

THE
SOLOPRENEUR'S GUIDE FOR
SHUTTING UP
AND
MAKING SHIT HAPPEN



BERNI XIONG

ABOUT

THE SOLOPRENEUR'S GUIDE

Thank you for downloading The Shut Up Show's first e-book! This e-book was produced, edited and published in under four hours in a single sitting to convey to you just how simple it is to "shut up and make shit happen."

Thanks to our awesome sponsor Selz.com, who makes selling online seriously simple, the process was FREE and seamless to share this e-book with you.

What can you expect in the next 15 pages?

- Over 80 *shut up* tips from our first 100 episodes
- Hyperlinks to all guest-featured episodes in our first 100
- Ways to connect with the show and community

xO,

Berni Xiong

Chief Shut Up'er of Making Shit Happen

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Be intentional. Be open.
Be vulnerable. In the
process, you find a
common thread with
other people.” – Berni Xiong

Learn to not give a shit. Care about stuff that matters. Care strategically. – [Scott Ginsberg](#)

I don't care. I'm just going to play the violin & play it from the heart. – [Bryson Andres](#)

Everyone struggles. It's okay to not be okay because we all are. – [Amy Clover](#)

When you're afraid to push publish, chances are you've done some of your greatest work. – [Srini Rao](#)

I learned that money can buy you a beautiful brass bed, but it can't buy you a peaceful night's sleep. – [John Haydon](#)



“ We have to fix shit in our life before we can fix shit in our business. Until the two converge, we struggle. – Phil Gerbyshak

Most people would say connection is not scalable. I think the most beautiful things in life are not scalable. – [AJ Leon](#)

I wake up thinking how can I put my fingerprints on the blue print of tomorrow. – [Greg Hartle](#)

If you don't come up with ideas every day, after 2 weeks your idea muscle will atrophy. – [James Altucher](#)

I was homeless once as a child & again as an adult, right before winning Last Comic Standing. I'm a survivor. – [Dat Phan](#)

Ignorance is my favorite tool. I don't care if people think I'm goofy or stupid. – [Craig Price](#)



“ I hate the word afford. If you want it badly enough, you’ll find a way to prioritize it. – Berni Xiong

No man is an island. We all have to reach out & connect with each other. – [Susan Baroncini-Moe](#)

Winning isn’t about getting a yes or no. It’s having the courage to ask for what you want. – [Jia Jiang](#)

Don’t be afraid to look stupid. Get over it. It’s just a part of being an entrepreneur. – [Catherine Morgan](#)

The greatest leaders never focus attention on their own greatness. They focus on making others greater than them. – [Steve Farber](#)

I always ask myself “What’s the worst that can happen and can I live with it?” – [Matthew Kimberley](#)



“ We’re not sacrificing all for this somehow greater good that really doesn’t even exist. – Phil Gerbyshak

You’ve got to push sometimes. You can’t know the outcome of things. You can’t let the outcome guide the process. – [Paul Jarvis](#)

Some people don’t buy a drill to have a drill. They buy a ¼” drill to get a ¼” hole. Great salespeople get that. – [Bob Burg](#)

Don’t ask ‘how can I help?’ because it’s the least helpful thing you can do. Show up and participate. – [Chris Brogan](#)

It is about you but it’s not about you. We’re all connected but you’ve got to show up. – [Erika Lyremark](#)

Even if you fail like Forrest Gump on acid, you’ll find a way to make money and be successful. – [Mars Dorian](#)



“ Make the reward for finding your purpose greater than the reward for taking or not taking the risk. – Phil Gerbyshak

In this economy, you have to have a system and work it and work it and work it. – [Melody Campbell](#)

Take that little step. It's not a cliff. Usually it's more like stepping off the curb. – [Shelby Edwards](#)

We're not perfect but we're perfect. We're not brave but we're brave. – [George P. Kansas](#)

I have two choices. Continue to cry, grieve and struggle. Or become the best possible deaf person I could be. – [Karen Putz](#)

I don't want to compromise on a happy life. I don't feel like living an unsatisfied, torturous life is an option. – [Meg Worden](#)



“Serendipity is stuff that happens when it’s meant to happen. Things happen on purpose for your purpose. – Phil Gerbyshak

We just felt so free and completely in the moment when we ignored the fear moment. – [Sheila Viers](#)

If you can’t be whole and human, you inherently will not be able to show up with a life that really resonates. – [Curt Rosengren](#)

We didn’t want to go back to someone else’s job. We became addicted to being masters of our own destiny. – [Israel P. Smith](#)

Instead of worrying about what I expect it to be, I learned to be grateful for what is. – [Eliz Greene](#)

I almost didn’t get into the RV but deep down I felt I had to. I was in this place of “Fuck it, why not?” – [Sally Hope](#)





We are who we are.
We're not who we're not.
– Phil Gerbyshak

No one else believes how awesome you are if you are the one who has to tell them. – [Peter Shankman](#)

There are two things in the world: fear and love. They're constant. I can attract one and repel one. – [Jessica Pettitt](#)

Realize we have control over our thoughts. Less control than we like. More power than we know. – [MeiMei Fox](#)

There was this back chatter about women going to combat. I had this mindset: The jet doesn't know the difference. – [Carey Lohrenz](#)

Every single moment is a huge decision. You can dwell on the past, think about the future or take action now. – [Justin Sandy](#)



“ Fear comes in all forms & hits us at different ages. Are we going to let it cripple us or push us to success?

– Berni Xiong & Phil Gerbyshak

Being an adult is not about being perfect. It's about unlearning all of those things and discovering the world. – [Julia Rosien](#)

People want to give you a chance, I promise you. – [Frankie Meeink](#)

Being rich is not what's in my mind. What we'd love to do is give something back. – [Ian Cleary](#)

You started the business for a reason. What is that reason? – [Kevin Ferrasci O'Malley](#)

There's one thing you don't want in life and that's regrets. – [Joel Brown](#)



“ Often the best-laid plans don't work. Prepare for the change. If they go sideways, be okay with that. – Phil Gerbyshak

I didn't understand the big world out there, I was the Jane Goodall in a forest of college students. – [Ryan McRae](#)

My gift is my past. – [Will Nelson](#)

It's like God had a quota on failures and I ran up the quota rather quickly. – [Raj Setty](#)

Beliefs are the gateway to your heart space. – [Holly Duckworth](#)

The only way out is by taking action. Nothing ever gets better by sitting on your ass. – [Vasavi Kumar](#)



“ Find the common thread in people you want to be around and carpool together toward success. – Berni Xiong

I can't build a legacy, my son can be proud of, by not being 100% me. – [Dave Conrey](#)

The more I share and speak my truth, the better results in life I get. – [Mike Hrostoski](#)

Feel the fear and do it anyways. – [Nathan H. Chan](#)

Here's my opportunity. If I don't take it, I'm gonna regret it when I'm 70 years old with no teeth. – [Julie Edmonson](#)

Creating a body of work that we're really proud of is our life's work. – [Pam Slim](#)



“ We are not the authority in anything. We are guinea pigs and this show is an experiment. – Berni Xiong

Who we are today is not who we are going to be tomorrow or the next day. – [Michelle Colon-Johnson](#)

I realized it wasn't just a failure. I did a lot of things wrong I could change. So I tried again. – [Ian Ippolito](#)

Nobody gives a shit at the end of the day, we're all wrapped up with what's going on in our own lives. – [Linda Esposito](#)

It doesn't dilute what you do when you share credit with other people. – [Saul Fleischman](#)

I had jumped. There was no way of going back to the top of the cliff. – [Brendon Thomas](#)





Not choosing is a choice to give up responsibility.

– Phil Gerbyshak

Following your dreams is not a matter of cost or time—it's a matter of courage and discipline. – [Traci Bogan](#)

I didn't get what I wanted until I let go of what I wanted in order to give somebody what they wanted. – [Marc Ensign](#)

No is a gift. We need to unwrap it, say thank you, and find the goodness to get a “yes” next time. – [Andrea Waltz](#)

Joy is the only currency that really matters. – [AJ Leon](#)

No one was born with this special DNA that some of us got and some of us didn't get. - [Mike Dilbeck](#)



“ Even if you stand on opposite sides of a conversation, if it can bring people together it's constructive. – Berni Xiong

I was making statements. I kept doing. But the problem is I don't know who I was making them to or why. – [Khary Penebaker](#)

I wasn't taught to ask questions just accept things as they are. Now I examine things like a scientist. – [Fel Spahr](#)

So many of us sleepwalk through life. Knowing the energies helps us become more aware. – [Theresa Reed](#)

You can put lipstick on a pig but it's still a pig. You have to make a social pig first before you put lipstick on it. – [Nick Kellet](#)

We teach you to ask. It's about talking, knowing where everyone is coming from, and respecting all perspectives. – [Mike Domitrz](#)





Done is better than perfect. – Phil Gerbyshak

You have to believe in the belief others have in you until your belief catches up with theirs. – [Hal Elrod](#)

When you have a growth mindset, it's not win or lose. It's win or learn. – [David Burkus](#)

The world can be what you make of it. If you see something you don't like, you can change it. – [Nate St. Pierre](#)

If you do 51% of the things to be successful then you'll be successful. – [Scott "Q" Marcus](#)

How can you outgive those people in your life that really and truly need to be given to? – [Phil Gerbyshak](#)

You are good enough. Give yourself permission to speak, love and be loved. – [Berni Xiong](#)



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