



Building Your Business Through Self-Discovery

How do you change your life?

You go on a journey.

You go on a journey

A journey will change your social role.

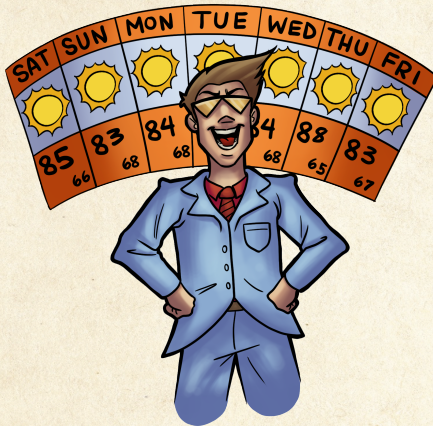
You go on a journey.

A journey will change your social role.

A journey is the action-oriented, self-discovery process in which you gain the experiences to play a new social role, while shedding the thoughts, emotions, and behaviors that make up your current social role.

Brandon

Writer/author/speaker guy



Larry

(self-made) Weatherman



Socially



Acceptable



Your business

through



Self-discovery

**Because your external world is a reflection of your
internal world**

Section 1

Getting over your own stuff

**Success is a lot about being able to remove what's blocking
you.**

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The same reason someone won't go to the gym is the same reason someone won't build a business.

What is an emotional block?

Emotional block– A painful memory that blocks you from entering an emotional state appropriate to the situation

Emotional blocks are held in place by beliefs that are simply
not true

X

Wound/traumatic
experience

Avoidance

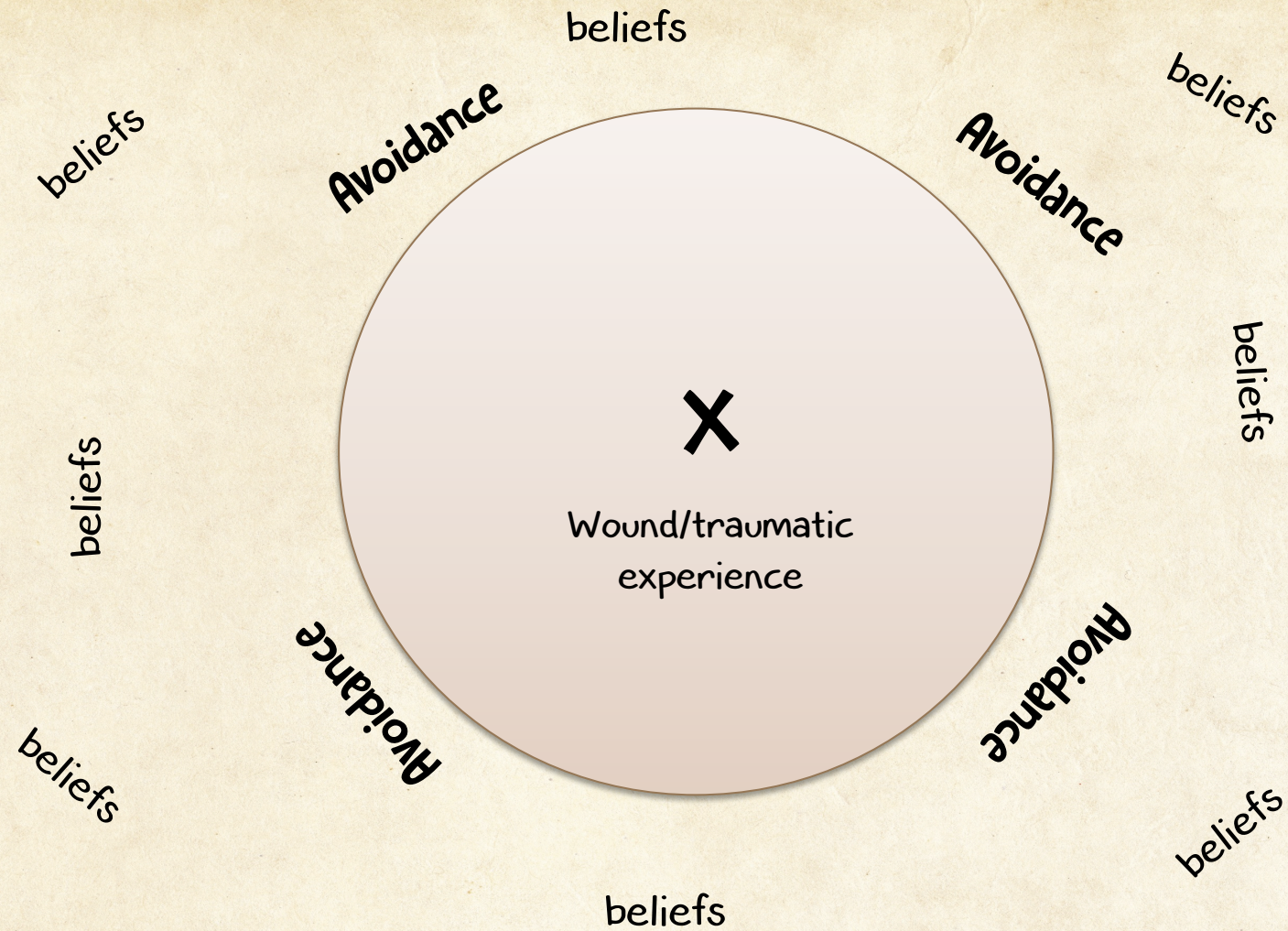
Avoidance

X

Wound/traumatic
experience

Avoidance

Avoidance



The problem is

Avoidance activity is worse than just dealing with the wound

Great, but what am I supposed to do with this?!

Write down one of your beliefs that you know isn't true

then

Write down the action overturning this belief will allow you to take

Action creates honesty

An example of getting over a block:

I recently said to myself, "**Why** am I not more successful?"

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Example of getting over a block:

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My mind said back to me, "**Because** you have weird views about what socioeconomic class you're in."

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I said to myself, "**Why** do I have weird views about what socioeconomic class I'm in?"

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I said to myself, "**Why do I have weird views about what socioeconomic class I'm in?**"

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I said to myself, "**Why** am I single?"

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I said to myself, "**Why do I have weird views about what socioeconomic class I'm in?**"

My mind said back to me, "**To justify being single.**"

I said to myself, "**Why am I single?**"

My mind said back to me, "**You're single because your mom was needy and you associate relationships with a lot of emotional work. Get over it and you'll feel worthy of success.**"

Would anyone like to share something they have to get over?



Why is this important?

Money follows emotion

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**Improving your emotional health will invite more money into
your life**

Consumers spend money to shift their emotional states

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People buy food to go from feeling hungry to feeling full. People buy soap to go from feeling dirty to feeling clean

That emotional shift begins with you, the entrepreneur

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Removing emotional blocks allow you to do every task needed to
provide the consumer with the highest quality experience

To recap

**Admit one belief that you know isn't true then take new
action**

Questions? Comments?

End of Section 1



Section 2

The courage to take new action

What's going to motivate me to go on a journey?

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Passion

Where does passion come from?

Think about an event in your life that made you say, **"That was so cool. I have to make other people feel that way."**

Where does passion come from?

Think about an event in your life that made you say, **"That was so cool. I have to make other people feel that way."**

Or

Think about an event that made you say, **"I hope no one ever has to go through that."**

Your passion is buried in there.

Find a person next to you.

One of is going to be the listener and one of you is going to be the talker.

The talker's job is to tell the listener **3** things that the talker likes.

The listener's job is to tell the talker which one of the **3** things made the talker's face light up the most.

Switch roles.

Write the thing you're most passionate about.



Why does it have to be a passion?

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And passions can lead to other passions!

Being passionate about what you're doing will encourage you to hang in there, and will motivate you to go as far as your potential will allow

But a passion does something else

A passion is your guiding light that'll guide you down the path to
who you truly are

Your passion is your guiding light towards your core self

Your passion is your guiding light towards your core self.

Core self– Your authentic thoughts, beliefs, emotions, and behaviors.

Great, but what am I supposed to do with this?!

Write down an adjective that describes your core self



Share you core self with the person next to you and see if they agree



The most successful people immerse themselves in their passion
and find a demand within what they love

Having a passion is great, but how do I make something out of it?

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Work at your passion until it turns into something you can share with others. Listen to what they say. Through their feedback, they'll be revealing how your passion can improve their lives.

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Work at your passion until it turns into something you can share with others. Listen to what they say. Through their feedback, they'll be revealing how your passion can improve their lives.

Your passion will now have a purpose for others

Passion



Purpose

Great, but what am I supposed to do with this?!

Write one place where you could share your passion when you're ready

What do I do after I discover my passion's purpose?

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Implement people's feedback into the first version of your product or service, no matter how awkward it is.

Continue to make revisions until your purpose-filled passion falls into a product category and fills a demand.

Your purpose-filled passion will become a product.

Passion 

Purpose 

Product

What if no one supports me?

What if no one supports me?

Value fulfillment over acceptance.

What if no one supports me?

Value fulfillment over acceptance.

The motivation for your forward progress should come from the love of just doing it, not for the immediate acceptance it could bring.

If you have to appease someone in your life by going to school or having a certain job, use the remainder of your time to pursue your passion.

No one is going to understand your core self except you

Questions? Comments?

End of Section 2



Section 3

Action and Failure

How do we do anything big and exciting?

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All we ever have to do is take the first step.

How do we do anything big and exciting?

All we ever have to do is take the first step.

And once you take the first step, the universe will reveal to you
the next step.

Great, but what am I supposed to do with this?!

Write down the first step to doing the thing you've been thinking about

Would anyone like to share their first step



the universe–

The universe– The utmost pure and loving energy, supplied from a higher force and communicated through your intuition. It guides and carries you down a path where your reality aligns with who you truly are.

How does the universe communicate to us?

Intuition– Our thoughts, feelings, and insights acting as a internal guide, communicated from the universe and experienced as

a **Gut feeling**–

Or

a **Subconscious thought**–

Gut feeling– Your core self experiencing reality and telling you what is right.

Subconscious mind– The calm, powerful, and honest aspect of your brain that works constantly to produce solutions even when you are not consciously aware of the process.

We use our intuition to make choices

We use our intuition to make choices.

But why is decision-making so hard?

Human beings are in a constant battle between

short-term pleasure and long-term goal-setting

To make decisions for the long-term,

**we draw our fun from within and make decisions for the
long-term**

**Whenever you make a choice, you're choosing what you value
more**

**Whenever you make a choice, you're choosing what you value
more**

And that choice becomes your personal value

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Decisions create values

We get in life what our highest value returns

Great, but what am I supposed to do with this?!

Write down what your highest value was

Write down what your highest value is now

Would anyone like to share what your highest value was?
(boo when they say it)

Would anyone like to share what your highest value is now?
(cheer when they say it)



**As we're making bold choices, we'll eventually have to step into
the unknown**

A risk- Movement into the unknown without certainty, but the opportunity to grow.

But we could fail when we step into the unknown!

Failure– Rapid psychological growth in which you shed who you used to be and move forward at the same time

If I fail, I will survive!



The roots of success are disguised as failure.

**When you're failing you might be doing something that isn't quite working, but
you're still doing something.**

You'll be moving forward but your progress could be wrapped in failure.

Whenever you fail, look for the seed

The seed– The insightful realization of how people actually want to use or consume whatever it is you are building.

Examples of the seed

Zuckerberg realizing people will use a social networking site

Examples of the seed

**John D. Rockefeller realizing he could use his oil to power
engines**

Examples of the seed

**And Vince McMahon realizing that people want staged wrestling
presented as entertainment**

After you find the seed, inject your energy into it and it will become a small, unpolished version of a product or service people want.

Fruit– The rough, unpolished, seed-filled version of your good or service.



**After you've done everything you can to make your idea
happen, surrender**

Surrendering– When you let go of any expectations of a certain outcome after you've done all the work it takes to achieve your goal.

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After you surrender, the universe will unveil its plan.

Surrendering will allow your endeavor to become a part of the flow.

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The flow is the universe's forward-moving energy that allows everything outside of your control to come together in a larger than expected way.

Questions? Comments?

End of Section **3**

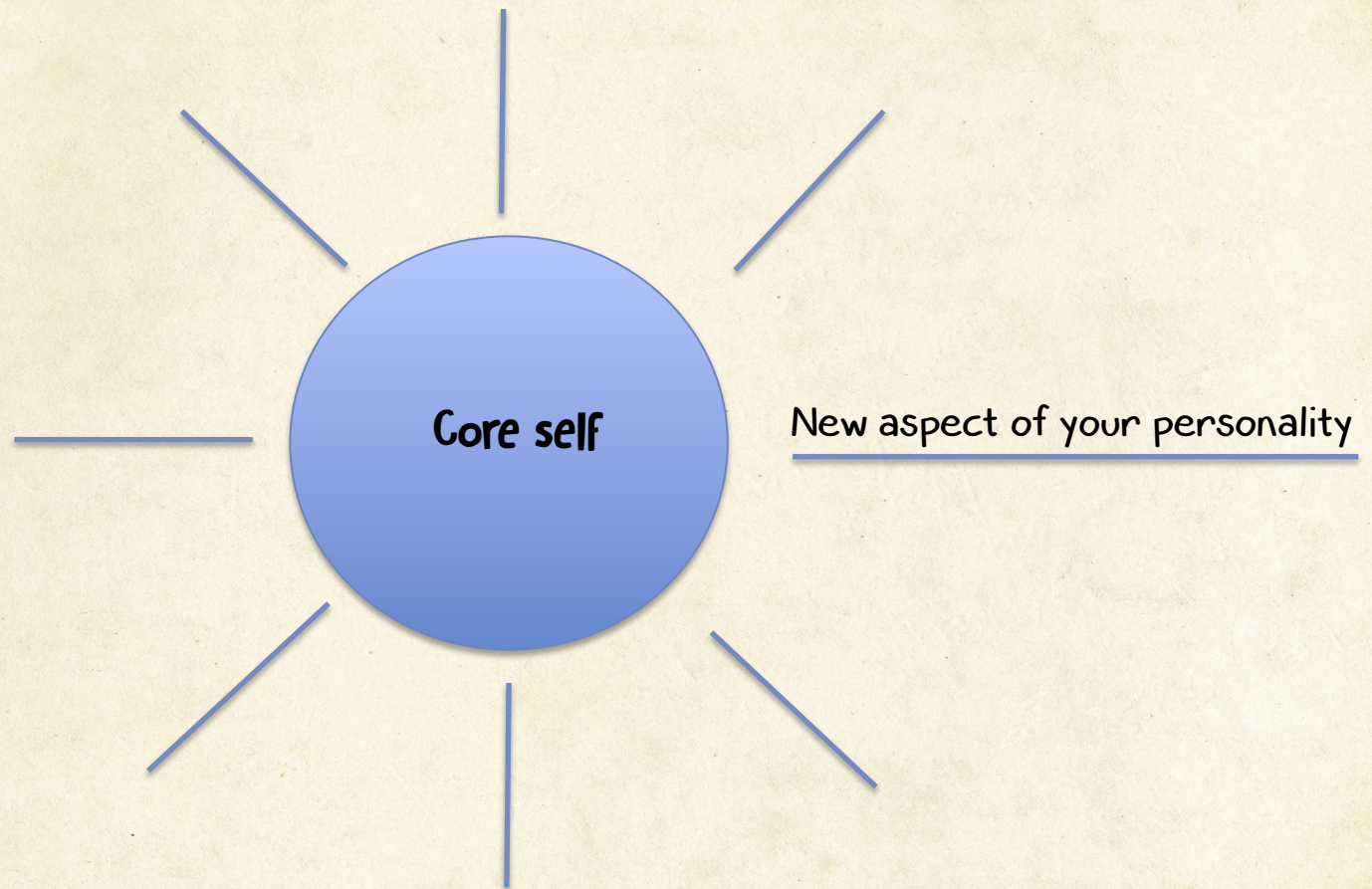


section 4

The Changes You'll Go Through

Reinventing yourself– The process in which your core self remains the same, but your belief about what you are able to do expands, allowing you to take on new tasks.

When we reinvent ourselves, our core self remains the same, but we draw out another aspect of our personality that allows us to play a whole role



Switch cost– The price you're going to pay to get to the next level.

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The switch cost might mean sacrificing money, time, recreation, or a relationship to get to the next level.

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Whenever you're going through a change, recognize the change as the switch cost and remember that things will go higher when it's over.

Tell the person next to you the price you're willing to pay to get to the next level



How can we change as people?

The first thing we can change is our thoughts.

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Automatic thoughts come from conditioned thinking.

Conditioned thinking– A thought birthed out of an experience or circumstance that has now become automatic, regardless of whether you consciously believe it.

**We change our thoughts by recognizing them then
countering them**

Examples of countering thoughts:

Examples of countering thoughts:

I'm not worthy of that

Examples of countering thoughts:

I'm not worthy of that

Maybe I'm kind of worthy

Examples of countering thoughts:

I'm not worthy of that

Maybe I'm kind of worthy

I don't know how to do that

Examples of countering thoughts:

I'm not worthy of that

Maybe I'm kind of worthy

I don't know how to do that

I wonder what the first step is

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That couldn't happen for me

Examples of countering thoughts:

I'm not worthy of that

Maybe I'm kind of worthy

I don't know how to do that

I wonder what the first step is

That couldn't happen for me

What if I just tried?

Great, but what am I supposed to do with this?!

Write down one thought you're going to counter

Great, but what am I supposed to do with this?!

Write down the thought you're going to replace that thought with

Thoughts are just thoughts until we add emotion to them.

Thoughts become emotionalized when we mix them with our imaginations.

Why is it important to control which thoughts we emotionalize?

Because it's incredibly simple to act on our emotions!

And action is what gets a result!

Thoughts



Emotions



Behavior



Results

**And as we go through this change on the inside, we'll see our
external world change**

Questions? Comments?

End of Section 4



Section 5

Putting it together

Embarrassment– An emotional state arising in response to an unacceptable condition

Rejection– When you or something you represent is dismissed

No one cares when I get rejected



Emotional immune system– An emotional defense system that allows you to ignore low-impact negative emotions because your brain, through practice, has been trained to recognize them as having no value.

Great, but what am I supposed to do with this?!

Write down one thing you can do tonight to step outside of your comfort zone

Tell the person next to you what you wrote down



**Increasing sales and revenue in a very stable and long-term way
will be the reward**

Selling is just a transfer of emotion

Selling won't kill me



Foundation for selling:

- put yourself in a positive state when approaching the person by thinking about something that makes you happy.
- do something for them first.
- come from the point-of-view, "I heard you have a want or a need. Well, I have a product/service that will meet that want or need. Can I politely show it to you?"

Selling is:

- finding the people who want your product or service
- building trust with them
- demonstrating how your product/service can benefit them
- doing something for them first
- politely asking for the sale

Great, but what am I supposed to do with this?!

Write down one thing you can do for someone else first so you can earn their business later

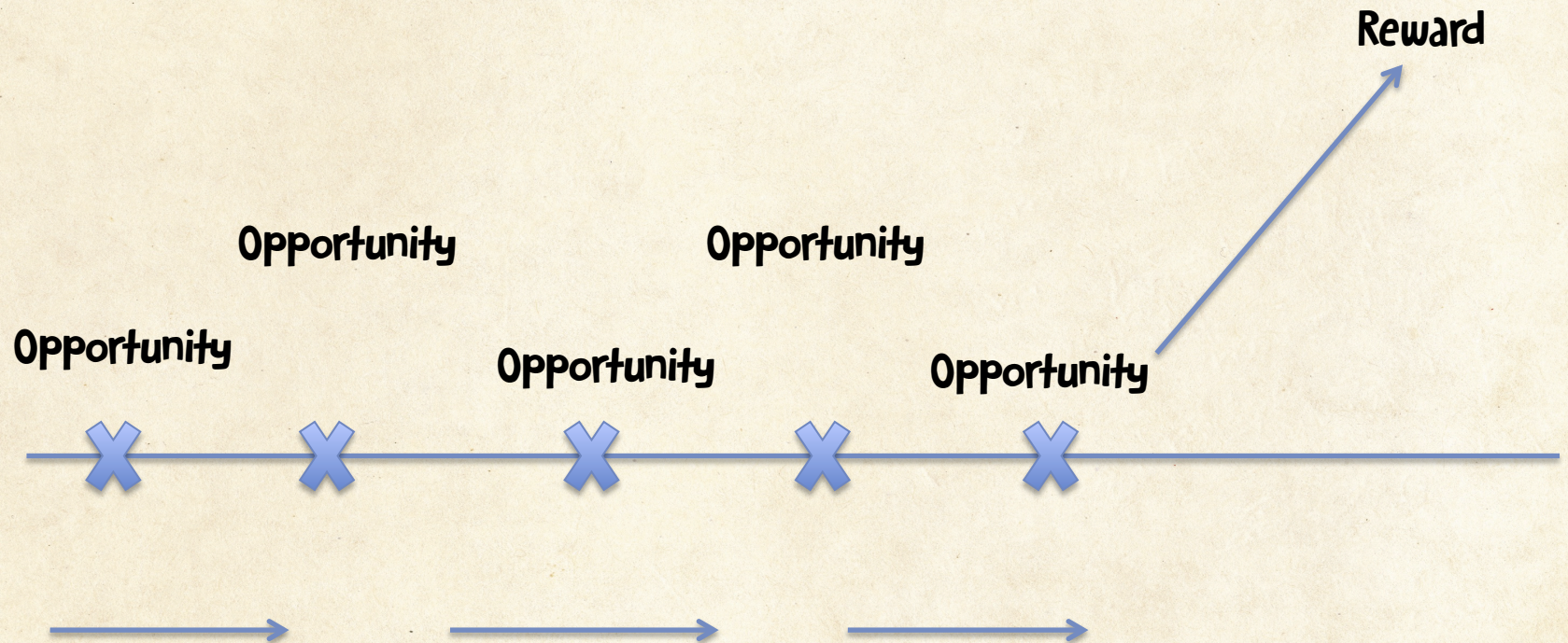
Creating opportunities

- Treat the smallest crumb of possibility as a huge opportunity
- Kick people out of your life who don't support you so you have more time
- Learn a new skill that will pay off later
- Do something that benefits another person first

Great, but what am I supposed to do with this?!

Write down one person you're going to kick out of your life right
now

Opportunities may only lead to more opportunities but one of them will pay off



The more you move towards security, the less of it you'll get. The more you move towards opportunity, the more security you'll get.

What if I work a lot and nothing happens?

In the beginning, you'll have to drag your endeavor a mile to get it to move an inch.

Keep going.

You're shedding the old you.

You'll reach a tipping point where you're leading your endeavor with your core self!

Scarcity

A mindset where resources are scarce and there's always problems.

Scarcity

A mindset where resources are scarce and there's always problems.

Abundance

A mindset where there's enough resources and solutions

**Becoming a really good person will be the real reward and
increasing your business will be a by-product.**

Questions? Comments?

End of Section 5



Review

How can I make more money?

Money follows emotion. Work on your emotional and psychological health, and more money will come into your life.

I want more out of life

You have to take a risk to grow. Taking a risk may be scary and challenging in the short-term, but it will give you a higher ceiling in the long-term.

I need to change my life

The first step is to counter any negative thoughts.

I'm afraid of how painful something new will be

The pain will subside, but the results will remain.

How can I get positive energy in my life?

Remove habits and people from your life that aren't supportive of who you want to become.

**People around me are saying it's a waste of time and that it'll
never work**

That's a reflection of that person and their beliefs. When you go on a individual path, you're not competing with anyone. Only you can bring your idea to life. Work hard, reinvent yourself, and go through the changes, and it'll work.

There's no way out of this mess

Yes, there is. Find the seed in the mess and set micro-goals to move forward.

What would happen if I suddenly started acting differently?

You would get new results.

How do I deal with emotional pain?

A lot of times emotional pain is rapid growth. Take the pain head on, and remember that it's temporary.

Vocab

Self actualization– The process of discovering your highest values, your core self, and your life's purpose, and how you can use your abilities to put your life's purpose into action.

The universe- The utmost pure and love energy, supplied from a higher force and communicated through your intuition.

time- The finite supply of passing moments. Time is our most valuable resource.

Honest outlook– A realistic perspective of what you want to achieve and an understanding of what it will take to attain that goal.

Emotional security– The ability to trust that you will always be able to act and react in line with your highest values because you are aware of your emotions and in control of your behavior.

Self-discipline– The ability to take action towards a long-term goal when short-term pleasure is an option.

Emotional immune system– An emotional defense system that allows you to ignore low-impact, negative emotions because your brain, through practice, has been trained to recognize them as having no value.

Being proactive– Taking the preemptive steps to avoid a problem.

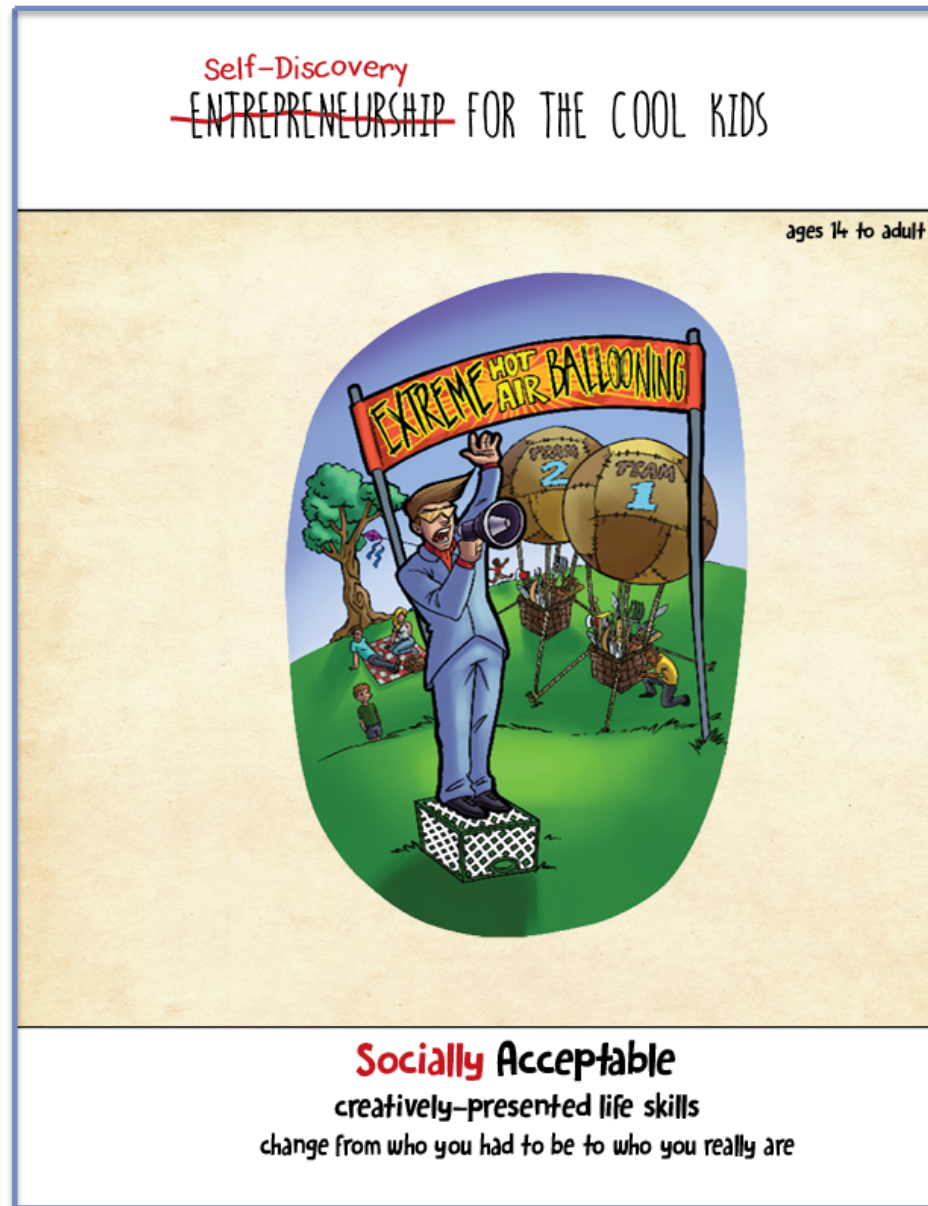
Being reactive– A state of having to clean up a problem after it has occurred.

Risk– Movement into the unknown without certainty, but with a possibility to grow.

Resourcefulness— Your human energy used in a way that allows for a problem to be solved with what's already available.

The End

Thank you



Entrepreneurship for the Cool Kids, the reference book on the self-discovery process of going a self-made path, is available now.