

Live  
your

name.





The (unofficial) 9<sup>th</sup> book by Scott, The Nametag Guy

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If you have no intention on changing the world,  
please do not read any further.

Thanks.

## **Abolish your intentionality.**

When you expect nothing, failure is impossible.

And when your intentions don't govern your behavior, you can't help but be successful.

So, stop being so goal oriented. Stop telegraphing neediness.

IN SHORT: Delete the "for." Stop doing things "for" something. You don't have to have a reservoir of reasons for doing everything. In fact: Less doing, more being. This is the secret. This is how you set yourself up to win. This is how you set others up to win.

*Is your agenda stealing money out of your wallet?*

*What do you see when you see people?*

*And how would you treat them if you weren't trying so hard to change them?*



## Accept **your** discomfort.

Embrace it. Love it. Welcome it. Cherish it. It's part of the life experience and a pre-requisite for growth.

Discomfort is healthy, as it forces you to stretch.

Discomfort is educational, as it is the only way will ever learn anything.

Discomfort is challenging, as it dares you to summon your inner resources and respond with equanimity and awesomeness.

Comfort zones are overrated anyway. Remember: Be not halted by that which makes you crap your pants.

*How are you practicing intentional discomfort?*

*What did you do yesterday that scared you?*

*And what could you do tomorrow that would be wonderfully terrifying?*



## Accept **your** reality.

Say yes to what IS.

Stop trying to change or improve or annihilate the present. It's all you've got. It's all you'll ever have.

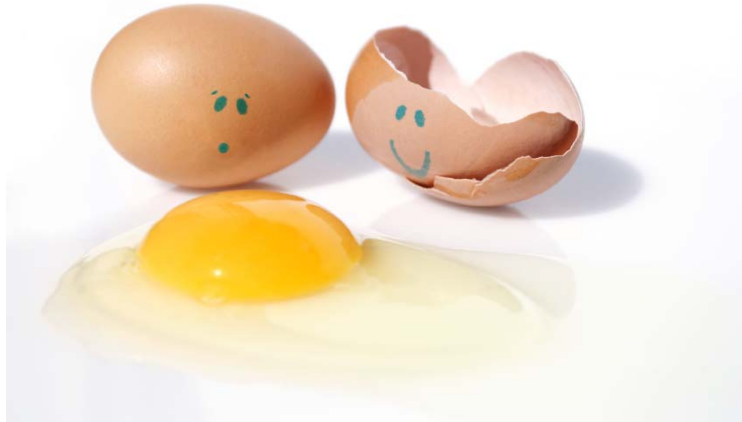
Accept life without second guessing how it should have been. Allow it to unfold naturally.

Stop protesting. Stop struggling against the moment. Become open to whatever emerges and trust whatever happens.

Then, make use of whatever comes your way.

*Are you making the present moment your friend or your enemy?*

*What would happen if, instead of trying to change the situation, you thought of some new ways to experience it that would make a positive difference in how you felt?*



## Acknowledge **your** bewilderment.

It means you're about to learn something. It means you're about to grow. It means you're about to add value to yourself.

Interestingly, the word "bewilder" comes from Latin *wildeoren*, which is the exact same root word of "wilderness." Cool! Maybe a flash of bewilderment is an invitation to go on an inner safari.

So, next time it happens, grab your mental machete and do as follows:

- First: Breathe.
- Second: Silently give thanks for this moment.
- Third: Write down everything you feel.
- Fourth: Breathe some more.
- Fifth: Re-read everything you wrote.
- Sixth: Do something about it. Whip that idea into shape.

*What do you need to acknowledge?*

*How long do you STAY ignorant?*

*And how are you alchemizing your bewilderments into beginnings?*



## **Acknowledge *your* encouragers.**

The more cheerleaders you have, the easier it will be for you to win.

Thank these people endlessly. Hug them. Send them brownies.

Tell them how much you appreciate their support.

Tell them how much it easier success comes to you when they're part of your cheering squad.

And if you're not happy with your current number of encouragers, send me an email.

*How many fans do you have?*

*What support system can you count on?*

*And have you acknowledged them lately?*





## **Acknowledge *your* influences.**

Don't be so quick to take credit for everything.

Remember that you've had help. Remember that you've been guided.  
Remember that a thousand unseen hands have mentored you. Remember  
that success never comes unassisted.

Like a modern day blues singer paying homage to Robert Johnson by closing  
his set with "Sweet Home Chicago," make sure people know which people  
have helped YOU know.

Remember: Somebody, somewhere, paid a great price for you.

*Are you giving enough props?*

*Is it possible somebody else should receive credit for this achievement?*

*Have you read The War of Art yet?*



## Acknowledge **your** slips.

You're not perfect.

Nobody is. And the people who come off as too perfect and too disciplined (or "too" anything, for that matter) are either annoying or lying.

So, the difference between you and everybody else is that when YOU screw up, you admit it.

And your honesty not only doubles your learning, it make you more human, more relatable and more approachable.

*Do you listen to the way you speak to yourself when you make mistakes?  
What would I have to learn about this mistake to make it no longer a mistake?  
And when was the last time you put your imperfect humanness forward?*





## **Admit *your* truths.**

The earlier, the better. Especially in a conversation.

Doing so builds a foundation of credibility and trust, plus it subconsciously grants other people permission to feel comfortable in their truth too.

And THAT'S when real connection, real listening and real engagement occurs. When we can stop bullshitting each other, lift the veils and simply BE our imperfect selves without judgment, without evaluation and without worry.

Remember: Living falsehoods is EXHAUSTING. Imagine if you honored your truth more often. Think of the extra energy you'd have.

*Are you ready to receive the gift of yourself?*

*Are you read to open the door to your truth?*

*And are you willing to risk living that truth?*



## **Align your pieces.**

Balance is for ballerinas. You need to focus on alignment.

That means gathering all the components of your life and asking them to join hands in a circle around your cherished values, singing and dancing and rejoicing for eternity.

Once that's accomplished, an occasional break in the balance isn't won't be able to hurt you.

As long as you maintain a well-diversified portfolio of happiness, you'll be fine.

*What are your behaviors aligned with?*

*What is out of alignment?*

*And what is conspicuously absent from your life?*





## Amplify **your** expertise.

Don't be selfish with your knowledge. You're smart and observant and eloquent in your own unique way, through your own unique voice. You just need to learn to trust it.

My suggestion: Start a blog TODAY. With every post, your expertise will amplify one notch higher. Over time, your position as a Thought Leader will eventually reach a level equivalent to what Spinal Tap coined as, "Taking it up to eleven."

Remember: When you grant permission to your authentic voice to sing as loud, as silly, as creative and as original as it wants, people will listen.

What are you known for knowing?

*Have you identified and valued your TRUE expertise and inventoried your negotiable personal assets?*

*How many of your customers are seeking expertise elsewhere because they don't realize you possess it?*



## **Annihilate *your* limitations.**

First of all, limitations are for losers.

Secondly, limitations only exist because you allow them to. Thirdly, limitations prevent you from fulfilling your heart's true potential.

So, here's your new goal for this year: Break more rules. I'm serious. *Shatter them.* Every time you hear yourself muttering those four dangerous words, "But I can't just..." I want you to PAUSE. Realize that what you were about to slip into was a rote response pattern built on preconditioned assumptions and falsehoods. This type of awareness will help you identify the crippling horizon that has been imposed on you.

Remember: Definitely take time to learn the rules. Then definitely break the hell out of them. Remember: The more rules you are the exception to, the more successful you will become.

*What do you have to become to make soaring unpreventable?*

*What do you believe you're NOT that's holding you back?*

*And if you dreamed in terms of your potential and not your limitations, how would that change the dream?*





## Answer **your** call.

To sit there in bed, casually allowing your Purpose Phone ring off the hook is an insult to life. Get your ass out of bed and say YES to what you were born to become.

Dare to change so you can become more of yourself. Screw your parents. Screw your boss. And screw that no-good, cheating ex-husband of yours who buried your dreams alive by treating you like dirt. Your life is NOT a country song.

Snooze Button = Insult to God.

Wake up.

*How much longer will you wait to become the person you were born to become? What would REAL fulfillment look like in this area if you were truly living your life purpose?*

*And how are your expectations helping or hindering you in accomplishing that purpose?*



## **Arrange your practice.**

And by “practice” I mean whatever you dedicate yourself to.

Whatever is overridingly important to you.

Whether it's your faith or your art or your yoga your yarn spinning, the cool part about viewing everything you do as “practice” is that you can fully customize it.

Based on your values and your needs and your purpose and your vision.

*How could you approach everything you do as practice?*

*What is the ONE discipline you must practice today and everyday in order to be successful?*

*And if you created your own daily practice, what would it look like?*



## Ask **your** heart.

Your brain is an amateur. He has no idea what the hell he's talking about. Your heart is stronger, smarter and more honest.

So, grab your burning questions and spend some time in silent meditation. Nothing fancy. Just sit straight and follow your breath. A few candles wouldn't hurt. Music might be a nice touch.

Either way, present your questions as offerings to your heart. Then, when your heart speaks, take good notes. Meanwhile, burn at the stake that which zaps your commitment to your heart's priorities.

*Why are you avoiding listening to your inner voice?*

*What if it's been right all along?*

*And how much longer do you really think you can keep listening to your head before it destroys you?*



## Articulate **your** fabulousness.

“It’s not bragging if it’s true,” said Mohammed Ali.

“It’s not vain, but conscious of being unique,” said Pavarotti.

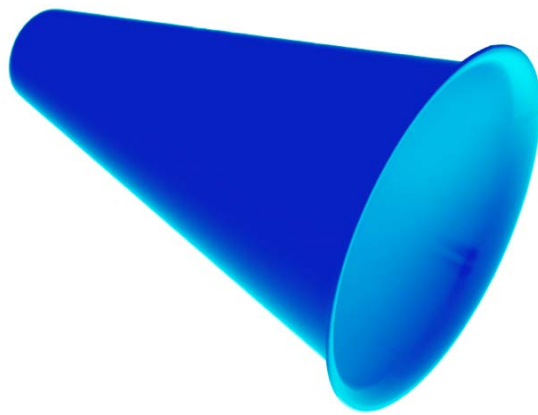
*Hmm. Good points.* I would also add, “It’s not bragging if all you’re doing is transferring emotion.” Because that’s all self-promotion is. Infecting other people with your love.

Remember: Your personality is your most famous invention and your identity is your most valuable possession. Lead with them.

*Are you willing to shamelessly shout your awesomeness from the rooftop with no regrets and no restraint?*

*What are you doing to prepare yourself to be promotable?*

*And what have you done (specifically) in the last 24 hours to promote YOU?*





## **Assert your value.**

First, that means waiting as long as possible before talking about price.

Then, that means stating your fee confidently and shutting up.

Ultimately, that means looking people straight in the eye with unwavering confidence in your abilities and saying, verbally or non-verbally, “I am the best at what I do, I am the only one who does what I do. You need to hire me. That’ll be \$50,000.”

*Why are you selling price first?*

*What value do you bring that is ALWAYS marketable?*

*If you were arrested and charged with adding value to customers would there be enough evidence to convict you?*



## Awaken **your** imagination.

This is super easy when you're a kid because creativity isn't just what kids do – it's what they ARE. So, now that you're all grown up and your all grown up, the challenge is that you have to work a little harder at it.

Suggestions: (1) Read one book about creativity, ideas or thinking every month, (2) Form a mastermind group, (3) Every morning before work, write for at least fifteen minutes, (4) Establish a meditation routine.

When executed regularly, each of these practices will set off your mental alarm clock. Guaranteed. And imagination leads to ... well ... EVERYTHING.

*How are you mining your creative territory?*

*How creative is the atmosphere you're working in?*

*And who are you letting murder your creative nature?*



## Become **your** beliefs.

Believing is overrated. Intending is useless. Talking is worthless.

You've got to actually PRACTICE and LIVE those beliefs, every day.

Otherwise nobody is going to want to be around you.

Otherwise nobody is going to listen to you.

Otherwise nobody is going to trust you.

If all you do is talk a big game, instead of PLAYING a big game, you lose every time.

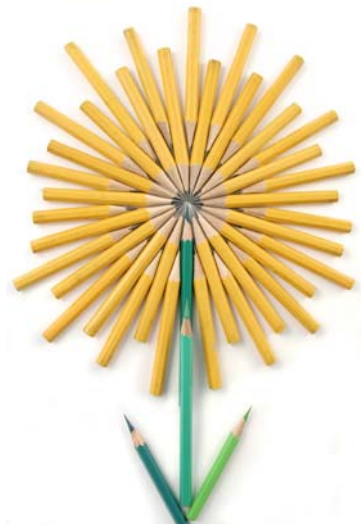
More walking, less talking.

More doing, less yapping.

*What are you becoming?*

*What are your actions communicating about your beliefs?*

*And is the message you're preaching the dominant reality of your daily life?*



## Bounce **your** thoughts.

Just like it's hard to play basketball without a backboard; it's hard to be creative alone. Especially if you're a solo entrepreneur, independent consultant or spare room tycoon with employees, no coworkers or nobody to take a five-minute break with to talk about your (potentially) cool new idea.

Make sure you have at least fifteen people – each of whom are totally different in their thinking styles and backgrounds – whom you can call upon at a moment's notice to bounce ideas off of. Also make sure that when they take the time out of their busy day to be your creative backboard, you buy lunch.

Remember: Creativity perishes in a vacuum.

*What habits are preventing your best ideas from seeing the light of day?  
Who might assist you in developing the ability to share your ideas?  
And how many smart, cool people did you take out to lunch last week?*





## Brand **your** honesty.

This should be a fairly easy task considering lying has recently become an Olympic sport.

Honesty is easier.

Honesty promotes authenticity.

Honest is appealing and attractive.

So, consider these suggestions: (1) Be somewhat predictable, (2) Create regular moments of emotional reliability, (3) Tell the truth, tell it all and tell it now.

Remember: Dishonesty causes stress. For you and the people around you. Imagine how much time and energy you are wasting by not being direct and straightforward.

*Which of your lies are causing you the most stress?  
you taken your inner truth into the outer world?  
And could you live with the consequences of being honest?*



## Build **your** altar.

This word comes from the Latin *adolere*. Which means, “To ritually burn.”

Wow. Ever thought about your business or life in that way?

I hope so. Because when it comes to building something, starting movement and creating some REAL change in the world, fire is the secret. Passion is the answer.

So, let yourself burn. Smolder some gravel. Nurture internal fires. People will notice.

*How's your online altar?*

*What have you set on fire today?*

*And how many people have you invited to hold your hand to trot on hot coals together?*



## Build **your** boundaries.

If you don't set boundaries for yourself, people will set them for you. And then they will violate them. And then they will tell their friends that it's OK to violate them. And it will be YOUR fault because you set the wrong precedent.

So, try this: (1) Learn to recognize threats to your ownership, (2) Ask yourself the question, "Is this an opportunity, or an opportunity to be used?" and (3) Strengthen your boundaries by making them public. Tell everyone you know about them.

That should keep about 90% of the bloodsuckers away.

*What would it cost you NOT to stand up for your boundaries here?  
How did you react the last time someone violated your boundaries?  
And what would help you find the courage and energy you need to stand your ground?*



## Build **your** bridge.

To the next phase of your business. To the next level of your learning. To the next stage of your spiritual development. To the next echelon of your success. To the next chapter in your relationship. To the next mile in your growth path.

Remember: Growth isn't automatic. Growth requires discomfort. Growth requires habit. So, emphasize growth-producing experiences. Become obsessed with them.

*Will you let this day pass without personal growth?*

*What bridge do you need to build?*

*And what universal principles of growth or change can you distill from this experience that can be passed on to others?*





## Build **your** own.

Sure, it takes time, money, patience, elbow grease, execution, follow-through, determination, discipline, time optimization and unquestionable commitment. (Gee. That's all?)

But isn't that worth it to become the best? Isn't that worth it to dwarf the competition? Isn't that worth it to create something awesome and unique to you? And isn't that worth it to start attracting people – from out of nowhere – who want to pay you to learn how you managed to do it yourself? You know it is.

So just go. Just do it yourself. Plunge into the vortex of action. I'm sure there's a website for it. Or a home course. Or a book. Or some local guy named Ted who's been doing it for years and would gladly show you the ropes. Just build your own. Existing platforms are for rookies and wussies.

Remember: Make imperfect progress. You don't have to know **WHAT** you're doing, **WHERE** you're going or **HOW** to get there. You just need to move, and know **WHY** you're moving. Like Scott Adams says, "There are no rules except the ones you invent and live to talk about."

*If you're not winning, how could you change the rules of the game?*

*Or, how could you change the game itself?*

*And what would happen if you were the only one playing?*



## **Burn *your* gavel.**

Stop being right.

Stop having opinions on everything.

Stop appraising, judging, evaluating, assigning and casting value.

Meet each moment without expectation and you'll never be disappointed.

Shatter your social yardsticks into a million pieces. Perceive without naming. Relinquish your need to constantly classify things as good or bad, right or wrong.

Remember: The world is a mirror. When you judge others, you don't define THEM; you define yourself as someone who needs to compartmentalize everything.

Just meet people and experiences where they are. Hold them in your awareness while their essence silently speaks to you.

*Whom are you silently coaching?*

*What needs to be developed to better handle your judgment of others?*

*And what does it feel like when you're with people who judge YOU?*



## Capitalize **your** novelty.

Consider Curly's Law, as portrayed by Jack Palance in City Slickers: *"The secret of life is one thing. Just one thing. And that's for YOU to find out. Stick to that, and everything else don't mean sheeeit."*

So, pinpoint the vehicle of your uniqueness. The ONE THING that makes you "That Guy." Not some goofy shtick that you and your Mastermind Group come up with during an afternoon brainstorming session at Panera that you haphazardly smeared all over a bunch of low-rent promotional materials and put up on a website designed by your fourteen year old daughter that makes you look like a wannabe loser.

It's about honestly assessing that which fuels your personal awesomeness and exploiting that in the service of others. Remember: Become somebody that reminds everybody of nobody else.

*What are you known for knowing?*

*What three compliments do people make about your business that, to you, are just effortless extensions of your inherent expertise?*

*And what do people never think about the same way again after meeting you?*



## Change **your** barometer.

Alter your evaluative criteria. Modify your definition of success to reflect your values, passions and purposes. And be not limited by thoughts that others have set in motion for you.

So what if you're not raking in the big bucks.

So what if you're not working for some huge company. Are you happy? Are you serving? Are you waking up without the use of an alarm clock because you can hardly wait to get out of bed and just start living? Sounds like a pretty bad ass life to me.

*How do you define success for yourself at this stage in your life?*

*What is essential to your sense of being in purpose?*

*And what would REAL fulfillment look like if you were truly living that purpose?*





## Change **your** posture.

Not physically. I'm talking about your intellectual stance. Your attitude. Your approach. Your emotional temperature. Your frame of mind. Your responses and reactions to the people around you.

The cool part is, while each of these changes is occurring internally, your physical posture **WILL** change naturally. And people will start to notice. Because confidence catches attention.

*What drenches you in confidence?*

*What do your behaviors broadcast about your attitude?*

*What are the mental obstacles that are preventing you from being an effective leader?*



## Change **your** questions.

Questions aren't questions. They're catapults. That's the best part. Once they've been asked, it's neurologically impossible for the human brain NOT to seek answers. And when you change your questions, you change your world.

Examples: Ask dangerous questions. Ask disturbing questions. Ask dumb questions. Ask killer questions. Ask OUCH questions. Ask penetrating questions. Ask upside-down questions. Ask soul-shaking questions.

When you do this, when you enhance your Questioning Practice, you stretch your mind into unexpected, unencumbered territory, surpassing that threshold level of understanding that so desperately tried to hold you back.

*Are you asking the same questions you asked yesterday?  
How many questions have you collected for your Master List of Questions?  
You DO have one of those, right?*



## Channel **your** passion.

Every phone call. Every meeting. Every presentation you give. Every sales call you make. Every blog post you write. Find a way to embed the passion into the pavement that leads the way.

You – and your work – will take on an effortless, energizing and almost ethereal quality to those around you. This will make you unstoppable. This will make you dazzling. Best of all, this will make you YOU.

*About what do you have burning passion?*

*What is mission in life absolutely obsesses you?*

*And how could you creatively insert that into everything you do?*



## Chart **your** weaknesses.

We all have them. The difference maker is when people are:

- (1) HUMBLE enough to admit them
- (2) SMART enough to classify them
- (3) ASTUTE enough to find smart people whose strengths can fill the gaps left by them, and
- (4) EGOLESS enough to pay those people to fill those gaps so you can focus your energies on the areas where you kick ass.

*Where do you suck?*

*Who do you know that doesn't suck in that area?*

*What would it take to get that person to supplement it for you?*



## Check **your** ego.

Don't avoid it. Don't destroy it. Simply set it aside. Give it to the Coat Check Guy in the lobby of the restaurant before sitting down at the table, take your little ticket, and know that it's there if you need it – which you probably don't.

Or at least you shouldn't. Your ego is simultaneously a tremendous asset and a dangerous liability. The challenge is knowing when to sling it and when to holster it.

*Do you have a healthy ego, or are you egotistical?*

*What are your ego needs?*

*And how are those needs either adding to or subtracting from your growth?*





## Check **your** motivation.

Honestly ask yourself: “Are you doing this because you WANT to do this, or are you doing this because you’ve already committed to doing this and don’t want to encounter any cognitive dissonance?”

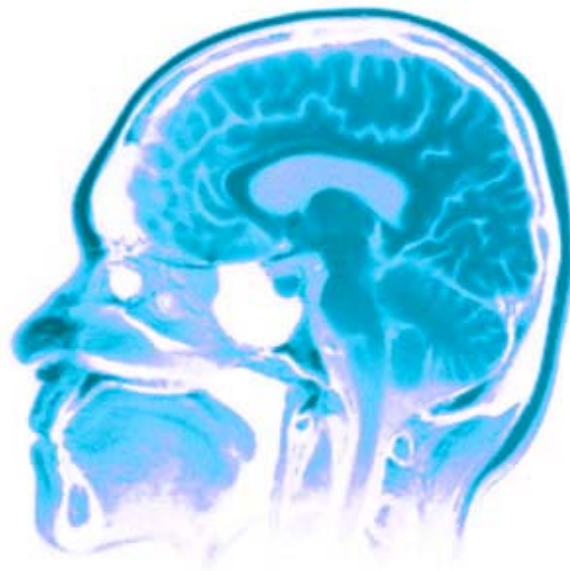
See, sometimes commitment can become a detriment. It’s seductive in that way. Sometimes, the deeper you commit to something, the more likely you are to become SO wrapped up and so obsessed with idea of BEING (and APPEARING) committed to that something, that your desire actually becomes bigger than what you’re committed to.

Be careful not to let commitment eclipse your Truth.

*When was the last time you questioned your commitment?*

*Are you motivated by Truth or consistency?*

*And if you asked twenty of your closest friends those same two questions, what would they say about you?*



## Choose **your** moods.

Traffic doesn't stress you out – your RESPONSE to traffic stresses you out. I know you want to blame your splitting migraine on that latte-drinking, botox-injected suburbanite who just cut you off in her Mercedes SUV, but you can't. It's not HER fault your brain feels like it's being stomped on by a tethered pony.

Stress is a choice.

Let me say that again. *Stress is a choice.*

The only three things you can control in life are your thoughts, your choices and your reactions. Whatever state you're in right now is so because that's the way you've chosen to be. Learn to take responsibility for your moods, or else something, someone, will do it for you.

And usually, their choice will suck.

*Which of your choices are causing you the most stress?*

*How would your life change if you realized that you ALWAYS had a choice?*

*And are you (really) in a bad mood, or do you just have a bad attitude?*



## Clarify **your** contribution.

That's pretty much all that matters. That you leave this cosmic campsite called life better than the way you found it. That you add value to yourself and others on a daily basis. That you validate your existence by making passion palpable. That you chose to make personal growth your daily discipline. That you take whatever unique gift you've been given and re-gift it by exploiting it in the service of others.

Interestingly, the word "contribute" comes from the Latin, *contributus*, which means, "to bring together." So, the challenge is figuring out what you were made to make. The challenge is figuring out what God had in mind when she put YOU together. This may be life's most critical assignment.

Remember: Be not unclear of the work you've clearly been put on this Earth to do. You were given a Divine Task. How dare you dedicate your life to anything else.

*What are you building?*

*What are you giving back?*

*And how does that validate your existence?*



## Concede **your** awareness.

As my hero Scott Adams says, “Awareness means recognizing your illusions for what they are. Awareness comes from unlearning. Not receiving new information but rejecting old information.”

That’s it.

*What do you need to unlearn?*

*What does your awareness of NOW tell you about where you’re heading in your life?*

*And how can you create a comprehensive laboratory for internalizing good fundamentals, releasing tension and cultivated energetic awareness?*



## Consider **your** words.

Your vocabulary needs to be scrapped of the following dangerous words: *Only. Just. Hopefully. Should. But. I'm sorry.* These words are for losers. They constipate your creativity, prevent your progress and siphon your success.

Suggestion: Write each one on a sticky note with a big X through it and post it on your computer. Or, charge yourself five dollars every time you say one of them, then, at the end of the month, donate that money to charity.

*How much money are you losing because your language sucks?  
What habitual language patterns are contrary to your success-oriented trajectory?  
And if you could permanently scrap three words from your vocab, which ones would you choose?*





## Convert **your** problems.

I know it's totally cheesy to say, "This isn't a problem; it's an opportunity."

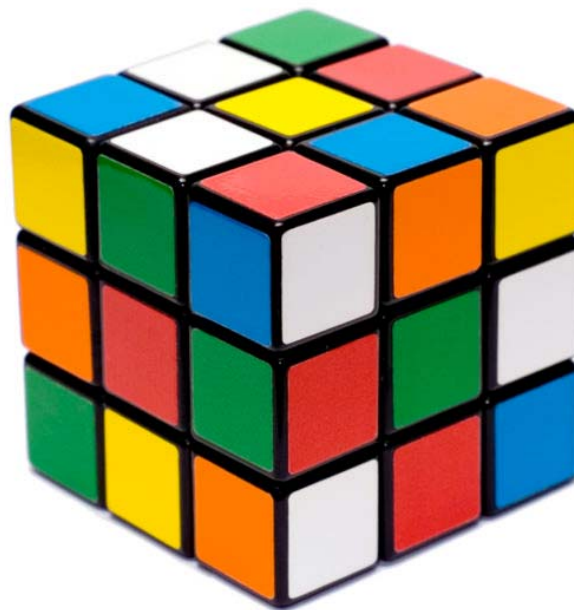
Fine. Super cheesy. Keep in mind, however, that cheesy is usually valid. And delicious.

The challenge is figuring out what this problem is an opportunity FOR. Maybe it's growth. Maybe it's a learning experience. Maybe it's a test. Maybe it's a chance to screw up royally because you've been too perfect lately.

*What are you converting your problems into?*

*What lessons will you learn from this experience?*

*And will you write **DOWN** those lessons and note how they practically apply to others?*



## **Decrease *your* assertiveness.**

Stop interrupting. Stop adding value to the conversation. Stop defending yourself. Stop justifying everything.

For once in your life, just sit there and listen. Think twice before shutting up. You don't need to get up and stand up and speak up; you need to zip it.

Remember: The Listener Controls.

*How big are your ears?*

*What are you doing to decrease their size?*

*When was the last time somebody complimented your listening skills?*



## Demonstrate **your** initiative.

Stop waiting for overwhelming evidence before you trust yourself.

Just go.

You don't need permission. You don't need money. You don't need to wait until you're ready. You don't need to know what the hell you're doing.

Stop planning and start building. Stop thinking and go end your problems.

*Have you made it your responsibility to go out and find things?*

*Are you stopped by not knowing how?*

*And what is your initiative deficiency costing you?*



## Deploy **your** troops.

Idea execution has historically been terrifying.

After all, when you take matters into your own hands, you're the only one to blame when the shit hits the fan. On the other hand, you're the only one to blame when your new idea makes millions of dollars, improves people's lives and starts a movement that changes the world.

Might be worth it.

*How are you establishing a culture of execution? Where do you need to plant the seeds of movement? And will this action make your flame stronger?*



## Deprogram **your** mind.

Your parents, your teachers, your religious institutions, your television and pretty much every other authority figure you were forced to listen to growing up, was WRONG.

Dead wrong.

And now, your mind is totally screwed up because of it. The good news is, you can undo most of it. With some honest self-confrontation and a **WHOLE** lot of awareness – and maybe a little self-hypnosis - it is possible to press one giant Control-Z on the whole situation.

The bad news is, the undoing process will take a long time and be really uncomfortable. But that sure beats blindly accepting and obeying every conformist cannon that comes your way.

Remember: Be not cajoled into conformity. Be not afraid to unlearn a few things, even the ones that worked.

*What fairytales have you been poisoned by?*

*Are you prepared to swallow the Red Pill, uproot self-destructive notions and weigh the truth?*

*What behaviors are preventing you from making progress towards becoming the best version of yourself?*



## **Determine *your* readiness.**

When you're willing to put it all on the line for something. That's when you're ready.

When you're willing to put yourself to considerable inconvenience. That's when you're ready.

When you're willing to do all the stuff nobody else has the patience, persistence or pair of stones to do. That's when you're ready.  
When you've been working hard, long and smart and you're tired of doing everything for free. That's when you're ready.

*When will YOU be ready?*

*What will happen when you realize that?*

*And how will you inform people that you've made the transition?*





## Detoxify **your** thinking.

That means stop hanging around people who aren't Thinkers. That means turn off the goddamn television and go do something **PRODUCTIVE** with your brain, like read or meditate or exercise.

That means begin to notice when you use words like, "Hopefully," "Should," "But" and "Someday I'll," and then flood your lexicon with more positive language.

Otherwise your thinking will become as calcified as Han Solo in *Empire Strikes Back*.

Bad for business that is, hmmm?

*Are you thinking or reacting?*

*Have you taken responsibility for your own thinking?*

*And are your thoughts and conversations in alignment with success and fulfillment?*



## Disarm **your** manipulators.

Next time you feel the creeping undertow of some asshole that's trying to sucker you into some "opportunity" (aka, "opportunity for him to make money off of you,") ask him point blank:

"I just have one question: Are you REALLY trying to get me to do this right now?"

When asked in a genuinely curious manner – combined with a powerful pause and direct eye contact, this will immediately help the person realize what a putz they're being.

*Is this an opportunity, or an opportunity to be used?  
What is this person's positive motivation for wanting to take you out to lunch?  
And wouldn't it make your life easier if you had a conversational filter that protected you from manipulators?*



## Discipline **your** attention.

Successful people are focused. They don't waste their valuable time on menial crap that makes no money. They either don't do it or pay someone to do it.

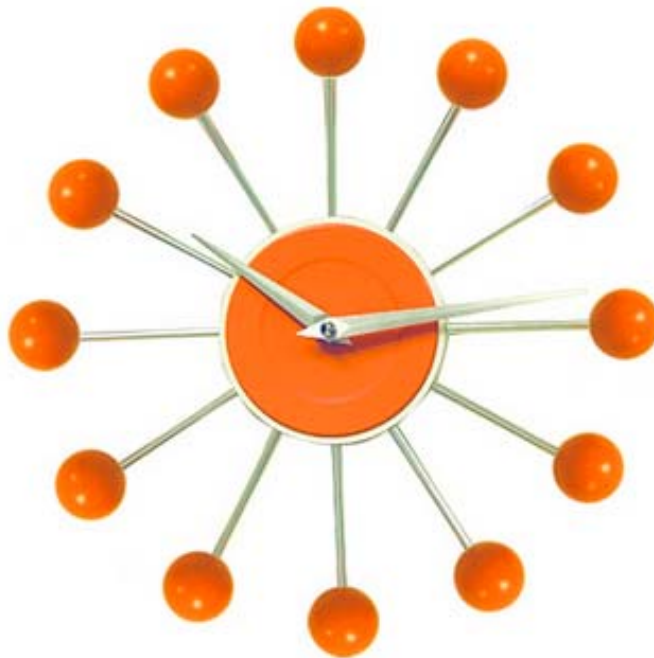
The rest of the time is spent on activities that are consistent with their number one goal.

I hope you're that kind of person.

*What are you doing that makes absolutely no sense?*

*What consumes your time but isn't making any money?*

*And is what you're doing right now consistent with your #1 goal?*



## Disclose **your** vulnerabilities.

You're not perfect. You're not infallible. You don't know everything.

So, instead trying to convince everyone you meet that you're invincible, lead with weakness. Surrender to your imperfections. Hell, even The Death Star had a soft spot.

Remember: Vulnerable is approachable. Vulnerable is human. Vulnerable is relatable. Vulnerable is powerful.

*Have you reclaimed your right to be vulnerable?*

*How are you revealing that vulnerability to others?*

*And what's the worst thing about giving someone a glimpse of your humanity?*



## Discover **your** defaults.

Your non-negotiables. Your must-haves. Your must-do's. Your must-be's.

Could be exercise, could be faith, could be family, could be honesty, whatever. They are your boundaries, and they are sacred.

So, be on the lookout for bloodsuckers, time wasters and other dangerous people who will try to violate those boundaries. Stand your ground. And develop personal policies around these boundaries.

Consider writing them down on a laminated card and keep them in you wallet. That way, should anyone try to take advantage of you, all you have to do is pull out that card and say, "My personal policy is never to..."

They'll stop dead in their tracks under the glorious weight of your integrity and think twice about disrespecting you again.

Remember: Boundaries might make you feel guilty initially, but it's worth the price to personally amputate anyone who doesn't believe in or support you.

*How are you creating a zone of respect around yourself?*

*How are you modeling integrity with everyone you come into contact with?*

*And when was the last time you incurred a personal cost to stand by your values?*



## Discover **your** genius.

I bet there's something.

Some act, some skill, some THING, that when you do it, you're unstoppable. You're dazzling. You're on fire.

And surrounding people can't help but watch with breathless interest and rapt attention.

Yes, yes, yes. That's your genius. It's in there somewhere. Let that puppy out.

*What could you talk about forever?*

*What do you do without even trying?*

*What is the one activity that, when you start doing it, you don't stop until your spouse elbows you in the ribs?*





## Dismantle **your** giants.

Biography isn't destiny. Challenge yourself to abandon popular delusions, banish childhood labels and break the veil. You need to continue to evolve. You need to deprogram your mind. To detoxify your thinking, disconnect all shackles, drop your training and dismantle old assumptions.

Because if you DON'T do that – if you don't eliminate old answers, rewrite your scripts and escape narrow definitions – you will never heal the damage the past has done. And you will painfully discover that your rigidity blocks your growth.

So, screw the neighbors. Screw the competition. Screw the reviews. Smash destructive idols and instead, start to prize momentum. It's time to think new thoughts, turn off traditions, undo rote behaviors and unzip the ego. It's time to uproot self-destructive notions and weigh the truth.

Because when you jettison accepted limits, leave familiar territory and override your defaults, you start to pull back the curtain. And as you recast your assumptions and re-educate your subconscious, you remake your brain. You remake your environment. You resist institutional inertia. And that's when the revolution begins.

*What are you dismantling?*

*How will you fight the power?*

*And if you started asking, "Why?" more often, what's the worst that could happen?*



## Display **your** gifts.

Be not embarrassed about what you do well. You need to make a name for yourself or else someone will make one for you.

So, remove what robs you and embrace what excites you. Crush that which jails your freedom.

And if you're currently handcuffed to a job that makes you wonder, "What the hell am I DOING here?" you're on the right track.

Because the sooner you know what you're never gonna be, the sooner you will become what you're supposed to be.

So, perhaps it's time to walk away from the world and rethink the direction of your life. Like Bill Jenkins says, "The more that it is YOU, the easier it will be to DO."

*What shiny red ball are you wasting your time chasing?*

*Will you sell out or let your heart sing?*

*And how effective can you expect your mind to be if your heart and soul are starving?*



## **Doubt *your* limitations.**

You have NO IDEA what you're capable of. You *think* you do, but you don't. Not even close.

I remember reading an interview with Einstein where he explained that the amount of electricity a human being was capable of releasing was twenty times that of an H-Bomb.

Good god.

*Which of your limitations should you doubt?  
How much electricity are you capable of?  
And what would it take for you to plug in?*



## **Doubt *your* mind.**

Your brain lies. Don't listen to it. It's totally full of shit. It's commanded by your ego, and your ego does NOT have your best interests in mind.

Example: Sometimes you see a movie played so many times in your head that it becomes the memory playing in your heart. And the problem is, your ego is the one running the projector.

So: Consult your gut. Bypass your conscious mind and listen to your body. It will always tell you the truth. Allow yourself to trust your more spontaneous instinctual abilities.

Venture into the wilderness of your gut and see what's on ITS mind. I guarantee it won't betray you. Scare you, yes. Betray you, no. That's not your gut's M.O. It's there to help.

*Where do you feel this in your body?*

*Are you cherishing the music that stirs in your heart?*

*And how much of your heartsong are you missing out on because you're too busy arguing with your ego?*



## Drop **your** cares.

There's something incredibly liberating about not caring. Which isn't to say you approach life with an apathetic or defeatist attitude; but rather an awareness of what's truly important and worthy of your time and attention.

For example, let's say you receive an email from some random old lady who got pissed off after reading your blog. Nothing will feel more gratifying than reading the first line of her spiteful message, confidently saying to yourself, "You know what? I don't care," and then pressing the delete button.

Remember: Be not scared of being booed. Besides: You're nobody until somebody hates you.

*What have you earned the right to not care about?*

*Are you willing to risk being unpopular?*

*And what more important things could you focus your cares on instead?*



## **Embody your commitment.**

Not easy to do. Not quick to do, either. It's only after you've invested endless amount of blood and love and sweat that you can look in the mirror and honestly say, "I AM my commitment."

And the cool part is, once you've reached this point, you no longer influence people through what you believe or think or say or (even) do.

You influence through who you are. And that's when people stop what they're doing and start paying attention to you.

*How do you influence people?*

*What do people hear when they listen to your life speak?*

*And are you really committed to this, or are you just trying to avoid cognitive dissonance?*





## Embody **your** message.

This doesn't happen right away either. It's only after a few years of believing and preaching and, most importantly, *practicing*, that you're able to look back and think, "Wow. I've actually become what I believe."

At that point, there's no difference between what you believe, what you say, what you do and who you are.

*That's embodiment. That's congruency.*

And that's the best part about starting a movement – first you become IT; then it becomes YOU.

*What are you becoming?*

*What is becoming you?*

*And how will you know when there's no longer any difference between your idea and the embodiment of it?*



## Embrace **your** discomfort.

Fine. So you're a little uncomfortable. Deal with it. It's part of being successful. Instead of fighting it, instead of trying to eradicate it, breathe through it. Relax into it. Accept discomfort as a normal part of the life experience and greet it with a welcoming heart.

If you take this position, this attitude, this approach, to being uncomfortable – physically, mentally, emotionally, whatever – it will become the greatest mentor you'll ever have. And soon you'll start to invite and embrace it as opposed to starting wars with it.

*Have you considered the possibility of having a perfect life?*

*What if you embraced every pain?*

*And what if, eventually, you didn't view it as pain?*



## Embrace **your** failures.

If it's been more than 48 hours since your last failure at SOMETHING, you're not risking enough.

Now, I'm not talking about colossal failures like driving your company out of business or sabotaging your relationships. Those take time.

Instead, I challenge you to achieve small failures in the same way you achieve small victories. Little screw ups you can learn from immediately.

Personally, I keep a journal of them. Every day. I mark down my failures and mistakes under the category of "Things I Learned Today."

That way, I embrace and leverage them while maintaining a positive attitude.

*How are you failing forward?*

*How have you made losing a regular part of your experience?*

*What do you have to learn from this mistake to make it no longer a mistake?*



## Emphasize **your** now-care.

Few things are more basic to success than how you approach THIS moment. *Right here, right now.*

The secret is to avoid being seduced into a state of constant anticipation. Thinking about what's coming up next. Rehearsing what you're going to say next. Next, next, next!

Well, I got news for you: There is no Next. There is only now. No past. No future. Just now. This moment. It's the only unit of time that means anything.

And the sooner you realize that, the sooner your life will start to gloriously unfold.

*What are you really committed to at this moment?*

*Is the present moment your friend or enemy?*

*And when was the last time you realized that everything was perfect?*



## Enhance **your** openness.

Contrary to popular conditioning, vulnerability is strength. Anyone who tells you any different is either:

- (1) Hypnotized by his gargantuan ego,
- (2) Colossally insecure or
- (3) Galatically incompetent.

My recommendation is to engage in at least ONE activity each day that deepens your Vulnerability Practice.

Examples include: Stop being right. Admit to ignorance. Take Bikram Yoga. Practice radical honesty. Welcome, address and honor feedback. Publicly celebrate mistakes. Acknowledge your slips. Self-disclose weaknesses. Embrace your inner beginner. Engage in unpredictable situations. Eat out alone.

And finally, four words: I need your help.

*How did you practice being vulnerable this week?*

*What truth are you afraid to lead with?*

*And what's the worst that could happen if you stopped bullshitting people and fully integrated your humanity into your profession?*



## Envision **your** success.

Read affirmations. Create vision boards or dream collages. Write down your goals and look at them every day. Print out a picture of your ultimate dream and keep it in your wallet. Better yet, Photoshop yourself or your name or your face into an existing picture and pretend it's you.

Yes, all these practices are totally cheesy. They also happen to be totally effective.

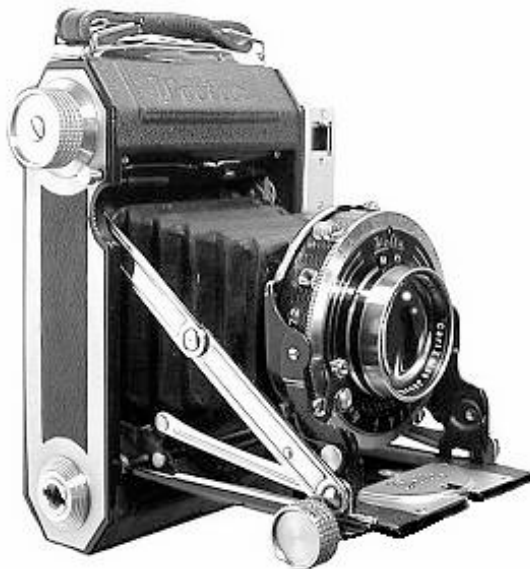
So what if people laugh at you for keeping a typed-out laminated list of your goals in your wallet. That's fine. Just don't invite them to the party at your mansion next Saturday.

Remember: Put structures in place **TODAY** to make this dream a reality. Aim higher sooner.

*How big is your dream?*

*What's stopping you from dreaming freely?*

*And if you pursued this dream, what would your life look like in 30 days?*





## Examine **your** ministers.

There will be some people, some mentors and some advisers whose advice you will outgrow.

And that's cool. As long as you're astute enough to recognize when that has occurred and swift enough to find new people to replace those you've outgrown.

No hard feelings. Just admit that this might be the perfect time to move into the mentorship of someone new.

*Who's probably done mentoring you?  
Who do you want to mentor you next?  
And whose advice have you outgrown?*



## Exercise **your** mind.

It's amazing. People spend hours and hours each day toning their bodies, perfecting their flexibility and strengthening their muscles; yet how many of them take the time to make time for MENTAL workouts?

Answer: Not enough. No wonder people are so stupid.

So, the solution is simple: Get a membership to the Grey Matter Gym. It's usually not that crowded and I hear the sauna is awesome. Make sure to spend at least thirty minutes a day molding your melon, expanding your cognitive flexibility and strengthening your thinking muscles.

Remember: When you become impossibly well versed in your unique domain of knowledge, nobody will care how old you are because your expertise will be relevant and unquestionable.

*What did you read today?*

*What did you write today?*

*And how have you practiced creative thinking today?*



## Expand your identity.

Odds are there's something in your life you're known FOR known AS, or known for knowing. Good.

Now, take the next step by asking yourself, "Does this thing IDENTIFY me or DEFINE me?"

Odds are, it only identifies you. Which means there's something bigger. Deeper. Stronger. Something that validates your existence. Something inherent in your biological composition that you were designed for.

Example: Lance Armstrong constantly reminds us, "It's not about the bike." Because it isn't. It's about unwavering commitment. Dedication. Never giving up. LIVESTRONG, as the yellow bracelet says.

What's YOUR bike?

Remember: That which identifies you doesn't define you.

*What is it "not about" for you?*

*What's your yellow bracelet?*

*How have you expanded your identity in the past year?*



## Expand **your** repertoire.

Unless you want to be known as a One Trick Pony, which, for most people, is a terrible strategy.

Instead, consistently add new value. Ask yourself what personal skills you haven't yet tapped into to (1) build your business, (2) help your customers, and (3) advance your movement.

Also ask yourself what business you COULD be in.

Then, constantly upgrade your arsenal of value, your genius and your craft. Increase the potential at which your potential operates. Then, change what doesn't look right anymore.

*Learn any new moves lately?*

*How many new skills have you recently become known for?*

*When was the last time you brought new skills to your clients and prospects?*



## Explore **your** nature.

Confront yourself. Ask questions like:

- What's going on deep down that made me ask that question?
- Has something happened in my life that made me more rigid and less accepting toward others?
- Is there anybody in my life that I treat this way?
- What did I do, innately, that made me deserve or attract these things into my life?
- What have I done to contribute to this discomfort I'm now feeling?
- What invisible walls have I built?
- What is it in me that might be causing this situation?

That should help you get down to the bottom of You pretty quickly.

*Whom are you asking?*

*What are you exploring?*

*And are you willing to confront your Truth, even if that means the problem is YOU?*



## Extend **your** vigilance.

This term comes from the Latin *vigilantia*, which means, “wakefulness.” Which means the challenge is to stay right here, right now. No past. No future. Just here. NOW. Two suggestions:

First, stop “rehearsing.” Stop practicing what you’re going to say. Stop running through your evening plans during lunch. These are future thoughts and they’re hijacking your awareness of the present moment.

Secondly, stop “reviewing.” Stop evaluating what you just said. Stop running through different scenarios and versions of how you wished the conversation would have gone. It’s over. It’s done. Let go of these past thoughts. They’re robbing you of your awareness of the moment at hand. Instead, whenever you find yourself spiraling into a past/future construct, notice it, and then focus on your breathing.

Do this, and you’ll become a vigilante. Without having to kill anybody.

*How’s your breathing?*

*Do you live your life in the past, future, or present?*

*And what would happen if you stopped rehearsing and reviewing and starting BEING?*



## Exert **your** distinctiveness.

This proves that you're cool with who you are. That you love yourself. And that you're confident enough in your Truth and secure enough in your being to share it with the world.

And the cool part is, once you do this, you subconsciously give other people permission to exert THEIR distinctiveness.

As Deena Metzger notes in *Writing for Your Life*, "Beauty appears when something is completely and absolutely and openly itself."

Just think: That could be you.

*What could you do that's SO YOU?*

*Are others at ease with themselves when they're around you?*

*And what would it look like to pull a "You"?*





## Face **your** monster.

Sure, we all have our demons and skeletons. But I also think each one of us has our main Monster. You know the one. It's that big, hairy, seven-eyed, ten-legged creepizoid thing that hibernates in the deepest recesses of your heart, nagging and biting and scraping and drooling – whose sole purpose of existence is to prevent you from becoming great.

*Yep. That one.* And it's a different Monster for everyone, whether it constantly returns in the form of procrastination, low self-esteem, arrogance, anger, whatever.

So, here's the secret: Like a schoolyard bully, your Monster's Power Source comes from your fear of him. Which means that, without fear, he can't touch you. So, the first step is to stand up to him and say, "You don't scare me anymore."

The cool part is, once you take that first courageous step, you cripple 80% of your Monster's strength. Which means that the second (and final) step is to simply take your index finger, poke him in the chest and watch him tumble to the ground like the punk ass he really is.

*What's your Monster?*

*When was the last time you showed him who was boss?*

*And how will you continue to face that Monster in order to make soaring unpreventable?*



## Face **your** unfaceables.

Considering what you recently did to your monster, I'd say you unfaceables aren't so tough. Your ego just scares you into believing they are because it's terrified of being silenced.

Suggestion: Shut your ego up. *He doesn't know you. He doesn't care about you.* He wouldn't even have a job if it weren't for you.

Imagine: This might be a great time to let go.

*What could you actively seek out that is wonderfully terrifying?*

*Are your obstacles insurmountable or inconvenient?*

*And what's the worst that would happen if you put your ego in its place*



## Fertilize **your** mind-field.

Grow them crops! Feed that seed! Get behind the mule in the morning and plow, as the great Tom Waits suggested.

Think of yourself as the farmer of your own cranial acreage. Harvest those multitudes and see what kinds of beauties you can come up with.

Remember: First, feed your brain. Elevate yourself to isalwaysgettingbetter. Always keep a well-stocked mind.

*How are you feeding your brain?*

*How did you add value to yourself yesterday?*

*What have you really learned (and applied to your life) from watching Law & Order?*



## Find **your** woodshed.

Your secret fortress of quietude. Your private workshop of creativity. Your underground bastion of peace.

Go there when confusion, frustration or restlessness takes over. Empty every remnant of fire, blood and bone you can muster.

And eventually when you look up at the clock and realize it's 3 AM, call it a night. You'll feel better.

*Where is your secret place?*

*When was the last time you went there?*

*And what creative breakthroughs did you stumble upon while doing your time?*



## Fire **your** parents.

I know they love you. I know they want what's best for you. I know they're just looking out for you.

I also know there comes a time when you need to stop listening to them and start tuning into your inner voice, your inner guide that will never lie to you: Your Heart.

*Whom do you need to stop listening to?*

*Whom do you need to fire from your life?*

*And how much money are you losing by taking advice from people who are wise but wrong?*



## **Forget your age.**

If you don't make it an issue, others won't make it an issue. Just address it early, disarm the immediate preoccupation and get on with the conversation.

Nobody cares. Just admit that you're in your twenties and they're in their forties and let it go. We don't need more labels to pigeonhole each other. Let's just be people. Not boomers. Not X or Y. Not millenials. Just people.

*Are you hiding your age or magnifying it?*

*Do you really think anybody really cares how old you are?*

*And what will happen to your career when you realize that a chicken ain't nuthin' but a bird?*



## Freeze **your** observations.

These shining little moments of truth, overlooked by 90% of all people, can be more educational than four years of college. But only when the process is properly followed:

First, you freeze the experience, extracting its essence. That means registering the moment. That means investigation. That means grasping the essence in an instant.

Second, you reflect it back, applying it to your own life. That means scanning. That means looking beyond what you see. That means asking questions.

Finally, you identify the source, pinpointing its purpose. That means owning your experiences. That means allows anything or anyone to mentor you.

Remember: Be not avoidant of personal growth experiences. Design a system for drawing wisdom from every moment.

*Does this represent some reality I can recognize?*

*How does this fit into my theory of the universe?*

*What action should I take as a result of this message?*





## **Galvanize your days.**

How you spend your day – literally, hour by hour – will determine how happy you become, how much money you make and how successful you are.

You need to optimize your time.

You need to be an expert at getting things done.

You (also) need to be on the lookout for vultures that want to steal it from you.

Be careful. They're circling. And they're hungry.

*Is this an opportunity or an opportunity to be used? Is what you're doing RIGHT NOW consistent with your #1 goal? And if you calculated and honored your hourly rate, would you think twice about paying someone to do this mindless task?*



## Give **your** ears.

Is there no greater gift man is capable of giving?

The answer is no.

To listen is to love. To listen is to honor. To listen is to respect. To listen is to heal.

Even the poorest, sickest or shabbiest of people can still listen. They can still give their ears.

And people will always appreciate it.

*When was the last time you listened, all the way through, to an idea that made you uncomfortable?*

*Where do you practice your listening?*

*And whom could you give your ears to today?*



## **Holster *your* fingers.**

Judge nothing; accept everything.

I know. Easier said than done, right?

So, here's the solution: Awareness. Awareness comes first. Awareness creates choices. Awareness leads to mastery.

Make that your primary goal – to be aware when you're passing judgment on others.

And don't get mad at yourself when it happens, or else that becomes a micro-judgment in itself.

*How do you try to get beyond your judgmental attitudes?*

*Have you been bitten by the bug of awareness?*

*And how would you treat people if you weren't working so hard to judge them?*



## **Honor *your* discomfort.**

It's there to teach you. It's there to challenge you. It's there to grow you.

Comfort zones are overrated. You have no business being there. You need to accept your vulnerability and just go with it. There is a direct correlation between how successful you are and how uncomfortable you're willing to make yourself.

Remember: Safety is a VERY expensive illusion.

*How did you step out of your comfort zone yesterday?  
When was the last time you felt completely vulnerable?  
And what would happen if you did that once a week*



## Honor **your** gift.

First of all, let's agree that you DO have one. Trash these toxic thoughts that you're "not good at anything" or "don't have any talent." *Bullshit.* Everybody's got something.

The only difference between you and, oh, I don't know, some therapist who's making a living (and making a difference) using her talent as a great listener, is that she:

- (1) RECOGNIZED her gift,
- (2) LEVERAGED her gift, and
- (3) RETURNED that gift to The One that bestowed it upon her by serving others.

*What's your gift?*

*How are you using it?*

*And what is your plan for constantly re-gifting it to the world?*



## Honor **your** tingles.

Duh. They're trying to tell you something.

*Hints. Clues. Omens. Signs.*

That's what tingles are. So, when the hairs on the back of your neck stand up, be sure your awareness stands up as well.

Erect your carriage and figure out what it is you're supposed to be noticing.

*What is this moment telling you?*

*What are you afraid to know about yourself?*

*And when your heart speaks, how often are you taking notes?*



## Identify **your** impedimenta.

That which stunts your growth.

That which impedes your progress.

That which actively hampers your ability to advance.

It might be a person, a conditioned belief, a negative attitude or a deficiency in discipline.

Whatever your barrier is, you **MUST** get very honest with yourself and identify it first.

That's the only way to eradicate it – to come face to face with what slows you down and tell it who's boss.

To choose to move in a meaningful direction.

*Are you honoring what stops you?*

*Are you letting your internal movement flavor your fire?*

*And what are the mental obstacles that are preventing you from being an effective leader?*





## Improve **your** workmanship.

That means owning your space.

That means mastering your craft.

That means start every day practicing.

That means studying, learning, growing, expanding and enlarging your knowledge base, which eventually morphs into your wisdom base.

As the great inventor, chemist and two-time Nobel Laureate Linus Pauling said, “It’s simply a matter of putting in a lot of hours at the workbench.”

Yep. It’s about being intensely lured by the possibility of betterment.

*What’s your workbench?*

*How often are you there?*

*And what steps will you take in the next thirty days to improve your workmanship?*



## Insure **your** luck.

Three suggestions.

First, remember that L.U.C.K. is an acronym for “Working Your Ass Off.”

Second, if you want to be in the right place at the right time, then you need to be in a lot of places.

And third, find out where the rock created the ripple and then go throw more rocks.

That’s it. There is no luck. Chance is not. It’s about working smarter, harder and longer. Period.

*How are you IN-suring your luck? How are you EN-suring your luck? And shat is your good luck charm?*



## **Invent *your* confidence.**

Nobody will know. Nobody can tell.

Just act like you know what you're doing, even if you're totally clueless. It's amazing how persuasive confidence can be. And eventually, you gain confidence in yourself once you've proved to yourself that you can be successful.

However: Beware of that whole “fake it till you make it” crap.

As my hommie David Newman says, “Some people become so skilled at faking it that they never get around to making it.”

*How long can you fake it?*

*When will you start making it?*

*And what will you do on a daily basis to narrow the gap between those two ways of being?*



## Invent **your** consequences.

“Well, it is what it is...” somebody says.

And you just want to leap out of your chair and scream, “NO! It isn’t! It only is what it is UNTIL YOU DECIDE TO CHANGE IT.”

Because that’s the way it works. It’s about choice. It’s about creating your own consequences. It’s about taking responsibility for yourself and your actions.

Ultimately, it’s about owning the situation, NOT accepting mediocre results, and acting as the agent of your own future.

It ISN’T what it is.

*What have you mindlessly accepted?  
Is this something you can exert influence over?  
And if you did, what would that change?*



## Invent **your** position.

You don't need to search high and low to find the perfect job or ideal role. And you don't need society to take all that you've become and force it into some preordained box.

Just make it up. Create your own career trajectory. Go to work for yourself. Stop wasting your time peddling other people's crap and start promoting the product of YOU.

If you do that, every day will feel a zillion times easier because you'll actually have love and passion and belief for your product, as opposed to slinging' bunk insurance policies at Chamber meetings.

Remember: If you're going to work your ass off, it may as well be for yourself. And you may as well get all the money.

*What has your life been accidentally preparing you for?  
What is preventing you from becoming ridiculously selfish?  
And what would happen if you changed the rules so you could win at your own game?*



## Kickstart **your** motivation.

Nobody else is going to do it for you.

If you have to cover your bathroom mirror with inspiring sticky notes, do it.

If you have to post a penetrating, thought-provoking Question of the Day on your whiteboard each morning, do it.

If you have to order a box of custom-made silicon bracelets that read, "YOU ARE WEALTHY," and wear them twenty-four seven, do it.

Whatever it takes. Light a fire under your ass and blaze the night away.

*Have you taken inventory of your motivations?*

*When was the last time you made the choice to be inspired?*

*What structure would you have to put in place today to make this dream a reality?*



## Know **your** flow.

The accelerated, highly spiritual state of creative awareness and passion that envelops your bones as you do what you do best.

That's flow. It deletes all sense of time. It's intrinsically motivated. And it connects you with a force greater than your brain can possibly imagine.

The challenge is to figure out when you can most easily invite it and how you can most swiftly leverage it.

For me, it's waking up at 4 AM, grabbing a mug of hot tea and sitting down on the floor with my dog & my laptop.

*What invites flow for you?*

*How do you feel when you're engulfed in it?*

*And how could you create a system that helps you return to it every day?*





## Live **your** learning.

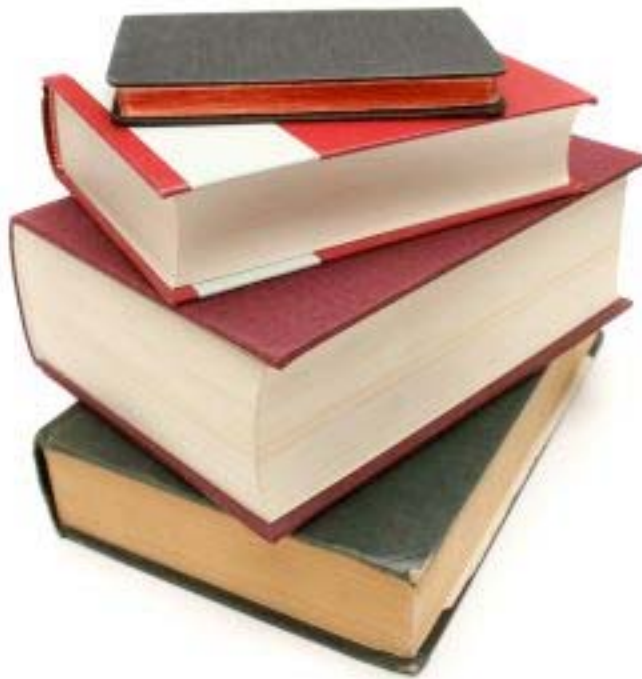
Writing down what you learned is a good start. Reviewing your notes ever so often is important too. Even teaching those lessons to others will help cement them into your mind.

But, if you truly want to master something; if you truly want to transform knowledge into wisdom, you've got to start LIVING and ACTING and BEING your learning.

*What learnings did I live today?*

*What learnings do people perceive me as embodying?*

*And when people listen to your life speak, what do they hear?*



## Live **your** truth.

That's what honesty is really about. Being cool with who you are – deficiencies and mistakes and shadows included – and happily sharing that with the world.

The cool part is, when you live YOUR truth, you inspire and give permission to others to do the same.

Man. Can you imagine how much better off our world would be if people would just stop bullshitting each other and start honestly exerting their most imperfect selves in every situation? Wow.

So, I challenge you to allow previously disregarded aspects of yourself come to the surface.

Remember: When you walk your truth in a world of (mostly) fiction, people will notice and people will listen.

*What is preventing you from living your truth?*

*Are you living a life that is running crosswire to the grain of your soul?*

*What birthright gifts have you been dragged away from?*



## Loosen **your** plan.

Planning is overrated. Planning suffocates creativity. Planning can paralyze.

Just go. Just start. And when you do, move like you mean it. Hang your balls out there. Express bamboo-like flexibility in all that you do and allow the winds of change to alter your course if they so desire.

Remember: Be willing to plunge forward plan-less.

*How much of your current plan are you willing to change?*

*Where could you be more flexible?*

*And what is the need for perfection preventing you from doing?*



## Love **your** haters.

They're not aware of the crucial role they play in your process of changing the world.

As Gandhi said, "First they ignore you. Then they laugh at you. Then they fight you. Then you win."

Remember: Love transforms what it loves. Next time someone lashes out at you – all drunk on Haterade – plant a big, juicy wet one on him.

He'll never see it coming.

*Whom do you need to show unexpected love to?*

*What have you learned from your Haters?*

*And how patient are you willing to be with the people who think you're certifiably insane?*



## Love **your** unmasking.

There's nothing more beautiful than the process of awakening. The process of honestly confronting your Truth.

And eventually, the process of becoming cool with that Truth as you unveil it to the world.

Like my mentor Mr. Jenkins says: "You're in the process of becoming what you will someday become."

And so, the challenge is learning to LOVE this process. Even when it's painful. Actually, ESPECIALLY when it's painful.

Because that's the best part about your unmasking: Nobody can take away what you've become. Ha! Suckers!

*What are you becoming?*

*What layers are you peeling back?*

*And whom are you sharing the sweet, gooey center with?*



## Magnify **your** presence.

Wherever you go, make the following conscious decision: People **WILL** remember you were there.

They will remember what you looked like when you walked in the room.

They will remember the way the room changed when you walked in.

They will remember love you transferred to them.

They will remember the way you made them feel about themselves.

They will remember the value you added to them.

And then will remember the way that you left them in love with themselves.

*When you walk into a room, how does it change?*

*When you leave a room, how does it change?*

*And why would someone remember you from the other ten people she met that night?*



## Make **your** mark.

Ever heard someone say, "Work harder, not smarter"? Yeah, total lie. You need to work (1) hard, (2) smart and (3) long. For at least five years.

Then, maybe after a while, you can tone down the "long" part.

Either way 31% of your problems in life will be solved if you get up an hour earlier.

Seriously. Try it. If it's your passion anyway, do you REALLY think those 80 hours a week are going to feel like work?

Answer: Nope.

*What time did you wake up yesterday?*

*How much money are you earning by watching television?*

*And when was the last time you put in a few hours after dinner?*





## Master **your** hunches.

In those crucial moments where the alarm begins buzzing in your belly. In those fleeting sparkles of intuition that surge across your soulscape.

Listen. Listen to your body when it speaks. It's the most effective early warning system in your world, and it will never lie to you. Truth is the only language it knows.

And if you choose to ignore it, if the biofeedback that's been sent to save your life falls on deaf ears, well, let's just hope you've got health insurance.

*What is your body saying about your pace?*

*Can you afford to ignore what you have sensed?*

*And if your health were perfect, how would it be different from your health today?*



## Master **your** instrument.

Could be a guitar. Could be a blank canvas. Could be your voice. Could be your body. Could be your brain. Could be your ears.

Whatever your “tool” is, here’s the secret: 10,000 hours. That’s how long you need to practice. That’s how dedicated you need to be.

No great athlete, leader, artist or expert has ever become stratospherically successful on anything less.

By the way, if you do the math, 10,000 hours comes out to about 10 years. Interesting.

*How long did you practice yesterday?*

*What’s your plan for mastering your instrument?*

*And how will you know when you’ve achieved mastery?*



## Melt **your** fear.

First, accept the risk that what you fear might come about. This will help absorb some of the blow.

Second, breathe. You will shock the shit out of people with your calmness.

Third: Stop trying to control life and allow it to flow abundantly through you. You will instantly lesson your stress.

*What would melt your fear away?*

*What type of marvelous intelligence is at work in that fear?*

*And why do you insist on allowing others to be in the driver's seat of your self-confidence?*



## Modify **your** bullseye.

Don't start a business – start a movement.

Don't make money – make history.

Maintain that mindset and you'll make enough of a mark that when people write the history books, it will be impossible to leave you out. You will become the Universally Presumed Perpetrator.

Like Lord Helmet getting “jammed” by Lonestar on Spaceballs, people will think of you and exclaim, “There is only one man who would DARE give me The Raspberry...”

*Why aren't you thinking bigger? Do you have marketshare or mindshare? And why isn't “Change the World” one of the goals written down on your daily planner?*



## Monitor **your** momentum.

You don't want to be too successful too fast or too early. You will either become an arrogant prick or burn out. Or both.

Sure, money loves speed; but velocity creates stress. And stress kills people. Your challenge is to pace yourself. To get rich slowly. To (not) get sucked into the addictive vortex of success and achievement.

It's what my friend David Newman calls "The Arrogance of Success." In his book *Unconsulting*, he explains, "Resist associating a current problem with a previous success. You will overrate your past successes. Stop measuring all situations by your glorious past rather than looking for new opportunities and the possibilities of the future."

Wow. Never realized being successful could be so dangerous.

*How might your momentum destroy you?*

*Will your complacency erase that which you've worked so hard to achieve?*

*And are you willing to get rich slowly?*



## **Name your “them.”**

We all have our own fictional group of people whose approval we need to do or be something: *Parents. Teachers. Religious Leaders. Bosses. Coworkers. Colleagues. Customers. Readers. Those guys we play basketball with on Tuesday night.*

The difference maker is that some people choose to happily hush those voices – which gives them the freedom to jettison accepted limits – while others choose to helplessly heed those voices, preventing them from truly soaring.

I think Ayn Rand said it best in *The Fountainhead*, “The question isn’t ‘Who’s going to let me?’ it’s, ‘Who’s going to stop me?’”

I wonder which type of person you are.

*Does someone else’s approval mean more to you than your own?  
What parts of your life are you not giving yourself permission to live creatively?  
How would your passion increase if you were driven by self-worth and self-approval?*



## Naturalize **your** material.

Practice SO much that you eventually normalize, routinize and internalize your dialogue to a point where it comes off as natural as a conversation between two friends at a pub.

That's the secret. That the REAL art is hiding the art. That when you practice for hours and hours it won't look like you practiced for hours and hours.

My suggestion: Approach your life as your preparation. That way everything you say will appear spontaneously eloquent.

*How many hours have you practiced today?*

*What could you talk about forever?*

*And how much of your material is written down somewhere?*





## Normalize **your** art.

“The muse favors working stiffs,” says my favorite book, *The War of Art*.

So, I’m not suggesting you become normal. That would be a terrible idea, as nobody notices normal. Instead, I challenge you to normalize your days, your process and your creative time.

Here’s how:

- (1) Get up at the same time every day
- (2) Start work at the same time every day
- (3) Always create during your peak times of the day
- (4) Become a stickler for your schedule
- (5) Ritualize your practice with incantations, traditions, prayers or whatever else gets you in the groove.

*How could you structure your day so you become unstoppable?*

*What are your daily traditions?*

*And what would happen to your productivity if you actually DID have a “typical day”?*



## Open your arms.

The single factor preventing you from manifesting your natural smartness, making progress towards becoming the best version of yourself and living your truth is your defensiveness. Your unwillingness to allow new ideas to enter into your world.

So, when I say, “open your arms,” that means the mental, physical and spiritual “greeting” of people, experiences and ideas with a welcoming heart.

That means the releasing of that goddamn Arrogance Clamp that’s tourniquetting your mental openness.

*What do you see when you see people?*

*When you don’t approve of someone, how hard is it for you to be open?*

*And have you ever sat down calculated the number opportunities you’ve missed because of your defensiveness?*



# Own **your** life.

That means no blaming, no excuses, no complaining, no whining and no projecting.

Whoa. Could you live a year without those addictions?

I bet you could. I bet if you actively chose to reclaim your life as your own and realize that (1) your identity is your possession and (2) your future as your property, you'd be fine.

*How have you withheld yourself from life?*

*What are you unwilling to change that's preventing you from owning your life fully?*

*And what's keeping you from becoming the person you (really) want to become?*



## Own **your** posture.

Here's how:

- Move like you mean it.
- Create a zone of respect and trust around yourself by building credibility into everything you do.
- Be confident enough to be humble.
- Smile for three seconds every time you walk into a room.
- Take the time to decide who you no longer need to or care to impress.

Do these things and your inner and outer posture will become statuesque.

Remember: It's a beautiful moment when you realize that you're no longer anxious to prove your value.

*What do people see when they see you?*

*Who wants to sit in your radius?*

*And what does your physical carriage report about your mental fortitude?*



## Own **your** strategies.

And now, a list of things that are the enemy to success:

Boring.  
Rational.  
Logical.  
Average.  
Normal.  
Anonymity.  
Complacency.  
Assholism.  
Television.  
Complaining.  
Whining.

Avoid them and you'll be ahead of 80% of the world.

*In what ways are you like everybody else?*

*How could you reverse those trends?*

*And how could your career catapult if you were the opposite of everyone else who does what you do?*



## Pick **your** path.

Actually, I take that back.

What I meant to say was, “Allow your path to pick you.”

Because that’s usually the way it works. You look back on your life and notice what **ONE THING** has been consistent the whole time. The one thing you never got tired of. The one thing you always sought out during times of despair. The one thing that made your heart sing.

Yes. *That* thing.

And upon such reflection, you realize that Michelangelo was right: The sculpture is already inside the stone. All you’ve been doing every day of your life is simply chipping away.

Remember: Paths choose walkers. All you have to do is listen and then put one foot in front of the other.

*What are you chipping away at?*

*What’s chipping away at you?*

*And if you knew who you were, what paths would you no longer need to walk?*



## Pinpoint **your** painpoint.

Discomfort it's the single beautifullest thing that ever happens to you.

Here's why:

Comfortable people don't take action.

Comfortable people don't stretch.

Comfortable people don't learn.

Comfortable people don't achieve.

Now, I know it hurts. And I respect that, as should you. So, keep in mind what my yoga teacher says, "Just breathe. The only way out is through."

You have NO idea how many difficult situations you and your body can endure when you cultivate a relationship with your breath.

Breath is life. Breath is fuel. Breath is band-aids. And like Churchill said, "If you're going through hell, keep going."

Remember: Suffering is sandpaper.

*How polished are you willing to become?*

*When you pinpoint your painpoint, what do you do with it?*

*And what would happen to your body if you honored, embraced and welcomed pain as an essential part of the life experience?*



## Preserve **your** superiority.

Here's how:

Every day, allow delicious morsels of your credibility to slowly expand in people's heads. Every day, make sure **SOME** area of your life gets better. Every day, unlearn as much as you possibly can. Every day, prove to someone that you're a good person to know. Every day, live in a way that makes rumors about you hard to swallow. Every day, represent yourself well to others. Every day, align yourself with love and joy. Every day, exert your abundant desire to become the best. Every day, be fierce and original in the art that is your life. Every day, become something that you never used to be. Every day, bring all of who you are to the statement you make about the world. Every day, cut away whatever is extraneous.

Every day, make enough of a mark that people can't leave you out. Every day, be so good that people can't forget you. Every day, pattern your life in ways that give the finger to conventional wisdom. Every day, ardently pursue your unique vision of excellence. Every day, put yourself in the success moment. Every day, share your expertise **SO** generously that people become addicted to and dependent on it. Every day, travel light years beyond your habitual way of doing and being.

*What makes you awesome?*

*What is the reason people flock to you?*

*Are you just another nonentity in the gray mass of blah blah blah, or are you actually distinctive?*





## **Probe your darkness.**

If you dare, that is. If you're willing to come face to face with the ugliness that is your Truth. If you're willing to open the door to yourself and see who the hell you really are. If you're willing to make friends with all aspects of yourself. Like my yoga instructor also says, "Look at yourself in the mirror non-judgmentally. As a *reflection* and nothing else."

The challenge is to develop a working relationship with your screw-ups. It's not easy but necessary; not fun but fundamental, and not comfortable but constructive.

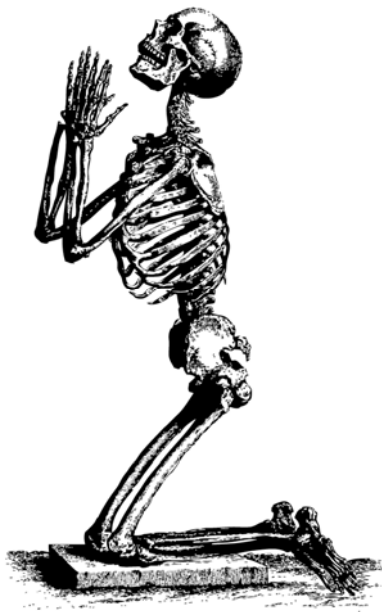
The good news is, once you open the door to your imperfect nature and remove that which blocks the path of truth, the selfhood on which you stand will support you.

And you'll live from the place where nobody can touch you.

*What shadowy parts of your life are you withholding?*

*Have you made friends with all aspects of yourself?*

*And do you have the courage and ability to show yourself as you truly are*



## Protect **your** brain.

Especially if it's big and beautiful and juicy. Because I can guarantee with great certainty that people will constantly try to hijack it. They will attempt to suck as much of your brain out of your skull as possible without paying you a DIME. Like they're entitled to it or something.

This, of course, is a crock of shit.

It's your brain, it's your wisdom and it's your knowledge. You worked hard for it and should put up an electric barbed wire fence around it.

Now, I'm not saying you should be selfish with your wisdom. I simply challenge you to attain balance between Thought Leadership and Advice Prostitution.

Remember: When they don't pay you, they don't hear you.

Your time isn't valuable – it's BILLABLE.

*How did you react last time someone violated your brain boundaries?  
What steps can you take in the next six months to better protect your brain?  
And are you wasting your time hanging out with people who are just trying to pilfer your brainpower?*



## Protect **your** integrities.

You do this by saying no.

You do this by establishing healthy boundaries.

You do this by precisely defining the values that have the most power in your heart.

You do this by knowing who and what disrupts your foundation, then staying the hell away from those people and situations.

*Who is currently violating your boundaries?*

*What would it cost you NOT to stand up for your values right now?*

*And what will be the most effective action you can take to establish a boundary with this person?*



## Question **your** certainty.

There's nothing worse than someone who "just knows."

It's OK to doubt. Doubt is healthy. Doubt gives us choices. Doubt makes us human. Doubt means we were actually listening.

The challenge is actually following up with your doubt to see where it leads you.

*What is your certainty preventing you from learning?*

*What excuses are your lies guarding?*

*And how, specifically, do you KNOW what you know?*



**Question *your* answers.**

Answering questions is easy. Any schmuck can do that.

Perhaps what's more valuable is to ask yourself WHY you gave that answer.

Perhaps what's more valuable is to admit **HOW** you made that choice.

*Were you answering from your ego or your truth?*

*Were you fitting the customer's unique needs or trying to prescribe them a packaged solution?*

*Were you really listening or just offering a mechanically scripted answer that didn't apply to their questions?*

[illegible]

## Reveal **your** essence.

Stop waiting for permission to be remarkable.

Stop waiting for the go-ahead to exert your distinctiveness.

Stop waiting for people's approval to live your authentic selfhood.

It's OK to be awesome. It's OK to kick ass. The world is crying for uniqueness and would LOVE for you to show it what you've got.

So: Be The You that you've always been. The You that you've always wanted to be. The You that people keep telling you that you could be. And then, find the people who will buy from The You that you are, and continue to become more of that You every day.

Remember: If the ultimate freedom is the freedom to be yourself, you may as well tell the world about it.

*How are you asserting your unique selfhood?*

*How much longer can you conceal your true identity?*

*And how would your life change if you morphed into the walking execution of your vision?*



## Recast **your** brand.

Reinventing yourself is a must. It's a pre-requisite for achieving stratospheric success. Otherwise people are going to get bored WITH and forget ABOUT you.

Now, this doesn't necessarily make you a boring person. It just means you haven't broken people's patterns, violated their expectations or challenged their scripts in a while. And when that happens, they start to get fidgety.

This is dangerous for your career.

Remember: Nobody buys boring and nobody pays for average. Be not ordinary in a world where normal is unnoticeable.

*Are you imminently forgettable?*

*If you stopped advertising, would anybody even noticed?*

*And should you really still be using that 1997 Glamour Shots photo on your website?*



## Recast **your** scripts.

They're not who you really are. They're just a bunch of beliefs and values superimposed onto your psyche by teachers, parents, religious leaders and other childhood authority figures.

Wake up. Wake up to your Truth. Wake up to the person you were born to be. Wake up to the version of you who was always there the whole time, kicking and screaming to be let free.

You're not a kid anymore. You're old enough and smart enough to choose awareness over mindless acceptance.

*What childhood beliefs have left you unchallenged?*

*Are you becoming the You you've always wanted to be?*

*And how can you find (and surround yourself by) people who will love you for the You that you are?*





## Recognize **your** blindness.

We're all blind to something.

Usually because our ego won't let us see it. Self-protection is simply too powerful a force.

The challenge is being aware OF and doing something ABOUT it.

*Where are you blinding yourself?*

*What personal defects have you developed a functional blindness to?*

*And what will you do in the next 48 hours to improve your vision?*



## Recognize **your** shadow.

You know that dark spot on your truth?

That flawed corner of your character?

Love it. Embrace it. Hell, even share it. It's a crucial component to your humanity, and if you're not willing to honor and own it, you're just another chickenshit peddler of personal falsehood.

As Parker Palmer beautifully says, "We will become better not by trying to fill the potholes in our souls but by knowing them so well that we can avoid falling into them."

Just do that.

*What potholes in your life are you avoiding?*

*Have you met the darkness within yourself?*

*And what would be the worst thing that could happen if you opened the door to your truth?*



## Recognize **your** tendencies.

Because in order to travel lightyears beyond your habitual way of being, you must blast open the bedrock assumptions that are currently making your heart go out of its mind.

My suggestion: Courageously and openly examine the assumptions behind your reasoning.

Most of them are lies.

Most of them are hurting you.

Most of them are hurting others.

And you need practice deprogramming your mind and detoxifying your thinking so your truest, highest, bestest self can surge forward in the face of fear.

*What would be SO typical of you to do in this situation?*

*What needs to be developed to better handle your critical tendencies?*

*And what better assumptions might you make that would lead to a different action and possibly get different results?*



## Recover **your** equilibrium.

We all get knocked off course. It's part of the deal. If we didn't, life would be boring and we'd never grow.

The secret is, whenever you get all shook up, come back to the center. Return to stillness.

Like a guitar player who busts a string mid-song, it's how quickly we return to the music that matters. That's the real test. That's the ultimate indicator of grace and character and patience and equanimity.

As my yoga instructor gently reminds us when we fall out of posture, "It's human to fall out; it's Yoga to get back in."

Besides, nobody even noticed anyway. Get over yourself and get under your breath.

*How do you find your center of gravity at the moment?*

*What can you let go of right now so that you can regain your balance?*

*And what will you look like when you're balanced and harmonious?*



## Redouble **your** commitment.

Not re-up. Not re-do. Not re-instate.

Re-DOUBLE.

That's how much new commitment you need. Twice as much. At the bare minimum.

Just to make sure that you're still throwing your entire self – all your passion and love and fire and hustle – into whatever it is you've committed to.

*Which of your fears are diminishing your commitment?*

*How can you best execute the commitments you've made?*

*And how are you visually reminding people of your commitment?*



## Reduce **your** speed.

Some people battle to stay busy all the time because they KNOW that if they stop – even for a moment – they'll actually have to confront their problems and realize how mediocre their lives really are.

And the irony is, if they would actually take the time to pause and breathe, they'd come to face to face with their own suckiness and discover how to (instead) become a living brochure of their own awesomeness.

*Why are you rushing?*

*What are you afraid to learn about yourself?*

*And what would happen if you did everything just a little slower and gentler?*



## Reinterpret **your** identity.

First, remember this: That which identifies you doesn't define you. So, believe there's so much more to you than that, and you'll be off to a great start.

Second, remember this: Your identity was formed by the way people reacted to you in the past. So, believe that many of those people were complete morons, and do not allow a group of suggestions to slowly become who you think you are.

Finally, remember this: What you "do" is NOT who you are – who you are is what you do. So, believe that if you really wanted to, you could invent a career that enabled you to get paid for being yourself.

*What vital clues to your identity are you missing?*

*Are you producing quality that's a genuine reflection of who you are?*

*And when was the last time you felt that your actions spoke for the best in who you are?*



## Relax your agenda.

Agendas are dangerous. Agendas are distracting. They block listening and prevent learning. What's more, people will quickly and easily sniff out your agenda if you don't either suspend or surrender it.

Like a hungry dog that conveniently shows up in the kitchen three minutes after you start frying bacon, people just KNOW. Agendas have a distinctive scent. And the danger comes when people spend all their time sniffing out your bullshit, instead of actually listening to you.

So, the solution is simple: Have a purpose, not an agenda.

Take your pick.

*Is your agenda stealing money out of your wallet?*

*What would happen if you relaxed it?*

*And what purpose could you instate that would put people at ease?*





## Renew **your** childlikeness.

So, be child-like, not child-ish. Curious. Creative. Bold. Passionate. Playful. Remaining connected with all five senses at all times.

**CHALLENGE:** Go hang around kids more, but really watch them. Watch their reactions, responses, questions, and gestures, so innocent and pure, so untainted by the reins of the Real World. Then create a vivid memory around those actions and use them as filters for future decisions.

**Remember:** Be not silenced by those who demand that you set aside your playfulness.

*Are you making time to be curious?*

*What would a five-year old do in this situation?*

*And what childhood beliefs have left you unchallenged?*



## Respect **your** cues.

Your body will never lie to you. Ever.

And if you don't honor what stops you, you're a putz.

So, value your blockages. Observe inner patterns. Never ignore the persistent imagery that touches your physiology. It's a cue and it's a CLUE.

This is something you learn when you wake up at 7 AM on a Saturday morning because your lung collapsed and now you have to spend the next week of your life sitting in a bed at Missouri Baptist Hospital whacked out on morphine with a tube in your chest because you weren't smart enough to know when to press the Inner Off Button.

Hypothetically.

*How's your breathing?*

*Where do you feel this in your body?*

*And when your body speaks to you, do you hear a ping or a thud?*



## Respect **your** hunches.

They know what they're talking about.

Especially when they manifest physiologically.

Examples: The butterflies in your belly start flying in formation. The hairs on the back of your neck do an About Face. The curious chill surges through your body like a lightning storm. The sudden hot flash jacks up your body's core temperature. The facial flush redirects your blood to other body parts.

All of these moments ... these clues ... these inner alarm clocks ... *MUST be honored*. Do not press the snooze button on your body. You will instantly regret it.

Remember: Enable the outward expression of your inner hungers.

*What is your body trying to tell you right now?*

*What hunch do you need to follow up with?*

*And how hospitable to your mind's (and body's) inner processes are you?*



## Respect **your** thoughts.

Release the need to appraise or evaluate or react to every idea that bursts in your brain.

Think to yourself: *It's not a good idea. It's not a bad idea. It's not an ANYTHING idea.* It's just an idea.

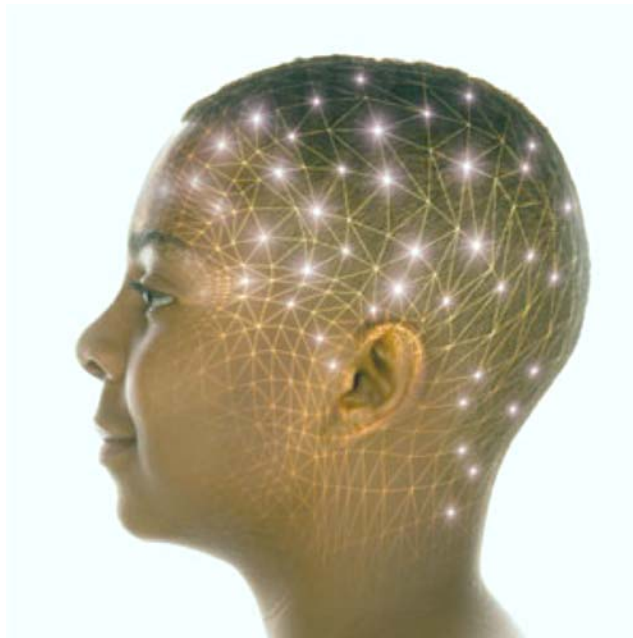
Write it down and let it be. Honor and respect your Muse. Be thankful for everything she gives you. Use judgment-free, label-free language.

And remember the words of Eckhart Tolle, "When you look at it or hold it and let it be without imposing a label on it, its essence silently communicates itself to you and reflects your own essence back to you."

*What are you prematurely discarding?*

*What ideas are you in love with that might prevent you from seeing clearly?*

*And how much better would your life be if you judged nothing and accepted everything?*



## Rethink **your** career.

Especially if your passions aren't being exploited in the service of others. Especially if you get the Sunday Night Blues. Especially if you dread going into work each morning. And especially if you spend most of your days waiting for your days to turn into nights.

If that's the case, something has to change. Like, TODAY. This is ridiculous. Because if you WERE working the perfect job, it would feel like a natural, spontaneous, effortless extension of yourself.

A job that enlists your truest talents, gifts, passions values and philosophies. A job that was SO you. A job that didn't feel like a job. A job that you would do for free. A job that people couldn't pay you (not) to do. A job you would pay for the opportunity TO do. A job that made business personal. A job that made you forget what time it was. A job you that would still do if you were the last person on Earth.

Ultimately, job that makes you think, "I can't believe I get paid for this!"

*What would happen if you had the perfect job?*

*How would your life be different than it is now?*

*And have you ever thought about physically writing out a list of the attributes of that perfect job?*



## Rewrite **your** scripts.

Rote is the enemy.

Don't blindly accept what is happening as the only way. Don't surrender to whatever ~~reflexes~~ ideas were thrown your way.

Detect the collective conditioning inside yourself and live according to your own experience, not according to the beliefs and dictums of society.

Peel back the layers of expectation and conditioning that have encrusted your heart and mind and remember what Jesus said: "Do not conform any longer to the pattern of this world."

*Does the inertia of the past dictate your future?*

*What scripts do you need to re-write?*

*And what would happen if you dismantled old assumptions and blazed new trails?*



## Rock **your** world.

Make impressing yourself a regular stop on your growth path.

And I say, “stop” because anytime you pause, step back and say, “Whoa. Where the hell did THAT come from?” you’re on the right track.

That means you just got better. That means you just added value to yourself.

Of course, none of this means JACK unless you sit down with a piece of paper and figure out what you did right.

That’s the secret. Rocking your world, then writing down how you did it. Even if you don’t know how you did it, write it anyway.

Because if you don’t write it down, it never happened.

*When was the last time you rocked your world?*

*What are you becoming that you never used to be?*

*And what would it take – in the next six months – for you to become the You you’ve always wanted to become?*



## Screw **your** secrets.

Whatever you're currently struggling with, I guarantee you're making it harder than it really is.

Look. Just outwork everyone. Just get up earlier. Just pound the pavement with passion and purpose. Just hustle harder, sell smarter and labor longer than anybody you know, and you'll rock the house wherever you go.

Here's the deal: Secrets are overrated, maybes are lies and shortcuts don't exist. Action is the antidote.

Like my friend Steve Hughes says, "You're looking for the trick play when you need to just work on basic blocking and tackling."

Remember: Be careful not to compound the suckiness of an already bad situation.

*What time did you get up today?  
Are you working smart, hard AND long?  
And why are you waiting for permission to be awesome?*





## Serve **your** sentence.

You must do your time.

As my favorite band, *Treat Her Right* used to sing, “Sooner or later, everybody pays.”

The question is: Will you do it with integrity? Will you pay your dues knowing that the receipt will be your ticket to greatness?

The answer is: Yes. *Yes you will.*

Or else I’m gonna come at you like a spider monkey. And you DON’T want that.

In fact, neither do I – I have a lot of stuff to do this week.

*What are you willing to sacrifice for success?*

*What’s the highest price you’re willing to pay?*

*And who can call you at 2:00 AM when you’re thinking about asking for your money back?*



## Shed **your** armor.

A real warrior is vulnerable.

A real warrior is naked.

A real warrior forgoes self-protection and plunges into the depths of dangerousness because he KNOWS that when he expects nothing, failure is impossible.

He KNOWS that vigorous growth only occurs in those moments when he feels totally destroyed.

*What are you shedding?*

*Have you reclaimed your right to be vulnerable?*

*And how much longer do you want to deprive yourself of breaking out in order to protect others from who you really are?*



## Shuck **your** arrogance.

Like a pearl from an oyster. Except instead of making a necklace, you're making a name for yourself.

Because you listen.

Because you're willing to be wrong.

Because you're willing to be vulnerable.

Because you're willing to change your mind.

And because you're willing to open yourself to new, uncomfortable ideas.

Remember: Arrogance Clamps kill new thinking.

As DeBono said, "The clamp stops the normal evolutionary process by which ideas can get better and better. Arrogance is a mistake in the future rather than in the present or the past. It is a mistake not in the idea but in the way it is prevented from developing."

*What are you unwilling to change that's preventing you from success?*

*Which of your ideas are guarded by arrogance?*

*And how many (more) ideas would you entertain if you released that arrogance?*



## Signal **your** openness.

Not just of your body language, words and physical space. That's only one third of the Approachable Equation.

Forget not about the openness of your heart, your mind and Your ears.

Because that's what people REALLY want to know: If their ideas will be accepted and embraced, notwithstanding their nuttiness. If they have permission to exert their uniqueness. And if they will be able to finish their sentences before your ego stops them in their tracks. Hopefully yes.

Remember: Before someone walks into your office – or even THINKS about heading over to that part of the building – she earnestly awaits that which signals the openness of your personal being.

And that's something your Open Door Policy can't control.

*How are you preserving openness?*

*How can you open your receptors to the other person's subtleties?*

*And how are you building your reputation as someone whose mind can (actually) be changed?*



## Soften **your** eyes.

Let the muscles behind your eyes release their tensions. Look through, not AT things. Like those magic eye posters that, when gently looked long enough, eventually produce a hidden image.

That's how you need to experience yours and other people's realities, every day. You need to slow down, notice the novelties of life, study ordinary things intently, make the mundane memorable and be mindful of your surroundings.

This mental recipe works. As Herbert Leff explained in *Playful Perception*, "Expand your repertoire of awareness. Increase the choice about the quality of your inner experience, and it will improve the flavor and value OF that experience."

*Have you found something special and unique in everything you've encountered today?*

*How many boring things have you discovered an inherent interestingness to?  
And what would happen if you doubled your eye softness?*



## Strengthen **your** foundation.

That way, when the shit hits the windmill, your stillness will support you.

Whether you use meditation, yoga, guided imagery, creative visualization or deep breathing exercises, the commonality is simple:

Create enough Inner Good to last you for a while. Stockpile enough inner resources so when your body starts screaming at you, you'll know how to respond.

*What's your foundation-setting process?*

*What resources could you tap into to overcome this obstacle?*

*And how much stronger would you be if you introduced stillness, breath and consciousness into the equation?*



## **Stop your pleasing.**

Be not conditioned to respond predictably.

Be not conformed to some external template.

Be not preoccupied with pouring every moment of your being into other people's lackluster expectations.

Be not relegated to the realm of mediocrity.

Be not submissive to other people's rigidity while avoiding living someone else's mechanical thoughts.

Be **ONLY** a first-rate version of yourself, and not a second-rate version of somebody else.

*Whose approval is suppressing your success?*

*What narrow definitions do you need to escape?*

*When was the last time you recast your working assumptions?*



## **Stop *your* whining.**

Whining assumes impotence.

Whining makes you zero money.

Whining is counterproductive to success.

All it does is inflate your ego with a false sense of power while simultaneously annoying others that never liked you in the first place.

As my brilliant friend Chris Johnson says, “To projectile vomit your bad experience onto everyone within your blast area exhibits the most vile of all human behaviors: Assault on others’ happiness.”

In short: Less excreting, more executing.

*What kind of people does whining attract into your life?*

*Do high caliber people whom you admire whine often?*

*And does whining (really) make you feel more powerful?*





## Sweat **your** name.

“What’s in a name?”

Everything.

Your brand. Your life. Your values. Your honor. Your family. Your personality. Your past successes and failures.

Everything.

The difference maker is, everyone HAS a name – *but only some people LIVE their name.*

*How are you living YOUR name?*

*What do people think when they see your name?*

*And what do people say after they say your name?*



## **Tame *your* censor.**

Writing is defined as, “Slicing open a vein and bleeding your truth all over the page.”

So, the secret lies in your willingness to put on paper whatever it is you’re feeling, at that moment.

Personally, I say screw your editors. Screw your bosses, teachers, parents or whatever other authoritative, conformist voice is yapping inside your head.

It’s just trying to get a rise out of you. It’s just trying to launch you into an emotional spiral, which will ultimately prevent you from getting at the truth on the page.

The goal is to believe what you believe because you (actually) believe, not because you were taught to believe and then mindless followed.

*What did you write today?*

*What did think about writing today but you wussed out and kept inside your body?*

*And how much less stress would you feel if you let that truth out of its cage?*



## Telegraph **your** reliability.

Return calls faster. Reply to emails quicker. Retweet thirty seconds later. Send packages overnight.

In short, do what you said you were going to do, but faster. Then remind people of it. Make it so obvious that they can't help but notice your quickness.

For example, in your summary email following a productive conference call, make sure to say, "As promised, here are my notes from our conversation from ten minutes ago..."

These little moments of reliability add individual bricks of trust to the foundation of your relationships.

*How reliable are you?*

*How reliable are you perceived to be?*

*And what will you do this week to telegraph that reliability so there's no doubt in people's minds?*



## Test **your** excuses.

I guarantee you'll discover that they're all lies. Nothing by mental sandcastles built by that yellowbelly ego of yours who has nothing better to do than make you doubt your Truth.

The challenge, then, is mustering the guts to let everything go, look in the mirror, and confront yourself. This is a lot more difficult than it sounds.

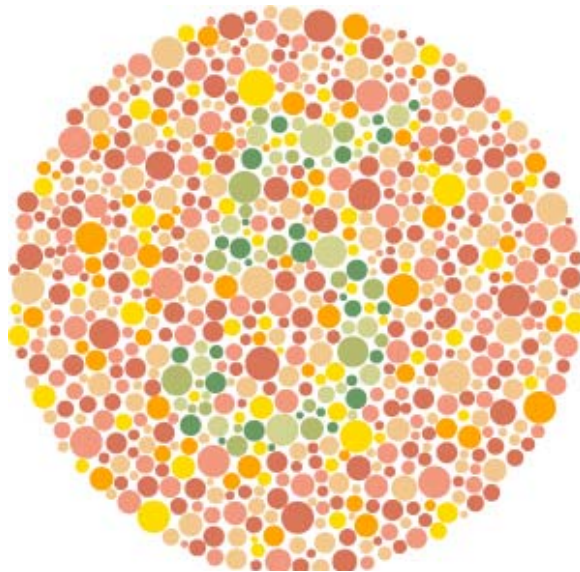
Suggestion: Bikram Yoga. You ever spent ninety minutes staring at yourself in the mirror? Man. That'll test your excuses. It's painful. *Not physically*. But emotionally and spiritually? Whoa.

That's why yoga rocks: *There's no escape*. No leaving the room. No averting your gaze. No shutting your eyes. Just a forced confrontation with your physical truth – scars, stretch marks, badonkadonks and all.

*Which of your own excuses are you falling in love with?*

*What excuses are preventing you from getting started?*

*And is there anyone else who has the same excuse but is moving ahead successfully nonetheless?*



## Transfer **your** love.

Not selling. Not marketing. Not managing. Not evangelism. Not anything.

*Transferring your love.*

Plug everything you do into that equation and I guarantee the following four results:

- (1) You will be successful
- (2) You will have the time of your life every day

-- then --

- (3) People will love you right back
- (4) People will tell their friends about you

*What if, instead everything you did was a form of transferring love?*

*Would customers buy more?*

*Would customers love you more?*



# Unbury **your** desires.

First of all, why are they buried anyway?

Unacceptable.

Grab a shovel and excavate those babies. I don't care what your parents or your teachers or your priest said when you were growing up. Your desires are your darlings, and if they don't get some sunlight soon, they may never get the nutrients needed to blossom.

NOTE: If your desires include hurting yourself or others, leave them underground where they belong.

*What's stopping you from dreaming freely?*

*What's preventing you from doing the things you KNOW you should be doing?*

*And if your desires were fulfilled, how would your life change?*



## Uncover **your** assets.

Think about what you're so good at that you make it look easy.  
Think about what you know that other people find valuable.  
Think about what you know that others would pay money to learn.  
Think about what everyone is always asking you about.

And think about what you have accomplished that people would not only respect, but also desire to learn and utilize to gain the same benefits for their company.

Those are your assets. Those are your seeds of wealth. ‘

And if you water them every day, not only will they grow into profitable plants, you will soon become too good to forget.

*Have you identified and valued your TRUE expertise and inventoried your negotiable personal assets?*

*How can you transform your expertise into a product that people can EASILY become obsessed with?*

*And who would give their right arm to acquire the valuable expertise you now realize you possess?*



## Unleash **your** enthusiasm.

Because if you're not excited, they're not excited.

And if they're not excited, they're not receptive.

And if they're not receptive, they're not going to learn.

And if they're not going to learn, what the hell is the point?

Remember: It's OK to be high energy. It's OK to be a little nutty. It's OK to be a little over the top.

*Are you known as a person of boundless enthusiasm?*

*What deep meanings fuel your enthusiasm?*

*And how many people's attention are you losing because your energy sucks?*





## Update **your** #1.

Ah, the war within. The backstage battle. The subterranean struggle. That's what comes FIRST

Screw dealing with other people. You got bigger fish to fry. (Ahem, YOU.) I suggest taking a look in the mirror before you start yelling out the window. Put THAT person first. I don't care what Rick Warren says. I don't care how many weeks *The Purpose Driven Life* was on the *New York Times Bestseller List*. It IS all about you.

You can't change the world if you don't change yourself first. You can't serve others if you don't serve yourself first. And you can't expect to pull splinters out of other people's eyes when there's a freakin lumberyard in yours.

So, remember the creed of *Optimists International*: "Give so much time to the improvement of yourself that you have no time to criticize others."

By fixating on someone else, we lose unrecoverable time that could be devoted to becoming uniquely great.

*Who's #1 on your list?*

*What could you do for yourself right now that would be obscenely selfish?*

*And how would the world change if you realized that it WAS all about you?*



## Validate **your** existence.

It's the answer not to the question of WHO are you, but rather, WHY are you?

As in: Why were you created?

As in: What are you the answer to?

As in: What were you designed to cure?

Once you figure those answers out, then you just have to make sure your daily actions are consistent with that.

Then, your usefulness will become a form of worship.

Then, you will live your name.

*Why are you alive?*

*What's the validation of your existence?*

*And what, specifically, will you do in the next 24 hours to execute that?*



So, in **summary**:



Waiting for **permission** to be remarkable.



Live your **name**.

P.S. Thanks for reading this ebook!

It was my pleasure to offer it as a free download. I hope you now feel inspired to go change the world.

In return, my only humble request is that you:

1. Buy all eight of my books ([www.amazon.com](http://www.amazon.com))
2. Hire me to speak at your organization's next meeting ([www.hellomynameisscott.com](http://www.hellomynameisscott.com))
3. Order customized video learning modules from my online training website ([www.NametagTV.com](http://www.NametagTV.com))
4. Rent my brain for a one-on-one business coaching or consulting session ([www.rentscottsbrain.com](http://www.rentscottsbrain.com))
5. Retweet any of the passages in this book that you found to be especially inspiring ([@nametagscott](https://twitter.com/nametagscott))

Not necessarily in that order, of course ;)

Cool? See ya.

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