



Just Start Transcript

I see so many people who say they want to start a business, who say they want to make more money, who say they just want to change something about their lives, and they say that they want it, and then they never do anything to make the change or to go into a different direction. I tell people that I could give the same playbook to two different people, the same playbook to building a business, and building a seven figure venture, and one person would take it and they'd run with it and they'd have a million dollar business in twelve months.

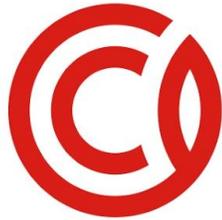
And another person can take the exact same playbook and say, "You're a scam artist, and you ripped me off." And the only thing that is different is the person that it is given to. And the thing that holds the most people back from ever starting or doing anything is that they just are uncomfortable with what it would look like to make a mistake or fail.

So, I just want you to know, as somebody who has already built seven figure businesses, somebody who has already achieved a certain level of wealth, I make mistakes all the time. Mistakes are our muscle. You just get better at failing faster. You just get better at being okay with something totally sucking the first time through.

I did my first event in 2015 and I had no idea how I was going to do my first event. I had no idea if anybody would show up for the event. I had no idea if I'd be able to pay for my expenses. I just decided that it was okay if it sucked. I just decided that it was okay if I lost money. I just decided that if I did it and didn't like it, that it wouldn't be career suicide.

And that gave me the cover, it gave me the permission, to just go do it. To just go do it for the fun of it. To just go do it because I wanted to. And if you can get into the place where you do things just because you want to without this tenseness about what result it leads to, you end up getting the result. It's this strange paradox of life that if you don't need the result in order for you to move forward, then you end up getting the result because there's a lightness about how you move forward.

So, if you've been thinking about starting something, if you've been wanting to change something up, if you've wanted success and you just feel paralyzed by this inability to move forward or make decisions or to start something, it's probably because you have the result on a pedestal. My friend Brooke Castillo likes to say that life is 50/50. It is 50% exciting and fun and happy and 50% just misery and the faster that you can be okay with that and realize that when



you hit a certain level of success and you get everything that you want in life, life will still be 50/50.

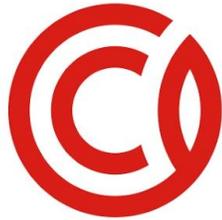
Fifty percent of your life is still going to kind of suck no matter how much money you have, no matter what relationship you're in, no matter how wealthy you are or how exciting your business is, you're still going to have problems because as you move forward you just open up a new door that has more choices and is going to allow for more opportunities to swing and miss. It's going to allow you for more opportunities to try new things, some of which you won't like, and some of them you will.

And so, if you've felt stuck in your life, your business, or your career, it's probably because you think that the result is going to change your life more than it's actually going to change your life. If you realize that the result is not going to change your life, then you're freed up to just go try things, just go test things, just go swing and miss, just take a cut at a pitch and be okay if you look like an idiot.

Can you be comfortable looking like an idiot? Can you be comfortable getting the worst one out of the way? Any time you try something new, it's going to be the worst you ever were. Nobody does something 100 times and it's worse than the first time. The worst one is always the first time you try something. Are you willing to just get the worst one out of the way? Are you willing to have your first business fail and get it out of the way? Are you willing to ask somebody out and look like an idiot and get the worst one out of the way? Are you willing to make an investment that might go to zero and go well, the worst one if out of the way?

You're a human being. You will only improve the more practice that you have under your belt. So, the thing that I would say to the person who wants success, who wants wealth, who wants money, who wants growth, is to realize that you will want those things no matter what stage of life that you are in. It's the pursuit that you want. It's the exciting path of expanding that you desire most. It is the unfolding of the things that you want that you want so much. It is not the thing at the end of the journey. It is not the million bucks that you want.

It is that you believe the million bucks will free you up to go grow and expand and do the things that excite you, and most people don't realize that the most exciting thing in the world is the journey that they take to get to that end destination. So, if you can realize that the result comes when you stop putting the result on a pedestal and you just start pursuing the excitement that you think is going to be on the other end of the result, then you're freed up and you get to experience all of the upside now.



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Not when you have the million dollar business. Not when you have a certain amount of money in the bank. But right now because what you really want is the growth, the expansion, the excitement that you think has to wait for there to be money in the bank or the right idea. I'm here to tell you it can happen now, it can happen right now when you realize that you are only going to grow from this point, and the things that you do in the beginning are probably going to suck, and that's okay.

You don't need to wait for the next brilliant idea to be beamed into your brain, you don't need for the right relationship to show up or the capital to be available for you to move forward. Those are all excuses that you use in order to justify not taking action because you're afraid of failure. And I want you to know that failure is just part of the process. It is literally part of the expansion. It's you collecting data along the way. This didn't work, this worked. This was fun, this wasn't fun. And that will happen for the rest of your life. There is never a point at which you are done. There is only a part at which you start, and that can be today.