

Who's Really in Charge Here?

It's really hard to talk about this one without getting all spiritual on you, but I really have no choice. So if you're turned off by the airy fairy then just skip to the next video and take your chances, but I'm telling you right now that unless you have an ego the size of Donald Trumps your sale will fail because of your ego.

You either have to breakthrough the ceiling of decency and become an ego monster, or you have to do something else. Most people know enough not to become a monster, but they don't know how to translate their desire to serve into a healthy business for themselves.

Just hang with me for a few minutes and this should become clear. Take a deep breath...



"I knew I should have extended that sale! I'm ruined, I tell ya', I'm ruined!"

What makes a launch succeed? Is it all those things I mentioned in the previous videos like scarcity and urgency and value?

I think those are the ingredients. You can't make chocolate chip cookies without chocolate chips, flour, sugar, baking soda. But until you combine them in a certain way, you just have a mess.

And then once they're all combined, their actual chemical structure is changed in the baking. In the fire.

As an entrepreneur you must go through the fire not knowing if you'll survive this launch. It's the only holistic and healthy way to enter the process.

This is not a popular message because everyone wants to tell you that you're in control; that you are the master of your ship; the captain of your soul.

And at the highest level that's true. Nothing is truer.

But down here at ground level, there is much less you're in charge of even in your own business.

I've given you a bunch of things to do. They're very doable. But none of them; I repeat... none of them work if you try to do the baking yourself.

You are the chef. You are not the oven. You are the farmer. You're not the sun. You can prepare for the growth, but you don't cause the growth. You can put the items out there for sale, but you don't buy them.

The scary thing for this divided mind is that none of the results are in your hands.

And unless you want to become a complete psychopath, you need to be able to live with the pain of that uncertainty until you understand where it comes from.

Doesn't take a long time... maybe just a few minutes, but I promise you this. They'll be the most profound few minutes of your business life.

I don't know what you'll discover but I can share with you what I discovered.

For years the psychopaths have been lobbying me to sell their stuff. As you know I say no to most of them. I can count on one hand the number of people I've promoted in six years. Good ones I promote once. Great ones I promote more than once.

And by great I don't mean Great Marketers. I mean great human beings... the people who the people on my list deserve to know more about.

This is how it happens for you. To become a great human being by letting go of your ego and tapping into the power of love which has no division in it... which never acts against itself... and where it's every encounter leaves everyone the richer for it.

But this requires letting go of everything you think you know and trusting that the universe itself has something new to show you...every minute of every day.

And when you bring that kind of trust to your launch, minus ego, whatever happens you'll be very happy with. It may not look like much to some the outside world, but to someone who has not quite made it to your level yet, it will look like quite a lot.

So here's the "how to be happy with your results" exercise.

Number one...set an intention for what you think is a reasonable result...plus a stretch. Something that would make you pretty happy.

Number two... that intention you just created? Set it free. Don't pick it up again. Don't mess with it. Don't mix your emotions with your intention at any point during the sale. If you do you'll clog up the channel with your ego.

That means not letting yourself be disappointed by your first day results and don't let yourself be elated, as though it was something you did.

When these emotions come up, don't suppress them. Just look at them. Just let them glide along the floor and dance out the back door.

Instead of playing with your imagination, be grateful. Be grateful for every result no matter what it looks like.

You can't make it happen and you know...God doesn't make deals, but when, like a good farmer, you've prepared the soil and gotten out of the way, chances are very good that your intention will come to pass, or at least you'll get very close to it.

I've tried it both ways. Many times I've slipped into ego, gotten a great result and thought it was me. Many times I fallen on my face and beat myself up.

But when I've let go of my ego, I've let go of the opposites, the result has been effortless, happy and more profitable than I would have imagined. If you want to have the kind of results that leave no regrets, then you will use this method. And you'll take what you learned to make the next one even better.