but don't let them ruin your dreams just because they're having a bad day or life! Send them love and move about your day creating what you want to put out into the world.

You only have so much time and emotional and physical energy and focus. You are doing great things! Don't sweat the slackers! Don't sweat the small stuff! Don't let your dreams get destroyed by someone who isn't going after theirs! The internet is a BIG place! A lot of people sharing their opinions don't represent the majority. Don't ever take it personally! You're in the ring! Good for you! Keep it up!

#31. "Most businesses fail"... is a myth.

One thing that holds a lot of people back from starting or growing a business is the urban legend that most businesses fail!

This drives me CRAZY for a number of reasons! The first reason is what we discussed previously...you truly never really fail. If you go for something and it doesn't work out exactly as you planned then good for you. You've learned more than many will learn their entire life by not being "safe!"

Secondly, if you're just going by "stats" on paper, we are probably a good representation of failed businesses because we have started a number of businesses that we decided to pivot from or go another direction in. So while statistically speaking, this may be counted as a "failed business," in reality we choose a new or different path that was successful.

The truth is businesses DON'T fail. The ONLY time businesses fail is when people quit or give up on their ultimate life goals and dreams. If you stay focused and just keep going and learning all along the way, and if you implement 10% of what we teach you, you WILL reach your goals and succeed beyond

your wildest dreams! It may not always happen in the way you thought or at the time you thought, but ultimately you will get there, and with the right mindset and perspective you already are there! So just keep going! :)

You are the only thing that stands in your way of having all the success in life that you want. There are millions of people in this world that are doing it, they are no different than you. It's time to think less and do more. Take that effective action where it counts. Day in and day out. Consistent and persistent action is what it takes.

Apply these powerful stay on track hacks as needed and let's go!!

For more information, go to: MillionaireUniversity.com

