

Income Habits

A PERSONAL
CODE FOR
PROSPERITY
WITHOUT LIMITS



The 14 Mindsets
of Millionaires That
Create, Develop, and
Sustain Success

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Prosperity Without Limits

THE 14 MINDSETS OF
MILLIONAIRES THAT CREATE,
DEVELOP, AND SUSTAIN SUCCESS

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Just before you continue...

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Okay, let's get back to it...

I'm going to warn you right off the bat. What you will learn in here can transform your life.

In this book, you'll discover the habits that I've developed in my own life that millionaires all over the globe use in their own life. And they really work.

If you're looking to exit the rat race, to quit that 9-to-5 grind that so many are caught in, if you want to escape the salary that keeps you locked up, this is for you.

By the way, has anybody ever explained what a 'salary' actually is? It's the drug they feed you to keep you from pursuing your dreams.

I'm here to show you how to dream big. I want you to join a secret society that exists all around you. You probably don't even know they exist, but I guarantee they are there.

Every time you go to the store, members of the society are right there beside you.

Every time you attend a sporting event, society members are cheering right beside you.

Every time you get your haircut, there could be another member of this exclusive society waiting in the chair next to you.

What is this society?

It's the society of millionaires. People, just like you and me, who woke up one day and changed their life simply and profoundly to become the wealthy citizens we all aspire to be.

They all have figured out how to change the way they act, think, and behave in order to create a new freedom for themselves.

Entrance into this society is no longer reserved for those who are born into it. The majority of the members of the society of millionaires are self-made, earning their own money from nothing.

However, I'm not just talking about money. Money is the side effect (but it's a pretty good side effect) to the methods I'll talk about in this book.

No, I'm talking about freedom. Yes, of course, with money comes the financial freedom that we all crave. Imagine having the freedom to not have to

wake up and drive to work every day. Imagine taking the day off to go to lunch with your partner or your parents, treating them to nice a meal just because you can.

Oh, and you can even get an appetizer AND a dessert with that meal if you want.

Yes, financial freedom is a major driving factor behind the society of millionaires today. But plenty of these members also realize that freedom can be measured in other ways.

Have you heard, for instance, of time freedom?

Time freedom is the ability to do what YOU want with YOUR time.

Do you want to sleep in tomorrow? Do it.

Do you want to take a week off and travel to Europe? Do it!

Do you want to make your own schedule, plan your own day, and answer to nobody about how you spend your time?

That's what time freedom means.

I imagine that, since you're reading this book, you're ready to find that freedom for yourself. So, how do you gain entrance to this society of millionaires? Simple.

By changing the way that you think about money and how it's made. But more than that, it's about developing a habit of thinking like that.

I don't think anything that I'm doing is unique to me. In fact, as I study other millionaires (which I'll talk about in the chapter Model Success) I can see that I'm just like everyone else in the society of millionaires.

I do what they do. And they do what I do.

And you can do it too.

That's the amazing thing about habits, anyone can learn to put them into practice.

As you read more about the daily habits I practice that has earned me success, I'm certain that you can do it too.

How else could I explain that a normal, average guy like me could make millions of dollars online from the comfort of my own home? Nothing else can explain it other than I practiced and developed the income habits that brought me to that place.

I don't think you realise how possible this is for you. It's so close, it's within your reach to rapidly and radically change your life through simple habits that you can learn to put into practice today.

Small shifts in your daily life will put you on the same track as those people who earn tens, even hundreds of thousands of dollars a month from online businesses.

You can do what they all do, and I'm convinced that small steps will transform your bank account, your time, and your life.

But who am I to tell you that?

Nick Torson's Story

I changed my mind a few times growing up about what I wanted to do with my life.

At first, I was interested in being a firefighter. That's right. My childhood typical boy dreams followed me up to my senior year when I was able to do a ride-along with a firefighting crew near where I lived.

Wow, did that open my eyes to the reality of that career. Just on the one day, I saw car crashes, I saw someone die, and I saw things that nobody should ever have to see.

Not only did I gain a newfound respect for the men and women who do that job, I quickly understood that my childhood dreams had crashed headlong into the depressing reality. That was not the job for me.

So, I pursued flooring. I don't know what it was that first drew me into flooring. Most likely, it was the prospect of a constant paycheck.

I worked my way through the ranks for several years, pushing out that 9-to-5 grind that many of you work. I saw my grim life stretch out ahead of me.

I could clearly see what I would be doing 5, 10, 20 years from now. And it was the same thing I was doing today. I thought maybe if I got my flooring contractor's license that it would get better.

Now, I love flooring, don't get me wrong, but I don't love it enough to do it every single day of my life.

I think it was in 2004 that I first saw an ad for making money online.

"Wow, I didn't realise you could do this!," I remember thinking. I had never considered the possibility of online business, but something about it just grabbed me.

I became literally obsessed with the idea that I

could figure out a way to make this work. I knew that I had the chance, the real chance, to make money from home.

I was convinced that if I could just crack the code about how it all works, I could do it.

I'm telling you, I've never latched on to anything as much as I held on to the idea that I would one day work out what it takes to make money online from my home computer.

I started buying courses and learning as much as I could about the subject.

When I had free time after my job or on the weekends, I would constantly be dabbling with the affiliate marketing and different systems that I was learning about.

But the very next morning, I'd be back in my truck, driving across town to the next flooring gig. I'd be banging in nails and laying down slats, constantly planning and imagining how I could escape this life I had chosen for myself.

The money? That's the question you're all asking about. The money wasn't so good at first. I would make \$70 one month, maybe \$100 the next.

It was never anything other than proof of a concept that it was possible to make money online, even if I was hardly making anything.

I had TONS of people who were telling me that I was doing the wrong thing.

I had people telling me that I was part of a scam, that my time was being wasted, that I was clearly delusional.

I even had close friends and family members tell me that I should be spending my time studying and going back to college.

And I'll tell you this, it was extremely hard to not listen to all those people. I had barely anything coming in to show for my hard work.

I had no money in my bank account to prove them wrong. All I could hold on to was this dream that it was possible to make money online, and I just hadn't done it yet.

Why did I hold on that hope? I can't tell you for certain because I struggled with it all the time.

But I suppose the thing that kept coming back to me was that I saw all these other people making money online.

“Hell, if they can do it, I can do it!” That was my mantra. That was my constant thought that shut out all the negativity, all the haters, all the people who were too afraid to try it themselves.

So I hung in there. I was down to my last straw. I had nothing to my name.

I was borrowing my girlfriend's credit card at the time (don't do this!) and spent \$500 of her money to buy a program to learn more.

To think that she didn't even know that I took her credit card! Boy, was she mad when she figured out what I had done.

“You'd better make this work. We don't have any money to spend on stuff like this!”

She was right, but I really dug deep into this course.

I took what it offered, combined it with what I already knew from other attempts I had made, and I applied it to this simple Facebook Ad offer of a credit card knife to try out what I was learning.

This was during Easter and I put up the ad and started promoting this one product.

I remember clearly that our family was driving to my aunt and uncle's house for dinner and I noticed that I made my first commission.

"Hey Mom. Check it out. I just made \$10 off this ad online", I told her excitedly.

"Oh. Hmmm. That's nice. Good job". Typical Mom reaction right there. I don't think she was much interested in a \$10 sale.

We got to my uncle's house and brought my laptop inside to monitor my progress. It was a few minutes later that I pulled her over and said, "Hey Mom. Look! It's \$80 now!".

"Really? Ok, that's amazing", she said as she was starting to show more interest.

And it just continued like this for the whole day. \$10. \$10. \$20. \$10. \$40. All these payouts were going into my account.

Holy Crap! I was thinking as I saw the money come in steadily all day as I ate a holiday meal with my family. *There really is something to this! I'm on to something! Finally!*

By the end of the day, I had earned something like \$280 bucks. My mom was blown away. My family couldn't believe it.

I could hardly believe it myself but the money was coming in all day to prove that I had figured out something that clicked.

This was my first breakthrough that something was going to work, that something I was doing was right and I determined to replicate it again and again. I was promoting a legitimate offer.

I wasn't part of some scam. I wasn't stealing money. Everything was above board and the profits were proof that I could hold on to, not just some hope and a prayer that it would turn out well.

From there, it just went uphill the whole time. I never looked back. In fact, I remember when I had my very first \$1000 day.

I literally fell to my knees and cried. I don't regret saying that. It was an emotional time that really opened my eyes to the possibility of what making money on the internet could really do for me.

From there, I went on to have some spectacular milestones, like the day one of my campaigns earned over \$22,000.

That's in a single day. Or how about the time when I made \$260,000 in a month! Those were great moments, don't get me wrong.

But I'm very fond of that first breakthrough, truly one of the most meaningful events in my life.

I can't fathom or display to you how much my life has changed. It's not even about the money. I have a young son now and because I make money from home, I never miss the major events in his life.

I can spend the day with my son simply because I don't have to drive out to do some flooring job that

pays a fraction of what I make while I sleep. I can travel. I can sleep in. I can splurge on the people I love. I can mentor others to do what I've done.

Money is just the vehicle that has given me the freedom I've always wanted. I can now look back on who I was before and I can articulate what I really wanted to be when I was figuring out my life's career path.

I wanted to be free.

Look, I'm being real with you here. I'm not anybody special. I hope you can see that. I was just a humble flooring guy, down on my hands and knees for a living.

I just knew that I wanted to make a difference in my life, to become independently wealthy. I'm not straight A student. I'm not the smartest guy in the room, even if it's just me and my toddler. Haha!

I say that because I want you to understand something. I'm just an ordinary guy who developed some extraordinary habits in my life.

Those habits shaped me to be able to earn the income I earn now. I've learned, having studied and spoken to several other millionaires, that it doesn't matter what business you're in.

If you adopt and employ these habits, you can be successful with whatever you put your mind to doing.

I can tell you truly that the lessons in this booklet are lessons that people have paid thousands of dollars to learn in courses and seminars under the top business minds of today.

I know because I've attended seminars just like them. I want you to read these habits AS IF you spent thousands of dollars to acquire it.

The power of putting value behind these habits will mean more than anything else I say to you today.

I'll say it again so I'm crystal clear.

Take these habits as the most valuable pieces of advice you can receive. Treasure them. Guard them as fiercely as you would a bar of gold.

That will activate these habits to have the power to affect change in your life. I can only say that because it's worked for me.

I know it's cliché to say this, but if it has worked for me, I believe with all my heart and soul that it can work for you too.

Habit #1: I Believe in Me

If you hear a voice within you say 'you cannot paint,' then by all means paint, and that voice will be silenced.

– Vincent van Gogh

One of my most influential mentors, Gerry Cramer, asked me once what I attribute my success to. And that's a fair question.

I had been learning about the online business world for years, and I hadn't seen anything really come of it at all.

What changed so dramatically in my life that I started to see my first \$100 day? \$1000 day? \$10,000 day? How did I make such a dramatic shift in my success levels?

And to that, I can only say one thing. I truly believed

that I could do it. I really put all my belief in myself that I could get it done.

I had tons of haters and naysayers around me who were trying to take me down.

They told me I couldn't do it, that this was wasting my time, that they knew better. I'm so glad that I chose to believe in myself first above all else.

Because I held on to that self-belief, I started to see change happen.

Maybe it was because I was down to my last (borrowed) \$500 to make this all work out.

Maybe it was because I couldn't stand going to one more flooring gig. But all of a sudden, my mind just shifted into a powerful belief that I was able to do it.

I won't lie. It was those first small wins that really showed me that I was onto something. It was those moments when I had small payments of \$10 keep coming in that helped my self-belief.

That helped, but it wasn't what made the difference in my life.

The difference came when I stopped dabbling and started believing.

This wasn't going to be something that I made work because I was doing it part-time, using just part of my efforts when I felt like it.

I was sailing full speed ahead, burning my boats once I landed, and putting everything I had into this. I HAD to succeed, and I just KNEW that I would.

I remember when I was very young that I knew I was going to be a millionaire.

I would tell my mom all the time. I'm going to be a millionaire one day. I'm going to make a ton of money one day.

I'm going to be incredibly rich. That self-belief started when I was very young, but for some reason, I left it behind when I started working my 9-to-5 job.

I realised that I was going to go nowhere unless I started believing in myself again. I needed to find a reason to succeed, and it started with when I knew that I would.

Is there someone
whose voice you listen to more
than your own?

If so, then why not have that voice
cheer you on?

You ARE the Resource

The one who looks around him is intelligent. The one who looks within him is wise.

– Matshona Dhliwayo

In her book *Mindset*, Carol Dweck talks about this attitude.

There are two people.

You have a fixed mindset or a growth mindset. The successful people in life are the ones who have a growth mindset, knowing that they have to become more in order to succeed.

People with a fixed mindset believe that they are who they are, and nothing will change that.

I had a friend of mine go to India. He told me that they have a saying there that really tugged at my heart.

Basically, people say that “It’s been written on my

forehead”, implying that who are born is what you’ll be for the rest of your life. It’s this self-limiting belief that they are who they that keeps them from trying to achieve more in life. It’s a sad way to live.

But before you feel too bad for those people, the truth is that a huge percentage of the population believe the same thing.

They have a fixed mindset, that they are who they are. A lot of it comes from what you’re told when you’re young.

Kids who get told that they’re average end up believing that they are average, never going to amount to much. They believe that the answer to all their life’s problems is somewhere out there.

Where? I don’t know. *Points vaguely* Out there somewhere.

But I think that Dweck also says something interesting in her book about the fixed mindset.

You can change it. You can change who are you are. And that change doesn’t come from somewhere

else. Nobody holds the resource to make you different.

You ARE the resource.

I don't know if you got that because it's HUGE when you understand it.

If you're like me, buying book after book, course after course, you probably are suffering from that fixed mindset, the belief that you are who you are and someone else can fix you.

But when you understand that you are the resource, that you have the power already in you to make things happen, to actively pursue growth, that's the life-altering self-belief that will transform your everyday into something extraordinary.

Learn this statement. The rest will fall into place if you internalize this saying:

“I have the ability to figure anything out”

Expect to Succeed

High Expectations lead to High Achievements
— Jerry Bruckner

If I started a business and came to you saying that I was expecting to fail, you would think I'm crazy.

Unfortunately, many of you are suffering from thinking this way. You start whatever plan you have with a mindset that you expect to see it crash and burn.

When Warren Buffett was in university, he approached his lifelong mentor who was a professor at the university.

This man, Benjamin Graham, helped shape Buffett into one of the richest men on the planet today.

Why did Graham spend hours upon hours of his life working with this man, who had no experience, no capital, no plan to make money?

Because Buffett believed that he would succeed. Buffett started out with nothing already knowing he would be a billionaire.

Get that? He didn't start working with Graham to learn to invest HOPING that he would make money.

That's essentially planning for failure. He started out KNOWING that he would be a billionaire. Could you do what Buffett did to make the same money?

Sure. But not many people have enough self-belief to know without a shadow of a doubt that they would become billionaires. That's a whole new level.

The real power of self-belief is that those who understand it grasp this very powerful concept. They don't let the outside world affect what they believe. They let their beliefs affect the outside world.

Most of grow up believing the world is one way. Steve Jobs wasn't that guy. He believed that life was, well, moldable.

You could shape it to what you wanted it to be.

And his indomitable will made things happen that others thought impossible. He became known for hating phrases like “it can’t be done” or “I don’t have enough time”.

Those he waved away like flies. He imposed his will on the world and the world changed. You might think that Jobs’ best achievement was the smartphone, but that was just one-third of it.

He also introduced personal computing to the world as well as changed the way we think about retail stores.

This was only possible because he didn’t let the outside world, even the so-called “experts” tell him otherwise.

He believed that his thoughts could change the world.

So he did.

Now go and do the same.

Call it the Law of Attraction.
Call it The Great Magnet. Call
it Manifestation.

Whatever you want to call it
doesn't matter. What
DOES matter is putting it into
practice

Habit #2: Be An Obsessive Student

Education is what remains after one has forgotten what one has learned in school
— Albert Einstein

I'm fascinated with people who are obsessive learners. I think the best successes come from people who aren't happy with what they know.

They are insanely curious and driven to always learn more. Two of those learning heroes of mine are Tim Ferriss and Benny Lewis.

You may have heard of Tim Ferriss with his renowned entrepreneur books, *The Four Hour Work Week* and *Tribe Of Mentors*.

The guy is fascinated with learning, obsessing to a point that I think nobody else can reach. He wrote

about his learning process in his book *The Four Hour Chef*. He used cooking as a way to illustrate his meta points about learning and what it takes to acquire knowledge.

Tim talks about how he became the first American to hold the Guinness World Record in tango dancing when he had no idea how to dance at first.

He was fascinated by the culture of Buenos Aires and started taking lessons right away. Was it because he had to?

No, he was bored. But learning is like his drug of choice and he had to get his fix somehow.

After taking one-on-one lessons with a world-class teacher, he went on to woo the crowds at an official tango performance televised to the entire country.

All from a guy with self-described two left feet.

Tim's capacity to learn allowed him to study and master kickboxing, learn to read and write Kanji (Japanese caricatures) and successfully speak new languages by the time his plane lands in a foreign destination.

Is his guy superhuman? Not at all. He just loves learning and is passionate about finding new ways to do it.

Benny Lewis, a name you probably don't recognize, is a polyglot and runs the site *Fluent In 3 Months*, a language-learning site. What's a polyglot? Someone who can speak multiple languages.

Benny grew up like most of us, speaking one language, and not speaking it very well.

His high school German was quickly forgotten after he graduated and had no special ability to speak anything else.

But he went from a (barely) one language guy to someone who walks around fluently speaking seven (7!!!) languages as well as being competent in Mandarin, Dutch, Irish, and even American Sign Language.

He's now been recognized on the TED stage, published his own bestselling book, taught countless people to do what he does, and was named National Geographic's Traveler Of The Year.

I didn't even know that was a thing, but he owns it.

Both of these guys aren't superhuman or special. They both frequently say how normal they are, how they grew up in normal environments.

But I think what makes them special is how obsessive they are about learning. They truly never stop. If something catches their eye, they latch on to it and learn all they can about it.

In my experience teaching others the methods I use to make money online, I have found similar results. I can predict, with a very high degree of accuracy, the students that will go on to make money.

And I can also tell which of my students will do nothing with what I've taught them.

The difference between these seemingly incomparable students? Simple. One of those students WANTS to learn as much as they can.

But it's more than learning. I have one student who has been working with me for a while. He now has regular months where he earns over \$350,000 for that month.

I have another student that's doing maybe \$200 a day.

At first, I was trying to work out how both of these students, both from normal backgrounds, both with the same level of knowledge coming to me, both receiving the same instruction from me, and neither of them really better than the other.

I was trying to work out how this one student was making an AVERAGE of more than \$10,000 per day, and the other was doing one-fifth of one percent of that success. They both have the same tools and the same teacher. What the hell was the difference?

Then I glanced at my inbox. This guy's name kept coming up again and again. I'd get dozens upon dozens of emails from him, almost pestering me to discover more, to ask questions, to find out what I thought of this strategy or that method.

The other student, I had to use my search function to find the handful of emails they had written to me.

It wasn't just about a desire to learn. It was an obsession to learn.

This one guy was so obsessed with trying to figure out everything that there was to know on the subject of making money online. This guy was so passionate about learning more, and that led to him making obscene amounts of money online.

Obsessive learning applies to anybody wanting to see success in their life.

It's the obsessive salesmen who study their customers, their scripts, their products that regularly top the leaderboards of their workplaces.

It's the obsessive doctors who are constantly looking at research papers and reading medical journals to know what's next in their field and better diagnose their patients.

It's the obsessive CEOs who know their market and their competition that make huge moves and outpace everyone else simply because they were willing to learn more than the next guy.

This one habit alone, insane curiosity, obsessive learning, passionate action, whatever you want to call it, defines success across the board. It's

universal to every business, every field, every practice in your life.

In ancient Greece, you had two options if you wanted to define who you are. You could become an educated person that would impress people with your brain power.

Or you star in the world of athletics, becoming an athlete, a champion that earned respect and fame in the nation.

Demosthenes, if you knew him as a child, would become neither of those things.

He was sickly and frail, too weak to compete against anybody in the world of sport.

He was also shy and born with a speech impediment, unable to hold anybody's attention.

But because Demosthenes is a name that we still know today, he obviously made something of his life.

And he was determined to improve his brain and learn to give a great speech, become an orator that

would impress others with the force of his voice and ideas.

Demosthenes was anything but normal growing up.

In fact, we would say that he had disadvantages that put him well behind where he should have been, but he was obsessed with learning to speak well.

In spite of this asthma, he would practice giving speeches while running uphill. He would shout his words into powerful winds so that he could be overheard clearly.

He learned how to talk with a mouth full of pebbles so that he could speak clearly and enunciate with impact.

But this isn't a learning experience. This is an obsession. Demosthenes went further in his learning.

In order to learn as best he could, he dug himself a cave, man-cave if you will, where he could learn uninterrupted.

He would study law, history, and the great speeches of the past. He even took it all a step further and shaved half his head so that he'd be too embarrassed to go out in public.

And why did he take such extreme measures? Because he had been left an inheritance by his parents, who had died when only young.

His guardians had stolen the money and Demosthenes wanted to sue the guardians and take them to court.

After he had learned as much as physically possible, using books, conversations, interactions in the street, and everything else, Demosthenes took his former guardians to court.

He impressed the court with his ability to speak and to win suit after suit. After he won back the original inheritance, he already had a reputation for public speaking.

Demosthenes became the great orator of Athens, a speaker who spoke for the entire city and to the citizens of the country.

Demosthenes, through the intense, passionate learning process became more than you would think he was capable of becoming.

He had everything stripped from him when he was younger.

He had no money, no speech, no physical ability, no future.

But through obsessive learning, he gained something that could never be taken away from him.

You are either FORCED to learn or you can CHOOSE it.

Successful people always CHOOSE to learn something new.

Invest In Yourself

Income seldom exceeds personal development
– Jim Rohn

What always amazes me is that learning is free. Most people in the Western world are happy to give up learning once they leave school.

They are born and bred into thinking that learning is a chore, that it's useless, that it's only something you HAVE to do for the first years of your life.

What a shame. People talk proudly about their lack of knowledge.

“Oh, I can't do math. I'm hopeless at it.”

“I haven't read a book since high school”

“I don't know. What is this, a quiz or something?”

You can hear it in the language that people use about learning. Ignorance is the normal state

of being. And so is poverty, living paycheck to paycheck.

Does nobody see the correlation there? Does nobody see the link between never wanting to learn and never advancing in life?

In order to more than you are, you have to invest in yourself.

You have to continually learn for the rest of your life. There's just no getting around it, so you need to change that mindset right away.

I read a blog by a successful online marketer named Ramit Sethi. Ramit often will talk about the books that he's read.

I found him to be a real role model in the world of making money online. And the way he talks about books is incredible.

He says that even if you only get one new idea or thought from a book, the price you paid was worth it.

He also says that if you come across a book that remotely interests you, you should buy it. The price of learning from books is so cheap that it should become second nature to find something in the field that you want to learn from.

When I was first getting into making money on my own, I would relentlessly buy books, courses, and attend seminars about the subject.

I never stopped investing in myself. In the financial world, when you invest in something and it appreciates, you get big dividends.

The more you invest, the bigger the payout. So, when I see my daily and weekly reports telling me that I earned \$22,000 in a single day, I know that is only because I chose to invest heavily in myself.

Those are the dividends paying off.

And here's the best part. You only have to invest in something once. But those dividends will last you a lifetime.

You can invest in Netflix, spending your time and

money on mindless shows and movies to fill your nights.

You can invest in going out to the clubs, getting one blurry, fuzzy night and a hangover the next morning.

You can invest your time and money into so many things. But when you invest in yourself, the returns are immeasurable.

We get so used to seeing
the world our way that
we think the world is the way
we see it.

Teach yourself a new
perspective on the world.

Habit #3: Learn By Action

It's the action, not the fruit of the action, that's important. You have to do the right thing. It may not be in your power, may not be in your time, that there will be any fruit. But that doesn't mean you stop doing the right thing. You may never know what results come from your action. But if you do nothing, there will be no result.

— Mahatma Gandhi

When Leo Babauta was trying to lose weight, he thought that running would be the best bet for him.

He lived in a very beautiful place with nice weather and it would offer him a chance to get outside each day.

So, one night, he laid out his running clothes for the

next day, put his shoes next to the door, and set his alarm before he got into bed.

The next morning, Leo heard the alarm go off, and immediately turned over and refused to get out of bed.

He thought about getting outside into the brisk air, but when you're comfortable in your nice, warm bed, that can be tough. So, he hit the snooze and went back to sleep.

The very next morning, he had everything laid out and ready to go again, determined that he would make a habit out of running a few miles in the morning, even if he had never run before in his life.

This was going to put him in better shape and make his life a whole lot better. So, he set the alarm again, thinking he had prepped as much as he could to start his new running habit tomorrow.

The next morning, again, Leo heard the alarm go off, and immediately regretted setting it.

The thought of struggling outside, wheezing for every breath, pushing himself to run away from his

nice warm bed was too much to take on with his dozy, sleepy brain.

So, again, he turned off the alarm and went back to sleep.

Now, there's something you have to know this about Leo.

He's not a lazy guy. He's a busy father, a husband, and he runs one of the most successful blogs, Zen Habits out there, read by over 2 million people.

So, why couldn't he make this work?

Why couldn't he figure out what he was doing wrong?

Why was he failing every morning to take action on his goal of establishing a new running habit?

The next morning, he did something different. Leo made a goal for himself that he knew he had no excuse to fail at doing.

All he had to do was put on his gear, lace up his shoes and take a step outside.

He wasn't planning to run around the block or do a couple miles.

His only goal in the morning was to lace up his shoes and get outside the front door. If he did that, he was successful. He set his alarm and went to bed.

The next morning, Leo heard the alarm and remembered that all he had to do was tie up his shoes and walk out the door.

Then, he wouldn't feel guilty if he went back to bed. Because he had done what he set out to do. He went over to where his clothes were, put them up, tied up his shoes, and walked out the door.

"Well, I did it." Leo thought as he closed the front door behind him. "I'm out here already, why not start a little jog?"

Leo took a jog around the block, something that until then, he had not managed to make himself do for many mornings in a row.

And he repeated the same effort the next morning, and the next morning, and the next.

All the while, Leo's goal was just to walk out the front door with his shoes tied up, but morning after morning, he would take small runs since he was already up and going anyway.

And after time went on, Leo's goals became a little more ambitious.

Run to the mailbox

Run around the block

Run 1 mile

Run 5 miles

Run consecutively for 3 weeks

Soon, Leo was running each and every day, no longer turning off his alarm in the morning, but getting up with the sun and actually doing what he wanted to be doing all this time.

What was the difference between the two goals?
Why did Leo suddenly become successful at his goal of taking up running to lose weight?

Action.

Leo took action, as small as it was, and that propelled him to take more action.

His small action was just to get out of bed, get dressed, and lace up his shoes. But that small movement gave him the momentum to keep going, running a little farther than he intended, going a little more than he planned.

Until it was just a habit ingrained in him, something that he did without thinking any more about it.

Learning about something isn't going to solve your problems. The only answer is to take action. You learn at a much faster rate if you're already in motion.

That's a problem that I encounter with my students all the time.

They tell me about their plans, their courses, what they've learned. And then I ask the all-important question that always astonishes me.

How much money have you made?

Almost always is the answer “almost nothing”.

People who are stuck in learning mode, not doing anything that they’ve learned are getting just a small fraction of the information that they need.

But it’s the students who take action on what I teach today that see results tomorrow.

They come to me with an advantage over anybody else who thought their notes, their books, their diligent organization of the facts was going to make them successful.

Learning through action is the habit that I developed as I was going through my own process. I would take a course and that night, sit down and work out how to run it for myself.

Every time I would learn a new concept, a new technique, a new method for making money, I’d be at the computer trying it out for myself.

Anybody who takes the time to take action will understand the power of momentum in their life.

Little action breeds bigger action.

Which in turn gets you further in life faster than if you had just acquired all the knowledge first.

You can know which roads to take and which turns to make with your car to get to a destination.

You can turn the wheel all you want, but unless you have movement, all your knowledge means nothing.

Turning the wheel in park has as much effect as reading 10 books and doing nothing about it.

Small actions are
begetting bigger actions.
Action is begetting
momentum. Momentum is
begetting success.

And you “be getting” rich.

Be Resourceful

I think that when you read a book, you're getting around 90% of the author's knowledge.

Not to say that most authors don't pour 100% in, but you have to remember that you're seeing everything you read through your own filter. What they wrote is through their filter.

They can't know what you know and what you don't. When you read their complete book, you're not going to get 100% of your questions answered.

Where do you get that last 10% of the information on a topic?

From you.

You have to believe that you have the answers, or can find the answers on your own. You aren't looking for someone else to be the resource for you.

Part of taking action through learning is understanding that the best parts of learning, the best tidbits of wisdom that you'll get came from that time you learned it on your own.

There is no magical combination of words that will teach you a new language. Which is why most people forget their high school language classes as soon as they step out of Grade 12.

The fastest language learning comes from being out in the market, watching foreign movies, having conversations with people in your target language.

Real learning power comes from being resourceful and getting out into the world, figuring it out as you go.

Adam Carolla, a name you may or may not recognize, has hosted a record-holding podcast for 10 years.

He's also written several New York Times bestselling books, produced and starred in several movies and is now creating award-winning documentaries.

How does Adam accomplish all this when he describes himself as a screw-up until he was 30 years old?

He says that it all started with a coffee mug in his car.

Adam worked construction and would enjoy a mug of coffee on the way to work. But when he was done his coffee, that mug would roll around in the passenger side floor.

Often, Adam would leave the mug in the car and forget it for several days. One day, Adam determined to pick up the mug in his car, to keep it from clinking around in the passenger side.

That one defining moment, as Adam often refers to it, is the moment when his second life began.

He would refuse to negotiate with himself.

If something had to be done, he would do it.

If something was outside of his knowledge, he would learn it.

If he wanted to accomplish something, he would start it.

What we all do is what Adam refuses to do. We all negotiate with ourselves, making excuses for what we do and don't do.

We don't take action because we have an excuse lined up in our heads.

And one of the major excuses we have is that we haven't yet been given the tools, the knowledge, the permission to go out and do something.

Successful people stop looking for permission to take action. They don't wait for some external force to give them what they lack.

They go out and take it for themselves. Being resourceful, finding the answers to your questions is easier than ever today.

If you want to learn to read Cyrillic alphabets, you could learn it in the next 2 hours online.

If you wanted to figure out how rotary engines worked, you could see a couple clips on Youtube.

If you wanted to figure out how to pick combination locks, that is available to you as well.

Stop looking for someone else to be your answer.

Your answer is to take action, figure out the gaps in your knowledge AS YOU GO, and adjust accordingly.

It's much easier to steer a car when it's moving than when it's stopped in the driveway.

Habit #4: Never Give Up

I didn't come this far only to come this far...
— Anonymous

How many of these habits do you think are practiced by millionaires and successful people around the world?

I would say that of the 14 millionaire mindsets this is the one mindset that is universal to them all.

Pick any one habit, and 95% or more of successful people will practice that particular habit.

But when we talk about persistence, the habit of never giving up, 100% of all millionaires everywhere hold this as near and dear to their hearts.

I don't know about you, but if I hear that 100% of a group of people that I want to mimic is doing

the same thing, you'd best believe that it's worth applying to your life.

You've probably already heard this saying because it's been told enough that it's practically cliché by now.

Thomas Edison failed thousands of times to create the lightbulb. And when people asked about his failures, he would respond that he didn't fail, he simply discovered 9,999 ways to not do it.

That gets repeated ad nauseum, so I think it's time to tell the rest of the story.

Contrary to what people think, Edison didn't just magically come upon the lightbulb idea by chance. He wasn't even the only one doing it.

There was a race to come up with a stable solution to the problem of electric lighting.

There were countless people, some well-financed, others just garage tinkering handymen, all trying to solve the problem of the incandescent lightbulb.

So, what made Edison so different? Why did he get all the credit for this invention?

Partly because he refused to give up on his goal.

There may have been dozens of people around the country trying to come up with a good lightbulb design, but it was only Edison who was trying thousands upon thousands of combinations.

He would pair filament after filament. He would try thousands of combinations of design, material, wattage, and amplitude.

He was literally the only one who was willing to never give up, even after attempting 6000 different types of filaments to carry the electric current.

He even tried the beard hair of one of his men in an attempt to solve the problem.

Thomas Edison was the only guy who wouldn't give up.

And his persistence paid off after solving the problem and discovering that tungsten was a proper conductor with the right amount of

resistance to create light when a current was passed through it.

Place that tungsten filament in a vacuum-sealed glass bulb, and you've got a lightbulb.

Of course, we call Edison a genius, but I think that's the wrong title for him. In fact, I think it's extremely misleading to his legacy. And to our own minds.

Thomas Edison, in my opinion, was NOT a genius. Thomas Edison was the guy who had brains and skill and resources, no doubt.

But Edison was the guy who solved the problem because he was the guy who would never give up.

But we feel free to call him 'genius' because we think it was pure brain power that solved the problem of the light bulb.

We also believe that we're not smart people, and therefore wouldn't be able to solve the problem. We defeat ourselves before we even try.

Think about how you would react in his situation. You have the problem of a lightbulb before you.

You know that there are countless other people trying, at the same time, to figure it out as well.

You have this ticking clock inside your head because you know that if you don't do it, someone else will.

But nothing is working. Every time you flick the switch, the filament burns. Or it pops. Or it catches fire. Or it holds for a minute before turning off again.

And every time the experiment fails, you have to unwind the filament, reset it, try again with another variable slightly different from the last time.

Let me ask you, and answer this honestly, how many tries would it be before you gave up?

100 tries? That's a lot of attempts.

300 tries? 500? 1000? Even if you tried 1000 times to make something work (and that would earn you my respect if you did), you're still not even 1/6th of the way through yet.

You have another 5000 attempts to go.

Many of my students are so close to a breakthrough. Many of them are willing to try something once, twice, ten times, maybe even 20 times.

But then something overcomes them and it gets too hard. Too many of my students give up after things aren't working out straight away. Too many fall away and just drop off.

I don't know what they believe. Maybe they think that I'm scamming them.

Maybe they think that I have some ability that they do not. Maybe they believe that I'm not giving them all the information.

Maybe they think that the timing isn't right, that the tools are outdated, that my methods aren't in their learning style.

You know what? I don't give a crap what they think about me and what I teach. The problem is always with their willingness to give up.

Many of my students give up WAY too soon. And because they have this lack of persistence in their

mind, they look to anything else to blame on their failures. Including me.

It's been my experience that nobody is born with the ability to persist through anything. It is developed over time. It is refined and honed over experience.

Do you know what Nikola Tesla said about Edison when taunted that he didn't solve the lightbulb himself?

He said that if Edison had to find a needle in a haystack, Edison would pick up each and every straw of hay until he found his needle.

I know he meant it as an insult, but that's the right mindset for success.

Learning A New Path

*Do not go where the path may lead. Go instead
where there is no path and leave a trail
– Ralph Waldo Emerson*

The problem with the words we use to describe success often keep us from understanding it.

For example, when people are asked about a solution to a problem they've been having for a long time, what do they say happened?

They say they were inspired, as if the answer came to them from somewhere else. In fact, we all think the greatest innovations came out of inspiration, divine or otherwise.

The answer was a bolt out of the blue.

That's the problem with what we think about Edison. We imagine that his solution to a lightbulb was, well, like a lightbulb went off in his head.

The grim reality is that Edison didn't expect tungsten to be the solution. It was item number 6577 on his list to try.

He probably had another 100 items on his list after tungsten failed.

Innovation and success don't just happen sometimes when we persist. Innovation IS persistence.

The act of trying something new again and again and again is how we succeed. It's not the exception to the rule. This IS the rule.

During the American Civil War, General Grant was desperately trying to overthrow the fortified city of Vicksburg. This was a city on a hill, next to the mighty flowing river of the Mississippi. Grant tried for over a year to break through into the city, trying one way and another to get through the city's defences.

He tried going head-on and charging through. That failed.

He tried going around the city. That failed.

He tried to even dig a huge canal, spending months trying to divert the massive river. That failed.

He blew the levees up river and tried to float his boats directly into the city on the floodwaters. That failed as well.

Grant was determined but President Lincoln was fed up. He had another man ready to take over the General's position, but Grant would not be moved. I

n fact, it was his determination to find a way or make a way that eventually uncovered the solution he needed.

Grant's plan? He would float his boats down the river, past the guns of the city, and keep going down river. Did General Grant know this would work?

Not at all.

On paper, this was a terrible idea, one that would surely land him in prison if it didn't succeed.

His boats would have no way to come back up the river and he'd be stranded far from the fight.

But he tried it out anyway. He floated the boats down river, past the guns of the Vicksburg defences and landed about 50 kilometers down river from the city.

He had to leave all supplies on the boats while the men advanced forward,

They attacked town after town, living off their spoils and the land they crossed.

They eventually took the city from the direction that Vicksburg never anticipated. Grant found his success through his determined will to find a way or make one.

The thing about Grant's methods is that until he attempted it, he would never have known it would work.

In fact, if you were to write a Pros and Cons list of his actions, you'd have a seriously hard time coming with one reason why this was a good plan.

Not only was it not a good plan on paper, everyone was advising him not to try it, that he would doom their efforts and lose a vital battle in the war.

But when Grant's way worked, he not only won the battle against the town, he discovered a new method of warfare that would turn the tide of the entire war.

Men learned to live off the land of their enemies, taking what they conquered and advancing quickly without the need for supply runs.

This is a lesson that my students, and that includes you, should take to heart. Persistence not only wins you the battle, but it also uncovers methods that you never knew existed before.

You can strategize and plan all you want, but until you keep pushing through, determined to find a way to succeed or make one, nothing will change.

Breakthroughs only belong
to those who are willing to
break through to find it

Habit #5: Mistakes Are Mentors

Creativity allows you to make mistakes. The art is knowing which ones to keep
— Scott Adams

I told you about the student of mine who was making \$350,000 a month, and you probably think that's because he's a special guy.

But I would argue that he's not special at all (If you're reading this, I'm sorry).

But I think that in spite of his willingness to ask questions and be persistent, he still faced a lot of failures.

And, I mean, a lot! There were weeks when everything he tried would amount to nothing.

He would point out what he was doing and he showed me how time and time again, nothing was happening the way it was supposed to.

But his response to this constant failure was yet another key as to why he succeeds and many others won't.

He would sit down and analyse his efforts, listing off all the elements that went into his business.

On his list, he would put a big check mark next to the elements that were working and big 'X' where it wasn't. In the beginning, there were a lot of Xs.

But he would look at those Xs and say, "well this wasn't working, so I won't do this again". Mistakes weren't setbacks to him. Mistakes were his mentors.

Oh yes, the past can hurt. But you can either run from it, or learn from it
— Rafiki

Jack Canfield talks about this principle when he does his live events.

Canfield wrote the book on success and has countless titles to his name, teaching people how to succeed in life.

He talks about how we receive positive and negative feedback on our actions. You might call it successes and failures, but it's helpful to think of it all as feedback.

Canfield will call someone up on stage and have them stand at one end of the stage.

Canfield walks over the far end of the stage on the other side, and he'll put on a blindfold.

Someone will spin Canfield a few times to get him turned around and his goal is now to walk over to this volunteer.

The volunteer can only call out two responses; On Course, or Off Course. If Jack Canfield is walking the wrong way, the volunteer calls out 'Off Course!' until he's going the right way, and the volunteer shouts out "On Course!".

Eventually, Jack crosses the stage and comes to

the volunteer safely, but he asks an interesting question. He asks, “Which direction did you call out more?”. The answer is always that the volunteer called out “Off Course” many more times.

“But I still it made to over here, didn’t I? In fact, it was those “Off Course” comments that instantly let me know I should change where I’m going”, says Canfield, with a smile.

Of course, we all think mistakes are moments when we should sit down, put our head in our hands and just give up. Mistakes are telling you that you’re wrong. Right? Wrong.

For all millionaires, when they make mistakes, that’s the moment they know they need to change course.

They use their mistakes to help course correct to get to their destination. If the ultimate goal is to get where you want to go, why should stop your progress if you’re going to wrong way?

Or even worse, why would you ever ignore your mistakes and keep going the wrong direction?

Failures are there to let us know when we need to fix something that's wrong.

Failure is the best teacher you can get, and yet too many of us are willing to just give up or shout back when we're shown our mistakes.

Everyone makes mistakes.
You have to in order to
succeed.

The real failure is making the
same mistake twice.

Win More Than You Lose

You wouldn't have won if we had beaten you
— Yogi Berra

I'm not a huge sports nut, but I understand the basic premise of the games I watch.

One team has to score more than the other team. It's not about who has the best defence. It's always about winning more than you lose. That's the most certain way to win at anything you try.

Coach Bill Walsh took on the San Francisco 49ers at a dark time in their history.

When he took over as head coach of the team, they had the worst record in the entire league. Their record stood at 2-14 for the season.

That's 2 wins and 14 losses. That's a problem, even if you don't understand the game of football.

This was a culture of losing. This was a team that was broken and had too many problems to count.

They had so many things against them and were looking ahead to yet another season of horrible losses.

Because the first season that Walsh took over, the team again lost another 14 games to just 2 wins.

So, who would've imagined that just two years later, this losing, broken, horrible no-account team would be lifting up the Superbowl in victory?

Nobody, that's who Not even Bill Walsh.

Walsh wasn't concerned about the big goal of winning the Super Bowl. That was never his plan.

His plan was always, from the very first day he arrived, to correct the mistakes one by one.

His goal was always to win more than they lost. But he wasn't talking about games and championships.

He was talking the little skills that you need to win a game.

Bill Walsh developed a Standard of Performance for his team.

That included no swearing on field. No players were ever allowed to sit down at practice.

All coaches wore tucked in shirts and ties. Every drill was measured down the inch. Every pass was performed dozens of different ways.

Everybody learned the correct way to hold the ball. The entire practice time was scheduled to the minute.

You see, Bill Walsh wasn't a visionary guy, or at least, that's not what he thought of himself.

He was a guy who didn't look at reality through rose-tinted. He saw the reality for what it was and took the steps needed to address the little issues as they cropped up.

They would tackle the problem of their team with more little wins than failures.

Walsh knew his team was uncooperative. They were undisciplined.

They reflected the culture of losing, and players were getting complacent about the game.

One by one, Bill Walsh saw the mistakes and corrected every single one.

His goal was always to win more than he lost, starting with the little efforts in day-to-day life.

Walsh knew something that many of those players didn't understand. He knew that once you solve the failures, address the mistakes, then victory was inevitable.

The team reversed their losing streak and started winning again. They actually became the team to recover quicker than any other team in history.

The reversal of their team was only due to Walsh's efforts to get his team to win more than they lost.

Every millionaire out there who had to make their fortune understands the power of working with their mistakes.

Everybody who has ever been anybody has had to learn to work through their failures. Viktor Frankl wrote his book *Man's Search For Meaning* after surviving 3 Nazi death camps.

Francis Scott Key wrote American national anthem from his bunk in prison on a ship. Paul wrote many books of the Bible from his own cell in Rome.

Ian Fleming wrote the Bond novels while on bed rest and was forbidden by doctors from using his typewriter.

Malcolm X transformed his own life after being in prison for theft, owning a weapon, and drug charges.

What will you do with your own failures? What will you do when you have mistakes crop up?

Will you ignore them and keep going the wrong direction? Will you listen to your mistakes and change your course?

Will you work through failure, in spite of everything going wrong around you and come up with a new plan to succeed?

You make omelettes if you break eggs. You play guitar if you build calluses. Mistakes are an essential part of getting what you want.

Try to make some new ones.

Just before you continue...

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Okay, let's get back to it...

Habit #6: Adapting to Change

Man does not simply exist but always decides what his existence will be, what he will become the next moment. By the same token, every human being has the freedom to change at any instant.

— Viktor Frankl

Let's face it. We're not good at change. I'm not even talking about the big changes in life.

I get upset when I can't have my normal breakfast and have to swap to something different. And that's just for one day.

Change is a natural process that we all go through, even if you don't like it. Some resist more than others. Have you heard the story of Hiroo Onoda?

Onoda was a Japanese soldier fighting for Japan in the second World War.

He didn't begin his service for his country until December 1944, stationed in the Lubang Island in the Philippines.

His role as an intelligence officer was to disrupt the efforts of the enemy, doing all he could to dismantle equipment, sabotage anything he could, and generally cause harm to the enemy.

His last instruction was that under no circumstance at all should he surrender or take his own life.

And he followed his orders to the letter. When the World War ended just a few months later, Onoda didn't come home.

He refused to believe that the war had ended and what anybody told him was a trick of the enemy to get him to give up.

He would never surrender, living on the island for 29 years after the war officially ended.

Onoda was hiding out in the thick jungle in the hills. Leaflets were dropped over the landscape, telling him that the war was over and he should return home.

He thought this was another trick and ignored the leaflets.

Onoda never surrendered. It was only when his old ranking officer flew out to greet him at the Island and informed him that the war was over that Onoda came home.

He was hailed as a hero for his country and lived a long life, dying recently in 2014.

Change is hard for many to accept. The success people realise that change is inevitable and embrace to succeed further.

We all see the challenges that big business has when they disrupt the standard way of thinking.

Taxi companies are up in arms because Uber and other ride-sharing services are seriously threatening their livelihood.

When Airbnb was launched, several countries and cities around the world, under pressure from hotels and hospitality lobbyists, created new laws banning them from operating.

This is nothing new though. When ATMs were introduced, banks were mad.

They thought the ATM would replace the tellers and people would no longer need banking services.

Staff couldn't upsell their customers and that was a reduced revenue for the banks.

When VCRs were invented, it would be 30 years before they were popular in the US.

Movie studios and theatres demanded that they be held down and kept from the public. People would no longer spend money, they reasoned, to watch movies in their theatres and movies would lose out on the revenue.

After all, who would want to watch a movie in the cinema if they could watch from home?

I ask you, in the case of the Ubers and Airbnbs of this world, who are the people getting rich? Is it the people who are stuck in the old ways of thinking, resisting the changes?

Or is the people who embrace the new ways of doing business and invest in these disrupting startups?

The Technology of Change

The measure of intelligence is the ability to change
– Albert Einstein

There was a time when we would browse the internet on our desktop computers.

In fact, when I visit my parents, they still have their desktop computer sitting in the corner of the room, just like it was 15 years ago.

Then we started browsing and doing our work on our laptops. Work could be done anywhere as long as we had Wi-Fi.

Then, we started to browse the internet on our devices, on our tablets and smartphones. Things had to adapt to this new way of doing things.

And in 10 years, who knows what our habits will look like. The only constant that we know is that things will change.

And you can't rely on what you're doing today to predict where you'll be in 5,10, 15 years from now.

I don't say this to scare you. I'm telling you this because when we look at how people become successful, they do in spite of everything dramatically changing around them.

When Amazon first started, it wasn't planning on being this global enterprise, fulfilling the retail needs of everyone around the world. No, it was a warehouse for books.

When Google started, they were looking for quicker ways to index things to make it easier to find stuff online.

When Youtube started, they didn't want to change the way we all watched content online. They wanted a cool way to post funny clips and show them to other people.

And what makes these companies great success stories is their ability to adapt as they grow.

They don't rely on a certain way of doing things but

keep adapting and changing as the world changes around them.

Sometimes, they get it wrong (Google Glass, Google Plus, I'm looking at you), and other times, they get it very right. But the ability to adapt is the greatest predictor of success in someone.

I like to find out from my students who they are where they come from. I think there's this interesting phenomenon going on here.

When someone tells you that they have had 12 different jobs, you might be tempted to think that they're a failure, that they can't work out what they want to do.

I find that those people who are used to change, who are familiar with reinventing themselves are the most able to adapt to new methods and techniques.

The power to move on from where you are to what's coming up next is the best way to survive it.

In the world of making money online, it's like you're

walking backwards on one of those travelers you see at the airport.

If you're moving quickly, you're getting ahead.
If you're just making small movements, you're stationary.

And if you aren't making any changes, you're falling behind.



Habit #7: Model Success

If you want to be successful, find someone who has achieved the results you want and copy what they do, and you'll achieve the same results
— Tony Robbins

I think there is a case to be made for the fact that Genghis Khan has had the single greatest impact on the world today.

Hear me out. How many Mongolians can you name? Unless you live in Mongolia (Hi to all you lovely readers over there!), you're probably limited to just one.

And how many people can you name who lived in the 12th century? Again, unless you're a historian, probably just the one.

Khan was this bloodthirsty conqueror who took

over the world at the time. His defeats of civilization upon civilization have outlived him, for nearly 1000 years after his death.

But it's more than the conquests that we remember him for.

He united the tribes of Northern Asia and used this to create the Silk Road, a trade route that we still use today.

He also formalised the tolerance of religion, allowing Christianity and Islam to coexist in a culture where it didn't before.

He also helped spread one script for writing across many cultures and helped solidify political environments.

The guy was also a prolific breeder, producing offspring in every place that he stopped.

In fact, you can go online and trace your own genetic past to see if you contain the DNA marker in your makeup that proves you are in Genghis Khan's lineage.

I guarantee that many of you readers are distant children of this great ruler without realising it.

They say that 1 in 200 men living today are direct descendants, drawing a straight line from them to Khan. Wild!

But what was it that made Khan so incredible? How did he manage to travel across all of Asia into Europe, continuing to win battle after battle?

He did what no one else was doing at the time. Khan was learning from his enemies.

When Khan was growing in Mongolia, he was a military strategist and pretty well-informed on the battlefield.

He was also pretty ruthless, which helped win many battles. But that knowledge could only take him so far.

It won a few battles, yes, but it was his ability to learn from those that he conquered that helped him move to the next battle. Khan was modelling success from the people that he took over.

When he encountered new techniques and new weapons, he would incorporate them into his own armies.

When something threatened his old ways of winning victories, he used those methods in his next battle. What won him a battle this month was different from what he did to win next month.

He was constantly using and adapting and learning from the people he conquered.

I think part of the reason that Khan succeeded in going so far was that he knew that he wasn't a genius.

He knew that his knowledge was limited, so he copied off the techniques and methods of the cultures he came across.

In fact, this was part of what defined him and the Mongol tribes. They were ruthless about stealing what others had, culture, women, weapons, battle techniques.

This won Genghis Khan a legacy that will last for centuries more.

Mind you, I'm not saying that you need to develop a habit of stealing women and weapons.

But there is something in the method of modelling success from other people that we can take away from Khan.

When I work on my business, I rarely think that I'm the smartest guy out there.

Part of my success comes from knowing without a doubt that I'm not the foremost expert in anything that I do. I'm looking out for new methods and techniques to help me improve.

Mind you, I want to be clear. I'm not cloning somebody else's business model. I'm learning from it. I'm modelling after it.

You have to think for yourself. Otherwise, that's just stealing. I like to call it "spying on success".

This habit is extremely beneficial because it allows you to step outside yourself. You can learn to think like other people.

This isn't even my idea. I modelled this after someone else's thought. In fact, this was a principle that was taught since the beginning of this century. Let me elaborate.

Think Like Someone Else



*“I want to look like Sarah Palin,
but not seem like her.”*

There’s a reason Napoleon Hill’s book *Think and Grow Rich* is still on the shelves of your local bookstore even though it was first published over 80 years ago.

The language might have changed but the concepts he introduces are just as relevant today.

Hill practiced what he calls his Mastermind Group.

It's a group of the most influential, powerful people that he revered, and he spoke to them all about his problems and his goals.

But the thing is, he never actually spoke to those people. He had big thinkers like Andrew Carnegie, Henry Ford, and Benjamin Franklin in his group, but the group was entirely imagined.

He would "hear" the responses given by these great people and it would often provide insight into his life. It sounds a little bizarre, but it's a valuable principle to achieving higher thinking.

Tim Ferriss, who I already introduced in this book, asks a question of himself all the time when he's faced with a problem.

It's a simple question, but it allows you to step outside of your own mind and start to model what someone else would do. He asks this question: "What would this look like if it were easy?"

What you're doing is thinking as someone else would. What would Richard Branson do about this problem?

How would Elon Musk innovate his way out of that issue?

What would Steve Jobs say to this guest?

What would a child offer as a solution to this problem?

You need to allow yourself to think differently to gain new ideas about your business and your life.

Children use naiveté to solve problems and sometimes the solution is so brain-numbingly easy that we're amazed we didn't think of it before.

Maybe a billionaire like Branson would pay someone to solve a task.

Could that work for you? It might be that Elon Musk would break down the problem to its foundations to better understand it.

Would that work? Usain Bolt would use his persistent willpower to charge through a problem or Roger Federer would use a calm and collected approach.

Who would you put in your “mastermind” group? Who would you like to solve your problem for you? These questions break you out of thinking your way and into thinking about the business in a whole new light.

Modelling success allows you to see how others would tackle a problem. It also shows you what they do that works.

How do you model the success of someone else? Study what they do. Buy their books. Order their courses.

Go to their seminars. Watch what products they send out to you. Read the types of emails they send to their clients. See the style and font of their promotional materials.

See how they structure their events and seminars. Go to their websites to see how their layout works.

And don't copy any of it. But instead, learn from it. See how they think and what they say. And monitor how it's been working for them.

If you think it's an approach you could use, model it and make it work for you.

You're not born with success. Success is learned.

Learn from the best.

Habit #8: Planning For Success

Planning is bringing the future into the present so that you can do something about it now
— Alan Lakein

Bruce Jenner, when he was a man, was addressing a bunch of athletes who were hoping to hear from the Olympian about how he was so powerful on the track against his competitors.

Jenner talked for ages about the mental game, the strategy, the power of training, and the importance of coaches. But he asked the group one question near the end.

“How many of you have goals written down that you’d like to accomplish?”

Many of the group raised their hands.

“OK, How many of you have those goals on you right now?”

Only one hand shot up. It was Dan O’Brien, who went on to win a gold medal in the decathlon in the 1996 Olympic in Atlanta.

They say goals are dreams written down. If you’re not writing down what you’d like to do, I’ll just tell you that you’re dreaming.

There isn’t a millionaire out there that doesn’t have a plan for what they need to do. How they plan is different for person to person.

But the act of planning for success is what drives them toward success. It’s what makes people keep focused on what their goals are, and how they can make progress on those goals.

More than that, the successful people in this world plan for success. They KNOW that it will happen.

They don’t hope and pray that success will come. They have no doubt in their mind that success is coming to them.

It's like a rewiring in the brain that alters how they talk and think and act.

How do you do that? Let's look at a couple techniques I've used that really work well for me.

Plan Backwards

The true definition of mental illness is when the majority of your time is spent in the past or future, but rarely living in the realism of NOW.

– Shannon L Adler

Let me ask you a question. How do you know what you'll be doing today?

If you have a boss, maybe your schedule is already laid out with KPIs, meetings, deadlines, and tasks to achieve before the day is done.

In other words, it's laid out for you and you've never really thought about it at all. But when you start working for the money on your own, how do you know what you'll be doing today?

I never have that problem. I look at my schedule and I know exactly what I'm doing and why I'm doing it.

I think about my life, my daily life in terms of what I want my ultimate goal to be. I plan out 20 years

first. Then I plan out 5 years. Then I plan one year. Then I plan out today. And as long as I'm working backward from that big 10-year plan, I'm good.

I make a goal for myself to where I want to be. For example, in 10 years, I'd like to have \$100 million dollars.

The next step is figuring out what my 5-year plan needs to be so that I can meet that goal. The next step is figuring out what this year needs to look like to meet that 5-year goal.

And then I ask if I'm making steps today that will make this year be a success.

But it has to start with that big goal. That massive, audacious goal that is where you really want to be.

That way, I know that my actions today are all moving in the direction of that big plan 10 years down the road. That's how I know what I'll be doing today.

I get asked if there is such a thing as too big a goal for your 10-year plan. My short answer to that is "no". Let me explain what I mean.

Warren Buffet is incredibly rich, and he is also a very smart guy. I'm not saying he's a genius and untouchable, but his IQ is no bigger than anybody else's.

When Warren Buffett wanted to become wealthy, he found someone who had done it before him.

He went to train under Benjamin Graham. Graham was his teacher at his university, but he also became Buffett's mentor.

He taught Buffet everything about investing and smart financial moves. And because Graham had already done it, Buffett knew that he could do it too.

Even before Buffett had any money, he knew he was going to be a billionaire. When he invested his first \$10,000, he knew that it was the beginning of becoming a billionaire.

All throughout his career at Berkshire Hathaway, Buffett had the singular goal of being a billionaire.

He would get up every morning and study every single stock in the stock market.

He wouldn't see his kids because he was busy studying and learning and reading. He read every book on the subject.

He was taking extraordinary action, but he was following the plan of someone who had done it before it.

He saw that it worked and went to replicate it for himself, making over \$80 billion dollars in the process.

He figured that if you take these actions and do those things, that you'll make a billion dollars. And that's what he did.

Can anybody plan for success? Yes. But do most people take the action needed once they know their plan. Hardly any at all.

Do Your Most Important Tasks First. Every Day

I can't vouch for every single action that people take to plan their days. I can tell you what I do what keeps me focussed.

We'll talk about focus in the next chapter. I wanted to dedicate a whole chapter to it because I think it's so valuable a habit to put into your life. This is just the planning method I use to see my success happen.

Every night, before I got to bed, I pull out a little list and I write down what I'm going to do the next day.

Daymond John, of Shark Tank, talks about how he never starts his day with emails because that means he's reacting to something rather than taking charge of the day.

I like that approach and I'm proactive with what I'm going to do with my time. Anything else is just a waste of my day.

I separate my day into two categories, my MITs and my LITs. The MITs, or the Most Important Tasks, are the most important.

Pretty obvious about that one. I can't have more than 5 items on my life, but I try to have at least 3 things on there.

Let's be real here. Not EVERYTHING that you have planned can be included on your Most Important list. Not everything is as important as the next thing.

You've probably seen the quadrant that helps you define your Important and Urgent tasks. I'll include in my MITs, the Most Urgent and Least Urgent things I need to do.

Everyone knows which tasks are urgent and important. But the defining line between successful people and everyone is the ability to prioritise the least urgent tasks that are still just as important.

The more least urgent tasks you can get done, the more successful you'll be.

Everything else that I have to do goes onto my LIT

or Least Important Tasks. That's all planned out the night before, so when I get up, I have my day set out before me and I just start running.

I HAVE to tackle those MITs first. They set up my day for successes. Every single item on my MIT list gets checked off during the day.

And if I get to the LITs, I get to them. If they roll over to the next day, so be it. They aren't very important so I'm happy to let them slide.

But without any excuse or reason to stop me, I never let those MITs get rolled over. I like the feeling of getting some big wins under my belt first thing in the day.

It's this momentum that propels me forward into bigger things. That list sits beside my computer all day and it keeps me focused on the Big Things I need to do. It's incredible how powerful this list is for me.

And that's it. As long as I can tackle those MITs, I'm good. It helps me prioritise what's important, helps me start my day ready and raring to go, and I'm never reactive about my time.

I'm proactive about what I do first and what I do next. It's the habit that you can start right now.

We all have 24-hour days. It's not because of lack of time that you don't succeed. It's lack of directed time.

Habit #9: Focus on The One Thing

External factors influence the path, but not the direction: Forward
— Ryan Holiday

I'm ashamed to admit this, but I suffer from a disease. I know that my disease has kept me from my earning potential in the past.

I know that it has prevented me from getting where I needed to in the beginning. I also know that many of you also suffer from the same disease.

And maybe it's going undiagnosed, and therefore untreated. But you can learn to live with his disease. More than live with it, you can suppress it and keep it from flaring up with vigilance and awareness.

It's called BASOS. Nothing serious about it. Most

people are born with it and don't realise that it steals from their lives.

Most people who leave it unattended won't know the damaging impact that it has on their lives. Maybe they'll never know.

BASOS, or the Bright And Shiny Object Syndrome, isn't a disease you'll find in medical journals or referenced by doctors anywhere.

But it's an affliction all the same. It steals away your time and energy, sucking it into things that keep you from doing income-producing activities.

You'll find it flares up when you're browsing online.

You click on a link in social media, the link takes you to a fascinating website about something completely irrelevant to you, and you spend way more time than you thought on something that was unimportant.

Or maybe you end up giving in to BASOS and you spend your nights spiralling down a rabbit-hole of Youtube videos and Reddit threads.

You seek to scratch the itch that BASOS always has, looking for something new, exciting, and interesting.

But all the while, this syndrome is stealing from you.

It's taking away your ability to do what really matters. It takes your focus and leaves you without any direction to where you're going.

And more than anything, it distracts you from achieving all that you want in life. I should know. I'm a survivor of BASOS. And you can be too, if you learn to see it for what it is.

Of course, I'm kidding. This isn't a disease. But it is a real thing, that feeling that you need to check out this new thing that just popped up on your radar.

I was absolutely this way when I was first starting my journey into making money online.

I found a new course that sounded promising, and even though it wasn't something I was pursuing, I bought it and went through it.

I went from course to course, trying out each and every new thing that came out on the market. I was

captivated by the promise that each new course promised something. But in the end, all it could promise me was that it was new.

I failed to recognize the Bright And Shiny Object Syndrome for many years.

But it was when I realised that I was trying to do 17 things at once that I understood that a lack of focus was keeping everything from succeeding.

It's like if I was trying to run a race. Well, actually, it's like I was trying to run 17 races at the same time. Let's say I'm running the 100m sprint.

I'd start out and make it halfway down the track. Then I'd get distracted by the start of the 100m hurdle race, so I'd start that race.

Halfway through my hurdles, I notice that the 5000m race is about to start so I skip the next hurdle and head over to start that race.

And then the marathon starts so I drop back and head over to run that race.

By this time, all my competitors have run their

races, crossed the finish line, and are enjoying the fruits of their labor.

And you'll also notice that not once do I cross any finish line.

Ever. I'm too busy trying to simultaneously run all these races that I forget the point of the race. To cross the finish line.

Making money online is that finish line. Never forget that. That's the all-important goal.

And if you're too busy trying all these new tricks, techniques, and methods, you're never going to get anything past that finish line.

Anybody can beat Usain Bolt in a running race, as long as you're running long distances.

But nobody beats him in the 100m. What are you unbeatable at?

How To Focus on One Thing

Again, I have to use my students as an example of this. I notice that when I see my students are flitting from one idea, one project, one technique to the next like hummingbirds, I know that they won't see anything happen.

But when I see one student get laser-focused on one concept, like the marketing, the wording of his copy, or the offer he's promoting, I know this guy is going to see success.

And I know this because he's learning and taking action at the same time, putting into practice the one thing that he's been learning about.

When I was going from course to course, I was making the mistake of giving up too quickly on something that I was only trying out a few times.

I wasn't seeing the big successes that I thought I would so I'd say "Well, THAT didn't work" and move on to my next shiny object.

But I learned from my mentors and from people that I was watching that all of the courses that I was trying out were working. I just wasn't patient enough to cross the finish line.

Let's be concrete so that you can understand what I'm saying here, and how it can radically transform your way of doing business.

I'm working with a student of mine and we're covering the topic of copywriting. It's a major component of making money online and it matters a ton to get it right.

We focus on this one thing together and we get the copy just right for the offers he's promoting. And the result from his efforts? He makes \$100 a month more.

Now it doesn't sound like a ton of money but remember that the finish line is making money, so he's crossed the finish line.

He's run his 100m race and he's got that behind him now. I can do a lot with someone who's crossed a finish line.

Now, we can look at that \$100 and ask the question, is there something I can do to double that result?

Can I improve the copy?

Or can we start to look at the market he's targeting? Because we've done one thing, we can take action on the next.

Ok, let's focus on the target market for this task. The result of completing the next task is that now he's making \$500 a month. Real progress here.

That's like the 1500m race now done. It was harder but we finished it and are making more money. Now, I ask, "what's next for this guy? What can we focus on next?"

Maybe now, we target the types of platforms and craft ads specifically for each individual platform. Good, let's do that. Now we're seeing \$2000 a month. We just hit a major milestone and it's proving that his focus on one thing is actually working out.

But my other students scoff. They've already been looking at target markets, platforms, copy, and then

they also are learning about niche offers, website design, and sales funnels.

But they finished none of it, and haven't yet seen any money come into their bank accounts. Who is better off in this scenario?

The finish line isn't learning a new skill. It's not mastering as many techniques as you can. It's not about knowing more than the next guy. It's not in anything. Let me be clear. Hear this now.

Your focus is on **MAKING MONEY**. If you spend your time on the activities that ***make you money***, you'll be fine. Laser focus on the one thing that matters, making money, is the only way to see results.

Keep the Main Thing as the
main thing.

Everything else is just
busywork.

Habit #10: Outsource Everything Else

*Deciding what not to do is as important
as deciding what to do*
– Jessica Jackley

Do I believe that you can be a one-man band and make a million dollars online? Yes. Will it suck. Most definitely yes.

The parts of businesses that suck are often the parts where you can't do something, you're annoyed by something, or you can't do it very well.

The key habit is knowing where you suck, what you dislike, and what you're not capable of doing. That's an honesty that not many people have about themselves.

Some people would say that this chapter should

be about outsourcing. Partly true. But I believe it's more about honesty. It's about being honest with yourself and knowing when you're the bottleneck in your business.

Truth be told, not many entrepreneurs are ready to admit that they hold their own company back.

They resist the outsourcing of elements of their business and keep themselves from succeeding, simply because they have an ego or are lying to themselves.

Here is where you need to outsource your life and how to identify the parts of your business that you can pass off to someone else.

What You Don't Like

Later on, I'm going to address the subject of loving what you do, and that's key to any business. Or to life in general.

You have to find something that satisfies you and keeps you going.

How do you *do* that when there are so many parts of a business that truly annoy you and get under your skin? You outsource it.

Take all the parts of your business that cause you to procrastinate or leave to the last minute, and you have a good indication of the parts of your business that need to be handed off to someone else.

How I do know when there is something I can outsource? Simple. I notice that it keeps appearing on my list of Least Important Tasks as I'm planning my day.

Every night, I'm writing the same tasks over and over again.

- Submit tax form
- Post job ad
- A/B Testing of Marketing
- Buy diapers

I'm kidding about that last one. But let's be honest. A lot of those tasks that get passed over day after day are the tasks that can easily be handed over to someone else.

It's not like I love them, and although they are important things that need to get done, I'm holding myself back from greater successes because I don't like the task.

Let me tell you a story to help illustrate this.

Brian was starting to gain traction with his Airbnb business.

What started out as a way to make some extra cash with a spare room in his apartment turned into

something that could take him out of the corporate world.

Brian hated the idea of working for someone else, so he poured his energy into finding properties that he could lease out and then list them on the Airbnb site.

Not only was he covering the rent with his Airbnb profits, but he was also turning a nice bit of income into his own bank account.

When it just one room in his own place, the maintenance was easy. He vacuumed, left the key out, answered all the questions, and set the guidelines for what was acceptable in his own property.

Now he had three properties all running at the same time and things were starting to get busy.

He was running to and from the properties, fixing little things that broke, doing laundry, sweeping, mopping, dusting, and adding new linen to the beds.

He was also acting as concierge, answering all the guests' questions as they texted him during their

stay. If they were out of town, the questions were one thing.

But if the guests were from out of the country, there was no end to the questions he would get, and at all hours of the day.

“Where’s the closest laundromat?”

“Is there somewhere I can drop my bags until check-in time?”

“[At 3 AM] I think we spilled red wine on the carpet. How do we clean it up?”

This was turning out to be everything that he hated about a job. He was working longer hours and trying to juggle 14 balls at the same time.

This wasn’t what he imagined when he set out to be an entrepreneur.

So, he started outsourcing the things that aggravated him.

First, we sat down and came up with a list of the 50

most common questions that he was asked from his guests.

He put them all down in an online FAQ sheet that was provided to guests when they reserved his place on Airbnb.

Next, he spoke to a cleaning company and arranged to use them for all his properties.

He made sure they understood the window between checkout and the next check-in times. He gave them the ability to restock items as they depleted and kept extra linen on hand to change bedding and towels.

Finally, he contacted a handyman and kept him on retainer.

He provided the name and number of the handyman in his House Rules booklet so that if anything major popped up, they could call the handyman.

By outsourcing all these tasks to an online FAQ or specialist companies, he reduced his hours from more than full-time to fewer than 3 hours a week.

And because he wasn't running around from property to property, he had the time to focus on what made him more money, acquiring more properties.

Outsourcing what you hate isn't about removing the parts of your life that bother you.

It's about freeing up your time to focus more on the income-producing parts of your business that you enjoy.

What You Can't Do

When you break it down, there are essentially three elements to any business. You have the part where you get customers.

You have the part where you supply them with goods or services. Then you have the part where you retain those customers.

Brutal truth time. You aren't good at all of them. In fact, you probably can manage one of the three. The rest of it, you just stumble through.

Outsourcing the parts of your life you can't do is second nature to a lot of us. But we don't do it in our business life.

If you're on vacation, you get someone to mow your lawn, check your mail, and check on the house. You physically cannot do it, so you hire someone to take care of it for you.

Do you worry and stress about the money you're

spending on hiring that neighbor kid to mow your lawn?

Nope, you don't think twice about it. It gets done and you can relax on your vacation knowing that everything is taken care of at home.

We all outsource parts of our life. I can't wire a home, so I'll get an electrician to do it for me. I can't cut my own hair.

No, let me rephrase that. I *shouldn't* cut my own hair, so I'll visit the barber. I can't fix my teeth, so my dentist does that. I can't perform my own surgery, so I'll trust the doctor on that one.

We gladly let people help us do the things we can't all the time. This is how business works. It's why people will pay you money because you're providing something for them that they can't do.

Use that same logic with your own business, keeping the same mentality about the aspects that you cannot simply do on your own.

What Someone Else Can Do Better

The other part of outsourcing is this: it simply says where the work can be done outside better than it can be done inside, we should do it.

– Alphonso Jackson

Have you ever heard the name General George Marshall? There's a good chance that you have not.

He was a general in the American army that served during the Second World War. He was incredibly powerful and a great leader that has a list of conquests and exploits that outstrip any other general you may know.

But because General Marshall is so humble, he is always ready to acknowledge someone else instead of himself.

When General Marshall was asked to be chief of staff in the white house, it was 1939, and Germany had just invaded Poland. Most people would see

this as an incredible opportunity to shine, but General Marshall proclaimed that he didn't want to be too conspicuous in that role.

He would actively look for others to get promoted ahead of himself. In fact, the United States Army wanted to promote General Marshall to a position very rarely given, Field Marshal.

It's so rare that the US almost never bestows that rank on anybody. It's the highest ranking person in the entire army and is only given to 5-star generals after major victories.

General MacArthur was named Field Marshal MacArthur in the Philippines, as an example

But General Marshall refused the promotion. People joked it was because he didn't want to be called Marshal Marshall. But the real reason was that he didn't want to outrank his mentor, General Pershing.

But maybe General Marshall's greatest achievement was knowing when someone else was better suited for a role than him. It was coming up to D-Day, surely one of America's biggest battles in history.

This was THE chance to define yourself in the war. Marshall had trained his whole life for this very moment.

A win on this battle would certainly propel your career to the White House, including a run at the Presidential Office itself.

General Marshall was approached by President Roosevelt, who offered him the opportunity to plan the entire invasion of France and the D-Day event. General Marshall knew his limitations and graciously turned down the offer.

“The decision is yours to make, Mr. President,” said Marshall when approached for the job. “My wishes have no bearing on this decision”.

So, the role passed to General Eisenhower, who successfully landed at Normandy and took the Presidential Office just 8 years later.

How can you hope to be so honest with your own abilities? How can you expect to turn down the role of a lifetime?

How do you pass over a role because you are certain that someone else can do it better?

General Marshall's mantra was that everything he did was for the good of the country, not his own good.

He evaluated everything through that filter. If the best for the country required him, he would do it. But if there was someone else who could make the country better, he would gladly pass off the role to them.

That's your role in business. Keep your eye on what's best for the business.

Take yourself out of the equation and look for the tasks that you know someone else can do better because it will make your business look good.

Having an ego is the surest way to screech to a halt in your growth. Keep yourself out of that bottleneck and let others do what they are good at, all for the best for your business.

If you want small successes,
do it yourself

If you want to achieve
something great, it's time to
outsource.

Habit #11: Know Your Purpose

*Your purpose in life is to find your purpose and
give your whole heart and soul to it
– The Buddha*

When I sat down to create this business, I had one goal in mind:

Create a business that allows me to be mobile enough to travel, consistent enough to provide a steady income without my consistent presence, and be successful enough to free up most of my time.

I wanted the freedom to travel, to mentor other people, to be home with my family.

When I'm asked why I started to look into making money online, I'll always give that answer. That's my "why".

What's your why? It's as important as thinking about getting involved in this business, and why you're the person who will make it work.

You need to be clear about your why.

Simon Sinek made this approach popular with a TED talk he did to present this to a group of big thinkers and successful business owners.

In it, Sinek talks about the power of why Apple succeeds when they have the same access to designers and media as every other company.

Why Martin Luther King Jr. sparked a civil rights movement when others had experienced the same disadvantages as him.

Why the Wright brothers were the first to make flight a reality when other, better funded, better-staffed groups couldn't do the same.

He explains that every business in the world knows what they do, some know how they do it, but very, very few know the *why* behind it all, the cause, the belief that drives them.

Sinek goes in deeper to describe that most people operate in this method:

What > How > Why.

They tell you what they do, they tell you how they do it, and maybe tell you their why.

But what drives people to buy from a company like Apple is that they start with their why.

They believe in thinking differently, operating differently from the crowd (WHY).

They do that by designing beautiful products (HOW), and those products are computers, laptops, music players, phones...etc (WHAT).

By starting with their why, Apple influences us way more and achieves a higher level of success than any other, equally qualified computer company.

Their motivations move this way:

WHY > HOW > WHAT

Have you ever seen the movie Ratatouille? Even if you don't have kids, the Pixar movie about a rat as

a chef is a fantastic story and it has an interesting message.

Throughout the movie, there is a line that comes up all the time. "Anyone can be a great cook". Without spoiling the movie (I'm serious, go see it) they say something interesting at the end of the movie.

The line that anyone can be a great cook doesn't mean that *everybody* can cook, but that great cooks can come from anywhere.

That's what I think about this business. I really do mean that anybody can do this.

I'm NOT saying that everybody should do this business, but that successful people who make this business work can come from any walk of life, any level of experience, and any background.

And I know that I've found someone no matter where they are in life, that will make their business a success when I ask them why they do what they do.

To make money? Nope. That is NEVER the answer that comes out of the mouths of the successful people.

The people that find success are the people that have a good answer to the question of “why”.

*Efforts and courage aren't enough without purpose
and directions*

– John F. Kennedy

Money is Just The Vehicle

Kevin O'Leary is publicly known as a very rich guy. He's also known as a bit of an A-hole, but that's just his public persona.

O'Leary is has a nickname of being Mr. Wonderful, the guy who's the greedy, money-focussed "shark" on Shark Tank. But again, don't let TV fool you. He's playing it up for the cameras.

In fact, Kevin O'Leary's focus on money is not at all what drives him. He remembers a time when he was younger and was looking to get a job.

Because the girls were all hanging out at the mall, Kevin thought it would be smart to get a job at the mall.

He could be close to his true passion, chasing girls. So, he landed a job at Magoo's Ice Cream Shop. It was his first real job and he was determined to do something with it.

On his first day, the manager showed him how to scoop ice cream, how to ring up the sale on the cash register, and how to talk to the customers.

He took to it very well and performed the job perfectly. The manager retreated to her back office to do paperwork while Kevin took orders and scooped ice cream.

So what if he gave the girls a bit more ice cream or spent a few more minutes talking to them? That was the perk of the job.

Day one went exactly how it should. Day two, however, was quite different.

Kevin showed up to scoop ice cream and chat up chicks, but the day started slowly.

The manager was back in her office again and noticed that nobody was coming through the door. She came out to talk to Kevin.

“I need you to get down on your knees and scrub the gum off the floor while you have time between customers,” she told him.

Outraged, Kevin flat out refused. “No! My job is to serve ice cream and ring up customers. I’m not scraping gum and cleaning the tiles”

The managers face grew red as she screamed, “You’ll do what I tell you to do, but you’re not working for me anymore. You’re fired!”

Kevin pedalled home in his bike as fast as he could, tears running down his face.

He barely knew what getting fired even meant, but here he had suffered the shame of losing his first job on the second day.

But Kevin learned a powerful lesson from that, one that shaped the rest of his life. He was shocked and amazed at the power that this woman had over him.

He was under her control because she was paying him to do a job. He traded his freedom for a paycheck, and he vowed to never do that again.

His goal, his purpose was always to secure his own freedom. He never wanted anyone else to hold that power over him, not if he could help it.

He wanted the financial freedom to refuse to do something if he wanted.

He wanted the geographical freedom to travel where he wanted to go. And he wanted the ability to say no to whatever was asked of him.

On TV, you'll hear him talk about how he loves money and wants more money. He often says that he goes to bed happy if he's made more money than when he woke up.

But his purpose is clear in his own mind, secure his own freedom.

Money is just the vehicle to get you to your goal. But you have to have a purpose if you're going to generate income. Is it to get out of your 9-to-5 job?

That's a good start, but it's still not powerful enough. Is it to pay off your house?

Your parents' house?

Do you want to travel?

Would you like to set up a charity?

Would you like to support a cause that you're passionate about?

All the students who walk through my mentorship with successes under their belt have a very clearly defined purpose to their calling. They have a crystal clear view of where money is taking them.

Do you?



Habit #12: Develop a Mindful Mentality

“What day is it?” asked Pooh.

“It’s today,” squeaked Piglet.

“Oh goodie. My favorite day,” said Pooh.

I’m not a very religious guy, but I do believe that those Buddhist monks got something right. There’s a story I heard years ago that sparked my interest.

It’s about this guy who owned a Bed and Breakfast. He was a single guy, feeling pretty stressed out with life and was having a hard time.

Nothing seemed to be going right. His girlfriend dumped him. His friends never called anymore. And he couldn’t get any employers to show any interest.

He only started the Bed and Breakfast as a way to make some cash so he could keep the lights on in his home.

One day, as the guy was pouring over bills on his kitchen table, his phone rings and it's a guy who wants to stay the night that evening and was inquiring about a vacancy.

He tells the potential guest that he has the rooms ready and the guy on the phone says he'll be over soon. Not too long later, the doorbell rings and it's the caller from before.

He's dressed all in orange robes and walks with these sandals on his feet.

"Are you a monk or something?" the guy asks.

The monk smiles, "Yes, I am" and he comes inside. The owner of the place has never seen a monk close up before and doesn't know what to say.

He doesn't have any baggage and settles down in the kitchen chair, and asks for a cup of tea.

Startled, the owner agrees, puts on the kettle, and pours him a cup of tea.

“Hey, you guys are supposed to be all peaceful and stuff, right? That’s your religion or whatever. Man, I could use some of that in my life right now”

The monk smiles but says nothing.

The owner continues. “Do you think you could teach me some of your monk ways? Could I learn to get some peace?”

The monk looks at him, sets down his finished tea, and says, “OK, I will teach you everything you need to know. I want you to wash this cup”

Amazed, the guy looks at this monk. *What a weird request*, the guy is thinking, but this monk man is rock steady calm, so he takes the cup.

He gives it a rinse under the sink and puts it on the counter.

The monk shakes his head. “No, I want you to just wash the cup”

Unsure of what the monk means, he runs under the water again, gives it a quick hit with the towel, and puts it back on the counter.

Again, the monk shakes his head. “No, this is what I mean. When you wash the cup, you’re thinking about something else.

You want to wash the cup so that you can move on to the next task. You’re washing the cup, but in your mind, you’re thinking about your bills, your job, your dinner, and everything else.

When I wash the cup, that is all I am doing. I do not think about the future, or my TV shows, or my plans for later. I am just washing the cup. I am present. “

I think about that damn monk every time I rinse out a mug. That story, true or not, reminds me that I have to be present.

I have to be mindful. I can’t lose focus for a second, or else I could go spinning out of control. I want to be centered.

I’ve noticed that a lot of millionaires are incredibly

mindful of their business. They know exactly how things are going at any second.

And when they need to be, they can laser in on something to figure it out. They can be incredibly present on a task, even if it's just for a few minutes.

They pay attention to what they're doing

Pay Attention to Your Business

*Watch your enemies for they are the first
to find your mistakes
– Anonymous*

Sometimes, and I know this sounds weird, people don't see where the success is in their business. And it's simply because they're not paying attention.

Let me tell you about one student I had who was starting to get into Facebook advertising. As a trial, I asked to put up an ad and it cost them \$100 for the marketing. After a little bit, the ad returned \$60.

The student then pulls the ad because it wasn't doing well, and chalks it up to a failure. In fact, most people would do what he did.

They would look at the math and say, "Well \$60 is less than \$100, so this isn't working. I'll just throw in the towel on this ad".

So I asked him to look again at the ad, more an experiment than anything else, and see what actually happened.

As we dug into it, we found that the ad was being marketed to the UK, Canada, Australia, and the US, and the target market was very broad. But the \$60 of sales were all coming from the demographic of women aged 30-45 who lived in the US.

By paying attention, we got to find out how to improve the business and make more money the next time. T

his time, we created the exact same ad, but only targeted it at women aged 30-45 who were living in the US. We paid \$100 for the ad and ended up generating \$245 in returns. That's an incredible result!

That would not have happened unless we paid attention to the business unless we were mindful of what was going on in the background of the seemingly-failed first attempt.

Honestly, I sympathize with people who check out

too early from their endeavors simply because they weren't mindful of what was happening.

Maybe the conditions were bad, maybe something was off, maybe the business just needed more time.

Successful people are mindful about their business, paying close attention to what they're doing at that moment.

They analyse and optimise, they test and retest their findings, and they make incremental improvements to their actions.

And the end result is that they see greater and greater success each and every time.

Look around you right now,
and count how many blue
things you can see.

You'll be surprised how much
escapes your attention if
you're not looking for it.

Habit #13: Measure Success

When it obvious that goals cannot be reached, don't adjust the goals. Adjust the action steps
— Confucius

I had someone ask me the other day if there was a point at which I'd be happy. I was asked if there was going to be a moment, a line, a goalpost that when I cross it, I'll be happy.

I had to think about it for a second, but then I realised that I'm never going to stop doing what I'm doing. I'm happy right now.

I'm not waiting for something to pop up in my life to make me happy. I truly love doing what I'm doing, but I also love to push for more.

I have my goal posts, sure, just like every other

successful person. I have a goal that marks where I'm at and I can measure myself against the goal. But if I cross that line, I just push the goalposts back.

I don't think you could find a millionaire, or any successful person, who hasn't determined where they are and know what's next in their life.

We all have goals. The trick is that those goals don't make me happy. I'll talk more about this in the next chapter, but I'm happy right now. My goal is just where I'm going.

I'm not sure who coined it or where it came from, but I heard someone once tell me how to set goals. They have to be SMART goals.

S - Specific

M - Measurable

A - Attainable

R - Realistic

T - Timed

That's helped me define where I want to be. It's the difference between saying that you'd like to have a nice house one day to saying you'd like a 3500 square foot home in the suburbs in 5 years.

Which of those goals prompt action? Which of those goals pushes you to aim for it?

Thank about how you'd coach someone who said either of these sentences.

I'd like to lose a little weight.

OR

I'd like to take off 20 pounds and fit into two dress sizes smaller by Christmas this year.

When you look at the first goal, it's vague, uncertain, and maybe more hopeful than anything else.

The second goal isn't materially different from the first.

But you can break it down, and you can measure how you're doing against your goal.

Your Own Success

I have to be careful when I read about what my mentors are doing.

I have to be cautious about looking at the achievements of those I look up to.

If I'm not careful, I can find myself looking down on my own results because they don't match up with what I see other people doing.

You have to measure your own success, measured against your own achievements. You are the only one who defines what success looks like for you.

Imagine if you wanted to lose weight and you started reading up about people who'd lost 300 pounds because they were severely obese.

When you see the results they get in the first couple months of exercise and diet control, the numbers are obscene.

They lose 30-50 pounds just like that.

Man, you'd KILL to lose 30-50 pounds in a month.

So, you look at your own 5-pound weight loss as something less than what it is.

But the reality is that they are starting from a 450-pound frame, and you're only starting from 200 pounds.

Your 5 pounds matters to you, not in comparison to anybody else.

We all get that in weight loss, so why do we beat ourselves up about not seeing the HUGE wins that other people are getting.

Metallica had a good thing going. They were a respected band with a good future ahead of them.

So, when they kicked out Dave Mustaine for another guitarist, Dave felt like he'd been cheated out of something good.

He went on to form another band, Megadeth, and launched a movement of thrash metal bands

alongside other groups like Slayer and Anthrax. They had tremendous success.

They had several world tours. They sold 38 million albums. They created their own music festival. They still tour today, more than 30 years later.

That sounds awesome, but Mustaine was never satisfied with what he had. He was always comparing his own success to Metallica, who was arguably doing better.

Metallica ranks as one of the most successful commercial bands, selling 125 million albums worldwide and earning the title of the 3rd highest sellers of music of all time.

Mustaine got lost in the drugs and alcohol, constantly unimpressed with his own success in the music industry, never really accepting what he had in front of him.

He nearly killed himself over the despair but has had treatment to recover from his depression.

It's too bad because if I was in a band that sold nearly 40 million albums and toured around the

world to play for millions of adoring fans, I'd be pretty satisfied.

Be happy with your goals, even if they are small. You got that website up and running.

You made your first sale! You got your first \$100 day! These small wins don't look huge when you hold it up to people making \$350,000 a month.

But that's your win.

I can't work with people who look down on their own achievements. But if you have a small win, I can do something with that.

Constant and Neverending Improvement

*Change is vital, and improvement is the
logical form of change*
– James Cash Penney

The principle of Constant and Never-Ending Improvement is known by a different name in Japan. There it is called *kaizen*. *Kai* refers to “change” and *zen* means “good”. It can be translated as “change for good”, or the way I like to understand it, “change IS good”. It was Toyota who used *kaizen*, or CANI, to radically transform their business into a powerhouse that shook American car companies from their lofty perch as the all-time reigning car producers in the world.

Toyota comes out of nowhere, out of relative obscurity to challenge the old world way of doing things. Their practices were so unique and so different that American car CEOs would tour the Toyota plant in hopes of discovering what made their practices so much more efficient than the

Detroit factories that had been working well for the past 30 years.

The American CEOs were disturbed by what they saw. Everything they held as “standard business practice” was thrown upside down by what Toyota decided to do.

Toyota would never say “This is how we do things here.”

The company would provide incentives to all employees that if they were able to figure out how to save 2 seconds on screwing in a screw, they would receive a financial reward. In the car business, the movement of the conveyor belt is king. Any stoppages along the conveyor belt would be like flushing money down the drain. But Toyota would install a STOP button beside every worker, encouraging them to hit it if there was some imperfection, some minor adjustment that needed to be made along the way.

When the Americans saw this, they were amazed. In the Ford and GM factories, cars are fixed *after* they were done. In Toyota, the cars were fixed along the way. One aspect of the assembly fascinated

an American executive. He saw a car door being fitted to a frame and then moving down the line. He asked the Toyota executive showing them around a question.

“Why don’t you hit that door in place? We put our doors in and have workers hit them with rubber mallets so they fit perfectly in the frame.”

The Japanese responded, “We don’t need to hit them with hammers. We’ve already designed the door to fit perfectly the first time.”

Small incremental changes were encouraged because they added to the overall health of Toyota’s bottom line. They weren’t looking for the HUGE changes. Just the small, daily practices that would add up over time.

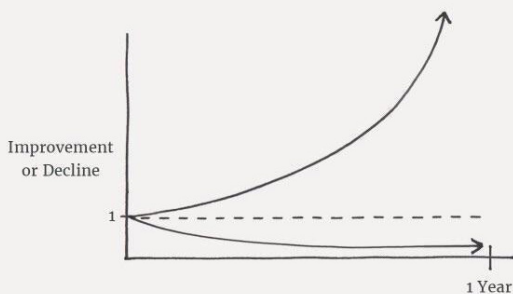
If you’re doing something right, measuring where you are and measuring against yourself, start to look for those 1% increases. Nothing big. Nothing disruptive. Just the small, everyday things you routinely do that could be done just slightly better.

I promise that as long as you're making a habit to measure your successes and improve upon them, you'll go far no matter what you're doing.

The Power of Tiny Gains

1% better every day $1.01^{365} = 37.78$

1% worse every day $0.99^{365} = 0.03$



Habit #14: Enjoy What You Do

I feel really good right now. It will really be a tough decision. It's so hard to give up what you love doing. Hanging up the boots will not be an easy thing to do.
– Hulk Hogan

When I took the course that launched my whole career, I was studying under my mentor, Gerry Cramer. I thought that I was unique, a tradesman that was sick and tired of working on flooring all day long. I thought I was going to be the only blue-collar guy there at the seminar.

I was wrong.

I met all these people who came from so many backgrounds. Some were younger than me. Many were more educated than me. But what struck me most were the grandparents, the 60 and 70-year-

olds who were taking this online marketing course right alongside me.

One day, I got a chance to ask this 72-year-old man why he was doing this course. Why wasn't he just happy in retirement? His answer really struck me as profound.

“What do I have to retire from? Why should I stop having fun?”

The guy truly LOVED the business of making money online. He was having fun creating ads and marketing offers and tweaking his results. He truly loved the business and wouldn't step away from it for any reason.

There's power in enjoying what you do. It energizes and you keeps you coming back for more. You wake up in the morning and you're excited to tackle what's next. You don't feel exhausted at the end of the day. Don't let anyone bring up the subject of what you do for a living because you'll be lost for hours in the conversation about it.

That's how it is for entrepreneurs who find true success in their life. They love what they do, and it keeps them coming back for more.

Happy? Or Satisfied?

There is a difference. Should you chase feeling happy? Or should you be satisfied? I'll make a case for the more important one.

I believe that satisfaction matters more in the end.

There was a study done on happiness levels and satisfaction of the lives of people in different situations. Two groups of people were studied and analysed over a period of 5 years. Both groups were perfectly normal, healthy, and average in every way. That is, until, a major event happened in their lives. One group lost a limb through amputation. The other groups were lottery winners.

The researchers asked about the levels of life satisfaction before the event happened. They reported a baseline that was pretty much the same on both groups. Both groups were pretty evenly-matched. But then you can imagine what happened with the happiness levels of each group.

The lottery winners saw their happiness levels spike upwards dramatically. They were ecstatic with their lives and saw amazing things happen to them. They quit dead-end jobs. They travelled. They bought toys and gadgets and vehicles and houses. Things were going well.

The amputees saw their happiness levels dramatically drop at first. They mourned the loss of their limbs. They saw life was harder for them. They needed special tools and prosthetics. They had to modify their vehicles. They needed assistance for tasks they would normally do on their own.

But over time, as the researchers tracked how their lives were going, the happiness lines began to move. The lottery winners saw their happiness levels drop. Relationships got strained as fighting over the money tore families apart. They were overspending and running out of money. They lost friends and had trouble connecting with new people who didn't like them just for their money.

And the amputees saw their happiness levels rising over time. They learned to adjust to a new way of life. They saw themselves successfully adapting to

the new challenges. They made new friends who were part of the same community of amputees. They were doing better now that they had learned to overcome their past incidents.

The amazing part is that after 5 years, both groups levelled out in the same place that they had started. The happiness levels stabilised to exactly where both people had been before the incident that changed their lives.

What does that tell me? It tells me that happiness is fleeting. It comes and goes. It's a temporary measurement and doesn't accurately tell me about someone. What really matters is your satisfaction levels. If you can raise your baseline of satisfaction, not just your happiness levels, that overall adds more to your life.

If you were to ask if I'm happy with my job, there are days that I would tell you a resounding "No". I get frustrated that something isn't working, that my computer is slow, that my predicted results aren't coming through as I would have hoped. It's a good thing that I don't measure anything on happiness or else I'd give up as soon as I was mad about something.

But am I satisfied with my job? You better believe it! I'm so satisfied that I get to work from home, that I can counsel other people to do what I do, that I can reach out and impact people just like you with my own story. I'm satisfied with my job and my life, and that's going to keep me going for years and years into all of this.

You have to enjoy what you do. Because if you didn't enjoy it, what's the point?

We play a game in our family called “Pits and Peaks”, talking about our daily pits and peaks over dinner. The key to winning this game is having more peaks than pits.

Make it a point to find (or create) more peaks in your day.

Money Making Is A Skill

If you want to learn tennis, you wouldn't just pick up a racket and sign your name to enter the Australian Open. One, they wouldn't let you in. And two, you won't learn anything by just jumping straight in. You'd arrange to work with a coach because you understand that tennis is a skill.

If you were looking to play guitar, you can't just order an acoustic from Amazon and book a gig at the neighborhood club to start in your first show. You'd work with someone who was an expert in the guitar to master the basics. Guitar playing is a skill.

And the same applies to making money. I'm not born with some ability that you don't have. I didn't come from money and I certainly didn't learn it from my family or my friends. I understood that it was a skill.

And just like all skills, you can become better. But only if you apply the right habits to get you there.

Looking back on my own life so far, I've discovered that I've embodied the habits that brought me where I am. These money-making habits are lived out in the lives of multimillionaires the world over. Some of them I intuitively started doing. Others took time to develop. But just as you gain skill the more you practice, you'll gain a new money-making skill by applying these habits to your life.

Who are you listening to for your money making advice? Who are you watching to gain new skills in making money? Your parents? If you're like a good portion of the Western world, your parents might only be making 50% more than you are now. Your friends? They might be at the same level as you, or slightly below.

To gain the best skills in making money, you follow the people who are actually doing it. I wouldn't dare write this book if there was the slightest doubt that what I was doing was impacting my financial life in ways I could never imagine. I'm only writing this book because I have the audacity to believe that my example will help someone out there.

Now that I've gone out and tried and tested the habits I've shown you here, I know that my life is

meant to be a lesson that others can learn from. I spend a good percentage of my time coaching people and training them to be better. It's my passion to share what I know and pass it along to someone who can change their life and run with it.

But I also know that there are people who won't do anything with what I've given them. That's ok. The message is not for them. If you're not doing something with what I've given you, this message was not intended for you.

But if you're trying to get rich, this is for you. If you're trying to create a legacy, this is for you. If you're trying to change your life and the lives generations after you, this is for you.

Your journey to financial freedom follows the mindsets of millionaires who've gone before you. And it starts right now.

See you at the top.

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