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I AM NOT A MILLIONAIRE

MINDSET SHIFTS FROM FAILURE TO FINANCIAL FREEDOM



ANDREW ALEXANDER

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I Am NOT A Millionaire

Mindset Shifts from Failure to Financial Freedom

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Thank You for Downloading My First Book

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Forward

Jim Kellner, CHt

Certified Hypnotherapist, Phoenix Arizona

I can't tell you how honored and excited I am to talk with you about this book. I met Andrew a few months ago at a Master Mind group. I was immediately struck by his knowledge of and passion for online marketing and business, as well as impressed by what he'd already accomplished in building his business. I could see great potential in him for accomplishing even more.

About two months ago I mentioned to the group that I'd decided to start working on a book so that I could reach a larger audience and affect change in even more people's lives than I could working one on one with clients. Andrew asked if I'd be interested in co-authoring something together to which I eagerly agreed. And then just days later I got an email from him with an outline, introduction, stories, and ideas for the book. A true man of action!

While I've been trying to plan and decide exactly what to write about and how to structure that book Andrew began and finished writing this one. Impressed again! How many of you are trying to plan and decide how to proceed with your book, your great idea, your life change? How much could you get done in that time if you simply did it? What could you accomplish in the next 30 days, 7 days, 1 day if you stopped planning and procrastinating and just took action? Doug Grady says, 'Perfectionism leads to procrastination'. I agree.

This book, as much as I love it is not for everyone. You see, this book is really only going to be helpful to a certain type of person. This book is for those who are NOT achieving the success they'd like to achieve in some other area of their life. If you don't feel that you are exactly where you want to be, i.e. you ARE successful in *every* area of your life please put down this book immediately and shoot me an email detailing your secret to success because I want to hear your story. I truly do.

The truth is most of us, even millionaires and people who seem to 'have it all' want to change something in their life. I learned this very quickly when I began seeing clients as a hypnotherapist. Countless times I'd have clients come in who by all outward signs were 'perfect'. I remember a woman who walked in one fall afternoon. She was a dentist with a thriving practice and was married to a successful medical doctor. They had two little girls and according to the address on her intake form lived in a very upscale neighborhood. She was well dressed, mid-thirties and would be considered attractive by nearly anyone. Her issue? She wanted to lose 5lbs. By all outward appearances she was height weight proportionate and didn't look like she needed to any lose weight at all. She explained that while 5 lbs. didn't like sound like much to most people she felt uncomfortable physically and it severely impacted her self-esteem. Everyone has their threshold. For some it's 5 lbs., for others it's 50.

Another client I worked with sold luxury cars. Again by all outward appearances he had it all together and was quite successful. His problem was that he was terrified of public speaking and knew that he couldn't get to the next level in his organization without that skill.

Whether you want to lose weight, get better at dating, build a thriving business, or just boost your confidence – this book is for you, because the tools and principles are timeless, effective, and suitable to any area of life. If I were to follow the example of many ‘self-help’ type books this is where I’d say that by simply picking up this book you’re already ahead of 70% of the people out there. I know this because I’ve read a many self-help books. Keep in mind though -- reading is NOT enough. AGAIN. READING. IS. NOT. ENOUGH. You absolutely MUST take action if you want to affect change in your life. You’ll find that taking action is one of the core principles of this book so you can think of these exercises, thought assignments, and points to consider as a rehearsal for living the life you want to live. As Andrew says later in the book, ‘Your actions now will keep you up down the road, and these actions will prove to ‘Success’ that you deserve to be successful.’

Don’t update your status first, or flip through the channels to see if the new episode of your favorite show is finally available, and you surely don’t need to watch any more cute cat videos. Give yourself, your family, and everyone who will benefit from you being the best that you can be a gift by reading this book *and* taking action RIGHT NOW.

Take Care and Be Awesome!

Jim Kellner, CHt

Certified Hypnotherapist, Phoenix Arizona

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Introduction

Hello,

My name is Andrew Alexander, and **I Am Not a Millionaire.**

I live off of passive income, haven't used an alarm clock in months, I create my own schedule, I am free to live wherever I want in the world, and I finally experienced success and happiness for the first time in a while.

Translation: This is the life I DREAMED of just three years ago when I was broke, unemployed, 24 years old, living at my parents' house, 700 miles away from my friends. Two days before I made one of the most life-altering decisions in my life that led me to this success...I was crying in my bedroom because life didn't turn out the way I always pictured it to be.

So my message to you is simple: ANYTHING is possible.

Looking back at what I went through to get to where I am today, living my dreams, I realized one very important thing...

I am not lucky. Millionaires are not lucky. Professional athletes are not lucky. Singers and authors are not lucky.

If you follow the right path, anything in life is possible. It is my goal to guide you through that journey.

Here is a little bonus – I am going to do what no author has done before... I am going to give you my personal contact information right now in this book:

My personal Skype ID is andrewalexander1114 and my personal email is andrewalexander1114@gmail.com

When you are done reading this book, please send me a message and I will help you through any obstacles you are still looking to overcome in order to achieve your dreams.

But who am I? And how can I help you?

I am a normal person. In 2011 I graduated college with a Master's degree and tried to become a police officer. Then I read a book on entrepreneurship and decided to start learning this online marketing stuff.

1. I have an app business with over half a million downloads.
2. I make approximately \$5,000 a month in income that is 100% passive (see...I am NOT a millionaire yet...but I am pushing forward to get there)
3. I studied NLP (neuro-linguistic-programming) and other deeper level psychology tools, and was able to rewire my brain from having a scarcity mindset, low level depression, to achieve the following:
4. Two profitable online businesses in a short period of time.
5. I wrote the first draft of this book in one week (160+ pages) and got 5 star reviews.
6. Lost 30 pounds.
7. Gained confidence around girls and in general

I don't say this to brag...well maybe I say #5 to brag a bit because I'm proud of that accomplishment ;). I say this to motivate you. I have experienced MASSIVE life change in all areas of my life in a short period of time.

The same is possible for you. Here is where you begin...

I published this book, to help you get here faster than I did.

There is one thing...I have not yet reached the level where I want to be. Just like it took me three years to get to where I am at today. There are a number of beliefs that I hold, and wrong actions that I am still taking which are preventing me from getting to the next level of my entrepreneurial journey.

The stories in this book are a reflection of the mental obstacles that I have overcome, and the obstacles that I am currently dealing with. A lot of them are the same obstacles, in a different form. The only thing that EVER held me back in life when I was overweight, broke, and living at my parent's house...was what was going on inside my own mind.

By training myself HOW to get past these limiting beliefs and obstacles... I experienced rapid growth.

This is how fast growth can be. Just last night I was talking to a friend who I went through an NLP Practitioner training course with. Part of NLP is using visualizations and thoughts to change your mind for the better. My friend (and myself) have learned a 5 second thought process that allows us to lose the craving for ANY food we want to give up.

He absolutely LOVED the taste of Twix bars, but was trying to give it up for a long time for health purposes. With a five-second thought process, he lost ANY craving for Twix bars, and is actually grossed out by them now.

I did this technique with over 20 different junk foods which I no longer eat. Point being... CHANGE CAN HAPPEN FAST.

I actually wrote this book for me (Sorry reader! This wasn't meant to be for you!).

The only things that are holding us back in life, are within ourselves.

This book began as a journey within myself to really see why I am not a millionaire yet. By making the tough choice to see where I was screwing up, writing this collection of stories has helped me grow more in the past two months, than I have in the past 10 years. I recognized where I was holding myself back by writing these stories (bringing it to conscious awareness...which is VERY uncomfortable at first), and using the stories to help myself.

It is a lot easier to give the 'honest truth' to somebody else. So that somebody else is this book. Once I wrote the story, the problem was solved immediately.

CHANGE IS FAST. And you can do anything I did here.

So once again, I wrote this book for me. **Everything I wrote in this book helped me get to the next level.**

And I am sharing it with you.

Every story in this book that I shared with my entrepreneurial friends resonated at their core level, and I got nothing but positive feedback. I decided to share my stories with others.

Their feedback made me realize one thing:

The stories I am telling in here are common amongst startup entrepreneurs. We will all run into these obstacles at one point or another in our lives. By learning from my stories, I

hope you grow past these experiences at a quicker pace than I did, and fly past me on your journey to success.

I am not a millionaire, and there are a number of very specific reasons why I am not. I learned them from my friends who grew million dollar companies and have mentored me. I am now open to mentor you. This book will help you avoid those reasons, and get you to where you are going faster.

Not if, but when I become a millionaire, I promise you a new book that will have lessons 100 times more valuable than what you read here.

Thanks for reading,

Andrew

P.S. This book is not the end of my journey. I am constantly identifying obstacles that have been holding me back, and getting past them at a pace quicker than before.

Perhaps I became a millionaire between the time I am writing this and the time you are reading it. You can find out exactly where I am at the link below.

Follow my progress, and tell me your story at:

<http://www.iamnotamillionaire.com/book.html>

"Anything is possible. Luck does not exist. You can actually achieve the same level of success that anybody else has. You just have to take action and go for it." -Me

The Back Story

Three years ago in 2011 I was broke, 30 pounds overweight, unemployed, and living at my parent's house at the age of 24.

Fall 2011 - I decided that I never wanted to be broke again, so I looked towards online business and taught myself coding (bad idea to try to become a computer programmer if you want to get rich...same with college). I read the books The Millionaire Fastlane, The Four Hour Workweek, and Rich Dad Poor Dad.

March 13th, 2012 – I cried in my bedroom because life sucked. Nothing was going right and I had a \$30,000 worth of student loan debt. The first job I got after college was at Subway.

March 15th was my dad's birthday.

March 16th, 2012 – I said 'fuck it', and packed my 2006 Nissan Sentra with what I could, and drove across the country. Something needed to change, and I was responsible to make that change.

2012-2013 – I got a job working in customer service for a car sales company, got promoted to their corporate office...but that wasn't the dream I wanted. October 25th, 2013 I moved into a house with 2 other entrepreneurs in Scottsdale Arizona and my life changed forever... The plan was to live together and grow our online businesses by the summer time.

June 2014 (970 days later) – I was making \$4,000 a month in passive income from an app company I started 7 months earlier and I quit my day job.

Just a couple of months ago, this was the typical week for me:

12:00 a.m.: I would fall asleep

6:30 a.m.: The alarm clock goes off for my day job, and I hit snooze a couple of times because I'm so tired.

7:00 a.m.: I would roll out of bed, rush myself to get ready for work, and start my commute.

7:30-4:30: I would be exhausted all day at my job where I was overworked, underpaid, and constantly dreaming about being a successful entrepreneur.

5:00-11:59 p.m.: Take a post work nap for a few hours, be too tired to go to the gym, browse the internet, and maybe get some work done on my side business.

The weekends entailed sitting on my computer trying to figure out why I was failing, and trying to work on a business.

Rinse. Repeat.

Today: I create my own hours, am free to travel anywhere I want in the country, make passive income while I sleep, and am finally enjoying life.

Remember what it was like to live the college life? The good ole days? I am doing that now, at age 27...and I am making a full time income without having to work.

I say this, not to brag...but to inspire you. I HAVE BEEN WHERE YOU ARE. If I can do it...so can you.

This book:

If this describes you – I can help.

Well enough about me...let's get to the content so I can help YOU.

What is holding us back?

The central themes of this book are that “the only thing that holds us back is within our own minds” and “we can achieve anything we set out to achieve, if we just work hard enough and go in the right directions with our actions.

Once we get past these limiting beliefs/stories in our minds, we will realize that we truly have unlimited potential.

1. Eliminate these limiting beliefs,
2. Learn from those who are where you want to be,
3. Take appropriate action, and
4. You will realize that you have unlimited potential.

Have you ever noticed how the next ‘get rich quick’ scheme, or the next miracle diet always seem to fail? The reason for this is because we rely too much on external influences, and not where the true growth comes from:

Within.

Read this book, and you will discover the growth that is happening within.

Writing Style

I wrote these as a collection of stories, and put them together so I could publish this book for you. If you go into this book reading it as a collection of individual stories and lessons vs. expecting a story flow like other books have; you will get the most out of it.

Some stories may tie together, but each story has its own individual lesson.

I also kept the tone to my real tone, instead of heavy editing because that would make it sound fake, and not from the heart.

This book comes from my heart.

Enjoy the lessons.

Other people write books about their great successes and accomplishments, and they don't talk about their failures.
EVERYBODY HAS FAILURES.

This book is different. I am going to talk a lot about some deep down, personal stories that I've pushed myself through. Everybody goes through this stuff in their life! I am opening up to you to show you that it is a NORMAL PART OF THE PROCESS Push through these limiting beliefs and you will be successful.

Chapter 1 – Failing to Win

fail·ure

noun

The lessons that lead you to success.

Fear of Failure

I had a big fear of failure, well...more like a fear of the unknown. I had no clue what would happen if I put \$1,000 into my app company. I stood stuck in analysis paralysis for months on end. I also was scared to talk to attractive girls at the bar. What would happen if I screwed up?

Here is a story about my dating life that can help you relate to this obstacle in your life.

Have you ever prevented yourself from taking action because you were scared of what might happen if you fail?

Whenever I used to go out to the bars and clubs, I had a goal to not get rejected by girls. Up until a few weeks ago, I had close to 100% success rate with this goal. Some of the friends I went out with got rejected and failed quite often. But I never failed.

I was winning.

Do you know why? Because when I don't actually talk to anybody, I have a 0% chance of getting rejected.

Perhaps you, or someone you know, has been in a similar situation:

You go out for the night with your group of friends and they approach different girls all night. They are getting rejected left and right, and you are just standing there with a beer in your hand. You are watching this unfold with thoughts racing inside your own head of potential failure, embarrassment, and rejection, and not talking to anyone (here's a hint – those

thoughts never pan out the way you think they will – the fear is not real).

The bartenders get paid to flirt with you, and you don't know that yet so you talk to her to make yourself feel better.

Was it coincidence that you left her a nice tip after she flirted with you?

No, it was not.

But then something interesting started to happen.

My friends met a group of really attractive girls one night and brought them home to the apartment...and I didn't; because I was too busy avoiding failure.

I had success with my goals: I did not get rejected once that night, yet I don't feel satisfied with my results.

Why is that?

The answer is because I was too busy setting the wrong goals.

There are two ways to go with this:

1. I could play to 'not lose', or
2. I could play to win

When I played to 'not lose' at getting rejected by girls at bars, I never won.

A few weeks ago, I realized this philosophy. So I went out and decided to win for once. All it took was my ability to identify this flaw in my thinking, and taking some action to turn it around for the better, and I began to see different results.

And I won... I'll save that story for another time, but let me tell you: When I played to win, instead of trying to not fail: I won big...on the first night.

I used to think it would take years to have the level of success I just experienced. It turns out that was only a false belief in my mind.

Winning is where all the fun is. Why are you still playing to 'not lose'? Now that you are aware of this flaw, you have no excuse.

When I played to 'not lose' with my business, I never won.

This same approach played itself out on my journey to become a full time entrepreneur.

I chose this entrepreneurial journey in 2011 while I was broke, unemployed, and living at my parents' house at age 25 in the middle of rural North Carolina, 700 miles away from all my friends (fun situation to be in, right?).

I decided at that moment, that I didn't want to be broke ever again.

So I went into work/business to reach that goal of not losing, and boy did I succeed again (can you see where this is going yet?).

Within 2 years, I got a fairly high paying job, living on the other side of the country, not having to live from paycheck to paycheck, and I learned some cool web programming and online marketing techniques.

But just like my dating story, I didn't feel satisfied. I see friends around me making lots of money free to travel anywhere they want in the world, yet I couldn't do that...**because I was playing to 'not fail'. I was 'not failing' in the security of a day job.**

I had cool websites and products, but I wasn't winning. I was playing to not fail with the comfort of my job paying the bills and not letting that money go.

Every \$1,000 I put into my businesses up until that point went in with the mindset of 'how long can this money last before I lose it'.

I lost it every single time on previous businesses.

At this point in my entrepreneurial journey, I decided that something needs to change. By playing to 'not lose', I was never going to win.

The Switch

And then one day when I made some money through an app of mine. It was somewhere around \$60 in the first month. After that, I decided to put \$100 into the business because it might make me at least \$200 back... And it made me over \$1,000. I put more money in so I could make more...and within a few months, I had my first \$10,000 month.

I didn't know this philosophy at the time, but I finally chose to 'play to WIN', instead of not losing. Four months later, I now have a completely passive income that pays all my bills, and then some... and I don't need to work a job while I'm building up my second business.

So by putting money into my business with the intent of it making more, and not worrying about losing it....I began to see the other side of the coin where I had my first small win.

Are you playing to 'not lose'?

What if now is the time to start playing to win? **What is one thing you can do to flip this mindset around and experience your first success?**

Afterthoughts on this section:

1. Those thoughts and fears in your mind are not real. Have you actually faced your fears yet and saw what the ACTUAL results are? Or are you basing your opinions on false beliefs in your mind? Just like I went with the intent to pickup the hottest girl in the bar, and won that night...and how I won in business, you WILL achieve the same results when you do the same thing.
2. When you run towards a goal, it is like a picture in your mind. The more you focus your mental energy on the positive goal, the bigger that picture in your mind becomes, until it starts to appear out of your mind, and in your life.

Your thoughts control your actions...

Thinking to Win

Ever hear of the term “Limiting Beliefs”

During my NLP training, they taught us about curing limiting beliefs in our mind. An example of a limiting belief might be “I can’t run an online business that makes money”. The belief is that you can’t. I used to have this belief! Then I saw a 28 year old friend of mine go from having a day job with me, to doing \$500,000 in sales within the first year of his business. He started it as a side business while working a day job. By seeing him go from nothing to something, my thoughts (beliefs) changed, and shortly after...my income changed.

After learning the information from the last chapter and finally ‘**playing** to win’, I began to make some money. Putting money into a business, and working on a business to win was one of the first small steps to making money. By approaching girls with the intent to win (and not to avoid rejection), I began dating girls once again.

Do you see the connection? What happened to me is NOT an isolated incident. I have a lot of friends that have a lot of success in business and dating, and they accredit this thought process to their success as well.

It didn’t solve all their issues in one major event, but it was one of the major tools that they built on top of the other principles of this book.

The change comes quickly when you put all of these lessons together.

Think to Win

Thinking to win brought this lesson to a whole new level. By dating attractive girls that were recently strangers, and making money with my business, the only thing I did differently was change my thought process.

I thought it was possible, and I realized that I was correct.

I believed it was possible.

And the real mysterious part is that nothing else has changed.

So all that happened was:

1. I put a positive thought in my mind
2. I took action towards that positive thought, and
3. I achieved success

The funny part is that with #2, the action was always a direct result of that initial thought. So the only thing I had to do was change the thought and take one small step in the direction of that thought/goal, and #3 became possible...every single time.

One Action

- When I had a thought about avoiding failure – I took a specific action that would reach my goal (thought) of avoiding failure.
- When I had a thought of success, I took an action that got me to become successful, in the way that I had thought.

Have you entertained the possibility of: By reframing your thoughts into the positive, you will finally be set on a path to reach your positive goals once and for all?

As long as you decide to take action towards that goal, you **will** get to that goal.

After-Section Thoughts:

1. Often times I would plan so much for that goal, that I wouldn't take action. This is why I suggest one small action. It will motivate you to start before you get so overwhelmed. Over-planning leads to analysis paralysis. Have a general view of the path and take it.
2. Once you take that first, small action – You will be in a better place for what you have to do next. The journey always changes. Take that one action now.

A Challenge to You:

1. Before you read the next chapter, or do anything else. Think of your goal and think of ONE small action you can do in the next 5 minutes. Take that one action. It could be as simple as writing down 20 possible domain names for your business idea, or 20 titles of your book.

Don't worry about being right or wrong with that action. Do SOMETHING. Do ANYTHING.

Reframing

...seriously, put down this book and do one thing of taking action.

How can I THINK to win? Is it hard?

The simple technique of reframing is more powerful than you can ever imagine when you begin to try it right now.

With every thought in your mind, or every event in your life, there are two sides of the coin:

1. The Negative, and
2. The Positive

The first step of this process is to recognize when you have a negative thought pop into your mind.

The second and final step is to reframe that negative thought or belief into the positive counterpart.

Reframe this: A friend tells you that a family member has cancer.

In the late spring of 2013 in Scottsdale, Arizona, I was having lunch with a girl who told me she had to move back home with her family the year before. Her younger sister was diagnosed with cancer.

During this conversation, I allowed her to discover that she was given the opportunity to reunite with her family, and build a bond that is stronger than ever. Even though she moved back home from New York and dropped her life there, her sister is now completely healed and her family is a thousand times stronger.

If you were able to reframe that for the positive, you can easily reframe the smaller issues that you deal with. In this case, my friend has a POSTIVE reaction to what I said. One might think that it could come off as a bad thing.

That is an extreme example to show you how powerful this is. I suggest practicing it on your own life first. I wouldn't start off with the big stuff right away. One small thing.

My current example:

I am about to spend \$5,000 on paid advertisements for my new business.

1. I could either lose \$5,000 on buying advertisements for my business, or
2. I could learn a highly marketable skill that will pay for itself tenfold over the upcoming months and years.

Exercise:

Think of three obstacles that you are facing now, or negative events in your life, and reframe them into the positive.

Reticular Activating System (RAS)

When you are driving to work in the morning, or to the store that you go to on a regular basis, do you ever notice how you kind of 'zone out' onto the road, yet are able to get there safely each time? You don't notice many of the signs on the side of the road, or how the flow of traffic is usually at a constant.

Imagine driving down the road to work like you do every single day, and then a dog runs in front of you. You immediately become aware of this, and swerve to avoid a crash.

How was it that you immediately became aware of the danger, yet you zoned out on everything else?

The answer is because of your RAS. There are over 2,000,000 bits of information (give or take) bombarding us at any given time, yet we only consciously pay attention to just about 150 bits of it.

These are the bits of information that are important to us. Just like the dog swerving in front of the car is important and our RAS picks up on it and brings it into your awareness, you can use this system to become more successful.

Take a look around the room you are in right now.

What do you see? Say it out loud. Now take a look at something else that you didn't see, but was in your field of vision all along. Perhaps your right thumb. It was there, but you aren't consciously aware of it.

The same rule applies for positive thoughts. As you begin to read the remainder of this section, you will begin to realize that of the 2 Million bits of information surround you, there is always a positive thought process hidden just out of sight.

Just like you were looking at the screen of your boo, while the thumb was there all along; there is always the positive that is just outside of your awareness...but it is there all along.

What if you could just shift your focus on that positive...right now?

Nothing is what it seems

You live in your own reality.

Some people are scared of clowns. I am not. I find it ridiculous that they are scared of clowns and I judge them because they are. You might do the same.

But then I asked myself – What am I scared of that other people think is a ridiculous fear? What is my ‘fear of clowns’ ...is it rejection?

Business Lesson: There is always another point of view when you step out of your own reality. The ‘Truth’ that you hold about some beliefs is not so true after all. Take a step outside of your body for a second.

One hot August day in 2010, I was sitting in the training room of a North Carolina police academy. They showed us video footage of a suspect reaching for a gun out of his pocket and aiming it at the police. The officer in this video shot and killed that man.

But the suspect didn’t actually pull out a gun. He pulled out a cell phone. The shooting was still ruled as ‘justified’ according to the grand jury. And here is why.

That first video showed the entire story from the angle of the officer’s point of view (it was from his dash cam and he was standing by his car). You could actually see a second officer on camera flinch and jump to the ground as the man pulled the ‘gun’ out. With this knowledge, Officer 1 saved his colleagues life.

The suspect reached in his jacket, pulled out a black object, and pointed it at the officer, exactly like he would do with a gun AND another officer jumped because of it. My guess was that he was trying to scare the officer and get away from the crime they showed up for.

This is one point of view.

But guess what, there is another point of view here as well. A second dashboard camera on another police vehicle. From this angle, you can clearly see from the beginning that the object was a cell phone and the officers were never in danger of getting shot. Even the body language of the suspect from this angle was different.

The officer shot an unarmed man, when he was CONVINCED the guy had a gun. The evidence in the video even 'proved it'.

From the officer's point of view, he was about to get shot. But that was not the case at all. (**Think again** – What fears and limiting beliefs do you hold to be 'true', when they turn out to be not so true after all).

This is very similar to a time in life where I had my own point of view on something. I saw it with my own eyes, I knew it to be fact, and it wasn't what it seemed. In the next section, I will use an example of how this applied to my business life...

- I was looking at the event from the wrong angle.

On a related note: Is it possible that all these 'negative' things that you see happen in your life are actually GIFTS that are teaching you valuable lessons in order to get to the next level?

I make it a habit to reframe whatever I experience in a positive light. Because, there are always two sides of the coin. And when you choose to view things from the OTHER dash cam, you will start to see the truth of what is holding you back.

Reframe!

Mentorship from a \$2 Billion CEO

Here is how I used my RAS to succeed in business (I copy and pasted this section from a forum post I made shortly after quitting my day job).

Just last week, I had the opportunity to speak one-on-one with the CEO of a \$2 Billion company (the CEO of my old day job). In the parking lot after work, I told him it was my last week at the company and that I was moving from Phoenix to Boulder, CO and focus on my business full time.

A friend of mine gave me a piece of advice just a few days before, that it is better to 'give give give', instead of 'take take take', so I asked the CEO **one** question before I left....

I asked him if he ever studied NLP (neuro-linguistic-programming), because I took a practitioner training the month before and I think some of the skills learned could help him achieve even more success. He said he has not heard of it, but was interested in hearing more before my last day.

Conversation ended, and I went home for the day.

That night I spent over half an hour of my free time going through my training guide and outlining the pieces of information that could help him for his job. I sent him an email with all this information, *hoping for some valuable lesson from a big CEO, in return*, but wasn't expecting it. It made me feel good to just help others.

The next morning, he replied:

"Thanks. Good luck on your Boulder endeavor"

That was all he said. No Advice, No Mentoring, Nothing...or so I thought.

There are 2 MILLION bits of information coming at us every second. We only absorb about 150 bits (give or take).

Lesson: Re-frame your focus on WHICH 150 bits of information you pay attention to, and your mindset will flip upside down for the better. There is a valuable lesson to be learned from EVERY encounter in your life. Which information are you paying attention to? Did you see the tremendous lesson this CEO from a \$2 Billion company taught me?

I did.

Re-read the sentence he said to me above right now... Thanks. Good luck on your Boulder endeavor.

Old mindset: Wow, I wasted 30 minutes and got nothing in return...

New mindset: When he acknowledged that he remembered our conversation about me moving to Boulder, and wishing me luck there... I got an amazing feeling inside that he truly cared about me...It was the same feeling you get when people call you by your name throughout a conversation. I have a huge level of respect for him because he made me feel good.

He has 2,000 employees and he remembered that about ME.

The lesson he taught me was to acknowledge to others that I listen to them and care about them. This will leave a long lasting-positive interaction with me in their mind. I made them feel like nobody else has throughout their day. By doing

so, I will have an amazing trait about me that will lead to my success.

Which bits of information are you looking at? Consider seeing the answer that is already there. Reframe your focus on everything...for the positive.

Thoughts. Events. Actions. Goals.

RAS for Success

Get in the practice of doing this exercise with more frequent examples each day. Over time, you will begin to automatically reframe events for the positive without thinking about it.

As a result of positive thoughts, you will begin to see more positive results in your life.

Just three months after this example, a girl said to me that she wished she had the positive energy I gave off. Never in my life before this had I considered myself a person who radiates positive energy. I was frustrated with life and locked myself in my room to work on my computer all the time just a few months before. I kept saying I was a 'low energy person'.

Those words from her woke me up to how quickly one can change.

Thanks for saying that, E!

Something has changed, and I attribute it to rewiring my RAS to search for the positive in everything.

Speaking To Win

Thoughts. Words. Actions.

Shortly after moving to Colorado, I met a new friend through a meetup group. I was talking to him about this experience with the CEO.

I was barking up the wrong tree, because Trevor was already at the next level with this mindset... I tried to teach him, but he wound up teaching me the next step of this process.

I was telling him how I was applying this 'think to win' to my dating life, and how I would force myself to go out every weekend to get comfortable talking to and flirting with a wider variety of girls. By having to go out every weekend and THINKING TO WIN, I will increase my chances of success due to interactions with more people.

He stopped me there.

Why am I **forcing** myself to go out and do this? Is it something I **have to** do? Although my thoughts were reframed into the positive, I was not fixed yet.

My words were not in line with my beliefs. By giving myself the opportunity to go out every weekend and improve my social skills, I will be given this privilege to interact with more people and reach my goal.

This might sound like a simple exercise, but as you are beginning to catch which words are out of line with your positive beliefs, you will begin to see more success in your life.

Change the words to the positive. You don't HAVE to do something. You are given the OPPORTUNITY to do something.

Wow I just sounded like one of those self-help guru's with that last sentence. It always sounded fake...but it's funny how that it actually works when you practice it.

They say that people want to be around positive people. Just like Trevor picked up on my negative words, other people will notice a difference between your positive and negative words, and will want to associate with you more.

And that next person you meet might help you on your path to success when they become inspired by you.

Section Summary:

“Don’t ask if it’s right or wrong. Ask if it’s useful.”

Remember the saying above when you read this:

Your thoughts, words, and actions ARE your goals. Whenever you think of something, you take action towards making it real.

- Positive thoughts/words/actions = positive goals = positive outcome
- Negative thoughts/words/actions = negative goals = negative outcome

It is really that easy. Separate it into that three step process; work on reframing your thoughts...start taking action, and you are a lot closer to success than you think.

It all starts with that **one** thought. Keep it in the positive direction which you want to go, and not in the negative area that you want to escape from.

When you give the negative more thought, you are more likely to gravitate in that direction.

Very Important: Do this with ONE thing. It will avoid that feeling of being overwhelmed. When you are not overwhelmed, you are finally turning into a new person of action and success.

Chapter 2 - Motivation

*“You grow addicted to the
pattern that you are
accustomed to.”*

You better make sure it's a good pattern.

Laziness

Do you barely get any work done towards your real goals? Perhaps you are suffering from laziness or procrastination without knowing about it.

By going back to a time in my life where I overcame laziness, I have the confidence to know I can do it again. Think of a time in your life when you overcame a bad habit...how are you going to apply that to what you're working on now?

How I overcame laziness

When I was 25 years old, broke/unemployed living at my parents' house after college, I usually slept until 2 or 3 in the afternoon, ate some junk food, teach myself some coding on the computer, talk to friends on Facebook, eat some more junk food, and then went back to sleep around 4 in the morning.

This pattern went on for months, because I grew **addicted** to this behavior that I was so accustomed to. It was keeping me down, sucking me away from any type of positive stimulation in life that would break me free from that deadly pattern.

But it felt good!

Laziness is an addiction that everyone has to break free from in order to achieve their goals, no matter how good it feels at the time. Do you feel good, even when you aren't getting work done? What if there is another way that can get you that good feeling, and makes you see progress at the same time?

There is a way.

The hardest part is realizing that you are actually lazy, and deciding to do something about it.

Have you entertained the possibility that you might be lazy without knowing it?

Take a look back in the last month. What have you REALLY accomplished?

I decided to get some help.

On a hot, humid August morning in 2010, my first day at the police academy arrived.

I woke up before sunrise.

I was fortunate enough to be instructed by a 6'7" former Army drill sergeant/police officer who got some kind of entertainment out of making our lives miserable for missing *any* specific detail. And by specific detail, I mean if there was a little 1 millimeter thread hanging out of our cargo pocket of our jeans, or if I forgot to cross a t on my written assignment, or if I got everything right on my uniform, there were 30 other people in the class that I could be doing pushups for.

That fun kind of detail.

The kind that ensured that we would always have a reason to do pushups and get grilled until graduation.

Yeah, this type of laziness was not going to fly for the next 18 weeks.

You have to shock your system.

To put it nicely, it SUCKED.

I was given “the opportunity” to wake up at 5 in the morning, ensure I had a perfectly clean and ironed uniform throughout the day, and clean shaven all before starting the commute at 5:45 in the morning.

I am used to sleeping until 2 and playing on the computer all day. That felt good, and this didn’t. I had to work.

The first day was a mixture of getting yelled at, screwing up constantly, and lots of pushups. 7a.m.-7.p.m.

I always wanted to be a police officer at that point in my life, so I barely dragged myself to the second day of training. This was despite wanting to go back to my normal routine of sleeping until 2 (because it was so comfortable of a life; my mom even cooked my meals for me).

Comfort = Laziness

Day 2 sucked more than the first.

I went home on the verge of quitting again. But I kept thinking about that ‘why’ and how graduating this academy was my destined future. The light at the end of a very long tunnel to drive me through pains that I never thought were possible.

My lifelong goal was within reach...as long as I didn’t give up.

Giving up is as simple as not studying for that one test, or not setting the alarm clock one time. It was so easy to quit when it starts to get hard.

I didn't quit.

Lifetime Goal or Laziness?

That was the thing that kept me going from day 1 despite how easy it was to quit. All I had to do was 'forget' to set the alarm clock one day, and I was free of this hell. Very tempting.

Day 3 was the worst by far. They really amped up the discipline and physical training. 20% of the academy quit in the first week due to the toughness of this program. I went home that night ready to quit...and I almost did.

On the verge of not setting my alarm for the next morning, I was reminded of that light at the end of the long tunnel. **That one thing that I was going through all of this for.** I pushed through it another day. I made it through the week.

After the first month, this routine of waking up at 5 a.m. was the norm and I grew accustomed to it. I actually became *excited* to wake up at 5 in the morning, I was usually the first one at the academy each morning, and the last to leave afterwards. The days still sucked, but at this point, I was used to 'the suck' and it was my new norm.

'The suck' felt good because I began to see some progress.

Life Changing Note: Notice what happened here. 'The suck' felt even BETTER than the result I was getting from being lazy. My goal was that feeling of certainty that I would feel good if I continued doing what I was doing. That good feeling you are getting from being lazy is actually not as good as a feeling that you would get from making progress.

I was growing. I was breaking free of that laziness that has been holding me back for the past year. I was accomplishing things that I never thought would be possible.

‘The suck’ actually turned into fun, because I made it past that shock that I had to put my system through.

Three hours of pushups and physical activity on the hot blacktop one afternoon after training resulted in completely sore limbs, hot pebbles of asphalt being pressed into and burning our hands, and we were not allowed to give up. I LOVED IT. I was growing physically and mentally stronger by the day.

We enjoyed the process and began to see capabilities within us that we didn’t even know were possible. This was 10x more intense than any experience I had during high school football or other physical/emotionally challenging activity I had ever done.

And I loved every second of it.

I had a very strong light at the end of the tunnel.

The ‘why I am doing all this’ was my lifetime goal and passion. By having this deeper purpose, I was able to get past where most people give up. Once I got past that level, the new routine was actually the best thing that happened to me. I broke out of that laziness, and saw some real success.

I graduated #1 in my class from the toughest police academy in the state. A few days after training ended, I slept in until 9 am, and felt lazy for sleeping in so late.

I lost my laziness for some time. It creeps back from time to time in other areas of my life. (I found the solution to cure laziness and procrastination once and for all...when I prove it on myself and others – I'll share that process with you on www.IAmNotaMillionaire.com)

By building up this new norm (of motivation) that I grew accustomed to over the last 18 weeks, any hint of laziness will suck, and no longer feel 'comfortable'. It's like I landed on the other side of the coin. I reframed my life into being motivated.

And once you are accustomed to a pattern, you continue down that road.

- **What is one bad pattern that you have?**
- **How can you change it?**

Being motivated, and not lazy is really easy. It just seems hard for the first few weeks until you get accustomed to that new pattern.

While reading this, did you realize these 'shocks' that took me out of laziness were all something you can do on your own? I could have grown accustomed to waking up early, grown accustomed to working out past the time that I am sore, and could have done all of this by myself.

As long as I had that 'why', it was possible.

As you are reflecting back upon that story, you are beginning to realize that you CAN do this on your own, and that all it takes is creating these events that will shock you out of laziness.

Why are you choosing not to go through 'the suck' for a few weeks, in order to achieve a lifetime of success?

After-Chapter Thoughts:

1. You might not suffer from laziness. It might be procrastination. Just like before the police academy I was addicted to a negative pattern, and I was addicted to a positive pattern during and after the police academy...you can do the same with some area of your life.
2. What is this negative pattern?
3. What can you do to get out of it and into a positive pattern?

You chose success, but does Success choose you?

We all know that you want to be successful. But there is one person standing in your way...One specific person you have to go through in order to be successful.

Does success choose you?

Success is judged only by your actions and accomplishments. Not your thoughts. Success is not for everyone, and the only ones who can come to be successful are the ones that have proven to 'Success' (if we could imagine it as a person) that they are capable of deserving it.

Play along for a minute about Success being a person you have to prove yourself to.

I was 6'2" and 210 pounds of muscle by the end of the police academy. We had one female recruit on our class named Jenny. She was five foot nothing and a hundred and nothing. She was tiny. Smaller than the size you would picture a female police officer to be.

She proved how tough she was during the academy. She kept up with all the boys, and she did not quit. None of us that graduated ever quit.

You were only allowed to graduate if you proved that you can handle the worst situations imaginable and still push through with a clear head.

In 2012, after I stopped going down the law enforcement path and moved to Arizona to get into business; I received a phone call from Jenny.

She was telling me that she got dispatched to a call for a mentally disturbed man who was 6'3" and about 275 pounds. He wanted to fight.

And he fought her.

He had Jenny pinned down to the ground and she feared for her life. But then the instincts developed during the training came back (skills she learned throughout the **process**. She was not just handed a badge and a gun to be put on the street for her dream job).

She got knocked around a little bit, but she immediately used her knowledge and tools to take control of the situation.

The 'suck' that we went through during the police academy saved her life. She went home that night, and he went to the hospital. And then he went to jail after he left the hospital. And I think he is now serving a few years in prison.

It's amazing how a five foot nothing girl who was 24 years old could take down somebody more than twice her size. With the right tools in your mind, anything is possible. Remember that.

You are put through hell now for a reason. By getting rid of the laziness, and pushing through this hell, you are proving to Success that you are worthy of being successful. Just like those 3 hours of PT on the burning asphalt, or those 5 mile runs, or getting our butts kicked by martial arts experts were our hell during the police training, I am going through a different type

of hell as an entrepreneur. (Or should I say I am given another *opportunity* right now as an entrepreneur...I still catch my language patterns from time to time, and it is less frequent)

Now I can either wake my ass up at 5 in the morning, stop being lazy, pay attention to detail, and push harder through the tough times. Or I can lay in bed until 2 pm and dream.

If your journey was a structured police academy, would your actions and willpower allow you to succeed? Or would you be sleeping in until 2 pm by day 3 after the first bit of change?

The actions during the police academy saved Jenny's life. Success knew she could handle herself. Success allowed her to achieve success.

Your actions now will keep you up down the road, and these actions will prove to 'Success' that you deserve to be successful. Are you proving to be successful, or are you still stuck where you have been at for a while?

Take a deep, dark look at your actions and be the judge if you are where you have proven that you deserve to be.

It's not too late to change.

What if you could just change right now?

What is one thing that you can do to get you to get towards your goals (and not away from your fears)?

A thought that came to mind while I was editing the last chapter. Try it out and let me know how it helps you.

Run towards your goals, and not away from your fears.

Imagine your goals standing 100 feet in front of you, and there are 10 brick walls in the middle of you and your goals. Those walls represent your fear. Feel that fear ahead of you. What is that first wall? Is it you scared to approach a girl that you like? Is it you afraid to buy some banner ads? Put that fear in the wall.

Now run as fast as you can towards your goals. The first wall might be a little hard to jump over. But you push through that fear. It wasn't as bad as you thought.

At this point you feel like you made things out to be harder than they had to be.

You run faster and the second wall was easier to get through. It wasn't so bad at all. At this point, you find it as a stupid fear that wasn't worthy to be scared of at all.

After the third wall, you will begin to realize that none of these fears are real. They were just stupid thoughts that were inside your head.

The 'worst case outcome' never happened. You now begin to use this knowledge to get over these other obstacles faster.

The next 7 walls vanish and you run towards your goal a lot easier and a lot quicker now.

Your fears are standing between you and your goals, and no matter what- you WILL have to face them at some point or another.

RUN FASTER.

And when you run faster past your first few fears...something amazing will happen.

You will soon discover that these obstacles you face are that hard after all.

And once you do that, you will be successful with whatever goals you set for yourself.

The Vicious Cycle.

Fast forward 4 years from the police academy (July 2014): There are times with my business that I get lazy. Sleeping in until noon, getting distracted by websites, etc. I've tried a few times to break free from this vicious cycle of laziness.

When I realized why I was not growing at the pace I wanted to be, I discovered that I got caught up in that 'field of laziness energy' that I had to break free from again.

It's very comfortable sleeping in until noon, and having fun while I'm making some passive income...but that is not the type of behavior that will get me where I want to be with my second business. Just like this pattern would not fly at the police academy. In order to succeed, I have to break this pattern of laziness.

Except this time the drill sergeant wasn't standing over me when I have to get my work started for the day.

This time, it has to be internal.

My parents always said they wanted to go back to Hawaii one more time in their life. They budget in a way that it doesn't look like it would happen on their own. I am in the perfect position right now to make that happen. Last month, I moved to Boulder, CO to grow my online businesses for the next year. I have friends who are making six figures per month within a year of starting their business, so I know it is possible.

Stepping onto the beach outside of our hotel in Hawaii in 2015 is my 'why' for my business, and it is stronger than ever *(depending on when you read this...I am writing this in 2014, before anything about Hawaii happens- It is the goal I know that I will get through a new goal-setting practice that I created. So far this technique works 100% of the time. I mention it later in the book at its basic level, and it gets deeper than that).*

That gift to my family is what is pulling me past the first few weeks of 'suck'. It will also get me into a well-disciplined schedule that will get me to my goals.

Since I found my *why*, I've been waking up a few hours earlier each day and getting more done. I'm not out of it yet, but where I'm at now sure looks a lot like what I went through with the police academy.

I'm almost there. It wasn't until I went back to edit this book and added the story about Jenny fighting for her life did I just realize how important it is to get rid of this laziness and discipline. The **actions** now are the real success. Not what comes later. That is nothing more than the result of you becoming a successful person.

If I don't fix these things, I will one day be on my death bed without reaching my goals. All I have to do is prove to Success that I am worthy.

It all starts now

- What is your 'why'?
- Can you deal with the next one month of breaking old habits to make that your new norm, in exchange for a better life?

- When will you realize that sleeping into the afternoon, or napping after work will not help you get where you want to be in life?

What if: Once you've escaped that viscous cycle of laziness after a couple weeks of 'suck', you realized that you are much closer to your goals and you are a whole new person capable of more than you imagined?

You are so close – Just change that pattern and take action.

It's possible.

It All Starts Now

As I am sitting here writing this for you, it reminded me of another key struggle I have seen ruin many brilliant people's lives.

They don't do it **now**.

I had a friend named Kevin during high school football. We were both in 10th grade and just finished our final year on Junior Varsity (JV) football. In 11th grade, we would be moved up to varsity. If you didn't play high school football, let me tell you. JV was where the boys played. Varsity football is where the men played. And not your everyday man. Ever see those gladiators that used to fight to the death in the movies?

Yes, them.

Needless to say, we had to step it up a notch in the off season weight room sessions to have any success there.

November 2002

November 2002 is when we finished up our JV season. We won our last game, so we spent that weekend partying, and a bunch of us with after-school jobs started going back to work the following week.

The Monday after that, the majority of the team hit the weight room. It wasn't mandatory, but anybody who wanted to get their face known showed up.

Kevin said he was busy and that he would go next week.

The first week back, all the 10th and 11th graders flooded the weight room as school let out at 2:30. It was just the thing to

do so we would win next season. A few of the 12th graders still showed up, but for the most part they were done and went on to do their own thing after their final season.

Where was Kevin?

After a few weeks of the team spending 5 days a week in the weight room, Kevin still didn't show up. He said he would be there next week when we first started.

I saw him in the hallways, and he said he would go in January when the New Year started.

After the holidays, he still didn't show up, and it looked like he gained a few pounds.

When spring rolled around, Kevin still didn't show up. He made up some excuses like being tired from the long day, or that he had to work a job after school. Whatever the excuse is, it doesn't matter.

***A quick side note about excuses:** What I later learned at the police academy (and forget from time to time) is that no matter what the excuse, if something doesn't get done, it doesn't get done.*

During the police training, it didn't matter if your car broke down or your dog died. If you didn't do your assignment the night before, the whole class got punished. One of the recruit's dog actually died one weekend and he didn't get his written assignment done.

We did 200 pushups after training that day in honor of his dog.

(Actually the pushups were because he didn't get his work done, but the instructors always have a nice way of making you feel like there is a good cause for what you are getting punished for).

The same applies for all excuses. Develop this mindset, and improve...

Back to football.

I'll go to the gym tomorrow, I'll go to the gym next week, next month, next year. I'll start when summer vacation starts because I will not be tired from school then.

Then one day Kevin showed up to join the rest of the team.

It was on the first day of practice. Fat, out of shape, and holding the team back. He only got to play in games when it was the last few minutes of the 4th quarter, our team was up by 28 points, and our coaches knew he can't ruin the win for us.

Does that sound like a place you want to be in?

In business, I began to exhibit the same traits as Kevin in relation to my entrepreneur 'team' of friends. Some of my friends are traveling the world, hanging out at amazing places, and some of them even flew across the country for a fun conference as I am writing this.

- I used to begin work tomorrow.
- I used to wait until I quit my job to do real work because I was tired from my day job.
- I used to put it off until next month because I'm busy trying to get my thoughts together.

While my friends are out there winning the game of life, I am on the sidelines because I did not go through the pain in the pre-season.

It's time for a change

I am writing this book now. Not tomorrow, but now. I started this book yesterday, and I am currently 20,369 words into it.

I could publish a rough draft of an 80+ page book today if I wanted to. My friend Kristen wants to be an author and is waiting until after college to write her book. Sorry for the hard truth if you are reading this Kristen, but you are on the sidelines.

- You CAN start writing **now**.
- You CAN get off your ass and go to the gym **now**.
- You CAN work on your business **now**.
- You CAN get dressed and walk to the mall to meet your future spouse **now**.

You and I both know “tomorrow” never comes.

Let’s get deep with this for a second.

One of my favorite authors is Eckhart Tolle with the book *The Power of Now*. In this book, he describes how the past and future are not real. They are only a collection of thoughts and stories in your mind.

The only thing that is real is now.

You are living life now, and shortly, whatever is happening now will be a memory of the past.

Too many people get caught up with the amazing stories that play in their mind of what the future may be or how they had success in the past. But if you don’t act on it **now**, these stories of the future will never become real.

The change happens now, and carries over into the future. It doesn't begin there. Stop hoping that it does.

His book goes a lot deeper on that topic than this, so give it a read if you find this a little bit interesting. And if you don't find it interesting: Read it anyway because it will help.

A step further with the power of now

When I was living in Phoenix, Arizona in May of 2014, I had the opportunity to take my Neuro Linguistic Programming (NLP) practitioner training studying under Dr. Matt James.

This training goes deep into the power of our unconscious minds. What I am about to describe are my own words of what I learned, and may be a little different from how he teaches it.

He explained that our unconscious minds respond differently when we say the words 'tomorrow' vs. what our conscious minds mean.

"Tomorrow" pushes the energy of that action into the indefinite future. No matter when it is, tomorrow is not happening now.

The exact process is a little bit more than this, but by **phrasing our goals in the present tense, and feeling as if we are in that moment**, we are more likely to achieve our goals. "It is 4 p.m. Saturday August 30th 2014, and I am at the 24 Hour Fitness in Boulder, CO doing cardio". I am writing this 3 days before that, and by phrasing it that way, I will have a higher probability of that happening, than saying 'I will go next Saturday'

My NLP Practitioner training was one of the key things that began a snowball effect of rewiring my brain, growing as a person, and experience success in business, relationships, and life. I definitely suggest anybody reading this to go out and look into it some more.

This is not the stuff they teach you in school.

Accomplishing Tasks in the Time You Set For Them

I forget which author said this (I think it was in The Four Hour Workweek), and I have found this advice to be very true:

- If you give yourself six months to write a book, you will write a book in six months.
- If you give yourself one month to write a book, you will write it in one month.

I like to view the path to reaching goals visually as ‘going through a tunnel’ and coming out the other side at your goal. I noticed that a lot of things I have accomplished in life have been done through a very long tunnel, not because I didn’t want to go through the shorter tunnel to that goal, but because I didn’t know that shorter tunnel existed.

There is always a shorter tunnel.

You are going to die one day. Do you want to accomplish everything you want to accomplish in this life? Or perhaps a few long tunnels will allow you to finish your goals in another lifetime, after you are dead.

Think about it.

One of my passions in life is to spread what I learned to others who will follow a similar path. I don’t want them to get caught up at the same obstacles as me. They may hit others, but hopefully they will avoid the ones written in here.

That is the point of this book- My goal to spread this knowledge.

Some of the stories I tell won't resonate with you, but the more you read them, the more you will realize that you have already overcome these obstacles in OTHER areas of your life...and with that thinking, you will be able to apply that to your current goal...and achieve that success once again.

This book will put my theory to the test. If I gave myself 2-5 years to write down my stories and publish it, I would get it done around that timeframe. Like the quote above, 6 months vs. 1 month. Why would I choose the longer tunnel that delays my success by five months when I could get where I want to be in one? I am going to take that a step further.

I am going to finish writing this book in the next 24 hours.

There is a tunnel I can choose that will allow me to accomplish a lifelong goal of mine of publishing a book within the next day. Why would I ever choose those longer options?

This book will be written in a day, and I will move on to the next big goal in my life, which I will choose to accomplish in a much quicker time than most people think is possible.

I recently helped a friend who has been struggling on taking action on his business for the last eight months. Within three days, he had his business up and running, and ready to make sales.

I had an idea for a business two weeks ago. If I started to build the website right now, I would be done by tomorrow. Well I am done, but it took me 2 weeks because of the laziness thing

I talked about in the other chapter. It's amazing how much I got done in the last 3 days when I stopped being as lazy.

You are closer to success than you would ever think to be possible. There is a shorter tunnel. Decide to go down that one.

What tunnels are you walking down that might take you 3 years longer to get where you could be tomorrow?

Set a clear deadline.

Believe that it is possible.

Take nonstop action until you are done.

Update While Editing This Book: *It is less than 24 hours later, I sat in front of my computer all night and all day. I just wrote 70 pages. I am now giving myself another day to edit my work. That is what I am doing as you are reading this section.*

Update While Editing This Book Again: *I decided to add a few more stories, and edit the existing ones some more. I am about to publish this book, in less than a week from starting it. I didn't hit my 24 hour goal. But guess what? I wrote a book and published it in less than a week.*

I now have 5 months and 24 more days in my life to achieve greater things for myself and reach my dreams. That is a whole lot better than spending 6 months doing something that can be done in a week.

It's possible. You just have to do it.

Chapter 3 – How to Join The 1%

How I lost it all, and was broke and unemployed for 2 years.

I once invested 4 years of my life, and \$60,000 into a venture. In this industry, that is the standard amount of time that it takes to start seeing any positive cash flow. So I stuck through it because I wanted to be where my competitors were...and they were just a few years ahead of me.

With the way the market was going at the time, by sticking it out long enough, I would have a business that made me tens of thousands of dollars a year profit, pretty much guaranteed. So I spent these years gaining knowledge in the industry, and eventually getting the 'stamp of approval' through a certification to make money.

I reached that point of my business where the money was guaranteed to roll in... it didn't come to me as promised. I wound up managing to bring in the equivalent of minimum wage for my efforts for a bit, but nothing more.

5 years into it, I decided to throw another \$30,000 in my business to help it take off, and did this in a form of a loan. I was sure that this investment will get me to the next level. From what the people who sold me this dream tell me, I will be guaranteed \$80,000 a year net profit within 2 years by doing this.

At this point, I was 6 years into my venture, broke, in debt, unemployed, and living in my parent's house at the age of 25. At this point of my life, I realized that maybe I would have

been better off if I invested in another venture, because going to college sure didn't pay off like I was told it would.

Stop Being an Employee

Society teaches us to be an employee and to fit in to their plan.

I don't want to fit in. I want to be different than the rest. So therefore, I must think and act different than the rest. I have to live my dream, and not somebody else's.

This belief of 'working inside the system' is one of the strongest ones that held me back on my journey to being a full time entrepreneur.

If you are new to business and are reading this, you probably still have a day job. If you just quit your job, you may still have some employee tendencies hidden away.

As an employee, you won't go broke, because you are structuring yourself to 'not fail'. You wake up in the morning, go to work, get home (usually exhausted and wanting to sleep), and you may work on your side business at the time or learn some new things.

You are told what to do from a boss, and you do it.

This is all good if you want to inch towards a more stable life, but you are not an entrepreneur. I thought I was an entrepreneur when I worked my job because I read a lot of books on business and marketing, but my mindset was not that of an entrepreneur.

I was lying to myself.

Important Note: *There is nothing wrong for having a job as a stepping stone to getting where you want to be in life. It is my opinion since I quit mine that the free time I have now is where I can*

make the real success happen. I wouldn't be where I am today if I didn't have a high paying job to startup my first business on the side. But at one point...it is time to quit. You'll know when the time is right.

Other people have different experiences than me. In fact, don't even listen to what I'm saying because what worked for me may not work for you.

When I wanted to invest \$1,000 into my business, I waited to save up the money, and then made sure I had enough to cover the bills, and then if I had enough saved up, I would use it to grow my side business. This process was slow, and was not getting me where I wanted to be.

Being on my own now, the last thing I would ever think of is saving up money over a long period of time, when I have other options open for me. If I think something is going to work, I will dump all my money into it so I can win. If I don't have enough money in my bank account, I will put it on a credit card if the return comes within a certain period of time. Or I would go out and talk to investors if it would take longer.

As an employee, you are comfortable and move slow. As an entrepreneur, you are forced to work fast. When you work fast, you will grow quicker. When you grow quicker, you will be where you want to be much faster. Holding onto my job for as long as I did slowed me down. I have seen more growth/success since quitting my job earlier this year, than I have in the last 5 years combined.

But I'm Still an Employee

When I was in the police academy, I had a drill sergeant hovering over me not allowing me to slack. At my old job, I had a boss.

I now have myself.

My mindset needs to shift from being motivated by external forces alone, into something that is more internally motivating that will allow me to choose to work hard in any situation.

As I write this, I can see this is holding me back. I don't feel comfortable writing about the solution to this yet, because I haven't completely found it.

Perhaps by the time you are reading this, you feel the same thing and are wondering if I can coach you to become a better entrepreneur.

Maybe, by the time you are reading this, I have the solution for you in my next book.

Email: Andrew@Limitless.Academy

Seriously, if you are learning anything from this book, and feel that this advice can help you, I have not yet scratched the surface of what can be learned.

Skype: Andrewalexander1114

I wasn't actually working

It was a hot Friday night in June 2012 and my friends were going out to the bars and clubs by Arizona State University to have a good time.

Not me.

I decided to stay in my room, and “sacrifice a few years of my life by living it in a way that most others won't, so I can live the rest of my life like most people can't”.

Have you heard that phrase? I did, so I stayed home.

- I spent those nights on Skype, Netflix, and Facebook screwing around.
- My friends got life experiences.

Sitting in front of my computer screwing around was not living my life like nobody would. A lot of people spend Friday nights in front of the computer. They usually end up fat, lazy, and without any friends.

In the last 10 minutes while I'm trying to write this book, I went on the internet, watched a quick video, texted a friend, and decided to clean my bed.

It adds up. I didn't get anything done that I should have.

Maybe that is contributing to me not becoming a millionaire....back to writing and learning.

Discipline

Do you have trouble focusing on one thing and following through to the end?

As you read the words in this chapter, and implement them into your daily life, you will begin to realize that these new actions will put you on a path to be in a place that you haven't been to before.

I've been to this place a few times, and it was a good place. But I am now on this path again for my next venture, and I am little bit lost. I just discovered why I am lost, and how to find my way again.

- **Have you ever started a project and then moved onto the next thing right before you finish?**
- Have you sat down to try to work, and then visited various websites around the internet?
- Have you wanted to work, but you spend hours writing long emails to friends or text messaging people?

I met a Psychic

I am not sure if he was a psychic, or if he was just really good at reading my body language/language patterns. He told me that I have large aspirations and accomplish great things, but I haven't found my path yet. Once I find that path, I will change the world.

This immediately resonated with me. I have large, grand visions for creating big businesses and changing the world.

But I always jumped from idea to idea and none of those dreams every happened. They were just coming into my grasp, as I moved onto something else.

Does this resonate with you?

**So here is the solution that is working for
me...**

It is for sale in my next book for three payments of \$14.95.

I am just kidding, turn the page.

Take a look at yourself. Why are you not where you want to be?

In this section, we will take a look at the distractions that pop up in our lives.

Distractions

I made two friends while attending Stony Brook University in 2007. Mark and Pete were both members of my fraternity.

Mark

Mark went into college wanting to major in pre-med. He got good grades in high school and he wanted to have a high paying job throughout his life. So majoring in pre-med and then going to medical school afterwards was a no brainer for him.

One night at the frat house, some alumni came over to visit. We were sitting out on the front porch and one of the alumni was talking about how his boss makes \$250,000 a year in finance, and didn't need to go to grad school for his profession.

This story inspired Mark.

It was his second semester during his sophomore year of college and he decided to switch majors and study finance. A good skill that would serve him well in the finance world. He did well in his classes, and during one class we had together our junior year, we had the owner of a successful finance company speak to the class.

He was talking about how financial knowledge was a good skill to have as an employee, but he attributes the millions of dollars he makes a year to his knowledge of business.

Mark's goal was to make a lot of money throughout his life, so he once again switched his major.

Mark now majors in business. This was definitely a good skillset to have with lots of opportunity.

I majored in Political Science during my undergrad and Homeland Security/Intelligence Studies for my Master's degree. After graduation, I started a business, so some business classes might have helped me out a little bit until I gained some real world experience.

As a business major, one may be on the right track to having success in the business world. Mark learned this very quickly when he took a class on marketing. The professor gave examples of how marketing was the key to success in any business, as long as you have a great product or service.

Mark is now a marketing major.

Fast forward to today: Mark has some fundamental textbook knowledge of Marketing, Business, Pre-Med, and Finance. Mark is 27 years old, and makes \$40,000 managing a café because he never took the time to master any one of those skills. He never graduated.

Don't do what mark does with his ideas.

Pete

Pete was with us on that night our finance friend was telling us that story. He understood that by going down that road, there was a lot of opportunity.

But Pete did something different. He understood that the path he was currently on will make him just as successful, and that there are an unlimited amount of roads to success. He became a workhorse to reach the light at the end of the tunnel. I lived with Pete during my senior year of college and I almost never saw him.

He was always at the library, mastering the skills they teach you in pre-med. He either graduated with a 3.9 or a 4.0. I forget. But within a year, he was accepted to one of the top medical schools in the country.

I haven't spoken to him in quite a while, but I remember seeing on Facebook a few months ago that he is now a medical doctor, living his dream, and making the money he wanted.

I think they make close to \$400,000 a year in the field he practices in.

So why is Pete basking in success when Mark is managing a café, and still not finished with his college degree?

Focus on the big picture. The long term goal. Focus on anything.

There are an unlimited amount of roads to success. The people who never become successful are too busy jumping at the next shiny object and bringing themselves back to square one.

Success is just out of reach, and you don't know how close you are to it. You will begin to learn this in the upcoming chapters.

Do you agree with this?

Achieving success is not a matter of time, it is a matter of how many obstacles you overcome? When I think this way, it inspires me to take more action quickly, knowing that those obstacles will come.

The Narrow Path to Success

1. Focus.
2. Discipline.
3. Avoiding Distractions.
4. The Light at the End of the Tunnel.
5. One Clear Focus.

As you are reading this, you may have just thought to yourself that you have your light at the end of the tunnel, but the other qualities are lacking in your life...such as focus.

I am not going to lie, these areas may take some time if you are new at this (but you can overcome them **instantly**, once you train your brain how to do so). Overcoming these obstacles and bringing these positive qualities in your life will get you to where you want to go in life much quicker. Just like how I had to make some change to graduate top of my class from the police academy, I will have to make some form of change to stay focused on one thing.

Remembering the story of Mark and Pete helps put it into perspective. Pete understood the benefits that each distraction threw his way. He accepted the fact that each path would lead to a different type of success, but he had to stay strong with a few years on one path to get there.

By following that one path, the dots connected in the future. He didn't know if he would get into a top med school or not, but he proved to 'success' that he deserved to be successful, but walking that narrow path and ignoring the tempting distractions.

Changing Paths

Sometimes it is ok to change paths. I did this when I knew I wanted to do entrepreneurship instead of police work back in 2011. Just make sure you are objectively able to weigh your options and decide a new path is needed. This decision should never be made on whim.

Jumping From Path to Path

What is not ok, is jumping from path to path at the next shiny object. Because every time you jump to a new path, and abandoned the one you gained months or years of experience in, you start at the beginning of another journey.

And here is the thing. That big shiny object came in your field of vision just days before you reached the finish line. “The Universe” (as I call it) purposely does this to you. You have decided that you want to be successful. This shiny object is a test from the universe to see if you are like Pete, and can prove to the universe that you can stay on a narrow path all the way to the end, or if you are like Mark, and jump to something new and always winding up back at....the beginning of a new, long trail.

Be careful, and you might wind up working at a café making less than \$50,000 a year your whole life.

Is that where you want to be in life? Like Mark?

The Final 1%

Have you ever pushed so far towards your goals, and given up right before things would pay off? I did this with a number of previous businesses. I would work so hard on it for so long, and then just give up right before I have to start marketing.

This story about my high school football team will demonstrate why it has been killing me all along.

I always stopped running right before the finish line.

We used to do sprints in high school football during practice. Running the length of the field 25 times, sprints around the field, etc. I used to give it my all, and then about 20 feet in front of the finish line, I began slowing down. The reason for slowing down was different every time, but I was stuck in that failing pattern of not following through all the way until the end.

I stopped at the 99% line (have you done this with your goals in life – business, fitness, dating, etc.?).

I began to learn that “every time you slow down right before the end, you will wind up where you started.”

By slowing down right before the end, all my previous hard work went to waste. The coach grilled me for not following through to the end, and I had to start that run from the beginning when everyone else on the team was where they wanted to be (exhausted and going home for the night to eat and sleep).

Every time you don't follow through until the end, you had to start over.

That feeling of seeing others go on to better things, and you being stuck behind SUCKS.

But then I realized that the only thing holding me back was that final 1% of my efforts. As soon as I fixed that flaw, I began to push harder at the end...and began to see success. The last 100 yards was a full on sprint, and the last 20 feet was the fastest part of that sprint... I ran past the finish line and sped past all of the other people who I previously saw finishing before me.

This one simple technique spiraled from sprints onto the field. During games I saw better performance, caught more passes, and the team won more. The fourth quarter was always our strongest. I got the Most Improved Player award that year for my varsity football team, and we made it to the playoffs.

Following through past that final 1% was the secret that our coaches already knew, and were trying to tell us. This is what made them successful in their time, and this is what will make us successful in our time. Have your mentors ever told you to follow through and take constant action?

It took them a while, but they instilled in our brains that we MUST follow through all the way the end, and not quit at 99%. It took some time, but we finally discovered that this little bit of extra hard work was all it took to become successful. We always came back and won that game in the fourth quarter. Where other teams gave up, we became the strongest.

We learned this secret, and those who were not winning did not learn this yet.

That one practice where we followed through to the end is the secret to success. Once you do it once, it is much easier to go through that final 1% in future endeavors. You always win at the end of the fourth quarter. Not in the third.

In business, I was always a lot closer than I thought. Forgetting other things like the 80/20 rule, I follow the 99/1. I kept making it to 99% of the project I was working on, and then began another project from the beginning because I was scared to take that one final leap that would have put me on the path to a large business.

In early February 2014, I went this final 1% for the first time. I submitted a paid app to the iPhone app store. The moment they approved it 2 weeks later, it has made me a passive income of a few hundred dollars per month, and is still doing so today. All it took was one push of a button, which I had been scared to push for so long.

The next 25 apps I submitted did even better than the first. By clicking the submit button for apple on the first one and being certain I would be successful, the other 24 were much easier to submit.

I built a new business in the last 2 weeks from scratch. I am now 99% of the way there. That final 1% is bumping up my ad spend and testing more ads. Perhaps this is no different than my football practice or that one click of a button it took to submit my app. I can either choose to start something new

now, feel good about building a new website, and repeating this deadly cycle...

Or... I could start running through that final 1% and.... experience success on this thing that I am working on right now.

All because of that...final.... 1%.

After the 1%

It is not only the 1% of the final step that scares us. It is also the thought of 'what happens AFTER you cross that 1% line?' This is what I like to call 'the fear of the unknown'. This fear has brilliant people get paralyzed from moving forward towards their goals.

It's a good thing that we are learning that fear isn't real, and it is just false beliefs in your mind, because when you push through this "fear", you will achieve your goals!

Imagine this

You are standing in front of a deep, dark scary pit that is filled with all of your deepest, darkest fears in life (talking to that girl, quitting your job, investing in your business, going to the gym, etc.). Standing next to you is 99% of the population with the same fear. You feel like you are at a level above them because you can actually see the successful people on the other side of this dark pit, but something is keeping you on that side of things with the majority. All you have to do is jump in feet first and walk to the other side; going through what you perceive to be the worst things imaginable in life.

Do you take the leap?

I took that leap a few times in different areas of my life, and this is my story of how it went.

After being awakened to the concept of success being possible for anybody, I was able to see the successful people on the other side and realize it is possible for me. I began to feel some fear which prevented me from stepping out of my comfort

zone, and make that journey required to get to the other side. This fear began to build up inside of me, and paralyzed me for years on end....decades in some cases.

I can clearly see the other side, but I am stuck in my tracks, not jumping towards it.

My deepest darkest fear this year was to quit my job, take that leap of faith into that dark pit and battle the worst things imaginable to become a full time entrepreneur.

- What if I failed?
- What if I couldn't find another job?
- What if I went broke?
- What if I had to move back home with my parents?
- What if my friends criticize me?
- **What if** I stopped listening to those false beliefs in my mind and actually took the leap?

Through mindset shifts, NLP training, and talking to successful people, those fears started to chip away. I took that jump in early-mid 2014.

I quit my job and jumped into that pit of black fog and the scariest fears imaginable.

As soon as I jumped in, I landed on both of my feet and that black fog of fears began to quickly fade away.

I realized that there is nothing scary in here after all. It actually looked exactly the same as where I was standing before, with my job. **There is no pit after all.** I am still on my two feet, but only one thing has changed:

I feel free for the first time since that first day of summer vacation as a kid. It felt GREAT.

As the fog cleared, I began to see that clear path to the other side. A path that has been right in front of me all along, but just out of sight. After discovering a few small obstacles in that pit, I walked over them, climbed up the other side, and joined my successful friends at their level.

But the interesting thing is, life is not all that different from the other side of the pit. Yes, you have a better mindset, and feel happier, but you are not going to change into a different person. It's ok... There is nothing scary about getting out of your comfort zone. You will realize that when you take that leap and become successful, you are the SAME person.

And you can still see your old friends too, even if they don't share this same philosophy.

Trust me, there is no pit, and that fear is not real.

You just have to jump.

Jump once, and you will soon realize that all these other "pits" of your deep fears are just as much as a 'story in your mind' as the first one.

What is that one FEAR that you are scared to do?

What is ONE (small) thing you can do to begin the process of walking through it?

What happens after you reach the end of that path and achieve success?

The Top of the Mountain – This is what happens when you achieve your goals.

Scottsdale, Arizona (Dec. 2013): Camelback Mountain is directly in the middle of the Phoenix area. My roommate and I decided to climb Camelback Mountain on a Sunday morning just before Christmas.

I pack my backpack with water, some food, and a jacket in case it gets cold out. I put my hiking boots on, and make sure my phone is charged in case something happens on the mountain.

Can you tell that I used to be a Boy Scout?

As I walk out of my room to go to the car and start our hike, I see my roommate standing there: Wearing a dirty wife beater undershirt, pants designed for a nightclub, and worn out Adidas sneakers that don't have an ounce of tread left on them because I think he bought them in 2005.

He puts on his aviators, grabs a small jug of filtered water with no cap, and is ready to go.

Yes, he made it to the top, and yes, he slipped on his ass and spilled the bottle of water trying to climb boulders. But this story is not about that. He now knows that he should at least wear a decent pair of sneakers next time he climbs a mountain.

This story is about what happens when you achieve success.

It takes about an hour and a half to climb this mountain. We made it to the top in 45 minutes, and managed to make some friends along the way. It was a fun journey, and we kicked ass all the way up.

The final portion of the mountain goes straight up, and you have to climb with your hands and feet at some points in order to make it to the top. But we didn't let that final push get in our way and we flew through it with ease. "The Suck" motivated us to push harder and faster.

So we get to the top. Success. Even Santa was waiting for us up there.

Side Note: There was actually some dude dressed as Santa at the top of the mountain. Everyone sat on his lap to get a picture taken with him. He was either a total creep, or a genius pickup artist. Who knows? Rock on Santa...you still came dressed more equipped for this hike than my roommate did.

We Achieved Success

We enjoyed that journey, and then the amazing experience at the top. Now what?

Nothing scary happens when you get to the top of that mountain your climbing. The only difference is that we got to have an amazing time, grew stronger as people, and even got to hang out with pimp Santa.

But that experience only happened because we climbed that final 1% of the mountain. Without that final 1%, there is no success, and when there is no success. We saw a group of people give up right before the hardest part. They never got to

see the view from the top. It's too bad. I used to be in their shoes earlier in my life. They don't know how easy it is to push through that final 1%.

We climbed down from our high horse of an experience. We went on with our lives and began a number of other journeys, achieving success with some of them as well.

I used to think success was the end of the road. It is not. In some cases, it's only the beginning of a cycle of greater successes.

Some of our friends are planning a hike up Mt. Kilimanjaro next January. Maybe slipping on his ass with those 8 year old Adidas sneakers was the best lesson that ever happened to him.

...because that was the failure that is leading him to buy hiking shoes and climbing a much larger mountain with much greater rewards on it.

"Our biggest failures are actually our biggest successes."

What is your 'mountain'?

What is ONE thing you can do to push past that final 1%? Is it running ads for your business, is it editing your book, or is it getting off your butt and going out in the world to meet your future spouse?

That Second Pit

“Because we climbed Camelback Mountain, it will be less scary for us to climb that next mountain. We pushed through that pain before. And we learned that that pain is a GOOD type of pain.”

In a previous section, I jumped face first in the pit of my deepest, darkest fears and quit my job to work on my business full time. I discovered that fear is not real. The black fog of fear dissipated away immediately after I took that leap.

This made me ask myself the question:

“Could it be possible, that if that fear was not real...these other fears of mine are not real either?”

I am currently standing in front of another pit: I was terrified of approaching girls at bars.

I jump down into that pit with confidence this time, because I already made it through one pit before. This second pit came in the form of the Sundown Saloon in Boulder, CO on a mid-august Friday night right as the college crowd gets back in town.

I cleared the fog of fears surrounding me, went up and started approaching girls for the first (sober) time in my life.

I picked up the hottest girl at the bar.

You know, the one that immediately stands out from the others? Yeah, go big or go home, right? So I go up to her...

“You (points to her), what’s your story?”

I will never forget the reaction she gave me.

Wow! Is she actually smiling and enjoying a conversation with me? Did she just check me out? I always thought she would shame me and turn the whole bar into a group of people laughing at me for getting rejected. Silly fear...

That fear was never real. It was just a story in my mind that was holding me back.

So I climbed through this pit a little bit quicker than the business one I went through because I trained myself to recognize the other side, and have faith that I WILL make it there. I made it there – I talked to at least 10 girls and got 3 dates from that night.

Oh, that hottest girl in the bar that I talked to, when I had to leave early that night to meet up with a friend, she gave me those “sad puppy eyes” when I left.

We have plans to go out next week.

All because, I jumped...

Silly fear...

Update while editing this book over a month later: Ever since I took the leap, I lost that fear. I went to a party two nights ago and for the first time in my life, I went in with the confidence that I can talk to anyone and they would respond well.

I used to have social anxiety and that night, I talked to everyone without an ounce of fear in my mind.

Translation: This stuff you are learning ACTUALLY WORKS.

The Stories in Our Head

I did not learn how to meet new girls. **I did not find any secret tricks** to make the hottest girl in the bar talk to me.

So what happened?

Looking back on things, you may begin to realize that those things that you look up and think you can't do were actually possible all along.

- I am not a different person before I climbed that final peak of the mountain.
- I am not a different person the instant I said something random to that hot girl.
- I am not a different person when I finally decided to submit my first paid app and started making money from it.

We have this power all along. The secret is not learning to gain something new, but to look past the stories in your head (your fears, limiting beliefs, self-confidence issues, the things society preaches to us, etc.) and see the world for the truth that it is.

By erasing the bad beliefs in your mind, and climbing that mountain, you are destined to be successful.

After reading this book, you may look up to some of these stories and hope it is possible in your life. I got the date with the girl, I make passive income online, and I am beginning to realize that anything and everything I want in life is possible.

You are just one mindset shift away from everything I described here.

Well guess what. Myself, and successful people around you are in the same exact shoes as you. Even today, I am still getting past similar fears, inactions, and limiting beliefs that I write about.

Nobody is above you, everybody is next to you on this journey.

They are just standing in a slightly different place, thinking a slightly different thought.

Figure out that ONE fear that is holding your back right now. Reframe your belief on that thought into something positive, and you will see a different outcome.

Just be sure to take one piece of action and don't leave it as a thought in your mind.

Want to climb through these pits with ease?

This worked for me, it may not work for you, but it might...so maybe give it a try and see what happens?

Find ONE pit that you can jump through and realize that your fears in that area of life are not real. Pick an easy one, just to get the momentum going. When you have that knowledge behind you, the second pit goes a lot quicker. And the third through hundredth pit become a LOT quicker and easier. Pretty soon, you will be leaping right over those fears you used to have.

It all started with **one** leap of faith.

I used to overwhelm myself with looking to fix 100 things at once.

Before you turn the page, find one pit, and face that fear head on.

Seeing Success First Hand

When I first started learning about business, I stuffed my brain with as much information from these gurus as I possibly could, because I saw they made millions of dollars. I wanted to be like them. Here is the thing though: I didn't believe it was possible for me. I really... really... *hoped* it was, and *thought* it was, but I was not **convinced**.

Then one of my friends went from starting a business from nothing to \$30,000 per month within a VERY short period of time (less than four months to be exact).

The thing that was different with seeing him experience success was that I was friends with him before he achieved this rapid growth. When he hit the 30k mark, he was in the same exact shoes I was a few months prior to that, working an 8-5 job and trying to start a website business after work (and sometimes during work...whoops).

We would get on skype after work and complain about work and how much we wanted to buy nice houses, fast cars, and meet girls. We both were not taking that final step on our business. Then he decided it was time to go that final 1% of the way to success and started to learn how to market his business on Google. He made money, and I was still in that 99% loop and at my day job.

Prior to this I always knew the gurus/famous online marketers after they had success, so **something must have been different about them vs. people like me.**

When I saw someone EXACTLY like me have success, that belief came crashing down. Within 3 months of that belief being shattered, I finally started making some steady money online.

The only thing that held me back was that belief in my mind. Once I overcame that belief, I began to experience success.

Fast forward to today, I am not at the \$30,000 a month mark, but I am making a decent living through passive income online. The ONLY reason I am not at that level where my friends are at, is because they pushed through a few more beliefs than me.

Is there anyone in your life close to that success mark that you can experience this mindset shift through?

It might just be the thing that gets you to the next level.

Or you could choose to understand that you have limitless potential, and be that person yourself.

Or perhaps my stories here will show you how I went from nothing, to something.

What can YOU do to CONVINCING yourself that it is possible for you?

Chapter 4 - Next Level Information

I call this chapter 'Next Level Information' because it seemed kind of out there when I first heard about it, but after seeing results for myself, I realized that it has been there all along.

“Don't Ask If its Right or Wrong. Ask if it's Useful”

What if you can actually predict the future and make it come into your reality?

Hopefully at this point in the book, as you begin to think about the things you just learned, you may realize that I might have a mindset that is different from the general population, and some of the things that I have pushed through might actually work for you.

With that being said, there is a deeper level of understanding and openness needed in order to digest what I'm about to share with you right now. It's deep, and it is real to me. And if for some reason it sounds 'out there', just play along with my story and pretend how amazing it can be...

"Don't ask if it's right or wrong. Ask if it is useful"

Is it possible that my technique is useful, and that will help you more by actually trying it as opposed to trying to prove it right or wrong? Just food for thought while you read some of my more recently learned stuff, because I know some of my readers will try to prove it wrong, and they will be too busy with that, and not using that time to help them.

What if I told you that you can actually shape your future exactly how you want it?

My most efficient way of Goal-Setting.

What if every future possible (every goal you strive for) is already pre-written for you, and your job is to choose which one to bring into your reality?

What if anything and everything you wanted in life is possible, but you are not at the level yet to realize this?

Well I am about to share with you the exact technique that I have used where I actually predicted my future, and made it come to reality on a consistent basis.

Using This Technique:

- 1. I graduated top of my class from a tough police training program when I started it being out of shape.**
- 2. Predicted (with vivid detail) the promotion to the corporate office at my old day job 7 months before it happened.**
- 3. The exact time I was able to quit my job and grow my business full time...6 months before it happened, and 4 months before making my first dollar with my current business.**

Seeing into the future

Entertain this possibility. Every thought that jumps through your head is a possible future for you. The thought of being a millionaire, the thought of meeting somebody who you fall in love with, or simple thoughts such as getting a drink in the next five minutes.

The drink example is the easiest to demonstrate the process.

Say you would like a drink while you are reading this.

- 1. When you think of getting that drink from the refrigerator; that thought is a possible future.**

2. You could also have the thought of going to the store and buying a drink; that thought is also a possible future.

Both thoughts are very real futures, which you can demonstrate right now (if you want a drink of course). These are two distinct, pre-written futures that you can get to by going down a specific 'tunnel' (journey), and coming back on the other side with your drink.

There are an unlimited amount of pre-written futures available, and the first step to making that future become real is with that initial thought.

Imagine yourself already in that future in order to make it a little more real for you. Your goal here is to actually feel 100% as if you are in that future (thoughts, feelings, sights, sounds, smells, beliefs).

Visual

Ok, so say you choose to get that drink from your fridge. What is it? Mine is that sweet cold, Peach Snapple iced tea coming from one of those glass iced tea bottles. Notice that I get into a little bit more detail right there. I visualize myself standing in front of the fridge, opening the door, pulling that iced tea bottle out, twisting the cap open, and eventually bringing the ice tea up to my mouth to drink. I tilt my head back as I drink. The kitchen is kind of dark because the lights in there have dimmed, and the sun is coming through my patio door because it's the afternoon and that door faces west.

Auditory/Kinesthetic

In my thought process, I hear the refrigerator door open as I pull on the handle. It has a little resistance at first, but it pops open. At this time, I feel my bare feet on the cool tile floor.

Do you know the sound Snapple cans make when you open it, that popping sound? I hear that as I open the bottle, bring it up to my lips, and feel the sugary, delicious iced tea hit my mouth, and then down my throat.

I am fully engulfed in the moment in my thought. This is where I am actually projected into my future reality of that thought I chose.

It is now time to 'bring that thought' back into, and connect with the present moment.

Connecting your future with the now

When you do this, stay present in that future moment. Say your timeline is 3 minutes into the future where you are drinking your drink. As you are in that moment, projected into the future: It is time to take a step back in time (through your thoughts) to what happens just before you go to the kitchen (I leave my room). Take it back a little further (I get up from my chair).

Take it back further.

What is the FIRST thing you have to do in order to make that future a reality? The VERY first course of action you have to take in order to make that future real. I had to slide my chair back, and stand up.

It can be that simple

So by following this process, I had a thought in my mind (one possible future of an unlimited amount of pre-written futures), I stepped into that future, and I pulled it back and connected it with the present moment with that one action. The rest pretty much happened on autopilot.

The key was paying attention to the details. The FEELINGS and EMOTIONS, the sights and sounds of being in that future make it real. Taking small steps back from that future and realizing what is the FIRST step you have to take in order to achieve that future.

This allows you to believe that it is possible. (This is more important with larger goals outside of getting a Snapple).

Yes, I know you are thinking that getting a soda from the fridge is not an example that proves anything.

I did this for two reasons. The first, it is these little, simplified successes that make it easiest to demonstrate AND practice the formula. Secondly, it builds up to larger things when you want to set more long term results.

You will learn how this process works for you by testing it. Perhaps the feelings and emotions aspect of the visualization works better for you than the sounds. Or the other way around. Fine tune your skills with these little things, so you have a higher success rate with the 'bigger' things.

Note: When you get more advanced with this technique, you will realize of your unlimited potential, and these 'bigger' things are actually just as easy as the smaller things when it comes to the level of work involved.

I used this most recently by writing the first version of this book in less than a week. I pictured what was possible, and then 'backtracked' to see what I needed to get done in order to make it possible.

The 'bigger' futures are all possible, and I experienced two life changing events from this already in the last year, mixed with about 50 different medium range successes over last week while I was trying to hone down the process for my book.

Here is how I changed my own future.

In March 2013, I planned to either quit my job or have a more relevant paying job as an entrepreneur by October 31st. I wasn't consciously aware of this exact process at the time, but looking back, I did exactly this. I got those emotions going, the sites/sounds/feelings/etc. and then decided to take on a few side tasks at my job to look better for my boss as my first course of action. It was all on autopilot from there.

Without much effort put into it, my boss told me I was able to go to the corporate office for an interview for a programming position, which would eventually lead to a marketing job. Much more relevant to my career path vs. working in customer service.

I started the new job on October 1st 2013

At the time, I didn't have the belief that I could make enough money in that time to quit my job, so that was the deep down reason why I chose the future with the higher paying/more relevant job instead of actually creating my own profitable business last October.

This leads to one of the keys to the concept: You have to be VERY SPECIFIC and believe that it's possible.

This book will open up your mind to the possibilities that you haven't thought of yet.

I once practiced this to meet a cute brunette girl with glasses in the laundry room at my old apartment complex. I left my apartment, and went to go down there.

As I turn the corner, a cute, brunette girl with sunglasses turned the corner to do laundry too...

...with her boyfriend walking right behind her. I believed I would meet her, but didn't believe I could date her.

Get specific, go into the details, and you will have a much clearer future.

Ok, that might be a coincidence.

It may be coincidence, and when you start to see this pattern happen often enough over different scenarios, you may begin to realize that it works. I quit my job and moved to another state to grow my business full time because of this practice.

Proof?

It is hard to prove this stuff so I will take it a step further. One thing my parents want to do again as a family is go on a vacation to Hawaii. They are retired and keep a strict budget, so they might never take the opportunity to go to Hawaii on their own. I am starting a new online business that is looking

like it will do really well. I am in the perfect position to make this potential future a reality.

By May 2015, I will be in a position able to take my family to Hawaii for 3 weeks, and we will buy tickets to go there. I've thought the thought, projected into my future, got very specific with my experiences in the future, and I pulled it back to the now, knowing the steps I will have to take to get there, and I even painted this picture of the vacation into my family's minds so they are brought into my reality.

My next step to make this future completely connect to the now is running advertisements for my new business. That is my first step to make it real.

So by May 2015, I will made enough money to have tickets purchased for bringing my family to a 3 week long Hawaii vacation, where I will be standing on the beach knowing that I made it happen.

Check back with me at that time at www.IAmNotAMillionaire.com to see this experience unfold.

Following this process will allow you to set, **and accomplish**, goals that you previously thought were impossible.

This type of thinking may not be something you ever believed before, but could that be the reason why you haven't made certain goals happen before? If you really think back to a specific success in your life, did you not follow this same path? Is it possible that you have already done this before, and have seen it work, but just didn't connect the dots until now?

1. Step into your future.

2. Enhance the feelings, emotions, sights, and sounds to make it real. Make sure you believe that it is possible if you work hard for it.
3. Rewind on your timeline to see what you are doing before you get there.
4. Rewind some more to the short term.
5. What is the ONE action that you can take NOW to connect your future to the now?

*It is very important that you take this action NOW and not tomorrow, because tomorrow never comes.

What I typed above is one of the most important goal setting techniques that has worked very well for me time in and time out.

It allows me to get in the right state of mind to take the right action for my goals. By seeing what is possible and running towards that goal with a clear focus: you will achieve your goals...as long as you take action.

Practice this right now and ask yourself, what is ONE piece of action you can do to start this process?

Communicate With Anybody Effortlessly

Do you want to be able to have almost anyone feel an immediate connection with you, and be receptive to what you are talking about?

- To those who have not experienced this yet - It's actually possible to create this instant connection.
- To those of you who have – Perhaps you learn a new thing through this section.

Here is how you can better communicate with anybody.

I was once talking to a friend who had trouble communicating to his girlfriend the benefits of being an entrepreneur vs. her desire for him to have a steady paying job. He became frustrated that she wasn't getting his point of view.

The fault was on him, and not her.

He did not know how to communicate with his girlfriend on her level.

This is what I like to call "Unconscious Communication" because most people don't realize that we communicate 93% of our message beneath the spoken words we use.

Let's rewind 10,000 years in our brains. We are living in caves, waiting for the next meal to be hunted, and danger is all around us. REAL danger, not danger like today where you can call for help. If you trust the wrong person, they can easily kill you.

If you trust the wrong person, you will die.

So who can we trust?

Who is the person we trust the most in the world?

We trust ourselves. And therefore we build rapport with people by showing that we are similar to them.

Demonstrate through your words, body language, and tonality that you are similar to that person, and they will unconsciously recognize that.

That is the foundation of how we learn to trust people. Because our brains are still wired from 10,000 years ago. This happens at an unconscious level, but it's very real.

Back to my story: my friend was noticing tension from his girlfriend when he talks about his entrepreneur ways (something that is unfamiliar to her). He was having issues communicating this to her in a way where she was receptive to it. That is the key thing. Your message has to be structured in a way where they are receptive to it.

So while he was talking all this “big picture stuff” that would make sense to an entrepreneur, to an employee-driven girlfriend who values job stability, she was at a whole different level than him.

He began to change his words and conversations to her level. So erasing the big picture, he chunked down in his language to the very specific details of the direction he was going, and how it will be OK in a few months when he starts making sales. He made his tasks seem like that which an employee would do.

By going down to her level and describing his business like it was a job as an employee, she was more receptive to his

message. This is because **she can relate** to what he is doing. Before this, he kept talking about pipe dreams of making millions of dollars. Now that he finally learned the correct way to communicate his visions to her: She was supportive of his business goals, because she finally understood it.

When she hears him putting his product up for sale on amazon: that makes more sense than the e-commerce empire he kept talking about that might happen 5 years down the road.

But it was his responsibility to communicate at her level, and not his.

He did so by having the 'size of information' be at her level.

Other things he can match to her level:

- His tone of voice.
- The speed of his voice.
- The words he uses to match her primary representational system: I **see** your point vs. I **hear** you. Vs. I **feel** your point of view.

For more advanced communication and persuasion skills:

Enter your email address at and I'll publish some exclusive content on my newsletter: www.IAmNotAMillionaire.com

Chapter 5 – Other Things You Might Do Wrong

This chapter is a collection of other miscellaneous stories of things I noticed over the years.

I am an “Entrepreneur Scholar”

I have read books like Rich Dad Poor Dad, The Four Hour Workweek, and The Millionaire Fastlane. I have been awakened to the mindset of a Millionaire, and I feel good about it.

This reading and learning makes me feel good.

So I pick up some other books to give me this ‘good feeling’. Ca\$vertising, The Lean Startup, Etc. Anything I can get my hands on. I know the best entrepreneur blogs to read, and the best YouTube channels to watch in order to get more knowledge.

After about two years of absorbing all this knowledge, I begin to not ‘feel good’ anymore because I’m not making any money. So I chase the next best thing to give me that good feeling back. I begin to see common patterns of business strategies mentioned between different authors and accept these for fact.

It is time to spread my knowledge.

At this point, I preach all this knowledge to my friends on a more regular basis. Most of it they don’t understand, but there is that one tid bit of information in there that makes them have a little ‘aha’ moment, and they look up to me as a source of quality information.

I am an expert.

I feel good again.

I then begin to want to spread the word even more, and begin paying money for some better courses in business to teach me this new knowledge so I get more of that good feeling. When in reality, some of these courses sell 'that good feeling', and not real business growth information (some of them).

I begin to get addicted to that good feeling, and instead of actually spending my time trying to build a business, I chase that good feeling that comes from learning new stuff and spreading the knowledge.

But if I acted on those first pieces of knowledge three years ago to build a business, and not seek that 'good feeling', I would have been closer to the path of true success. It's too late to look back and change anything now. Now that this has been brought to my awareness, it is time to switch paths and actually build a business, and stop chasing that high of a 'good feeling' because it has gotten me nowhere so far.

Did I just describe something that you do?

How can you take action on something that matters now, and stop learning?

I am a Failure, Because Failing Is Real

Failure is real. If I don't see any clear sign of success right away, it is an indication that I am on the wrong path, and it wasn't made to be. This was a key lesson that I learned in my earlier days of being an entrepreneur. It allowed me to give up on an idea quickly and move on to the next one.

My first online "business" was a spin-off of some witty viral webpage that made the owner a quick million/got a lot of media coverage. I decided 'if he can do it, so can I'. I taught myself HTML and hooked my web page up to PayPal to see the money roll in.

The money didn't roll in after I emailed a few bloggers. I am a failure. It wasn't meant to be. But I was strong, so I decided to push through this and go on to my next business.

I then decided to build a social network for pets. I spent months learning how to code this, including an insider's membership area. I was impressed with my final product. I now created a new way for pet owners to have their furry friends connect with others around them.

I emailed a few bloggers, and the money didn't roll in again. I didn't get any coverage.

I failed again.

I then decided to go out to the night clubs to meet a new girl to take my focus off of the parts of my life that I failed at. The dating world is what where I would have my success first. I studied a lot of pickup material that taught me how to meet girls, and knew how the experts were doing it. This

information made me feel good...but I already learned that the 'good feeling' I get from learning isn't so good after all.

I talked to one girl, and struck out almost immediately. I keep failing. I guess I just wasn't meant to meet a girl in a bar. Maybe I should try to meet one in a bookstore. When I struck out on the girl I approached there, I realized it wasn't meant to be so I decided to shift my focus back on business.

When I make money, the girls will come.

I then built an information product teaching people how to rank high in the search results on a specific website. I knew this information was valuable, so I gave my pitch to a few bloggers. No reply. I kept pushing forward and emailed 100 more. I got some coverage, and made a few hundred dollars. The first money I ever made online...more than a year after starting my first idea.

Then it hit me.

No matter which business I started, I would face that initial barrier of rejection, and by backtracking at the first obstacle and going in a different direction time and time again, I was always putting myself back in a place that I have already been in. If I emailed one more blogger, or approached one more girl, I would have been at the next level over a year ago.

My journey to business success was just pushed back 365 days because I thought I was failing all along, when in reality, I was given lessons from 'the universe' of what I was doing wrong. And had I listened to that feedback, I would have pushed through that first obstacle on my first business 365 days ago, and not now

I wonder what other lessons I'm missing out on now that I understand that failure isn't real, and what we previously described as failure was the best thing that has happened to me?

Lessons to Learn:

1. You are going to face the same amount of obstacles on a new path when you pivot to a new idea. In a lot of cases, it is better to push forward through your first failures instead of jumping ship. I can guarantee you will be in a better position 3 years down the road because of this.
2. A lot of this section was written in a sarcastic tone. I was making mistakes by shifting gears, and you don't need to make money to attract somebody in your dating life. Re-read this section again with my sarcasm in mind and it might sink in better.

I Became An Architect. And So Did You.

You might become an architect too without realizing it yet.

I am a BIG picture thinker. When I come up with a new business idea, my mind builds out the entire big picture business. I made flow charts and mind maps of all the features, and how they connect to each other.

I felt accomplished with what I planned out. It gave me a good feeling.

After weeks of planning out a previous business, I began to build the foundation and take the first steps needed. The funny thing is, when I took action on the first 'building block' of my business, my entire plan that came after was thrown out the window. So I went back to the drawing board and spent weeks building my map into a new direction.

After I laid down block #2: That entire plan went out the window...yet again. One lesson from the real world changes everything.

I repeated this a few times and wasted months of my life on something that I would have realized in a matter of days if I took one piece of action at a time.

I became the grand architect of my own reality. And the most ironic part, nobody else shared my reality (aka the market did not react well to it).

My reality was that of being delusional.

So I decided to fix this bad habit:

I wrote a how-to guide on building a crowdfunding campaign. At the very beginning, I figured out the ranking

algorithm of one of the most popular crowdfunding sites. I created a sales page to sell that information. I made \$100, and my customers all told me that they didn't care much about the ranking thing, they just kept asking me:

1. How do I get people to visit my campaign page, and
2. How do I get them to give me money?

So as a result of that feedback from most of my customers, I went away from my original plan, and molded the product around the customers, one step at a time. They asked a question, I went to the experts for the answers. Each time I got common feedback, I wrote a new chapter of my book and published the updated version on my site.

After time, I had covered all the bases that most of my customers had problems with and got excellent feedback on my product. My book played a small role in some people making money on their crowdfunding campaigns even. People who read my book raised a total of over \$200,000 for their business ideas (they were the true success stories in their campaign so I don't want to take credit for their hard work).

This had nothing to do with that original ranking algorithm tool that I spent months building.

What if you stop being the grand big picture architect, and start getting off of the drawing board and into the real world?

I never had any success on the drawing board...

Take action and then plan one step ahead, with a general outline of your bigger picture goals

Disclaimer – If you work in construction, don't listen to my advice above.

The Very Definition of Failure

Before reading this section, define what failure is.

I came from a law enforcement/firefighter background. It was instilled in our brains that if we fail, we will die. Which was pretty much the truth in that context. In this case, failure was the end of the road.

Successful people I have spoken to in the business world do not define the word failure the same way. I started listening to them. Failure is not the end of the road for them, but a lesson that will bring you to the next level.

Here is a post I made on a forum a few months ago about my story.

How many of you have set a goal to become a millionaire and have ran into obstacles along the way, which have made you frustrated?

I haven't gotten frustrated by an obstacle in a long time.

Here is my story.

What I HAVE come across were **countless GIFTS**. In September of 2013, I heard from a friend of mine that he was making money with apps, so I decided to start an app business.

Start business -> \$\$\$\$

Apple wanted to be a bunch of jerks and charge me \$99 for my iOS developer account. This wasn't in my plan. My plan was - Start business -> \$\$\$\$\$. The universe must be confused and

kept throwing a \$99 fee in my way. This is how the conversation went...

Me - I want a profitable App business

Universe - Here is your \$99 fee.

Me - No.... I want a profitable app business...not a fee

Universe - I don't think you're listening to me... Here is your \$99 fee...

Me - No.... I want a profitable app business...not a fee

Universe - I don't think you're listening to me... Here is your \$99 fee...

Me - No.... I want a profitable app business...not a fee

Universe – LISTEN to me... Here is your \$99 fee...

This conversation went back and forth for a while. No matter how much I resisted, the fee was there. I finally decided to pay it.

This \$99 Apple Developer fee was my first GIFT

Start business -> ~~Apple Fee~~ -> \$\$\$\$

At this point, I spoke with another aspiring entrepreneur who shows interest in making apps, but they gave up when they heard there was a fee to just have an iOS developer account. \$99 is a lot of money to them. They were playing to 'not fail'. I'm glad I got that first gift, because I'm at the next level now.

They didn't accept that gift.

Over the next 6 months, I was given plenty of gifts by the universe, even though I didn't ask for them:

**Start business -> ~~Apple Fee~~ -> ~~Learn iOS Dev Center~~ -
> ~~Learn iTunes Connect~~ -> ~~\$200 App dev training~~ -> ~~Navigate~~**

~~xcode -> setup in app purchases -> marketing plan -> About 100 other gifts -> \$\$\$\$~~

^Fast forward to March 2014 (6 months later) - My first paid app was approved, and selling.

6 months.

On to App #2 - Apple updates to iOS 7 (new approval requirements) and I was given 16 more gifts in the form of rejected apps. Apple rejected 16 of my apps.

App #1 (6 months' worth of work for my first *paid* app)

App #3 (3 days' worth of work)

App #10 (1 day worth of work)

App #20 (3 hours' worth of work)

App #22 (3 hours' worth of work)

Start business -> \$\$\$\$

~~Start business -> Apple Fee -> Learn iOS Dev Center -
> Learn iTunes Connect -> \$200 App dev training -> Navigate
xcode -> setup in app purchases -> marketing plan -> About
100 other gifts -> App Rejected -> Six Months-> App
Rejected -> App Rejected -> App Rejected -> App Rejected -
> App Rejected -> App Rejected -> App Rejected -> App
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> App Rejected -> App Rejected -> App Rejected -> App
Rejected -> \$\$\$\$~~

Every "obstacle" that is thrown in your way is actually a GIFT that you asked for when you asked to be successful. Once you have it, it will not be thrown in your way again.

Once I re-framed this view on 'failure' and viewed it from this new perspective (outlined above), this journey became a whole lot easier.

I find it funny that you still think you are 'failing'. You are being given gifts, but only when you read this now, do you begin to realize the truth all along.

Those 'failures' are the reason I can spend a week doing nothing but writing and publishing this book, and still getting paid.

Failure is a good thing, because all failure is...is a lesson that gets you to the next level when you push through it.

Embrace the failure.

That \$99 apple fee per year, and learning how to create apps allows me to pretty much print money on demand now, because I learned valuable skills from those 'obstacles' that came in my way.

This story is not about me (although it is true). It is about you.

Every failure will teach you something. What did you learn?

Chapter 6 – Growth through Self and Others

Behind every successful person is a team of supporters who push them to success

- I wouldn't have quit my job if it was not for the NLP training of Dr. Matt James at NLP.com.
- I would not have a high converting banner ad if my friend Jason did not show me how to use Photoshop.
- I would have never started my entrepreneurial journey if it was not for the book *The Millionaire Fastlane* by MJ DeMarco.
- I would not have success with meeting girls if an old roommate of mine didn't drag me out and show me how easy it is to be social.
- I would not be able to run advertisements online as effectively if a friend from my mastermind group didn't show me how to setup and track ads.

There are 100 other people on this list.

For every successful person, there is a group of support people who help them get to where they are today. I have been on both sides of the fence.

I have been taught like I described above and I have mentored others who have reached my level years quicker than it took me to get where I am.

They say that you are the average of the 5 people you surround yourself with the most. This has been so true. When I moved into an apartment in Scottsdale, Arizona with two other full time entrepreneurs, I finally saw success for the first time in business.

But what if you aren't willing to move across the country?

Here is how...

The Most Powerful Search Engine

The Mastermind Group

I surround myself with way more than five people.

Over the years, I built up friendships with people that have skillsets that are much more diverse than mine.

After attending an entrepreneur conference one year, I started a Skype mastermind group with three other people in the same situation as me. We all wanted to grow our online businesses.

Every Sunday night at 9pm, we would have a conference call and talk about our struggles for the week, and outline what we had to accomplish by the following Sunday. If we didn't meet our goals, we were punished. If we missed our goals three times in a row, we were out of the group.

The best part of being in a group like this, is that your knowledge base just grew by 400%. Whenever I ran into a problem with my business, it just so happened that another member of the group was an expert in that field.

If none of them knew something, they always knew someone who did.

Instead of using a search engine to find information on a topic, and spend days trying to learn it, a half hour call was all I needed to get the job done. By itself, this does not seem like much, but it keeps adding up.

I now have three other groups just like that, and I have friends at all different levels of their entrepreneurial journey. Every

problem that I face can be solved with not much more than a phone call away.

But why would they help me?

Here's why...

Reciprocity

I was once mentoring a newer entrepreneur named Chris. I taught Chris how to setup a private membership website in one day, and he was able to do that. After this point, we were both pretty much at the same level with our programming knowledge, and there wasn't much he thought he could offer me.

We kept in touch from time to time, and a year down the road we were exchanging emails where I was talking about an issue I had with getting a feature of code to work on my iOS app.

We hopped on a call, and he pushed me through this month long problem with a 15 minute phone conversation.

He didn't have to help me, but he felt the need to because I helped him without expecting anything in return.

How can you get experienced entrepreneurs to help you?

You always have something to offer somebody. I have a friend here in Boulder, CO who makes a lot more money than me through his business, but had a bad habit of eating junk food and not working out.

I am not in the best shape myself, but in the past two months, I have lost over 10 pounds using a set of tools and techniques that actually worked for me, after being in his situation. I taught him these tricks, and he got himself into the gym 5 times in the last week.

Just because you don't have business knowledge to offer others, doesn't mean that you can offer something to improve their lives.

Success with money does NOT mean success in other areas of their life.

Remember the previous chapter about the RAS and how we only focus in on a small percentage of what is actually there? Instead of focusing in on what you can't offer, search for what you can offer in other areas of their life. Because there is a lot more there than you think, and this knowledge will be valuable to others.

The key here is to offer as much value as possible, and expect NOTHING in return.

Offer, and you will receive.

P.S. – It might make this a whole lot easier if you ASK the person what their current struggles are.

The Third Education

Public Education

I need to stop following public education if I want to be a successful entrepreneur. I am beginning to realize that this system was put in place in order to build a workforce for the country. This is a necessity. Not everyone can be at the top 1%. In today's society there needs to be the 99% in order to keep the country running.

I want to be the 1%, so I have to stop following the 99%.

For way too long in my entrepreneurial journey, I played into this "group think" that was embedded into my mind for the last 27 years. I 'needed' a job for the safety and security. I was ridiculed for spending my weekends working on my business and not going out. I even paid \$30,000 for my master's degree so I can make more money after I graduate. That resulted in my being unemployed for a year and a half after graduation before I got my first job.

Following the ways of the public education system may not be the best path for the true entrepreneur.

None of my customers ever asked me for a college diploma.

Private Education

No, not private schools.

After I realized I couldn't learn what I needed to learn in order to become a millionaire through my time in the public education system, I began to look to the gurus, and began talking to other experienced entrepreneurs to guide me on this

new path. They had the **real** knowledge for the path I wanted to take.

The knowledge attained here through online videos, networking, mentorship, books, etc. was priceless. It was like I was finally awakened to the truth that has been hidden from me for more than a quarter century. So I began to absorb as much information as possible. I read more than 40 books in a year, and learned so much.

But there was still a problem. I didn't know how the real world works, and I wasn't making money from learning here. Up until this point in my life, everything has been just theory and third hand accounts of things that worked for others.

It is time to get into the REAL education.

The Third Education –Learn by Doing

Back when I was in the police academy, we studied through our textbooks and from instructors on how to properly pull our handgun from our holster, and shoot at a target in front of us. There was a long section on handgun handling and procedures, so I read it all one weekend, and then we had a week long classroom session on the topic.

I had all this information in my head, and I knew EXACTLY what to do because I learned fast from the information provided to us. 40+ hours of training from an expert marksman, video, and text lessons.

But then something unexpected happened...We went to the shooting range the following week, and pretty much the entire class messed up from the get-go. From unsnapping our

holsters, to having our gun get stuck in our holsters as we try to pull it out.

One person dropped their gun and it shot off in a random direction. That was the LAST time they ever made that mistake. Did they fail, or did they learn?

If we were in a real life situation where we needed to defend ourselves or others...we would be dead. So much for the private and public education.

We needed a third type of education that actually grew us as a person.

A real situation on the street would have been 'the third education', but for this scenario, the hands-on practice, and putting our knowledge into use at the shooting range was our 'third education'.

We learned by doing.

Now that I'm not involved in law enforcement anymore, and the skills I need to practice of building websites, running paid advertisements, tracking analytics, etc. are the real Third Educations that will allow me not to survive, but to thrive in business.

When I finally stopped absorbing more book knowledge, and actually put the tools to the test, I finally had my first profitable business. Reading this 800 page book on website analytics or training guide on paid advertising had NOTHING to do with my app company.

I had my initial understanding of online/mobile marketing from the years I spent in my 'private education' phase. That

was a good ground work, but that time is over, and it is now the time to evolve to the third education to get some real world experience (and start making some money). I go back to the private education from time to time, such as when I needed to learn how to upload my app to Apple, I bought a \$200 course on how to do that, because that was directly related to what I'm taking action on. Most of that other stuff has nothing to do with my current business, and delayed my results.

Can you relate to this?

Are you scared to move past the private education phase?

Writing this book is my third education. Reading this books is your private education.

I made money by you reading this. You paid money to read this.

Where would you rather be?

A note about me writing this book: I've actually done the stuff that I write about. I tried once writing a book with skipping the 'doing' phase, and the market shut me out because I didn't actually do anything. So if your goal is to write about your experiences, get some experience first.

How I Found Gold in the Wilderness

- **July 2014 – Arizona to Colorado:** I quit my job, sold all my stuff, packed my 2006 Nissan Sentra with what I could fit, and headed for Boulder, CO to pursue my online business full time. I drove through the mountains on my way here and had a life changing experience along the way. I stepped into the wilderness.

The Experience – Imagine This:

As you pull into the rest stop of a highway you follow a trail into the wilderness, without a map, and you have no clue where to go. You hear an older gentleman at the parking area talking about this river full of gold hidden in this wilderness. He says some other stuff, but you don't listen because you're so focused on the money.

So you decide to go search for this river full of gold.

At the beginning of your journey, you just kind of go off in one direction to see where it leads you. You wind up nowhere special, so you try to find a new path.

- *At this point, you feel a little anxiety to wander too far from the security of your car.*

On this second leg of your journey, you finally found the path that leads you deeper into the unknown. You begin to see things that you haven't seen before.

- *The car is further away, but you know your way back to it in case things go bad.*

You find a third path which leads up a rocky hill about 30 feet high. At this point of the journey, you are sure you are moments away from the river with gold. You hear the sound of rushing water just above that hill. As you climb, you fall down and scrape your knee.

- *You still kind of know your way back to the car, but you decide that you've gone too far to turn back now. You climb that hill and reach the river. You don't want to turn back.*

The river has a little bit of gold flakes in it, but nothing that made your journey seem worthwhile. In the back of your mind, you do remember the man telling you about the river with an abundance of gold in it, so you decide to keep pushing forward towards the deeper mountains.

You keep pushing forward without success yet, because your gut now tells you that it's possible.

On the fourth leg of your journey, a storm hits. One which you were not prepared for. You are high enough up in the mountains where it gets to hit freezing at night, and you are in a t-shirt.

Things start to get bad, but at this point you have gone too far to go back.

You are not sure if you are going to stay alive until morning when it will get warmer out again. Just when you think you can't make it any further, you get resourceful and decide to seek shelter. It takes some time, but you find a fallen tree that will protect you from the rain and a pile of leaves to keep you warm.

It is funny how resourceful you get when you escape the safety of retreat. You have no outs and the only way is to run forward.

The morning arrives, the sun comes out, and you are alive and well. You just made it through some serious bad times right there. You feel like a stronger person.

Just as you crawl out of that tree into the warm morning sunshine, you see a cabin about 100 feet in front of you with an old man on the front porch.

You approach him and begin to tell him about your experiences of rumors of a river of gold, getting hurt going up that hill, and almost dying in that storm.

The old man is impressed that you made it through all of that, and he decides to tell you how he has been mining that gold for years, and all the amazing stories as a result of it. He made millions of dollars and traveled the world. At this point in his life, he saw everything he needed to see and is glad to show you where the river of gold is. It is now your time, just like somebody taught him what he needed to know in his time.

As this mentor leads you to these riches, you begin to finally see the path very clearly. You reach your riches and it was everything you ever hoped it to be.

As the old man walks away, he asks you something:

“When I first told you of this gold river in the parking area, why didn’t you let me show you the way then? I was telling you that I would show you the road that could have got you here a lot

quicker? You seemed like you were daydreaming and didn't really listen to me at that time. I'm glad you finally did."

Whatever direction you walk. The map will reveal itself. Just as long as you decide to walk.

This is both a story about mentorship, and getting out of your comfort zone so that the only path is forward.

Chapter 7 - Reflection

It's Not All about the Money

For the last three years, I used to dream of what it would like to make passive income online. The traveling, the freedom, the girls, the partying, the fancy clothes, being surrounded by awesome people. I would finally be happy.

Once you make money, all of that happens.

That was a lie.

For the past week, I sat at my computer all alone, browsing the internet like I did three years ago.

Nothing has changed as a direct result of making money.

But wait...I am making money online, wasn't my entire world supposed to be flipped upside down?

Looking back on the last three years of my life since I started getting into online businesses, it was going on hikes, out to dinner with, going on dates, or to conferences with my friends that I look back on and smile about. Not the nights sitting in front of my computer.

A work-life balance.

As you grow your business, make sure you grow as a person at the same time. There is the important need to work hard and spend some time working on your business, but a lot of us forget about the world outside.

Find the right balance for you.

And your life WILL change when you have financial success. It just won't change in the exact way you were thinking. One day this will make sense to you, if it doesn't already.

It's not about the Money – Part 2

My friend Amanda wanted equity from her employer.

Amanda worked for a large SEO company with hundreds of clients and close to \$10 million in revenue. They only focused on SEO. She watched a video training course teaching her the basics of paid advertising.

She felt this qualified her to lead a new paid advertising branch of the company, and that she deserved a large amount of equity for her vast knowledge. After sharing what she learned, her employer was very excited about transitioning into paid advertising.

Her employer had:

1. The large lines of credit to fund this new branch.
2. The client base that would be interested in it.
3. The knowledge about how to get new clients.
4. The ability to make this grow very quickly.

Amanda took a course on paid advertising. She knew what her employer would know if they took that course. Even with that being said, they felt she would be a great person to run that department.

But Amanda insisted that she have 60% equity in this new company. She was blinded by the money because she would not take this position unless she had equity.

Then one day arrived where Amanda saw how much value she could get from this experience. She became the lead of this new department, was given a six-figure salary, and was given

a six-figure budget to learn very valuable skills of paid advertising and managing others.

Within two months, Amanda took these skills and applied it to her side business-and began profiting over \$10,000 a month. She is now at the point where she can pretty much guarantee a high paying business for the rest of her life because of the skills she learned through this opportunity. I am confident she will build a multi-million dollar business with what she is doing now, and she will own 100 percent of it.

And to think, she almost blew all of this, for the short term desire for equity and fast money...

Follow Up Thoughts on This Section:

It is never about the money. A lot of online gurus promise the money, the girls, the fancy cars, etc. because that is what their target market **initially** wants. The people I see who are already successful, see past this, and focus deeper on how they grow as a person.

To them: The money is a **result** of the amount of value they add to people. Whenever somebody tells me that their goal is \$10,000 a month, I cringe. How many customers will it take to sell your \$47 product and make \$10,000? Most people don't think about this. They have thoughts of the money.

213 customers. How can you deliver a product to 213 people in one month? How do you know that this is a product that they want? How do you know they will pay \$47 for you to solve a problem for them?

STOP focusing on the money – It is only a result.

Entrepreneurism in Culture

I am spoiled.

It took me a while to get up the courage to quit my job and focus on my business full time. The fear of the unknown had me standing paralyzed. If for some reason I fail, I will have to go out and start looking for another job and be back where I was before I quit.

My parents told me that they were concerned about my actions of leaving the security of my high paying job for something that is more risky, and I might go broke doing it. My day job had a no re-hire policy. So if things went bad, I couldn't go running back to them. If my business fails, I would most likely go back to writing my resume and applying for another job somewhere else to get myself back on my feet again.

In summary: My parents are a little concerned about my actions, and one company (in a city I don't live in anymore) wouldn't hire me back if my business fails. This is all it took for me to drag my feet for years on going out on my own.

I didn't realize how spoiled I am

I met someone who has been in my shoes, and failed.

The other night, I had the opportunity to meet Nishant, and have him share one of his stories with me.

I will introduce him properly in a few minutes, but for now I will tell you that Nishant is from India and failed at business after taking that leap of faith.

Nishant worked in the corporate world in India, and was on the verge of taking that 'leap of faith' into entrepreneurship full time.

There was one thing holding him back.

Failure in India is at a much higher level compared to failure in the United States. The thing in India; once you leave the corporate world, no companies would take you back. The one company that I worked for wouldn't take me back if I failed and needed a job again. No companies in the entire country would take you back if you failed in India.

Nishant leaped, failed, and no companies took him back.

On top of the employment implications of business in India, there is the social pressure. A lot of times when you quit your job in India, your family stops speaking to you until they see your success and have been proven that you made the right decision. But until then, forget about it. See, my parents thought I was making a poor decision, but my relationship with them stayed the same.

Nishant failed at his business in India and, at times, his parents wouldn't even speak to him.

Quit or Fight

It was tough at first, but he taught himself to fight his way through it, and meet them on the other side of success.

Nishant applied for a student visa to the United States, waited for it to be approved, applied to college on the other side of the world, and took that journey into the unknown.

Immediately upon arrival, he was met with a challenge: If I failed my classes in college, I would have been put on academic probation. If Nishant failed out of college, his visa would be revoked, and he wouldn't be allowed to stay in the country any more. This meant going back to his home country, where jobs won't hire him, and his family might not take him back in. His first semester, he was .05 of a point away from failing out of school and getting kicked out of the country.

At this point, you either give up or you fight. And Nishant fought.

All after failing at his business, not being able to get a job in his home country, and his parents not talking to him for a while, Nishant has come on to accomplish the following:

The next semester, he performed at the top of his class with just under a 4.0 GPA and has gained success through the Leeds School of Business at the University of Colorado at Boulder.

- Nishant has served as the Chief Strategy Officer of Surya Conversions, LLC
- Has come to be a Founding Partner and CEO of 4N EcoTech LLC: a U.S. based company providing Renewable Energy & Sustainable Resources throughout the global market.
- He also serves as the Vice President of Technology for the Network of Indian Professionals of North America, consisting of over 40,000 members.

Perspective

And here I sit, in the United States, able to get a job right away if I fail at my business. If things get really bad, my parents said I could always move back in with them to support me while I get on my feet again. I don't have to move halfway across the world. I don't have to risk living on the streets. While I have no desire for any of those things to happen, the perception of 'failure' at my business is not so scary after hearing Nishant's inspiring story.

He attributes the majority of his success to the lessons he learned after jumping feet first into business, and that blew away any book knowledge or aspiration he had while dreaming about success at his comfortable corporate job many years ago.

Do you really have an excuse for taking the leap after hearing Nishant's story?

"Failing" at your first venture might bump you up a little bit, but with the right mindset, you will find a way to get back up on your feet and keep pressing forward.

The Higher Road

The book that woke me up to entrepreneurship and was the very beginning of my path to success is *The Millionaire Fastlane* by MJ DeMarco. I suggest to anybody who wants to be an entrepreneur: read this book first.

But there was one lesson that I learned from the author two years after reading the book...

A simple lesson that would make me shift gears to a greater business.

In early 2014 I was renting out a condo in Scottsdale, Arizona with two other internet entrepreneurs who I met through the author's online forum. One day we got a message from MJ with the idea to start a monthly poker night with him and a few others living in the area.

We gladly accepted.

It was this very first poker night, at 1:30 in the morning where I learned one very important lesson firsthand that ensured my success:

It was in the later hours of another hot February Thursday in Arizona:

- I didn't sleep in over 36 hours,
- Worked a full day at my job, and
- Had to return to work at 7 in the morning the next day.

So naturally I decide to play poker in the living room with the group.

When it hit 11:45 that night, we decided to get some pizza delivery, who said they would be there by 12:15. I decided to keep playing and wait for my delicious food.

12:15 rolls around and I'm exhausted. No pizza

12:45 rolls around and still no pizza. My eyes start to shut on their own, but I hold in there.

1:30 rolls around and I am convinced I can't even comprehend the cards at the table because I was so tired. The others felt the same way.

Still no pizza, and MJ just won a large pot against me with a full house. I missed a straight draw in some crazy 7 card game (where every card is wild or something), so I begin to throw my cards in the middle to admit defeat. The other 5 players folded and was impressed by MJ hitting his winning hand.

1:31 rolls around, and he asks me again what I had. Nobody at the table was awake enough to comprehend the cards.

1:32 rolls around, and MJ pushes the chips my way because I apparently had a straight flush.

In the next 5 minutes, I stared at the cards on the table and while trying to comprehend how my cards made a straight flush. In a half-dazed sleep state, I cashed out for the night. I collapse on my bed to wake up in just enough time to realize I'm an hour late to work.

I had work at 7:00.

8:04 a.m. - As I rush through the kitchen, I see the cards still up on the table showing me very clearly that I won with a straight flush without realizing it.

He could have gotten away with lying for the short gain, but he chose not to.

If you take the higher path, you will win in the long run.

I had an acquaintance from college get caught cheating us in poker. That practice carried over to a career he got on Wall Street, and he eventually got caught doing something immoral to make an extra bonus check that month, and he lost his license in his field of practice.

A \$125,000 salary blown out the window for a short gain.

The Benefit

Seeing somebody I viewed as a mentor take this higher path in a simple interaction resulted in me telling this story to some of my friends, and he wound up getting 5 more book sales because of it.

Telling this story right now hopefully gets his book on the radar for you. It started my journey, and I can assure you that it will help you with yours.

The Lesson

By doing the right things with your family, friends, and customers, you will have the biggest cheerleaders in the world. If you deceive them once, you would lose an opportunity for life.

Can you think of an instance in your life where you can take the higher road, and make a positive impact on someone's life?

Are you interacting with customers to just make money for yourself, or to make THEIR lives a little bit better? This story about poker night is just a smaller example of a much greater lesson of business.

Do the right thing and strive to benefit OTHERS.

Chapter 8 – More Education

Buying an Education

I was recently talking to a new friend of mine. Carlos is a 19 year old college student from just outside Orlando, Florida who is aspiring to be an internet entrepreneur. He has been reading about entrepreneurship and business for the last three years, but has been scared to take the plunge into actually taking action.

He had a belief in his mind that the financial risk was a lot greater than it actually is. Looking at this from the other side of one successful business that cost less than \$200 to start, I can see that he can learn more about business than any book can teach him for under \$30.

He bought the private label rights to sell an eBook to a market with a large amount of customers who like to spend money. For a \$10 domain name and \$6 a month hosting, he is able to setup a sales page, hook it up to a payment processor, and then redirect the customer to a page to download the eBook.

This, mixed with driving traffic to his website is all he needs to do in order to get his first real taste of business.

He Wants To Lose Money

He knew from the start that he was going to go into this process losing money.

But the one thing he soon realized is that he is going into this with a 100% chance of success. Here is how there is no chance he is going into this and “failing” (I hate that word and you should too by now).

He is buying a real world education.

For less than \$100, he will soon learn how to buy a website, set it up on a hosting plan, create a sales page, setup payment processing, and discover how to sell a product to an audience that is actually interested in buying that product.

These same skills can be used to sell any product to any market.

Tell me you can learn all that by reading books all day. I think not.

No matter how this business does for Carlos, he will have those skills that will be applicable to any business he starts for the rest of his life.

Only after I bought enough of these real world business lessons (previously thought of as losing money in failed businesses), did I started to make a profit online, quit my job, and become free.

The money won't come in until you buy your real world education. Now go out and start your first business with this intent, and you will never fail. "Fail" while you are young.

As you learned from Carlos, it can be less expensive than the night on the town.

Want to see how Carlos went from no knowledge to being part owner of a magazine with 100,000 readers in 2 months?

His story will be posted on in early 2015:

www.IAmNotAMillionaire.com

Learning From Your Education

Jacob is a 24 year old entrepreneur from Charlotte, North Carolina. He is married, and quit his job 9 months ago to start his first business. It was a fishing company that sold classes for families to learn how to fish together in order to spend more quality outdoor time with their kids.

This was a very useful thing in the North Carolina area due to the outdoorsy culture. So he spent 9 months of his life trying to get this business off the ground. He began writing a book on the topic and tried to sell it through online advertisements. He learned how to setup the website, and payment processing, and started to look at ways to get people to visit his website.

So he is one small step further along in his entrepreneurial journey than Carlos was at that point of his life. He paid some money to get this real world education. Ultimately this one business 'failed'. Jacob and his wife decided it is time for him to look for a day job for the time being in order to get him back on his feet again.

But Jacob is about to miss out on an amazing opportunity that will help him for years to come:

He began his education, but he did not choose to learn from it as much as he could.

He took these steps, but did not maximize this lesson in his life that will help him build his next business. While he put up a sales page, he did not take the time to master the art of writing sales copy. He did not take the time to learn how to

send paid advertisements to his website, and track them via analytics. He might have done a little bit of this, but he did not use these 9 months to build these real skills that were the sole purpose of him starting this business.

Jacob may begin to realize, that the value in these past 9 months were not making money, but from the education he would acquire from that journey.

You may begin to realize through this story the importance of learning skills as you 'fail', because these skills will come back to help you later.

The only reason I can setup a private membership business in less than 24 hours is because it took me three months the first time I did it.

But it's not too late

With this new knowledge of the true meaning of his first couple of businesses, Jacob began to discover what lessons he should teach himself on the next stage of his journey to success. He also realized the skills he DID master in his first venture. Perhaps his next business loses him \$500, but he learns how to write some amazing sales copy in the process.

Jacob will shortly know how to write amazing sales copy for any business he begins in the future.

This education does not start paying a salary until you graduate the real life school of business.

Jacob had his business 'fail', and he is going back to get a job...but he is 10 steps ahead of the people who didn't choose to gain this education in the first place.

What skills are you learning now that will make sure this business teaches you the skills to become successful?

Note on this section: This section was not about Jacob and what he didn't learn. He took a leap, and learned a LOT of great skills along the way. I looked up to him as part of my inspiration to quit my job and take that leap.

I just wrote it as inspiration for you to learn that the REAL value comes from the skills you acquire and the mindset you attain. These lessons last a lifetime.

Have I been listening to these lessons?

As I sit on Skype and help others get past mental obstacles, I am beginning to notice these same patterns in my behavior. I overcame those lessons at one point on my first business, but new lessons that I'm not learning from are holding me back too.

I am beginning to realize that I have a few expensive lessons standing directly in front of me.

The primary one being:

Paid advertising – In order to make my next business successful, I will choose to master the skill of paid advertising. This is one of those more expensive lessons that may cost me a few thousand dollars before I start seeing any form of real payoff in my education. Or it may be profitable from the get-go.

This lesson will cost more than the lesson's I've gained so far, and more than the experiences Jacob and Carlos are going through right now.

As I look to my future. The friends of mine who have paid for this lesson are seeing income levels 100x higher than I am sitting on right now. I want to be at their level, and it is time to pay for my education. I might stumble and fall on my way, but so did they, and they made it to the top. And so will I, once I take that leap same leap to the next level.

By understanding that I am paying for an education in paid advertising and not afraid of 'failing', I came up with enough confidence to run my first paid campaign today.

I am not creating a new business right now, I am creating a new life lesson for myself (and creating value for others in the form of my products). And like my last life lesson, it might actually make me some money on this level... but I will learn something regardless.

Don't worry about the money. It will follow enough lessons. You just have to prove to Success that you are worthy of being successful.

Chapter 9 – Shifting Beliefs and Focus

Did you notice that these stories resonate with you?

There are a few reasons why they did.

The first reason is because they are common areas that a lot of entrepreneurs get stuck when they first start out. I have been through them, and about 50 of my entrepreneur friends have been through these same exact obstacles in one form or another throughout the years.

You are exactly where you should be on your path to success.

I decided to share them to help speed up the progress of those who started this journey at a later time than me. If you are reading this, and this sounds like I am describing you, it might help to take these lessons to heart and avoid the obstacles a lot of us have faced before you.

And don't think for a moment that we are further ahead of you in any shape or form. We all start at one point of our life, and then learn as we go and grow quicker with every experience we take in.

There is a good chance that if you are here reading this, you will build a profitable business at a quicker pace than I did. I hope you do, and it is all possible.

- **Would you like to share your story of what has held you back?**

- **Are you stuck somewhere and can't figure out what the next step to take is in order to get to the next level?**
- **Would you like to become a guest writer for our website and get your name out there to other entrepreneurs?**

Whatever your story or situation may be, I will be glad to help. You can reach out to me for any help, or share your story at the below website. If you have an expertise that can value others, I will be glad to help you form a mastermind with people who can help you. I don't know everything, and you have some life experiences, so feel free to help me help others by taking the action below.

Share Your Story At:

www.IAmNotAMillionaire.com

Skype: andrewalexander1114

Gmail: andrewalexander1114@gmail.com

Belief Systems

I once had a belief that served me a purpose, but that purpose has been served, so it is time to get rid of that belief.

You can't solve a problem from the same place the problem originated. You have to change something.

Belief systems constantly evolve throughout the course of our lives. And it is a good thing to embrace that! Every belief serves a purpose in your life. For some reason, I believed that getting my Master's degree after being unemployed for a while would make me successful in life. While I was in school getting my Master's degree; I was lifted out of that negative mindset about not having a job, living at my parent's house at age 25, and no money saved up.

After finishing that degree, employers were impressed by it, and it helped me get my first real job after I moved to Arizona. That mindset worked for me. The \$30,000 student loan was just the cost of getting that job.

Success.

Now that I got into owning my own business, I never want to have a job again. Even if I go broke, I will not go back to school to get higher education. Obvious shift in beliefs right now. I realized that nothing I learned in school applied to what I was going in business. Self-study, networking, and experience were going to lead me to success. None of that college stuff matters to me anymore, and I sure don't want to add to my \$30,000 student loan, which didn't do much for me after all.

But here is the thing: I didn't make the wrong decision going for my master's degree. I made what I believed to be the right choice for me at the time. And that is working for me now.

You may come across beliefs that you have now, that won't serve you in the future. That is ok.

But if you have a belief that once served you, and is no longer useful...it may be time to get rid of that belief.

I studied the unconscious mind and NLP to help me discover those beliefs in myself in others.

What tools can you use to discover limiting beliefs that hold you back?

Remember, you cannot solve the problem with the same mindset and action where the problem originated. It might feel uncomfortable at first, but by going somewhere NEW, your problems will fade away.

Are You Working For You, and Not Your Business?

Do you know how much frustration and how many sacrifices your parents experienced while raising you?

If you are not a parent already, imagine the struggles of raising a kid. Spending money on them to feed them, help them grow, taking care of them, paying for their college tuition, etc. You would be putting their needs in front of yours.

Then one day, when you are really old and can't take care of yourself...they will be in a position to take care of you, because you helped them grow.

I see this all the time with people in their 40's starting to return the favor and take care of their parents.

Your business is the same way. Think of it just like raising that child that will be hard now, but will take care of you later.

For the past year, I used the extra money from my day job to grow my business. I sacrificed my paychecks, my nights, and my weekends to help my business grow, just like a parent helps the child grow. I killed friendships because of this, because I knew what would come after it has grown.

Unlike the grown child taking care of the elderly parents 40 years later, my business is taking care of me less than a year later. Because I worked for the growth of my business, and not

for me, I now have a business that is grown up enough to take care of me.

For the last 5 years, I have been getting checks deposited in my account for thousands of dollars each...without having to do any work for them anymore. It's taking care of me.

This story is not about me - You can do the same.

A common mistake a see a lot of people make is that they worked for the short term desires of themselves, and their business never grew to a point where it could take care of them later.

1. That new phone is more tempting than putting \$500 into advertisements that might not pay off.
2. That new car will make you look cool with your friends (for all of 3 days).
3. That week-long vacation you take this summer might seem like a better idea than being able to travel the world next year.

Your business is like a living, breathing organism. Help it grow to a point where it functions on its own, experience the short term sacrifice, and it will take care of you in a few years more than you could ever imagine.

I started a profitable business with an initial investment of under \$200. Imagine what could have resulted if I didn't spend \$20,000 on a car to impress my friends when I was 19?

It takes a sacrifice.

Do it.

Mental Strength

This 65 year old lady was riding her mountain bike up the four-mile long hill on Boulder Canyon Creek, flying past me while I was hunched over the side of my bike out of breath.

She was out of breath and tired too. But she kept going, and I quit.

Perhaps it was because I started riding from my house on the other side of town, or that it was only my second time going up this trail. She must have more experience. Whatever excuse I wanted to think up at the time, didn't change the fact that I gave up and began to rest.

Have you ever been in a similar situation? Giving it your all, and then when you begin to feel tired, you gave up and called it quits? This isn't the first time this has happened to me.

While training for high school football my sophomore year, I gave up when I got tired.

The funny thing was that I could have physically made it to the top of that trail without stopping. I could have completed that extra rep in the high school football weight room if I pushed myself through it.

So if my body could keep going, what held me back?

The first time I road this trail, I stopped 5 times, and began to realize that I could physically push further. So why did I quit last time?

The second time, I only stopped 3 times. And on one of those times, I decided to try something. Right when I was about to

quit, I rode 10 more feet up hill, and then another 10 more feet, and then 10 more. I developed that temporary mental strength, which proved to me that the only reason I did not reach my goal on the first try was 100% mental, and not my physical capabilities.

Next time, what if...instead of resting 2 times, I push it through all the way to the top without any rest and get the best workout I had in a while. Once you prove to yourself that this one small feat is actually possible, and that all you need is to have the mental strength to not give up...you may begin to realize that the ONLY thing holding you back in wherever you want to be in life is in your head.

let's give this a try

The Ride

So after I wrote this last chapter, I went for a ride again up that same trail. I didn't make it all the way. I had to stop once to recharge. The important thing I noticed again was that it was all mental again, and if my life was on that line, I could have gone 10 more feet, 20 more feet, half a mile, that final mile to the finish line.

Is it possible that everything holding you back in life are the beliefs and thoughts in your mind?

Anything external that happens is just an excuse.

How does this relate to business?

So what if, instead of my mindset making me give up on the trail, it is your mindset that makes you give up after that first obstacle on your business?

What if you could actually go that extra 10 minutes each night before you go to sleep?

Update while editing this book: I made it to the top (5 miles uphill) without stopping once. I was in pain for the last ¼ of the ride, but I made it!

I'm in the minority...and I didn't really how lucky I was

Patrice was the only black girl in my police academy.

She lived in a part of the country where there was a lot of discrimination against people who were not white. This was true both throughout the city, and within parts the police culture.

Patrice was 26 years old, wasn't able to secure a full time job in her predominantly white part of the south, and began giving up on her dreams because of the belief that her race was holding her back.

Then Patrice got accepted to the police academy. The only minorities in the class of 60 recruits were her and one other black guy, Eddy.

It wasn't noticeable at the surface, but if you really looked into it, some of the instructors were a little bit harder on them than they were for the rest of the class. They always seemed to be singled out to do extra pushups after class when everyone was going home. The instructors said it was because they showed less effort that day instead of the rest of the class.

During the final week of training before graduation, both Eddy and Patrice failed the physical training portion of the academy.

They couldn't graduate with the rest of us.

But there was hope...

Because they passed all the academic portions of the training, they were allowed 90 days to pass the physical fitness section and graduate at that time.

What this meant for them was that they had to show up at 7 in the morning 5 days a week to do physical training sessions with the next recruit class, and then go on to pass the final fitness test.

They showed up every morning during the first week. They were pushed harder and picked out more than the rest of the class. They got no special treatment because this was their second time around.

In fact, the instructors were even harder on them than before.

Eddy quit after the first week. He swore that because of his race, he would never be allowed to become a police officer.

Patrice kept going. She began to look within herself, and had faith that if she worked harder than the rest, kept pushing forward, and did not let limiting beliefs get in her way, she will be in the best shape of her life, and pass that final PT test with ease.

And she passed....in near record time. There was only one black female recruit that went through this police academy that had a better time than her...

And that *one previous recruit* was the very instructor who failed her in the first place.

The same one that knew what it was like to be in her shoes, so she knew what Patrice needed in order to make it out there.

After speaking to her 4 years later, she told me that the extra effort she had to show at the academy is the reason that she is able to handle herself in any situation, no matter how tough. She is now a police sergeant.

Sometimes the greatest obstacles that you push through are the ones that will make you the strongest in the end.

And sometimes those beliefs were not actually obstacles after all, but gifts that allow you to end up as a stronger person on the other side.

It turns out she only failed the first time due to physical fitness standards, and nothing else.

Lesson: While there may be some merit to your beliefs, don't use it as an excuse that prevents you from going where you want to go.

Use it to know that you will be pushed harder, and turned into a stronger person.

Chapter 10 – Achieving Success

What Is Success For You?

Are you chasing money at all costs?

Emilia is a candle amongst the darkness.

She just got fired from a company after she refused to partake in shady business practices driven by the owner's desire to maximize profits.

This was a loss for them because Emilia is a successful entrepreneur, even if she doesn't have the bank account to show for it yet.

Unlike a lot of us, Emilia did not get into it for the money. That was the last thing on her mind. Coming from a medical background that helped cancer patients, Emilia is choosing to go down the path of an entrepreneur to make true a difference in the world.

Living off of her savings, no income coming in, dealing with health issues, and fighting a number of other battles, Emilia keeps moving forward with her dreams. This is despite the fact that a lot of her mentors have been pulling her in different directions, sometimes valuing profit over morality.

For many, it seems like the desire for money is blinding their ability to see the true purpose of being an entrepreneur. And this desire for nothing more than money is spreading like wildfire.

If something isn't done about this, this fire will burn everything in sight.

It has been a combination of these experiences, which has led her on this path of righteousness to help others and change the world.

What her colleagues don't realize is that after this wildfire (read: immoral business practices based on greed) burns up all the wood in the forest, there will be nothing left to burn, and this distant world will be left with nothing but darkness.

But there was one candle that was still lit.

And that was Emilia's dream. While those around her burned down their companies due to ethical issues, greed, and lack of clear vision, she continues to burn strong.

And sometimes it may take them crashing and burning before they realize that there is something deeper and much more rewarding that they are fighting for. More than money in the bank account or the number of sports cars you own. There is a level of happiness beyond that.

There is always that deeper purpose behind all the surface level noise, and Emilia is lucky she discovered that early on.

Emilia just lit one more candle that will shine bright in a sea of darkness. I understood her purpose. And no matter how much money she does or does not make, she just succeeded because I just heard her story and saw the light.

Follow up

This is me sharing this story with you, the reader, with the intent for you to find your true purpose in business and life...and achieve this purpose.

Because what Emilia is beginning to realize as she reads this, is that even without an income, she is already a success... because she impacted the world in her own way.

As a result of our conversation about this story, I now strive to shine bright in that sea of darkness.

I stopped chasing pieces of paper with numbers on it, and started to add value to other people's lives.

Thank you, Emilia.

Why We Jump From Business to Business

Have you ever jumped from idea to idea, and continued to do so even though it is holding you back?

This is why.

I had the opportunity to be consulted by the experienced entrepreneur and public speaker, Stephen Hilgart. He was teaching me some advanced copywriting skills. There are six primary drivers of human actions. The two we are going to talk about today are:

1. Certainty, and
2. Variety

All too often, with the lack of certainty in my current business idea, I run back to the overwhelming driver of the variety that comes from seeking something new and more exciting.

Because I wasn't certain that what I was working on will pay off, I move onto the next project, regardless of how close to success that I was.

Can you relate to this?

So how did I learn to focus on one idea and follow through with it?

I began the process of convincing myself that it is actually possible to achieve success with what I am working on NOW.

The first step of this process was hanging out and associating with successful entrepreneurs. People who are where I want to be in life. Once I began hanging out with enough of them,

and learning their stories of coming from where I was currently in life, I began to merge closer to this mindset.

But one thing didn't really click. I didn't see them go through this process. This small fact leaves a huge mental loop in your mind. I didn't really convince myself that a person can go from nothing to something because I didn't see it firsthand.

There must have been something different about them.

The second step was seeing this process first hand. In October 2013, I was in a mastermind group with three other friends who were startup entrepreneurs. One of them was in my exact same shoes just a few months before. This month, he did over \$10,000 in sales.

The second month, he did more.

The third month, he did more.

I now first-handedly witnessed someone go through this process. And the funny part was that this process was not so hard after all. The only thing that held him back all along were just a few small actions he didn't take based on his mindset at the time.

So if he could do it, and three other friends since then have done it; then I could do it.

The beliefs in his mind were the only thing that made him take this long to achieve success in the first place.

The third step was when I began seeing success for myself. Five months later, I started seeing money come in through my online business that was more than my day job. When I

started seeing a consistent \$100 in sales per day, it took me a few weeks to really kick in that I have made this success possible.

But one thing was missing.

Variety.

That other strong, unconscious driver was feeling empty. So it became a necessity to fill it up. Not in a business sense, but in other areas of my life. Without this variety existing elsewhere, it will creep back into my business.

Every few weeks I would go hiking, go to a new restaurant, and I started seeing this girl every week. By doing these things, I filled up the need for variety in my life, so I would not have it keep popping up in my business.

Before opening up variety in my life, I began to sway towards having variety in my business.

The combination of this certainty (seeing success first hand), and variety in other areas of my life allowed me to focus on ONE business for a year straight, and that business was my first success.

Notes: A lot of people in the self-help industry go into more detail about all the needs that we should fill. These were just the first two.

The Worst Drug Addiction of My Life

For the past few years, I had a very specific addiction that really upset (and pushed away) a lot of my friends.

It was less than 24 hours ago that an old college friend yelled at me over the phone for 3 hours about this very topic. I didn't take this advice as a bad thing, because at this point in my journey, I learned to separate my emotions from words. And this separation allowed me to finally hear the words and signs that were around me all along.

This gave me the opportunity to reflect upon my past actions, and break free from this deadly addiction.

Inside the mind of the drug addict.

Imagine a person surrounded by a cloud of fog. Small enough to only surround this person, but large enough where it radiated the sadness to those people that came near it.

Now imagine this person sitting down, in front of their computer for hours on end, days on end....years. They sitting on their computer all while that cloud of depression, frustration, and loneliness surrounds them.

And they will not allow anybody into that cloud for long. This cloud actually gives them amazing pictures of great dreams

and grand visions of a bright future. Nobody could take it away from you. It was like an addiction.

Those dreams feel so good. Those dreams that only you can see, and everybody else just sees sadness in you.

Now imagine that you are the person in this cloud.

- What if you are ignoring friends because of these dreams of great things?
- What if this cloud is like a magnet that drags you to the computer every day?
- What if your friends are drifting away from you because you are no longer fun to them?
- What if you begin to think that this is their problem, and not yours?

I was this person. I became so focused in on trying to learn online businesses that I pushed all my friends away without knowing about it. Those dreams of some distant future blinded me to what has been around me giving me signs all along.

The worst part, is when I was in this cloud, I couldn't see this, because "one day I would be successful and nothing in the now matters".

For the first few months after reaching my first level of financial success, I was still stuck in this cloud. I was pushing people away for the dream of what comes next. I still couldn't see through the fog.

Then this phone conversation, along with a similar conversation with a friend a few weeks prior, broke out the truth of what was being said to me all along. I am pulling myself deeper and deeper into loneliness, with that dream of what's next, no matter the toll it took on me and others.

Then I realized something.

Why do I want to be wealthy? One of the reasons is to be able to spend time with amazing friends. But where would these friends come from?

- Perhaps they will be the people I met at a vegan meetup group tonight (even though I am not a vegan).
- Or it could be the entrepreneur friend I met at a tech meetup group and decided to make plans with every 2 weeks.
- Maybe it is the person I meet at that conference in Mexico in two months.

- **I just don't see it being any of the people that I pushed away during my journey. I was just a fog of boringness to them.**

As you read this, you may begin to realize that you may be blinded by an invisible ball of fog around you when you are glued to your computer all day, dreaming of the future, and forgetting that the real happiness lays in the now.

I was definitely clear from this fog today when the most amazing thing happened that may change my life forever...all because I went out of my house and decided to be social...

Notes about This Previous Section

It is important to note after being in that cloud for so long, I was able to quit my job and become financially independent. I attribute a lot of my successes to those times where I spend my entire weekend, locked in my bedroom, getting work done.

You will need to make sacrifices to become financially successful, but there is a clear difference between living in this cloud by pushing everything else in your life away (family/friends/gym/etc.), and having a proper work/life balance that allows you to be present in the reality that is.

A healthy balance.

Suggested Reading:

The Power of Now by Eckhart Tolle.

One way that I learned to escape this fog is to get rid of the delusional dreams, and live in “The Now”. By focusing more on the present moment, and not the distant future, you will experience things that will take you to the next level.

This book goes a lot into the benefits of living in the present moment. That mindset combined with what you are learning through these stories are a very powerful combination.

Outside of the Cloud

I went to a vegan meetup group tonight. It had just over 40 attendees to show up for a potluck dinner.

I am not a vegan

...but I've noticed that a lot of vegan girls are cute. So I decided to go. Yes, little animal, I saved your life because I thought the girl in the advertisement was cute.

What I learned from my experiences this night were life changing...

So my desire to meet a cute girl combined with my procrastination issues, led me to Trader Joe's. This is where I flirted with the grocery girl while she was helping me find a last minute vegan meal. She told me hard boiled eggs didn't count.

Disaster avoided.

"Chickenless" chicken salad on rice crackers. Yum.

She looked busy with work so flirt time ended, and I was on my way to the potluck.

Shortly after arriving at the potluck, I put my grocery bag down next to all the homemade dishes. I notice three attractive college girls walk in.

I am now a vegan.

The Lesson

All jokes aside, I was not a vegan, but went to the meetup group with a genuine interest of learning something new (aside from meeting girls).

Then something amazing happened.

By leaving my cloud of loneliness, and meeting new types of people, I discovered the greatest business lesson ever:

Everything is the same. Everything is related.

As I sit there, watching them talk about ways to reach more people with their vegan message (handing out flyers), and increasing their chances of convincing people to join their community, I realize this: **What they are doing, is exactly what I am doing with my business, but with a different group of people.**

Marketing and Influence.

So many people here are so passionate about turning others vegan, but they just don't know how to do it.

1. I have the skills that will increase their marketing and sales goals, and
2. The vegan community has the final key to solving the problem – the knowledge, pain points, and drive.

I left this experience with a new understanding. An opportunity in a widely growing market. There are many easy opportunities that need to be solved in their lives. And they will pay somebody to solve them.

Am I the person who will solve these problems for them (and make a lot of money in the process), or will it be somebody else?

Demographics is not knowing your market. Immersing yourself in their culture, and getting inside their hearts and minds is.

1. I went in not knowing what vegan dish to buy, or if eggs were considered vegan.
2. I went out of there knowing how they think, and what drives them.
3. And I went out knowing how to make millions in this industry.
4. I went out of this with a new experience, and a lesson that will help me get inside the minds of any of my potential customers in any industry.

When you experience this, you will realize that this stuff is much more powerful than demographics on your computer.

Is it possible that this is why marketing is all about emotion?

Post-Chapter Thoughts: This lesson has nothing to do with vegans. It has to do with truly knowing what goes on inside the minds of your market. I finally found this out last night when I immersed myself in a new culture.

I have a friend who is in the pet industry. He may not be aware of how much he can benefit from going out to a dog park, volunteering at a pet rescue organization, or owning a dog himself.

To my friend (and to you): You know the demographics inside and out. When you immerse yourself in the culture of your market, you will come out with a much more powerful understanding.

'That Friend' was me, and an industry I have been in for the past year. I could have grown into something much larger than I created so far. I still can.

And to those of you who need it spelled out to you directly: Getting past the numerical demographics, you need to go out and get inside the hearts and minds of your target audience. What emotions drive them, and where do they want to go with their lives?

Leaving your computer is the key. You know the demographics, get to know the people you serve.

Immediate Action - She Called Too Late

I publish a magazine in the fitness niche that has over 125,000 readers. I came in contact with a girl named Jamie who created an amazing fitness product. A product that I have never seen before. In July, I told her that she can write a 500 word article on it, and I would be glad to feature her in the August edition of my magazine.

In August, I get an email apologizing for the delay.

In September, I didn't hear from her yet. Still no 500 word article that could bring in her first sales for her business ever.

He Called Right Away

I was at an entrepreneur conference in 2013, and a multi-millionaire entrepreneur named Dan was sitting in the audience.

During one of the presentations, a startup entrepreneur named Julio was talking about some of his struggles, asking the audience for feedback; he mentioned that there was a website in United States doing exactly what he wanted to do in Brazil.

I think it was some craigslist type of site.

While Julio was still on stage, Dan looked up the phone number for the owner of that website he wanted to mirror, called him, and began negotiations for licensing his software to Julio's company in Brazil.

Before the presentation was over, Dan came back in the room and explained what just happened. Everybody's draw

dropped. He called right away and this was unheard of for the newer entrepreneurs in the audience. Email was always the way to go for us at that newer stage of the game.

A licensing deal could potentially be closed within a week, having the website up and running. This all became possible after three months of the entrepreneur dreaming about this idea. The dreams got him nowhere.

Dan got him everywhere. By taking immediate action.

But did Dan really have to do that? Or could Julio have done that all along?

Wake Up

When you daydream about ideas, you are essentially still asleep. Hence, the word dreaming. Yes your eyes are awake and you can function to a level, but you are still not fully awake.

And this is because you are dreaming of the future, and not awake for what is capable of happening now.

Snap out of this dream.

For real, snap out now. You will wake up to a higher level of consciousness.

Read the Power of Now if you don't understand this fully.

The Trait

The successful trait that Dan possessed, was the very thing that was holding Julio and Jamie back for so long. This is more than waking up from a dream.

It's about taking immediate action. I often dream of doing something tomorrow. It gets me nowhere. Enough 'tomorrows' will bring me to my goals when I'm 90. I can make those same things happen next week if I take immediate action.

If Jamie took immediate action, she would see her product featured in my magazine already. She would be figuring out how to automate her sales process, instead of dreaming for her first sale.

What if the same thing can work for you?

Here are some hints:

- If somebody points you to a person to call for help. Drop what you are doing and do it now. *I did this in person once and walked up to some stranger because a friend told me they might be able to help me. I might have a celebrity endorsement for my product because I did this.*
- If you hear of an important industry conference. Buy the ticket now.
- Snap out of the dream, and that one next thing that you need to do. Do it now.

Dan's success and my endorsement potentials, were all the result of immediate action.

Dreams (along with laziness) are some of the most common causes of procrastination.

Wake up.

The Product Creator vs. the Entrepreneur

Did you know that you could actually not be an entrepreneur, even when you are convinced that you are?

When you read the following story, you will notice a little truth to this, and you when you learn this lesson, you will come out the other side at the next level.

The Product Creator

I built an information product once. It was in a book and another part was video based. I studied the industry, read all the relevant material, and built a product that I felt would help a lot of people.

And then it didn't sell.

I knew how to create a product. I was not an entrepreneur.

The Entrepreneur

Building off of my vegan group example, I was in the same room with decades of knowledge and experience in the industry. If I were to sell an information product, they are the ones with the knowledge to build the amazing product.

By working alongside them, I could save a year's worth of research into something I didn't know yet.

They would be the stars of my book.

They would be the product creators.

Every business needs a product creator and an entrepreneur.

Both roles could be filled by one person. You need both roles.

To hold my value in this business, I would be take the role of the entrepreneur. I would manage the creation of their information into a well-organized format, and know how to communicate that information with the world, sell it, and grow the company; amongst 100 other tasks.

As the entrepreneur, your role is not to build the product. Your role is to:

1. Identify needs that can be filled
2. Manage the creation of the product or service to fill that need.
3. Communicate that need to the market (marketing), and make sure the market receives their order.

Either you do all this, or find a way to get it all done. I'm sure there are more efficient ways than the three steps I outlined here.

Nowhere in there, did it say you have to build the product yourself.

The more I meet successful entrepreneurs, the more I realize that they are actually entrepreneurs, and I am the product creator.

Even though I was getting the **satisfaction** of creating new products, they were making the **money**.

What if you have yet to become the entrepreneur?

If you are reading this, you most likely have a product created. Good. Now put on the entrepreneur boots and actually put the product into market for once.

I Used To Overthink Things

Do you overthink things with your business and not take enough action?

Just by recognizing that I overthink things, I break down the word: over and think. “Over” means you are going above and beyond what is necessary. This usually slowed me down.

I thought about a solution to a specific problem, and I actually found the solution. But after I found the solution, this thought jumped up where I talked myself out of it.

I experienced this firsthand in the dating world.

I would be out one night and get ready to approach an attractive girl, and every single time...I would talk myself out of it: “is this the right girl to approach, is she with her friends and doesn’t want to be bothered, am I too fat for her, etc.” Not those exact thoughts, but you get the picture.

I had an opportunity to see success for once in my life, and then I talked myself out of it. The only reason I didn’t experience this success was because I talked myself out of it.

Stop talking yourself out of it.

This is talking you out of a solution that will get you closer to your goal.

In a previous story in my book I talked about the first time that I got the courage to talk to the hottest girl in the bar.

I didn’t think. I walked up to her and said “Hey, What’s your story”.

She reacted well, I got her number, and am going on a date with her.

That night, I said about 20 different things to 20 different strangers. Most of them resulted in a positive outcome.

Then I realized, by saying the first logical thing that came to mind, I got to the same result. All by just taking decisive action.

Stop overthinking things on your business. You have the answers. You are just looking to talk yourself out of taking action.

Take action. Or you can wait until you're old before you decide to do what it takes to experience success. Your choice.

And guess what, if you are 'wrong' and you 'fail' – You took action and moved forward.

Burn the Boats

Do you actually understand the concept of ‘burning the boats’?

I thought I did, but I was wrong.

I didn’t fully understand it until recently. The context I learned it in was “Quit your job and focus on your business full time, and you would have burned the boats”.

This type of thinking got me in the direction that I needed to go, but there was another level behind quitting your job and focusing on your business.

For the first few weeks after I quit my job, I was comfortable. I was making passive income online and it was paying all my bills. I didn’t get much done. That passive income was my boat.

It kept me afloat while I was being lazy.

If you research the history of this phrase, you will learn that when a group of warriors were sent out to conquer a new territory on another continent, they set sail for these uncharted territories, surrounded by thousands of miles of ocean.

Then they did one thing that was out of the ordinary.

Their leader destroyed all of their boats. Leaving them surrounded by a violent enemy that will kill them on sight.

They had two options:

1. Fight and conquer the world, or
2. Die

There was no escape for them. They couldn't fall back on anything. Historians attribute their massive success to the fact that they had to move forward and win, with no other options but death.

There was no surrender, and no running back to anything.

These boats only become an issue if you rely on them as an out. My passive income was not a boat that needed to be burned. It was my reliance on it as a way to avoid taking new action. That is the true boat that needed to be burned.

But this realization only came later. The only way that I was able to discover this philosophy was getting rid of the steady, comfortable income of a job.

A huge mindset shift will unfold when you burn your boats. Your boats are only keeping you afloat. Do you want to just stay afloat, or do you want to thrive?

Step past them and fight your way to the top. And just like how these warriors took over entire civilizations with this method, time in and time out, you will reach your goals if you fight forward without any other option.

When you:

1. Fight to win (have positive thoughts),
2. Get rid of your outs, and
3. Take the first step of necessary action

...you will be pressing forward towards success for the first time in this journey. It will feel different, but you really aren't a different person at all.

What if, at this point, you are beginning to realize that you had it within you all along?

Final Words

Detaching from group think

Have you ever thought you overcame something in your life, and at a later time, it came back to bother you again. And this time it was much larger?

That is what just happened to me.

Three years ago, I read a book that changed my life and turned me towards entrepreneurship. Prior to this, I was told that the only way to make more money in the world was to go to higher education, and get advanced degrees to be more qualified for better jobs.

After I graduated college with \$30,000 in student loan debt, I began to realize that I got past a belief that was holding me back (a belief that relying on the education system and jobs were the only way to go if I didn't want to join the military). I also thought that the only way to make more money was through a higher paying a job.

I never realized the prospect of owning a business.

When I heard of someone in my shoes who had success through this business path, this philosophy woke me up a little bit. It made sense, so I separated myself from the 'societal norm'. But I still went out and got a job because that was the option that worked best for me at the current time, and started a side business in my free time.

Then I started really listening to successful people when it comes to business, dating, life philosophy, etc. and their mindset was much further away from the social norms that I

was taught, even as a new entrepreneur who discovered this great path.

I quit my job, but I was still blind.

I began to gravitate more towards their train of thinking, and unlearning what society has taught me for the past quarter century.

The more I gravitated their way, the more success I saw myself having.

Could it be possible that you are not spending enough time merging yourself into the mindset of those who you want to become?

Here is a perfect example with my health:

I bought some vegan ‘fake chicken’ because the packaging kept marketing how healthy it was to get their form of protein without the cholesterol and how it is the healthy alternative to real chicken. I bought into this as being healthy, because society convinced us that the truth is on the packaging. It advertised no cholesterol, so it must be healthy!

Wrong.

Then I realized how much **sodium** and **preservatives** this thing was loaded up with.

Society has been marketing their own ways onto me my whole life. Just like I learned that food labels are nothing more than advertisements for the company that made them, I am now learning other things that have been a lie to me my whole life.

My goal now is to rewire my brain and unlearn what I was brought up in, and learn the ways of those who I want to become.

And I experienced success in dating:

I stopped listening to what I am supposed to do on dates. I watched a bunch of videos online from somebody who is very comfortable around women and goes on a lot of dates. I stopped 'behaving like I was supposed to' on a first date, and decided to do what this guy was doing, and just have fun and be my true self.

- The date consisted of me telling her I was too cheap to buy dinner, so I was walking from shop to shop trying out free samples (sarcastic flirty tone).
- When we finally went to dinner, I handed her the bill (serious face, followed by sarcastic smile, followed by mutual laughter).

She texted me the next day telling me how it was **the best date she ever had in her life**.

But wait, society told me NOT to do these two things on dates because it was rude (I think I could throw about 20 other examples in here, but those two demonstrate the point and I don't want to sound like a total jerk. And yes, I wound up paying for the meals. Primarily, because I ate half of her meal as well.).

Once I stopped playing by 'the rules', and decided to just have a fun time and create my own rules, I began having what I viewed as success. These new rules that made me happy, and made those people around me happy as well.

It wasn't about what we did. It's about the fun we had while doing it. We both had fun trying those free samples.

I learned a lot of things like this in dating and social skills through videos that were readily available on the internet.

Enough about me. Let me challenge you.

- Are you learning from and replicating the actions of those that you want to be like? or
- **Are you still playing into the social norms of society?**
If you are doing that, are you where you want to be in life? Or will you be with the 99% of other people in society?

Nobody is special, they just have a different mindset and play by different rules. Abide by the rules of the law, and morality, and you can create any game you want out of this life.

And this is what will lead you to success.

A successful entrepreneur once said to me: You can learn from those around you and take new actions, or you can do what you have been doing all along. But if you choose the latter, you will always wind up where you have already been.

Unlearn the 'rules' about how things are supposed to be, and discover the rules and beliefs of those who you want to be, and you will become a new person.

I Don't Want To Win the Lottery

I'm serious.

Of course it would be cool to have the extra money in the bank, but that's not how I want to make my money.

I am finally enjoying the process.

Everything I have talked about and learned from my experiences writing this book has been a fun journey, and this satisfaction of understanding that comes from it actually carried over to other areas of my life.

- Because of this journey, I can now date almost any girl that I want.
- Because of this journey, I have better interactions with my social friends.
- Because of this journey, I have learned how the human mind works, and can help others get past obstacles really quickly.
- Because of this journey, I don't want to win the lottery.

Because with the lottery, there is no journey. And that is where the real fun comes from.

I'll take the money if I win it, but no thanks.

Talk to any successful entrepreneur, and they will tell you the story of their journey with a smile on their face.

Moving Forward

Summary

As you are finishing reading this book, you may begin to realize that failure is not nearly as bad as you thought it was, and that it is actually a good thing. And this is a good thing to realize, is it not? Because they say when you get over these limiting beliefs and fears in your mind (which are not real), you will grow. And growing means that you are already one step higher than you were before.

As you learned about the benefits of surrounding yourself with the right people and the value of being a true entrepreneur; you may entertain the possibility that a continuous education from those who are where you want to be in life will take you to the next level much quicker than going at it alone. This book was only one tool in bringing those beliefs to awareness.

Read the other books I recommended in here such as *The Millionaire Fastlane* or *The Power of Now*, partake in the 'real world education' that I was talking about, and continue learning from those who you want to be like. By following these steps, and the other lessons learned throughout this book, you will be successful.

Thanks for your time in reading this,

Andrew

Feedback?

Did this book help you learn something new?

If you learned something throughout this book that will help other entrepreneurs like you, spread the word. Send them a link to my website or Amazon page.

I will only know my writing helps others if I see a lot of people being affected by it. When I see this level of support, I will publish more books on subjects that will also help you.

Help me help you and I will write about some deeper lessons I learned.

Spread the word about this book if you find it useful.

- If you didn't, email me and tell me what I can improve.
- If something I said in here helped change your life, send me an email also, because I LOVE hearing success stories that result from my work.

Email: andrewalexander1114@gmail.com

Skype: andrewalexander1114

There is so much more I could put in this book, but that is all for now. Follow my journey at:

www.IAmNotAMillionaire.com

“Anything is possible once you get over the limiting beliefs in your mind and take action in the now”