



Success Hacks - Customized just for you!

EPISODE #70 of a Daily Dose of Greatness Quest with Trevor Crane

DAILY QUOTES

“We rise by lifting others.” -[Trevor Crane](#)

DAILY QUESTION & CHALLENGE

What's GREAT - right now?

What's your FORMULA?

What's your personal recipe for success?

Extract your own PERSONAL success system, step-by-step.

Apply that formula to an area of your life where you want to see improvement.

SUMMARY

You are probably MASSIVELY successful in at least one area of your life. What is it?

Today, I help you **reverse engineer** your own success formula. So you can apply it to other areas of your life, that you want to kick-ass.

DOWNLOAD MY APP ON YOUR PHONE:

Text the word: TREVOR To: 36260

Take Your Life & Business To The Next Level

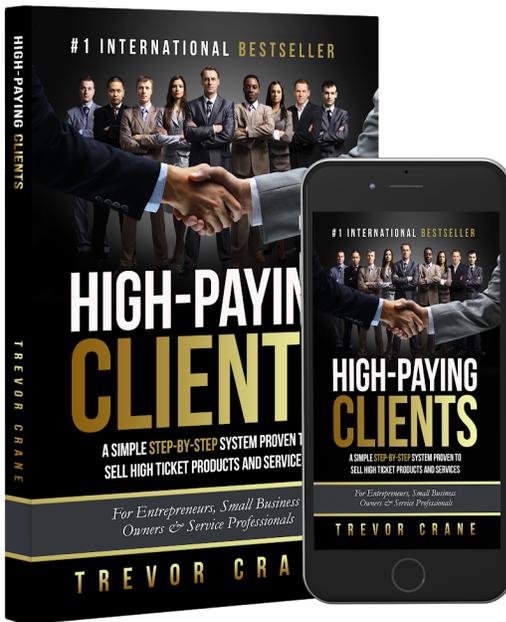
ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



HERE'S WHAT YOU SHOULD DO NEXT:

Get a FREE COPY of my book, HIGH PAYING CLIENTS at: trevorcrane.com/freebook



ABOUT TREVOR CRANE

Trevor Crane is best known for 2 bestselling books, [High Paying Clients](#) and [Big Money With Your Book ...without selling a single copy](#). If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less. For details visit: EpicAuthor.com

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



TRANSCRIPT

Today's show is all about **hacking your own success**. We're going to talk about areas of your life that you are doing freaking awesome. And areas of your life that you need to improve. And I can go ahead and model a recipe and a formula. Oh, lightning and thunder at the background! Where you can model a formula that works for you.

I know you're gonna love the show.

(INTRO - AUDIO)

Okay, so I've had a morning run. And I was thinking about all the areas in my life that are awesome. And all the areas in my life that I'm not proud of. It's June 2018. Have you noticed that, but that's month 6. We're in a 6th month of the freaking year. I can't believe how fast it's going.

And I've looked at some other areas of my life that I'm grateful for. And I'm really grateful for them. I talked about gratitude all the time. And I think it's important for us to do it. And I realized I was a little pissy this morning, a little upset. I'm a little overwhelmed. I've got a whole bunch of shit I'm not proud of. I haven't been doing the things I wanted to do in my business. I've got book funnels and videos and a whole bunch of things that I have committed to getting done that aren't done. I got emails that are unopened. I'm sure you have a lot of shit on your plate as well.

And so instead of just bitching and whining about it, I decided to look at first the things that I'm grateful for, which freaking cheered me up by the way. So, if you're not already doing that, you need to spend a little bit of time being grateful every day. Especially if you get pissy about all the blessings that you have in your life. That shifted things for me. That's my first off. But then I was looking at the areas that I'm doing the best.

So for example, I think you guys know that I have a daily discipline of this podcast. So, today is day 70 that I've done this podcast every single day for 70 days. I'm pretty good at that. And I'm doing a good job, at least with the discipline of getting it done every day. I exercise every day, and it's over 2700 some odd days in a row, or whatever it

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



is now. So I do that pretty well. My wife and I are really well-connected. My relationship with her is really great. So these are things that I can be proud of.

And I was looking for the formula because there are areas of my life that I haven't been succeeding. Like some things in my marketing are not going the way that I want them to. Which means that, that's a very that's a softener. I'm not generating enough qualified leads right now. There, I admitted it. You know, it would be great to say that I am. I certainly do have leads. And I do make sales, but not nearly the amount that I set for myself when I was creating my goals this year, like, not even close.

So I'm like, I got to change that. You know, it's not like, I'm not on it. I am focused on it. But not with a recipe that's creating success. There's got to be changes. Not that I can go ahead and excuse the shit away, which I'd like to do. Or I can tell the truth. That I needed to shift my offer. So I have some things now that are more expensive. I have some things now that are less expensive. I just took something that was really expensive of what I have done, used given people in the past. And I made it really cheap and affordable for more people. So I can impact more people.

So those are great. And I can give myself a pat on the back. But when it comes to hacking your success, what I would challenge you to do and here's the question for you is where in your life right now are you doing something great. So what's great right now, what are those areas of your life that are really great, because let's hack your success.

And I'll share with you, I'll hack mine a little bit. And some of my new action steps with it. Okay, look. For you, it's important for you to look at your life and say, "Oh, you have a great body.", you know, your diet and nutrition really good. Are you connected with your spiritual creator? Are you really good at journaling? You have a great relationship? Are you a great parent? Are you a great friend? Are you killing it in money or business? What is it? What's the area that you are freaking phenomenal at right now?

And then the second thing is, **what is the formula? What are you doing right now in that area of your life to create that abundance and that phenomenal result?** And that's the hack is that you figure out what is the recipe. Because there is a recipe. You're following it, you know. Results just don't happen accidentally. Success actually comes from a formula. So why don't we find what works well for you.

When I'm coaching and mentoring and consulting somebody, this is the first place

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



I like to start. And I've hired some people lately. And this is the first place they start with me. They're like, "Hey, man, where are you already killing it? And then let's reverse engineer that."

So I'll give you my example. And I've taught this for years. And I just did it again with myself today. Which is why I think it's relevant for you. Because you can and should do this multiple, multiple times. So I looked at all the areas of my life that I'm doing really well. And I saw the formula. And I'm going to give you that formula for me. So very briefly, I needed to be simple. I need to have a simple clear goal.

Now the cool thing is, is that relevant to when I show someone how to make an offer or how to make a sale. It's like they're going to go ahead and redesign their offers and improve what they're giving people. It needs to be a clear, concise, and compelling message. **CLEAR, CONCISE and COMPELLING.**

If it's not clear, you're not going to do anything because a confused mind says no and does nothing. If it's not concise, we're not gonna pay any more attention to you. Because you're not paying any attention. Because they moved on to the next thing. And if it's not compelling, meaning there's not a reason to do it right now, you're not going to do it. They aren't going to do it.

Now, that's the same thing for me. If I create too complex of a goal or an action or something, I just don't do it. And so I looked at my goals and I was like, I haven't been specific enough. It's not simple enough when I can have a simple action that I do every day. Because that's what I found is that, hold on, I'll give you the second part. And that's the first thing is I gotta have simple clarity around it. Like, what the action is that I'm actually committed to. That you hold maybe that is relevant to you guys as well, I have no idea. It's important for you to hack yourself. I'm just giving you my hack for me. Okay?

The second thing is that to **make a public commitment.** Now, I don't have to. It's not like I haven't created results, or I haven't created a public commitment. But if I'm looking at the areas of my life where I've done the blah, it's where I made a public commitment. And so that's really important.

The third variable for a recipe is that **I have other people that are counting on me** because I've done this before. And I've done this before where I've made a public

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



declaration or commitment, and then not done shit. Like why? What happened? What was my thing? I had clarity. I made a public declaration. But since other people weren't counting on me, and it was just about me and the results I wanted, I didn't get it done.

So, if I have other people that are counting on me, and more specifically, they're going to be hurt if I don't do something, then I felt I'm gonna have to do it. I've almost done that. The other part or the fourth part for me that is a recipe for my success, if I'm to hack where I'm best at in my life right now, is the **daily action and accountability**. And the daily action and accountability comes from like, I exercise every day, I made a public declaration. I made it more about other people than just about me. And I've now added every day.

But I also have a daily action. I know what I have to do. I have to exercise for 20 minutes every day. And I have some accountability. Because at the end of the evening, every single night, my wife and I do evening questions. And one of the things we talked about is, what are we grateful for? And what did we accomplish? And those are some of the questions we ask ourselves. I think I've got that on another podcast. If you want to check out daily questions or end of day questions I shared with you exactly my wife and I do each day. So that's my hacking of my success.

So here's the thing, we rise by lifting others. That's my quote for you today. "***We rise by lifting others.***" I don't know that that's the only thing that makes a difference in my formula. My formula needs all four of those characteristics. But one key element is that, if I'm going to make sure I get something done, it's got to be about something bigger than myself. But for me, re-hacking my entire formula for success. And now I can go ahead and apply it towards an area of my life that I'm not doing as well, I now have the formula.

So what I'm going to do is I'm going into my house right now. And I'm going to sit down. And I'm going to be specific about rehashing this formula. And applying this in an area of my life where I'm not doing as well or haven't created the results that I want to create. And that's what I'm going to go do next.

And that's my challenge for you is to figure out **number one**, what's going great in your right in your life right now. What's great right now? That's the challenge. **Number two**, what's the formula or the recipe for your success? And then **number three** is to

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



apply that into an area of your life that you're not doing as well right now.

So that's all I have for you today. I can't wait to see you tomorrow. I'm going to go over a hack about how I save time. I'm really excited about this. I think it's going to be powerful for you. So join me tomorrow when I talk to you about some time management secrets so you can get a little bit more time in your day. Get some more stuff done. I love this hack.

And I can't wait to see you tomorrow. Make today magnificent.

To get even more awesomeness, which means all my best stuff, download my app by texting **Trevor** to **36260**. It will show up right on your cell phone.

DOWNLOAD MY APP ON YOUR PHONE:

Text the word: TREVOR To: 36260

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM



GET TREVOR'S NEW BOOK

HOW TO WRITE THE RIGHT BOOK

Position Yourself As An Authority, Attract Qualified Leads, Build Your Brand, and Increase Your Income ...effortlessly.

Go to: trevorcrane.com/writeabook

YOUR MESSAGE MATTERS

EPIC AUTHOR PUBLISHING

How To WRITE THE RIGHT BOOK FAST

BLANK PAGE TO BESTSELLER IN 90 DAYS OR LESS

EPICAUTHOR.COM

Take Your Life & Business To The Next Level

ONCE A Day. 7 DAYS A Week. 365 Days A Year.

GREATNESSQUEST.COM