

SUCCESS FORMULA NEWSLETTER

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“Vision is the art of seeing what is invisible to others.”

– Jonathan Swift

From Santiago to San Diego...

It's been an EPIC month of travel with so many adventures and BIG lessons.

I left the Ballantyne farm just outside of Stratford on Friday, January 27. After a quick overnight stay at an airport hotel, I flew from Toronto to Panama. It was my second visit to this growing – and very Americanized – city. My first trip was back in 2011 when I spoke at my friend Simon Black's wealth conference. More about him in a moment...

While in Panama I shared *The Perfect Day Formula* rules and pillars with 300 financial advisors and mortgage brokers from a bank. I also read *The Surrender Experiment* (a recommendation from ol' man Geary). After five days there, I flew down to Santiago for my first visit to Chile. My friend Simon owns the third largest blueberry farm in the country, and chances are you've bought berries from him. But nothing compares to



Godfather Goes Big in Santiago



Hiking on the blueberry farm in Chile

eating fresh berries picked right on his farm. On Super Bowl Sunday I ate nearly four pints of blueberries! (Sure beats four pints of chicken wings, though. Haha.)

Next up I had to get from Santiago to San Diego. Even though they sound similar, it's difficult to directly get from one to the other, so I flew 11 hours to Toronto on an overnight, cleared customs, and hopped right back on a five-hour flight to San Diego. The next day I was teaching a ***Fit Body Boot Camp Mastermind*** with Bedros, visiting Drew Canole, and filming motivation videos at his ***Organify*** company HQ, and then running a ***Perfect Life Workshop*** – with my old friend Alwyn Cosgrove as a client.

Here's a BIG lesson from Drew's company... Keep your most important numbers in front of you at all times... At Organify, they have six big screens up on the wall showing the daily traffic, sales, and individual KPI's. They also have an incredible culture and vibe in the office. Everyone was smiling ear-to-ear all the time. The team members LOVE being part of Drew's mission. ... And they get to watch Drew on TV all day, haha! See below...



The Godfather, Drew... and Drew! LOL



With my Perfect coaching clients

After a day off and a drive from San Diego to Orange County, it was time for an Empire Podcast with Bedros (our show comes out next month!) and some Ballantyne's Day shenanigans. Hurray for Instagram filters, hashtags, and social media silliness, LOL.



The Godfather & The Immigrant Edge



#EmpireDomination

The next day I bid adios to my FBBC amigos and drove down to a seaside hotel in Del Mar beach for another Perfect Life one-on-one coaching session with Shanda Sumpter. She is a rock star in the world of helping female entrepreneurs turn their passion into profits.



Shanda (The Beauty) & The Godfather



Dan Long (The Beast) & The Godfather

But wait... there's more. After my day with Shanda, I drove to LAX and the next morning was on a flight to Tampa for a Perfect Life Workshop with longtime coaching client, Joel Marion. It was also his daughter's birthday party weekend and Joel pulled out all the stops with a rock

climbing wall, bouncy castle, and caricature artists. I had a Godfather picture painted, of course, while having a chance to hang out with many other longtime coaching clients like Dan Long, Shaun Hadsall, and Chef Gui Alinat. What a weekend!

Monday morning meant more travel and I snuck in a day trip to my office in Denver before heading down to Phoenix to do a mini *Perfect Life Workshop* for 45 Genius Network members at Joe Polish's office. We recorded my teaching session on Facebook Live, so if you're a GN member make sure to watch the recording.



On Friday, February 24, Bedros and I flew back to Orange County to do a weekend planning session for our Empire podcast and new Empire Mastermind (*details about that below*), and I'm finishing up this letter for you at 5:50am in his guesthouse. The end of this month's travel takes me to Denver for a few meetings and then to Toronto for some adventures before finally getting back to Bally the Dog on the farm on March 5th.

Then it's time to turn around and take my mom to the airport. We're going down to Miami for her 75th birthday with some friends and family. Later in March, I'll be back in San Diego teaching at Fitness Business Summit and doing a Perfect Life Workshop. And I want to see YOU at a future workshop, so watch the video I made for you here

=> www.PerfectLifeWorkshop.com (and fill out the questionnaire on the site).

Looks like you might be getting another EPIC rundown next month!

See you soon,

Craig The Godfather Ballantyne

The One Tool for Getting Exactly What You Want in Life

By Craig Ballantyne

2006 was a pivotal year for me. In March, I began suffering through a six-week period of crippling anxiety attacks while at the same time hiring my first business coach and starting my first six-figure product launch. It was on my initial call with my coach, Tom V., that I first shared the vision for my future. This would send me down a path to achieving one of the biggest goals in my life.

“Craig, What do you want your business to look like in five years?” Tom asked at the start of our call.

“I’d like to have a business like Early To Rise,” I said. At the time, ETR was owned by Mark Ford (who wrote all of his articles and related books under the pen name, Michael Masterson), and I was a subscriber and infrequent contributor to the site.

Tom thanked me for the clarity and we turned our focus towards my product launch.

We never spoke again of this dream, but the ‘wish’ was now out there in the ether. It became a crystal clear vision in my mind and I began at once a program to build the necessary skills to help people improve their wealth, health, and personal relationships. The approach followed what I call, **the Law of Action Attraction**.

When you know precisely what you want in life, you often know what you need to do to achieve it. If you know that you want to take

your family to Disney World, you know you need to book everyone a ticket to fly into Orlando. From there you need to reserve a rental car, punch in the exact address into the GPS, etc., etc.

It’s simple.

A clear and concise vision for our future represents our desired destination in life. Our path to that vision should be obvious, fast, and avoid detours. It should save us time and energy while leading to exactly what we want in life.

“Success is simple once you accept how hard it is. Only then will you be mentally prepared to do the difficult work and to persist no matter how tough it gets. It’s not easy, but success is simple.” – Craig Code #2

Creating a vision and implementing the Law of Action Attraction allowed me to buy Early To Rise in 2011, exactly five years, three months, and 17 days after my first vision declaration.

Since then I’ve watched hundreds of my clients use the same system to achieve their biggest goals and dreams for their health, wealth, and relationships. And today I want you to begin crafting your vision. It must be clear and concise, as specific as possible, and you must begin to implement the Law of Action Attraction to make it work. This is the greatest gift I could ever give you, so please let me know how your journey turns out.



YANIK SILVER

Entrepreneur, Author, and
Digital-Marketing Expert

Success Spotlight: Yanik Silver

Yanik Silver is a top expert in digital marketing, holding a slew of 7-figure businesses under his belt. The Founder of Maverick Business Adventures (MBA), Yanik's books include *34 Rules for Maverick Entrepreneurs* and *Moonlighting on the Internet*.

An entrepreneur from a young age, Yanik began selling medical equipment for his father's medical supply firm when he was only 14. By his mid-20s, he was coaching doctors on how to increase their sales. He founded MBA in 2008, along with the invitation-only wealth club Maverick 1000 (packing a sign-up cost of \$15,000) that caters to high-net-worth entrepreneurs who have earned more than \$1 million. The club's networking adventures include spending one week every year at Richard Branson's Necker Island.

Yanik sat down with Early to Rise to talk serial entrepreneurship and what keeps him motivated.



EARLY TO RISE: WHAT INSPIRED YOUR ENTREPRENEURIAL SPIRIT AND THE LAUNCH MAVERICK 1000?

Yanik Silver: A little over eight years ago, I made my next biggest transition from "just" being an Internet marketer to something more. My criterion was pretty simple; I asked myself the big question of **"Would I be happy and totally fulfilled ten years from now doing what I was doing now?"**

ETR: SOUNDS LIKE THE ANSWER WAS A BIG "NO."

YS: I knew my greatest contribution lay somewhere else. I had stopped growing and stopped being passionate about what I was doing. From the outside, most people would

think I had achieved total success. I was making a lot of money online by truly helping people, had built a great reputation in the marketplace, drove a cool car, had an incredible family, lived in a nice neighborhood, etc. But there seems to be divine timing to every level of awakening, and everybody goes through it in his or her own schedule. You can't hurry what I call the "Cosmic Alarm Clock."

I founded Maverick 1000 after being a member of many other CEO groups, masterminds, and peer-to-peer networks that left me a bit flat. I couldn't find an organization that combined everything I wanted, by both growing my companies and bringing more joy and greater meaning to my life. Essentially, I decided to scratch my own itch.

ETR: WHERE DID YOUR VISION TO BECOME AN AUTHOR COME FROM?

YS: I believe life changes in three ways. One, from the people you meet. Two, from the books and resources you study. And three, from the experiences you have. I've had so many books impact my life that I always wanted to contribute to other lives in that way.

ETR: HOW DO YOU MAINTAIN OR FIND A NEW VISION?

YS: By being curious and following my energy and excitement. Also by believing the universe has more in store for me than I could ever expect.

ETR: DO YOU HAVE A FORMULA FOR SUCCESS?

YS: As I've gotten older I've realized there is never just one formula, but guiding principles and intentions. These include:

- To fully express my unique talents and self
- To continually grow and expand
- To feel gratitude and awe
- To love with a full heart
- To connect my head, heart, and higher purpose (without losing my happy inner child)
- To experience intuitive knowing and cheerful expectancy without attachment
- To optimize my body with nourishment and exercise
- To practice mindfulness and awareness

ETR: WHAT GOLDEN RULE GUIDES YOUR LIFE?

YS: I get rich by enriching others.

ETR: WHAT TIME DO YOU GET UP IN THE MORNING?

YS: About 9am. I'm more of a night person and stay up until 1am or 2am.

ETR: DO YOU HAVE DAILY ROUTINES THAT KEEP YOU GROUNDED?

YS: I start my day with water and a fresh lemon. Then yoga for 30 minutes on the back deck, followed by meditation for 20 minutes. Next is journaling for 10-15

minutes on what I'm grateful for or thoughts arising from meditation. I eat breakfast and then jump into something (hopefully) proactive.

ETR: HOW DO YOU PRIORITIZE YOUR MOST IMPORTANT TASKS?

YS: Either by deadline or what I'm most intrigued and excited by.

ETR: WHAT HAS BEEN THE BIGGEST CONTRIBUTOR TO YOUR SUCCESS?

YS: Openness to continue exploring and re-inventing myself and my companies. Not being content with good enough. That's a key factor of uncovering the Evolved Enterprise business model, and the secret to truly connecting your head, heart, and higher purpose for even greater profits.

ETR: DO YOU HAVE A MENTOR?

YS: Many through print, audio, and video. I also have many 'just-in-time' mentors that I call for particular skills and resources, and several business icon mentors who I work with and observe when we meet three-to-four times a year.

ETR: WHAT WOULD YOU SAY TO SOMEONE STRUGGLING AND QUESTIONING WHETHER TO KEEP GOING FORWARD WITH HIS OR HER BUSINESS?

YS: It always looks messy in the middle.

ETR: IS THERE ONE BOOK YOU RECOMMEND PEOPLE READ?

YS: I typically read one book a week, so it's impossible to give just one. It should be

based on situation, context, and phase of life. One recommendation I don't think many people have heard of is *The Great Work of Your Life* by Stephen Cope. It takes the lives of people who have found their "calling" or "dharma" and examines the process.

ETR: WHAT OTHER CEOs/BUSINESS LEADERS DO YOU LOOK UP TO?

YS: So many for different reasons. I've met and connected with many leaders I look up to through Maverick 1000, including being fortunate to spend more than 10 weeks with Sir Richard Branson. From him, I've learned about saying yes, being open to adventure, following your heart, making a global impact, and congregating co-conspirators to help make a difference.

ETR: WHAT LESSON FROM THE PAST YEAR WILL IMPACT YOUR ROLE AT MAVERICK 1000?

YS: One insight from my journal on my last birthday is, *"Who are you to play smaller? Who does that serve? Not you, not the world. It's a false humble. Your JOY is in full service..."*

ETR: ANY OTHER WORDS THAT RESONATE WITH YOU THAT ETR READERS CAN TAKE WITH THEM?

YS: *"Allow the seeds to grow – you cannot constantly pull up the roots and expect a mighty oak to thrive."* That's part of a journal entry from a few years back and it really hits home as we allow more and more to flow into our lives in perfect timing.

Jumpstart Your Vision in 3 Steps

By Craig Ballantyne

I was introduced to the concept of writing visions in an article from Ari Weinzwieg, owner of the famous Zuckerman's Deli in Ann Arbor, Michigan. Ari laid out his eight steps to creating a business vision in Inc. Magazine, and over the years I have expanded his process.

So, to begin at the beginning: **why do you need a vision?** "You must have a vision before you start strategic planning," Ari wrote.

Don't worry, it's fairly easy to write a vision thanks to the questions I've shared with you in your copy of *The Perfect Day Formula*. As a reminder, here's what you'll do when creating the vision for your family, wealth, health, and social self. And like Ari promised in his article, I promise this to you as well;

"It's amazing how close reality will get to your vision if you stick to it."

Here are the 3 steps for creating a clear and concise vision for your life.

Step #1 – Pick a Time Frame

It could be one year, five years, or 10 years. Ari recommends five years, while my friend Verne Harnish insists on 10, and I prefer three. That's what we focus on with my clients at our PerfectLifeWorkshop.com sessions.

Step #2 – Use Questions in The Perfect Day Formula to Write the First Draft

Writing a vision for your life is like creating a movie script for your future. You'll write as if you've already achieved exactly what you desire, in the given time frame you've chosen. (I'll give you an example below.)

As you write, don't hold back. Do NOT reject any ideas that come from your heart. Do not edit yourself. Be creative. Be vulnerable. Craft a Big Hairy Audacious Vision (a BHAV), and be as clear, concise, and specific as possible.

Step #3 – Share It With Your Mentor

Share your vision with the mentor who will help keep you accountable for your follow-up strategic planning. You should, as I did, also share your vision with other positive people in your life that will go out of their way to help you achieve it.

For example... sharing my vision in 2010 with my good friend, and then soon-to-be business partner, Matt Smith was the missing link needed to turn it into a reality. It was Matt's connection with Mark Ford, and a fateful, random discussion between the two of them in 2011, that led to us striking a deal to buy ETR from Mark that summer.

If I had kept my vision to myself, if I had been scared to share my dreams with my

friend, it's possible this opportunity would have landed in the lap of someone else.

Lastly, don't be concerned about sharing your deepest, most desired dreams with other positive people. You do however need to be careful about telling your plans to negative people that might sabotage your success or bombard you with negativity.

Step #4 – Strategic Planning

It's one thing to dream about going to Disney World, but it's a completely different thing to do the planning and take action to get there. When your vision is concise, your planning can be precise. This is where a coach helps tremendously.

Your mentor should be someone who has already achieved what you want to accomplish. I hired Tom, my first coach, because he had the type of successful business I wanted for myself. He was able to strategically plan a shortcut to my success, giving me the roadmap to my personal Disney World. No matter what you want to achieve, you need to have the same level of step-by-step instruction.

Step #5 – Implement the Law of Action Attraction

Once you have your destination in mind and your plan prepared, it's time to head out on the road and take action.

While this is not politically correct to say, the life we currently lead is a result of the choices we've made. It is our personal responsibility for the success—or lack thereof—that we presently enjoy (or rue). We've made the decisions that brought us to this point in life. We've chosen our friends. We've determined what time we get up each

day and what we do in that first magic hour. It is these decisions that dictate how far we'll get toward our destination.

For example, as I write this it's 9:05am EST on Saturday, February 18, 2017. The day before, I flew from Los Angeles to Tampa. I had stayed up quite late (1 a.m.!) catching up with two friends going through major life transitions. They needed an ear to bend and shoulder to lean on. I provided it, knowing full and well this meant sacrificing my regular wake-up time and early morning writing. My schedule would be thrown off, but the late-night conversation was far more important than my sunrise session.

However, I decided to get back on track as quickly as possible. While my friends sleep off the alcohol that allowed them to open up, I rose early and threw myself into writing this essay. I'll be tired later, but for me, this work cannot wait. These were the decisions I made because I know a powerful essay can attract great opportunity into my life.

You are equally responsible for what you're doing right now. This is how you've decided to spend your time. This is how you've decided to take care of yourself. If you want your life to change, take responsibility for the decisions. You create your world. If you want to accomplish great things, go out and act in accordance with your goals. You'll inevitably attract success.

This is the refined Law of Action Attraction. It has and continues to work for me, and it will work for you too. Let's begin to set this law into action with the creation of a clear and concise vision for your life. But first, take two steps back and identify at the core what really matters to you...

The Values Pyramid Is the Foundation of Your New Vision

By Craig Ballantyne

There's an old quote, often (incorrectly) attributed to Mark Twain, that states, *"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."*

I believe in this quote so much that I built a Perfect Life Workshop success tool around it. And it begins with an introduction to the **Values Pyramid**.

This is the first step in identifying what really matters in your life – a decision that is often a stumbling block on the journey of creating your Perfect Life and living your Perfect Days. But it's a simple device you can use today.

Here's what you're going to do. Print out the following page and answer this question for each section:

In 20 years, what would you regret NOT having done or accomplished?

***I'll tell you my answers as we go. Let them serve as an example to help you come up with your own. They'll also expose that I too am human, and constantly working on improving.**



THE VALUES PYRAMID



**In 20 years from now, what would you
regret NOT doing or achieving?**

FAMILY

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HEALTH

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WEALTH

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EXPERIENCES

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.....

Craig@Godfather.com

Beside the word **Family**, you'll see what could be my greatest regret in life as not having children. I love kids (mostly because they are far more enjoyable to talk to than grumpy adults!). Family means a lot to me, so while I've been selfish with my time in the past, it's come to the point where I must make this goal my number one priority in life.

Across from **Health**, you'll see I don't really have a regret. Running a marathon is not on my bucket list. Instead, I simply have a goal of living a long and vigorous life. You might be thinking, "what's an example of a health regret?" Well, I could use my father as an example. If he had been exposed to this form, and was willing to be open, honest, and vulnerable, he might have written down that he regretted not overcoming his alcohol addiction. I know other people that might write down a regret related to sex addiction, obesity, smoking, or inactivity. Others might have a performance-related regret, like conquering that marathon or getting down to 10% body fat. There's no judgment here, just truth. Write down what is true to you.

For my **Wealth** regret, I don't have a particular goal in mind, but rather that I would regret losing my feeling of financial freedom. I'm not a billionaire by any means, but as it stands I enjoy a relative amount of financial freedom (certainly compared to the financial limitations my family experienced when I was growing up on the farm). Today I can order whatever I

want from the menu at nearly any restaurant in the world. I can fly business class if I choose to (although I stick to economy on all flights under four hours). The idea of being financially shackled brings me stress, so I don't own a house or a car, and thus have no debt. Without debt or other financial pressures, I'm free to make better business decisions. That's why I list my wealth regret as not having this feeling of freedom.

Finally, there is space to list **Life Experiences** regrets. For me, writing my book, *The Perfect Day Formula*, allowed me to achieve the most important goal in my life (aside from enjoying family-related experiences). Today, my biggest experience regret would be not seeing the joy on my mother's face that I know she'd have with a grandchild (and no, Bally the Dog does not count as a "real" grandkid).

It is these regrets that drive me to make the right decisions for my right life.

Some readers might shrug off the idea of regrets. Well, not me, nor most of my clients. If you regret nothing, then bravo to you. But if you're like most people, there are aspects of life that conjure up feelings of remorse, and I encourage you to harness these feelings to spur you into taking great action on what matters.

Let me know what you discovered using this tool. Post your breakthroughs on [**The Perfect Day Formula Facebook**](#).

10 Greatest Innovators of Past and Present

From The Startup Guide

10. Galileo Galilei

The legendary Italian genius helped usher in the scientific revolution in the 17th century, and is often called the father of modern science. Forced to defend his views of heliocentrism against the Roman inquisition, Galileo spent most of his life under house arrest for heresy. However he has become an icon of scientific integrity in the face of religious dogmatism.

9. Sergey Brin

As the multi-billionaire Co-Founder of Google, Brin has been involved with some of the company's most innovative technologies including Google Glass and Google's self-driving cars.

8. The Wright Brothers

Orville & Wilbur Wright invented and flew the world's first successful airplane in 1903. Their persistence, experimentation, and work on the principles of flight made them legendary.

7. Eesha Khare

A young innovator, at the age of 18 Khare recently created a tiny device that can charge a mobile phone in 20-30 seconds—a revolutionary technology she calls a “super-capacitor.” She won the 2013 Intel Foundation Young Scientist Award for her invention, and plans to use the prize money to pay for her tuition at Harvard (and continued work as an inventor).

6. Bill Gates

One of the greatest businessman/philanthropists of the last century, Gates founded and built Microsoft into an unmatched software behemoth before leaving to found the Bill and Melinda Gates foundation—a multi-billion dollar philanthropic enterprise working to

enhance global healthcare and reduce poverty.

5. Marissa Mayer

The current CEO of Yahoo, Mayer was the first female engineer at Google, and at 33 was the youngest on Forbes' list of the 50 Most Powerful Women in Business.

4. Steve Jobs

Founder and CEO of Apple in the 1980s and again in the late 90s and 2000s, Jobs played a central role in the personal computer revolution and developing its key Macintosh, iPod, and iPhone products.

3. Alexander Graham Bell

A Scottish inventor and engineer, Bell was awarded the U.S. patent for the telephone in 1876. His work on telecommunications, aeronautics, and other areas (he invented the metal detector) earned him a reputation as one of the great figures of the 19th century.

2. Benjamin Franklin

One of the founding fathers of the U.S., Franklin was a brilliant polymath, inventor, political theorist, scientist, statesman, and writer. His interests varied widely, but in addition to politics, he is best known for his experiments with lightning and electricity.

1. Thomas Edison

Edison invented the first long-lasting, commercially practical incandescent light bulb. He was the father of many other breakthroughs, including the first phonograph and motion picture camera, and was influential in developing the first economically viable way of distributing light, heat, and power from a central station.



CB's Success Shortcuts

It's hard to live up to your peak potential in life if you're constantly letting your days— and nights— slip away due to bad habits. For many people, alcohol is a vice that has a tight grip on their life. Even a few drinks here and there can leave you feeling tired, guilty, and chasing the tail of life. Don't let it happen to you. Make a change and follow my tips to stop the bad habit.

Five Ways to Stop Drinking Too Much Alcohol

You don't have to quit drinking alcohol to be happy and successful or to live a Perfect Life. However, you must consume it wisely, and you must have control over the amusement. In essence, make sure you're the boss in this relationship.

Tip #1 – Slow Down

Slow down. Order drinks you don't love and that aren't sweet. And no drinking games!

Tip #2 – Water!

Make a rule. Drink one bottle of water for every alcoholic drink you consume. This will keep you on the straight and narrow at night and you'll feel thoroughly better in the morning.

Tip #3 – Share Your Limit

Set a limit of two drinks. Then tell an accountability partner. Also give yourself serious consequences for going over this limit. Here's a similar example: Years ago I committed to not cursing. Still, I often slide back into old habits and words. So I've set significant consequences, and punish myself with a \$100 penalty every time I curse. That hurts! Set something that is significant to you.

Tip #4 – Plan For Tomorrow Before You Drink Tonight

Always plan a non-negotiable morning activity for the day after you have a night out. This will stop you from drinking too much. You'll always have that morning activity— and the negative consequences of being hungover— in the back of your mind. You might overdo it once, but this tip will stop you from making it a habit.

Tip #5 – Get Better Non-Drinking Buddies

"You are the average of the 5 people you spend the most time with," said Jim Rohn. This applies all too well to our drinking habits. If you hang out in bars with beer-bellied alcoholics, your future is pretty clear. Likewise, if you spend your time with people that respect alcohol and don't overdo it, you'll be better off.

Another trick: Tell the people you admire that you never get drunk. You will hold yourself to a higher standard knowing you can't let them down. Be the person people expect you to be!

When you give up binge drinking you'll feel far better every morning (obviously). You'll sleep better, think better, and be healthier. It's a win-win situation. You don't have to give up drinking completely, but with these 5 tips you'll drink responsibly, have more Perfect Days, and get on track to your Perfect Life.

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Craig Ballantyne has been the Editor of Early to Rise since 2011. He's the author of The Perfect Day Formula, the creator of Turbulence Training and the no-equipment Home Workout Revolution System



Wishing Won't Do: Coupling Vision with Circumstance

One of the most revealing interview questions, beloved of HR managers, remains to be, *"Where do you expect to be in five years?"*

The answer reveals important inner motivations and aspirations of a candidate. Are they enthusiastic? Do they have a realistic vision that includes the needs of the position they are applying for? Then the important follow-up, *"How do you expect to reach this goal?"*

It's this coupling of vision – the future we aspire to – with a realistic assessment of current circumstances that demonstrates the personal and professional characteristics of those we come to admire: maturity, ambition, and purpose.

THE DANGER OF DECOUPLING

"Dream big" is a catch phrase we've been sold on, along with the idea that vision consists mainly of using our imaginations as a kind of self-hypnosis. When the book *The Secret* claimed positive thinking and sending wishes "out into the universe" could bring miracles, it became a best seller. There's a part of us that deeply



wants to believe in belief. But there's a real danger in decoupling vision from a realistic strategy to reach the desired state. Wishing simply won't do.

Unfortunately, it's almost second nature

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to follow an attractive vision – even when we ought to see the mirage. This occurs when an imaginary vision is the entirety of a product. It's a version of "selling the sizzle, not the steak," only there's no steak at all. Examples abound on crowdfunding sites, where attractive pitches, largely for bogus products, can yield huge investment sums for the visioneers.

The Triton Rebreather, for instance, started its crowdfunding campaign on Kickstarter in early 2015 for a device that mimics fish gills and extracts enough oxygen from water to allow shallow diving without a tank. Snorkelers and casual divers immediately fell in love with the product. More specifically, they fell in love with the idea and high-tech look of the rendering shown. How much in love? Triton's \$50,000 goal quickly ballooned to more than \$800,000 raised in only a few months.

Meanwhile, professional divers, engineers, and scientists raised concern about how impossible such a product would be. In the end, the physics simply didn't add up.

And they were right. It turned out to be a concept design developed for a graphic arts class. The actual product didn't

exist— leading many to refer to the ordeal as "The Million Dollar Scam."

Kickstarter cancelled the funding and donors got their money refunded. (Phew!) But that's only because Kickstarter rules require the delivery of actual products. The Triton team reworked their claims and reopened shop on Indiegogo, getting another round of funding, to the tune of \$400,000 this time— still not bad compared to its initial \$50,000 goal.

The vision continued to sell until mid-2016, when the threat of a lawsuit pushed Indiegogo to shut the campaign down and refund all the money. A satisfactory ending for the hundreds that listened to the Rebreather sizzle instead of looking for the steak, but a good illustration of how dangerous dreams can be when decoupled from physical reality.

VISION: STRATEGIC VS. INSPIRATIONAL

Vision statements – the elevator pitch versions – bounce between strategic concerns (where we are now) and inspirational goal setting (where we want to go from here). These two poles can be described as transactional/managerial and transformational/visionary. Leaders then become placed somewhere on a scale

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depending on which type of vision they embody. **Someone who focuses on developing the best possible product, with cost savings and efficient use of resources, would be described as having a transactional vision. A leader who focuses on growth or developing new opportunities and risk-taking would be categorized as having a transformational style.**

In practice, charismatic leaders balance both transactional and transformational roles.

However, studies show that either type of leader will benefit a company's bottom line, so long as their vision is communicated to employees and followed by upper management. Authenticity matters a great deal. **If the CEO doesn't believe in the corporate vision statement, you can bet no one else in the company does either.**

Our own personal vision statement works the same way. It's a balance between exploiting current opportunities and striving for an optimistic, idealized future. The overall goal is creating a believable, achievable path from here to there. Big dreams and desires are balanced against current resources with the ultimate vision

directing the strategy that will take you to your end goal.

How do you know when you have a worthwhile vision? You put yourself in a situation where you have to communicate it to someone else. This can be a spouse, parent, or business partner. Someone you trust and can be honest with. They fill the role of the job interviewer we mentioned in the beginning. Explain your vision for five (or 10) years out and how you intend to get there. Use the elevator pitch version. It's not about convincing whomever you are speaking with, but believing it wholeheartedly yourself.

One study, using 141 business leaders, ranked the success of vision statements recorded in short video descriptions. Out of the 141, the strong, realistic vision statements, peppered with enthusiasm and optimism, directly correlated with future company success. That's a clear measure of the power of belief. Use it, but do so wisely.

Written by Early to Rise 🌅

In Brief... 10-Second Successes

Each month we'll bring you highlights of the latest news and tips that help you lead a more successful life.

Why Price Matters More Than Product FROM FIRST ROUND CAPITAL

Ask your customer (in a smart way) for the Acceptable Price, the Expensive Price, and the Prohibitive Price for your product. The acceptable price is the number people are comfortable paying, feeling it's a steal. The expensive price is what they would actually pay, but often don't like (it's the price usually aligned with value). The prohibitive price is what they'll laugh at, but gives you some sense of what you can actually charge someday, but not at the moment.

Secrets of a Teenage Venture Capitalist BY TIFFANY ZHONG

I stumbled into a VC gig at age 18, as an analyst at Binary Capital. Then I got my real start going to hackathons and using Twitter, which connected me with Product Hunt (that was senior year... of high school). Now I'm a freshman at UC Berkley. What I learned about the VC industry is; one, the job is extremely unstructured (basically sink or swim); two, the VC pipeline = access/network + judgment + winning, and you have to build a reputation as someone who can add real value; three, you'll learn to ask better questions and to actually listen (the key to a good question is admitting what you don't know); five, be skeptical; and six, have strong opinions, weakly held (jump in where you feel you don't belong but bring a growth mindset).

Ways to Hear Your Inner Truth BY LOUISE HAY

How can you get clear on what you want? Make an Affirmation Board. An affirmation board is a self-portrait. It's a presentation of everything your entire being says yes to. If you are familiar with the notion of a "vision board," it's very similar, but you don't have to be limited to just images... Write down everything that you love, that makes you happy, or something you want to bring into your life. We encourage you to make sure your Sacred Yesses are more than a shopping list. You might include developing a quality like courage, gratitude, or forgiveness, for instance. Maybe you want to practice a skill like meditation, yoga, painting, or cooking.

What Entrepreneurs Can Learn From 'Star Wars' BY VENKAT KRISHNAMURTHY

The Force Awakens had me thinking about my own start in business and about how effortlessly the iconic series imparts entrepreneurial lessons. I realized...I totally want Chewy on my team—faithful, strong, and fuzzy. What a guy. And who doesn't want a Jedi, a princess, and a cute stubby little robot on their side? But seriously, as an entrepreneur, the most important component of success is a great team— one that's fighting for a shared cause and that has your back and pulls you up when you need it. No evil empire was ever toppled by an individual. It's always a team that wins— a team that started out small and scrappy with a shared vision, with members who often have complementary talents, each of whom is invaluable in making that vision a reality.

YOUR MARCH MOTIVATIONAL MESSAGES

Each morning I send a coaching message of inspiration and motivation to more than 100 of my top clients. Here are the best messages from the past month that will help you live your vision. ***Print them out and review one every day.***

- This is the life you've chosen to live. You are right here, right now, because you want to be, for better or for worse. Be thankful for it, or choose to change it. Don't resist your personal responsibility for everything in your life. Be yourself and better yourself. Resist complacency. Don't settle. Never stop learning, improving, or giving.
- If you are not happy, you must change, and that involves being brutally honest with yourself about why you haven't done so already.
- "Ask yourself WHY you want something, but refuse to act in congruence with achieving it. Either say 'no' to achievement or dig in and get to the bottom of the persistent incongruence between what you say and what you do. It is OK to admit you are not willing to pay the price— and by doing so, that will stop self-sabotage." – ***Dan Kennedy***
- Say what you need to say in your relationships. "Speak from that place in your heart where you are most yourself. Speak directly, simply, lovingly, gently, and without apologies. Tell us what you see and want us to see; tell us what you hear and want us to hear...trust your own heart. The words will come. There is nothing to fear. Those who need you the most will help you the most. You can be sure that I will." – ***Henri J.M. Nouwen, Life of the Beloved***
- Fill out your gratitude journal, listing every person, major and minor, that made a difference in your life this week. Be thankful for them. Also be grateful for the opportunities in your life and what lies ahead. List three big priorities for your coming week. Book them into your schedule. Let nothing come between you and these priorities. And never, ever give up on what is important to you.
- Sleep on it. Contemplate all possibilities before making big decisions. If it's right, fully commit. If not, let it go. "Consider the real nature of your aspirations, and measure that against your capacities." – ***Epictetus***

The New & Improved Ballantyne Family Vision

Last month while visiting Florida for a Perfect Life Workshop, my friend and coaching client Phil asked me a popular question. “Craig, who is this TK woman in your vision. How come I’ve never met her?”

It’s an inside joke.

You see, in publishing, when you write a book or article, editors use the shorthand “TK” to signify that the information is “to come.” And so TK in my vision represents the name of my wife to be determined at a later date.

Now that I’ve taught almost a dozen Perfect Life Workshops and one-on-one coaching sessions, reading my original Ballantyne Family Vision to hundreds of clients, recently I decided the destination needed refreshing. Using the formula shared with you in this issue of Success Formula Newsletter, I’m recreating my new and improved vision. After all, the original went to print in 2015 and a lot has changed since then. My TK is still TK (to come), but I’m working on that every day. Plus, the 10X Vision System (a success tool I teach in my Perfect Life Workshops) has shown me a bigger future for ETR and the Perfect Life Program. Enjoy!

The date is **June 21, 2020...**

TK and I have just celebrated our anniversary and the christening of our baby girl, Sophia. She’s the pride and joy of our lives and the center of attention at our home on Sir Adam Beck Drive in Stratford, Ontario. It’s also Father’s Day (my first!), and we’re surrounded with more than 100 friends and family members, including TK’s family, my sister, and my 78-year-old mother, who remains in great spirits and good health.

My business partners, Matt Smith, Bedros Keuilian, and Joel Marion, have traveled with their families from America. My best friend of 40 years, Jeremy, has joined us with his girlfriend. Ol’ Bally the Dog, now 14 years old, is wagging his tail in excitement to see everyone, while Daisy & Hunter, our new yellow and black lab puppies, play in the backyard. A dozen kids are splashing in the pool, while the adults gather in the kitchen and on the back deck where Bedros mans the grill, cooking burgers for everyone (and yes, one for ol’ Bally too).

As we lounge in the late afternoon sun, Matt, Joel, Bedros, and I slip away to toast another year of success. Matt and I run Early To Rise, which is still based in Denver. We serve high-performing entrepreneurs, executives, and leaders

through ETR University and *The Perfect Day Formula* programs.

ETR has annual revenues of \$15 million with a gross profit margin of 35%. There are more than 2,000 students enrolled in ETR University. We've sold more than 500,000 Perfect Day Formula books and kits, and taught 200-plus Perfect Life Workshops. But the biggest part of our business is our Perfect Team Corporate Training Program. We have 10 PT-Certified Coaches delivering corporate training workshops around the world, and just celebrated our 250th event. Meanwhile, we continue to grow our Turbulence Training Certification program, recently certifying our 1000th trainer.



Each year the ETR team, TK, and I write at least one book. In addition to *The Perfect Day Formula*, we've written:

- The World's Most Disciplined Man's Guide to Overcoming Adversity and Making Big Changes in Your Life
- Stop Feeling Crazy: The Anti-Anxiety Handbook for a World Gone Mad
- ETR's Daily Dose of Wisdom for Your Wealth, Health, & Personal Development
- 100 Craig Codes For Success, Structure, and Significance
- The Perfect Life Plan for High-Performing Entrepreneurs & Executives

- Build a Perfect Team: The Step-By-Step Blueprint for Creating a Killer Culture and Aligning Your Team with Your Mission and Vision

TK and I work from home and maintain strict business hours in a small, sunlit office on the west-facing side of the house. I start work at 4am each day, take a family/dog walk-and-exercise break from 6am - 8:30am and finish my day at 4pm We enjoy four hours of family time before bed. We eat dinner together every night at 5:30pm, and I work a half-day on Saturday, while devoting all of Sunday to family.

My number one priority is family. Family (that includes our close friends) means the world to both TK and I. Our focus on family has forced me to work less and follow my own advice from *The Perfect Day Formula* better than ever.

My work travel has been reduced to four weeklong road trips per year. Each trip begins with three days in Denver at the ETR office followed by four days in Chino Hills, California with Bedros where we coach more than 250 entrepreneurs in our Empire Mastermind.

TK and I travel three times every year, and plan to continue this even now that baby Sophia is here. In January, we escape to Florida to visit Joel and his family for three weeks. In the summer we visit Europe where I teach at the annual BlackSmith Liberty and Entrepreneurship Camp in Lithuania. In December we'll return to Denver for ETR's 9th annual Toys for Tots (TFT) charity seminar where ETR and friends plan to donate beyond \$500,000 to

TFT and other organizations.

We believe in experiences over material goods and accept the challenges of traveling with our children because we know the experience will be worth the effort. We look forward to the joys and challenges of raising Sophia and our future children (hopefully including a rambunctious boy named Jack!) to become loving and compassionate adults.

TK and I are heavily involved in local charities in our hometown. We volunteer at the Stratford General Hospital and support the Stratford Slow Food movement and organic farmers community. Each year we bring all three organizations together with a mid-December Christmas party for all families, and to showcase the work of the food community.

Our biggest family event takes place on Christmas Eve. There are two parts to the big day. First we spend the afternoon volunteering and delivering toys to children and meals to families in our community that need a helping hand. At night we open our home in Stratford to our friends and family members. More than one hundred people visit on this magical night and we continue this tradition for the rest of our lives.

TK and I are also committed to lifelong growth, both individually and in our relationship. We understand that we will evolve as people and commit to being open to new experiences and constant learning. I love TK because she reminds me of what matters in life when my natural habit is to become caught up in trivial matters. TK supports me in my goal of writing five books. She's even decided to

craft one of her own.

Our day-to-day life is simple yet abundant. We expect to be actively involved in our businesses and charity work into our 80s and 90s. We believe "a virtuous life is the best life," and that's why we're committed to helping others and sharing our good fortune. We encourage without preaching, we support without expecting a return, and we give to those who we know will give back in their own way.

We are grateful every day for the life that we are able to live.

I want you to notice the clarity of this vision, and the great detail put into describing the setting and people, along with my personal definition of success.

The Ballantyne Family Vision is not perfect. It will evolve. Unexpected twists and turns in life will happen. However, this vision gives me a clear direction to work toward; a roadmap and clear destination that I can follow every day. And my vision helps me make the right decisions, right now, for my right life.

Your vision must do the same for you.

It must inspire you, your family, your partners, and your employees (if you have them). Don't hold back when you write it out. Unleash passion. Create your vision to include all the big goals and dreams you want to accomplish. Print it out. Keep it with you. Act in congruence with it. Never waver. Use it to get through the tough times and dark days and you'll soon experience what I did in 2011 when I achieved EXACTLY what I wanted in life.

The system has worked for me, hundreds of my coaching clients, thousands of *The Perfect Day Formula* fans, and it will work for you.

Sincerely,

Craig Ballantyne

Creator, The Perfect Day Formula

PS – If you're a high performer looking to take your life to the next level but need help creating a custom vision for your life... or if you need help destroying the obstacles in the way of your destination, I invite you to learn more about my Perfect Life Workshop program.

Please watch the video made for you here.

COMING THIS APRIL:

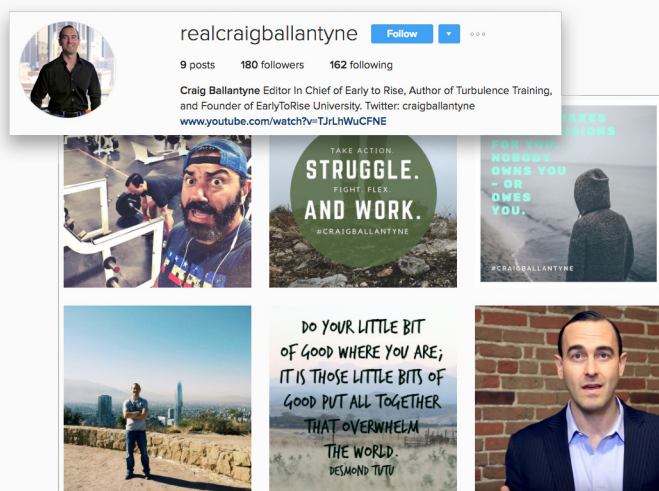
- ➔ 10X Tool Revealed from My Genius Network Presentation
- ➔ Success Tips from the 7-Figure Speakers at the FBS Seminar in San Diego
- ➔ New Breakthrough Tools from my Perfect Life Workshop program
- ➔ 5 Perfect Travel Day Tips to Make Your Journey Smooth
- ➔ And best of all... Highlights From My Mom's 75th Birthday Party in Miami!

CRAIG BALLANTYNE'S SPEAKING & COACHING CALENDAR

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|--|---|
| <ul style="list-style-type: none">▶ Feb. 23-24 – Genius Network Mastermind with Joe Polish▶ March 8-13 – Marlene Ballantyne's 75th Birthday Trip to Miami▶ March 11 – Perfect Life Workshop, Miami – 2 spots left▶ March 23-26 – Fitness Business Summit, San Diego▶ March 26 – Perfect Life Workshop, San Diego – 1 spot left▶ April 21 – Perfect Life Workshop, Toronto – 3 spots left▶ May 5 – Perfect Life Workshop, New York – 4 spots left▶ May 6-7 – Atlas 400 Meeting, New York | <ul style="list-style-type: none">▶ May 9-10 – Empire Mastermind with Bedros => NEW Coaching Group▶ May 11-12 – \$100K Info Mastermind, Chino Hills▶ May 13 – Perfect Life Workshop, Chino Hills – 4 spots left▶ June 1 – Perfect Life Workshop, Denver – 3 spots left▶ June 2-3 – Turbulence Training Summit, Denver▶ June 29 – Perfect Life Workshop, London, England – 3 spots left▶ July 1-16 – Annual BlackSmith Camp & Euro Trip, Hungary, Lithuania, Portugal▶ Nov 3-4 – Speaking at Annual Genius Network Event, Scottsdale |
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