

My limiting beliefs - Feeling in my chest and stomach.

-worried that this is all fake and I am not going to get anywhere | You've already gotten somewhere. Look at all the calls and ideas you have uncovered.

-I am concerned that the problems I find in my market may be too complicated to solve | No problem is too complicated to solve, you can break any problem down into bite sized chunks that you can conquer

-worried that this is going to cause me so much stress that it will make me sick and live in an unhealthy way | its not going to be easy, but now that you understand the limiting belief framework you can work through issues as they come up

- I dont know if I can sustain a high energy level and keep plugging away to get this done. | This is a marathon and not a sprint, keep plugging away day by day and you will keep moving forward.

-Feel like no matter what ideas I extract, the products will already exist and I will not be able to beat the competition. I am worried no ideas exist in my market. | Even if there are competitors, I can beat them by listening to the customers real pain, gain a small percentage of the market, and grow from there.

-I am concerned that people think I am sleazy sales guy on the phone | You are liberating them with a solution to a problem that they would not have found otherwise. You are giving them a gift.

-I am often afraid of what people may think of me if I try new things because I do not want them to see me fail. I am not afraid of failing, but I am afraid of letting others see me fail. | I am excited about failing because I know it makes me closer to succeeding. Every call, every idea, every validation gets me closer to my ultimate goals and to the direction I want to take my life in.

-I am nervous that now that I have a chosen idea, my idea will not work out, and people will not want to help me build it. | These people gave me this idea by explaining a pain they have in their business and deal with on a daily basis. This pain is not going away automatically. They spent the time to walk me through all of it, and in some cases, already said that if I build it and its fairly priced, they will buy it. Its possible this might not work out, but killing the idea now would be better then doing so after spending more time and money on it...

-I feel anxious about the new competition coming into my space and that I will lose my prospects to them. | Competition is awesome because it validates your idea. There are many other channels and way that you can sell. Your product will be better because you are listening and focusing on the pain associated with the problem.

- I am worried I will not get enough presales in order to build the product by the time I promised | You are close to a few more sales. Keep pushing to get those then get going with development. Worst case you talk to your customer and push back the date.

- I am worried about the largest objection and also the biggest risk of my product, which is no integration with current systems/EMRs people are using. | Some people are interested with no integration. It will be hard to find more of those people, but you can do it because you already did. Next, you can eliminate this risk by making these integrations happen. Start to form relationships with these people. Help them and they will help you. **Eliminated completely at the conference.**

- Im concerned building this is too big and expensive... | Talk to Thom. Plan it out.

- I am worried after implementation this solution I come up with will not be better for them. - is it true maybe sure? No I'd feel amazing. Like this is my last thing to get over. I'd feel uber

empowered. The users are going to love what I build. It's going to solve the pain in a great way. The best way possible. I can do this cause I have in the past so many times. Focus on meeting their needs and helping them and things will fall into place.

My Direction. Why I am doing this?

- Business with 10 paying customers by April 31st
- I'm going to be at the mansion party
- Being recorded as a success story for next years Foundation
- ClinicMetrics is being used by at least 10 customers. They love it and its saving time, money, and driving profit. Their businesses are better for it.

Business in 3 years:

- I want to make my customers feel like bad asses
- I want my customers to love me and trust me
- I want to offer my customers as much value as I can, far more than they pay for
- I want to be honest
- I want to be uber curious
- My customers and even others will be raving fans
- At least 500 customers * \$100 per month = \$50000 * 12 = \$600K per year
- Business is automated - I spend 2 hours per day on it max.
- Spend the rest of the time teach other people how I did it or helping other people.

Life

- Have time to spend for myself
- Have time to spend with Skye
- I want to be honest, good, helpful, and fun
- I always want to have gratitude for where I am and how I got there.
- I want to give far more than I take
- I want to be less jealous and feel more excited and inspired by others
- I do NOT want to commute anymore
- I want to work on my own goals
- Be a better friend, stay better connected
- Be in more contact with my family
- I want to be able to support my parents
- Free of corporate america and be my own boss
- I want to be able to surf everyday or work from Tahoe if I feel like it
- I want my friends and family to see me succeed and be proud of me
- I want all of this because these are the things that make me happy

Health

- Figured out my sinus issues and feel great
- Am surfing a lot and am in great shape

What you are and what you offer.

I am a badass software entrepreneur that surveyed 1000 clinics to get a deep understanding of the problems they are facing. I found the pains by listening and I am solving the biggest problem by paying close attention to what is most important to Physical Therapy Clinic Owners.

I've built loads of software being groomed by the best there is (apple, tesla, google).

I know how to make things happen.

I want my customers to LOVE me because I understand their needs better than they do themselves and I want to offer my amazing product at a price that is more than fair and brings them at least 10X value on what they pay.

They are facing tough times and I REALLY want to help them.

My 30 seconds

I am building actionable business intelligence for physical therapy practices. Our goal is to give you real time data on all your important metrics and tools that enable you (and your employees) to problem solve, drive profit, and grow. Times are tough for the industry and I want to help you become more lean. I want you to feel like a badass business owner and be fully confident in your decisions.

AWARENESS

Stay aware of where you are in the 4 levels of learning:

- 1) Unconscious Incompetence
- 2) Conscious Incompetence
- 3) Conscious Competence
- 4) Unconscious Competence

---BE WILLING TO LOOK FOOLISH TEMPORARILY--

---YOU MUST FAIL TO SUCCEED!---

--MAKE YOUR CUSTOMERS BADASS--

What action I am going to take right now:

Get more presales

- **Invite people to 30 min calls**

Secondary

- **Start cold emailing**
- **Get account to apta private practice section**