The 9 Irrefutable Laws of Entrepreneurship

Nobody wants to have a business.

Now, that might seem like a crazy way to start this e-book, but it's true.

What we want is the ***benefit*** of having a business.

We want freedom, finances, and fun. We want to control our schedules, we want to control what we do in the world, and we want to make a bigger impact.

We choose **business** in order to accomplish those things.

The reason it's important to understand that we didn't really *choose* businesses, is because **we're not programmed to be business owners**. Yet, we're programmed to want the benefits of being business owners. HUGE distinction!

What is required of us to be in business is not the same as what's required to be a good employee or what's required to succeed in *any* other area of life.

So, as business owners, we have to be willing to change the way we think.

If we don't have the right mindset to be in business,
we simply cannot win.

- It's not good enough to have a good product.
- It's not good enough to be a good speaker.
- It's not good enough to be good in sales.

There are a lot of components in business that are mechanical, strategic, and formulaic, all of which require us to create systems. But, if you have great systems in your business, and you don't have the right mindset, your systems cannot make

up for the wrong mindset. But, with the right mindset, you can learn how to build the right systems.

What most business owners are trying to do is learn the systems, the formulas, the shortcuts and the "right things" to do.

After almost two decades of being an entrepreneur, what I've learned is, the entrepreneurial journey is a *different game with different rules*. One that most of us have not been adequately prepared for.

And, the rules change. All the time. One of the reasons the rules change is because no matter what our business is in terms of our product and industry, what we're really in is a people business. And, when people change, the rules change.

We have to be keeping up with, not just our customer from a transactional standpoint, but who we are here to serve. And who we are here to serve is people. People, who at some point, are making a purchase decision or a purchase rejection.

So we, as entrepreneurs, have to be malleable. We have to be flexible, we have to have the right mindset, and we must have the right foundational awareness. That will require us to change the way our brains have been programmed to think for a long, long time and resist a lot of the ways that society programs us to think.

If we can do that, then we have a chance.

If we can't do that… And I don't want to sound negative, but if we can't do that, we don't have a chance.

I'm saying that because I've seen person after person with incredible ideas and a lot of money and great work ethic and they can't make it work because *they don't make the necessary shift to the mindset of an entrepreneur*.

There's sacredness in the word "entrepreneur". By my definition, while technically you're a business owner if you go down to the courthouse and get a business license, you're not an *entrepreneur*.

There is being a business owner and there's being an entrepreneur. Those two things are not necessarily the same.

Too many business owners are chasing down the rules to succeed. The rules of how to sell or how to market… They are asking, *"What's the best kind of Facebook ad?"* or *"What's the best social media platform to advertise on?"* or *"What's the best software to run?"*

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My answer is always a version of, *"I don't know. It depends. Who are your people and what is your product? Do you like technology?"*

I'm going to give you a different answer if you're the person that likes technology than if you're the person who wants to throw your computer out the window when stuff goes wrong.

So, while I don't believe in rules, there are **Laws of Entrepreneurship**.

When we're dealing with humanity *(and we are all humans)*, so of course we need to deal with our own humanity, but we're *also* serving humans.

So, we've got two levels of humanness that can potentially make all the rules irrelevant. What works for one person in one industry with one product will be *completely opposite* for another person in another industry with another product.

One of the fundamental flaws our society programming has created for entrepreneurs is the desire for the "right thing" to do. The desire for the rules. And rules are not flexible, laws are. That might seem weird because laws typically govern the rules. But, laws are more flexible than rules.

For example, I teach speaker training. And one of the things I've been talking a lot about to my students is the following: *You don't actually know what you're in for until you get on that stage. You might be ready for a hand-held mike and all they have is over the ear. You might not be ready for the feedback. You might not be ready for the lights. You might be preparing for 100 people and there's 500 people or 500 people and there's 5 people. Or you might have a 45 minute speech ready, and you find out you now have 20 minutes.*

There are so many potential variables that will destroy all the rules.

But if you understand laws and you can go, *"OK, the law here is I need to create rapport with my audience and I understand what causes humans to be influenced. I understand what causes humans to want to buy something. I understand the laws of human behavior. So now I can shrink what I planned for 45 minutes into 20 minutes without deviating from the laws, but changing all the variables."*

So the laws, <u>because they're more foundational</u>, are actually more flexible.

But most people just don't want to do that. Most people don't want to deal with the laws because that means they've got to learn a lot more. And that means there's more responsibility and more ownership.

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But, a couple of the things that you need to succeed as an entrepreneur are more responsibility and more ownership.

The things we tend to run away from are requirements in this entrepreneurial game. And that's what has created this curriculum.

So, let's dive into **The 9 Irrefutable Laws of Entrepreneurship**.

Irrefutable Law #1
The Law of Business Creation

The operating word is here is creation. We have to understand that business is much more of a creation than it is a formula, which means business is more *art* than science. And, while science is clean and guaranteed and A + B = C all the time, art is messy. And, our intellect hates that. It wants our success to be scientific. But there is no such thing as a guaranteed scientific approach to an art form.

Now of course, there are certain industries and products where there is more science involved, where there are specific checklists and frameworks and we just follow the rules. But, even in an industry like that, the artistic part is the humanness of the entrepreneur.

So regardless of our industry or product, there's always this element of artistic creation.

And in some industries, it's almost all artistic because there is no series of checklists.

We have to understand that creation, from an artistic standpoint, is quite literally a different way to operate. It's a different way to think, it's a different way of being.

And what I love about the word creation is that it is the opposite of reaction. So ultimately, those are the 2 essences we're operating in: We are either ***creating*** or we are ***reacting***.

When our brain is operating according to reaction, something happens and we react to the thing happening.

And in our online, technology driven world, we're reacting to get a reaction.

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I say I'm going to do a video. And what do I want out of you? I want a reaction. I want you to like it. I want you to subscribe. I want you to share. I want you to engage.

If I put a video up there and there is no reaction, I think, *"What's the point?"*

It's similar to the philosophical question of, *"If a tree falls in the forest and no one is around to hear it, did it really make a sound?"*

If I put up a video and nobody reacts to it, then did I really put up a video?

According to today's standards, that video doesn't exist. And then we throw in the algorithms... Platforms will *literally* make sure the video doesn't exist by not letting anyone know about it since nobody is reacting to it. On this path of reaction, we're driven by trying to get other people to react to us.

This puts us in a somewhat of a defensive mode with the mindset of, *"I don't want to create my thing unless I know you're going to react to it in the way that I want you to react to it."*

This means I need to have a guarantee that you're going to like my idea, you're going to like my video, you're going to open my email, and you're going to engage.

When we're in reaction mode, we are responding to what we think is going to happen from the people that we want to react to our creation. That is not true creation. That's conditional creation.

The operating condition being, I'm not allowed to create unless you like it. In that space, I'm not creating from a pure place. I'm creating from a conditional place.

And that's incredibly difficult because I don't know where you're going to like. And as soon as I stop creating for you and I create for somebody else, I don't know what ***they're*** going to like. And what that does is that pulls us away from us.

We stop creating for the sake of creating. And we start creating for the sake of reacting.

And when we're doing that, now we are demanding that we are able to predict the future because we're telling ourselves our creation isn't valid unless they like it, but we don't know if they're going to like it unless we create it, and then we *really* don't know if they're gonna like it unless we publish it and put it out there for them to react to. But, we're not going to do ***that*** unless they promise us that they're going to react to it before we even create it.

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And that's the loop that so many people are in.

And I'll tell you how this shows up, because we need to be able to recognize when it's actually happening.

Every time that we're hesitating, every time we're not putting a video out there, we're not starting a business, or we're not writing the book because it needs to be "right" or it needs to be perfect, or it needs to be good, or we need to be ready… We're stuck in that cycle.

The way out of that is to understand the *essence* of creation.

A few years ago, I had a powerful experience when doing a silent meditation exercise with a small group. We were meditating outside for 20 minutes and we could all hear the chirping of the bird a few houses away.

Afterwards as we were debriefing the meditation, our group leader said, *"What did you notice?"*

I said, *"I heard the bird."*

And he said, *"What was the bird trying to teach you? What lesson did you learn from it?"*

While I didn't catch this when I heard the bird, in that moment when he asked me the question, I had the thought, *"That bird didn't care if I liked his song or not. That bird was singing his song. Because that was the song he had in him. He didn't only sing the song when he knew he wouldn't wake anybody up. He didn't only sing the song when he knew people would like it. He sang the song because it was his to sing."*

So, what if we operated that same way?

What if the ONLY condition for permission for me to create was simply because I have something to share.

What if I sing my song because I have a song to sing? Not because you're going to like it or you're gonna buy my album. As long as I'm concerned about you buying my album, then I'm only going to write the songs that you'll like and you'll buy. But again, that's not pure creation. That's conditional creation.

So there's an element of this creation that we need to define internally. Meaning, my creation is valid because it's my creation.

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From this reaction standpoint, what a lot of people will do is not only react to what other people might say about their creation, but they will react to other people who are singing a similar song.

We compare ourselves to other speakers, to other coaches, and to other businesses and we think things like, "I'm not as good as he is or I'm not as good as she is, so I don't have permission to do my thing unless I'm as good as them or unless I'm better than them."

Do you know how many renditions of The Star-Spangled Banner have been sung? Millions and millions and millions. And, the best renditions are the ones that are unique to that individual person.

So it doesn't matter really what the message is compared to other messages that are out there. What matters is do you have a song to sing? And if you have a song to sing, then create that thing.

And the definition of success, at least especially in the earlier stages of any business or any creation, is the creation of the thing. Period. Not the reaction to the thing, but the creation of the thing.

And, I'm not saying the reaction is unimportant. Of course, we can get into the systems of how we're positioning it, we can get into advertising, we can get into sales, and we can get into marketing.

But we cannot do any of that unless the thing is first created.

And, we can't, no matter how good our sales and marketing and systems and all those other components are, we cannot make up for a product that isn't truly, authentically us. Those things will never overpower the lack of authenticity.

We've got to create like our life depended on creation, not like our life depends on reaction.

An important distinction when talking about creation and reaction is the employee mindset versus the entrepreneur mindset.

And I'm not necessarily just talking about people who have jobs or not. There are a lot of people who own businesses, but they have an employee mindset. I am talking about how this brain is operating. Is it operating as an employee or is it operating as an entrepreneur?

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The employee mindset cannot win as an entrepreneur. It cannot because you're playing different rules to a different game. The employee mindset demands some of the things that are required as an entrepreneur, not happen.

The employee mindset demands that we avoid some of the experiences that are ***required*** as an entrepreneur.

- Doubt
- Fear
- Failure
- Losing Money
- Being Embarrassed

The employee mindset demands that we know the rules so that we can avoid failure.

The entrepreneur mindset knows, if I know the rules, then those aren't my rules because those rules were created for somebody else . Joseph Campbell says, *"If you can see your path laid out in front of you step by step, you know it's not your path. Your own path you make with every step you take."* That is the creation part because if I want to blaze my own trail, why would I be looking for a pre-paved path?

The fact that somebody else paved it means it isn't mine.

But, the employee mindset is demanding that we find the pre-paved path because that means we can avoid failure. We think it's safe and we think it's going to be smooth and that we won't have to deal with all the bumps and bruises and we won't fall in any holes because that path has already been pre-paved.

So the employee mind says, *"I'm looking to remove risk. I'm looking for the thing that will guarantee that I'm going to go where I want to go. And then I will fully commit to this pre-paved path."*

And the entrepreneur says, *"Number one, there are no such things as pre-paved paths to where I want to go and number two, if I find the path that path is somebody else's anyway."*

And those are completely different ways to operate.

There is no familiar path to making a unique impact on the world. Now, this doesn't mean that you don't learn from other people. You should absolutely pay attention to the mistakes that other people have made. Pay attention to the good things that

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other people have done. You listen, you get coaching, you go to seminars, you soak in all the information.

But the distinction is, you're looking for ***ingredients***, not ***recipes***.

I can take an ingredient that worked for you and remove an ingredient that didn't work for you, because I don't think that's gonna help me, while still creating my own recipe. So this distinction between the employee mind and the entrepreneurial mind is so, so critical.

The employee mind fears:

- Danger
- Risk
- Failure

The employee mind is afraid of losing:

- Money
- Approval
- Customers

The employee mind is determined to operate on guarantees and the employee mind is transactional. Meaning, I'm going to give you something and you're going to give me something. On a job, I give you my time, you give me money. It's a transactional exchange.

But, building a business?

There is no such thing as a guaranteed transaction of *anything*.

There is no, I'm going to give you this content and you're going to give me a like or you're gonna give me a share, or you're going to give me money, or you're gonna call me back.

And, I believe you need to get valuable FIRST before we start offering things to people for them to purchase. Become valuable first BEFORE trying to get valued. So much of society is driven by the shortcuts. We just want to get the money. So we search for the turnkey way for guaranteed success. That's the employee mind searching for that answer and looking for the guarantee.

But, in business, we do something, and we don't always get something.

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While the employee wonders what's gone wrong, the entrepreneur understands that there's nothing wrong there. It is simply part of the creation process.

We cannot be judging every step of the way whether we did it right or wrong.

One of the most critical shifts that we have to make if we're going to survive in business is to understand that the entrepreneurial mind is literally a different animal. You cannot feed it the same, you cannot put it in the same habitats, you cannot expect it to behave the same way because it quite literally is a different animal.

Now, that's not easy to just make that switch because we're programmed by society from a very young age to be in that transactional space, to be an employee to some degree.

So it's tough to just go, *"OK, well, I'm not going to do that anymore. I'm not going to value the things that I've always valued."*

But part of making this shift is not to not to change your values, but to change the definitions of our values.

What I mean by that is, we can still value safety as an entrepreneur, but what safety means is different than what safety means as an employee.

We still value freedom, but the definition of freedom is different.

And the definitions are unique to the individual. What works for them might not work for me in two ways. One, if I do what they do, it might not produce the same results that they got. Two, if I do what they do and do I produce the same results that they produced, those same results might not work for me.

The 7-figure launches and the 6-figure businesses, whatever the tangible measurements are that we're searching for… If the goals are not truly aligned, sacred goals, then even if we achieve them, we might lose in that process. Their success might not make me happy or might not light me up.

We really have to start sourcing our definition of these values internally, not externally. Don't let the world tell you what you're supposed to be afraid of. Don't let the world tell you what financial security means. Don't let the world tell you what success looks like. **You** tell you. And that's more of a discovery process than a learning process from external sources.

This shift from employee to entrepreneur is *everything*. If you do something and you get a result, the employees are going to look at that result one way and the

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entrepreneur is going to look at the same exact result another way. How you relate to the results you create will determine whether you succeed or not.

The employee is who needs the fast money. It's the employee mindset that needs the shortcut. It's the employee mindset that needs you to remove all risk of failing. So again, we can be business owners, but operate like employees.

What makes an entrepreneur is when we begin to change the way we think and we start changing the way we relate to the process of entrepreneurship.

Irrefutable Law #2:
The Law of Certain Uncertainty

As an entrepreneur, if you really want to be certain about something, just know you're going to be dealing with uncertainty *only* *all the time*.

Because we're dealing with humans and we're dealing with fears and we're dealing with our own relationship to all the different values and beliefs that we have.

The human brain is complex. And there is a scientific difference between complicated and complex.

Complicated means hard, difficult, tough to understand.
Complex means constantly changing.

Our brains are constantly changing because we're taking in all sorts of information literally every nanosecond of every single day.

So our brain, literally, not figuratively, ***literally***, biologically is not the same brain we had yesterday.

We are complex in the way our brains work. We're constantly changing. We're dealing with other humans who are also complex. We're dealing in a society that is a collection of complex humans, which means the society is complex. We're dealing with technology that is complex. We're dealing with all of these complex variables that then become exponential on top of each other and yet, we're searching for the static rules.

We're searching for the static rules to apply to a circumstance that doesn't have a static thing in it. *Except* uncertainty. That's the only constant.

Furthermore, those rules are based on the past. They're based on an earlier version of ourselves with an earlier version of society, with an earlier version of the

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product, with a different version of the human. So the employee mind is demanding static, constant transactional rules in a complex, ever-changing flexible environment.

Until the employee stops demanding the impossible, the entrepreneur can't win.

So this law of certain uncertainty means that we have to change the way we relate to the concept of certainty and to our judgments around certainty.

We cannot change the existence of certainty, we can only change our relationship to certainty. And then, we can also recognize that uncertainty means we're in uncharted territory, which is what we want anyway.

What most people are wanting is some form of **MORE**. More money, more freedom, more love, more joy, we want MORE. But, we don't want to change anything. We want more while being comfortable. Those two things are like oil and water. They never, ever, *ever* will be able to live together.

You're either committed to MORE or you're committed to comfort.
You're either committed to growth or you're committed to comfort.

There's no such thing as comfortable growth. So while the employee demands comfort, the entrepreneur says, *"Let's grow!"*

You will never get something that's outside of your comfort zone if you're not willing to break through the walls of your comfort zone and you cannot tear the walls down while being afraid of uncertainty.

Our goals are wrapped inside of uncertainty, so if we reject uncertainty, then we are also rejecting our goals. We don't get to pull them apart and say, *"Give me all my goals and dreams, but hold the uncertainty, fear and failure."* You're either all in or you're all out.

We must choose.

And this leads us to the third law...

Irrefutable Law #3:
The Law of Requisite Fear and Failure

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Requisite is the key word here. It is **required**. Fear and failure are not just something that we will *probably* experience, they are required ingredients in the process of growing.

So what that means is, if you want to remove the fear, you can. You do it by giving up on the growth. It's the only way. You cannot have them both.

This goes back to the idea that there is no such thing as comfortable growth. Our fear is trying to keep us comfortable by telling us, *"Don't break these walls down because it's scary out there!"* And what entrepreneurs say is, *"You know what? It's scarier in here."*

It's scarier in NOT growing.

Me not ever knowing what I'm capable of while I'm here on this planet is way worse than anything that can happen to me if I start tearing down the walls of my comfort zone. **That** is the distinction.

So, again, we're not changing whether we have fear or not, we're just changing the focus on it.

Employees are afraid of trying something and failing.
Entrepreneurs are afraid of not trying something and regretting.

The entrepreneur is afraid of the door that was never opened. The employee is afraid of opening the door and seeing something scary.

As long as the fear of regret is bigger than the fear of failure you're going to be willing to do what's necessary… Requisite Fear and Failure.

You cannot grow without failure. And all failure is just a judgment.

So if you do the thing that you want to do, if you publish your message or to take a shot, swing the bat, etc and you *don't* get the outcome that you wanted, the employee determines that to be failure because of its transactional mindset. I did this thing to get this reaction and the reaction I got didn't match the prediction. That equals failure to the employee.

To the entrepreneur, standing still is what equals failure. The way the entrepreneurial mind thinks is, *"If I do something and I don't get the reaction that I wanted, first of all, I'm not conditioning that reaction to be the only reason I take a shot or not. So, I don't need the reaction in order for this thing to be successful. So I'm going to take a shot. And when I take my shot, I'm going to get some kind of*

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outcome. And, the success is in the taking of the shot. The success is in stepping forward."

While the employee says, *"Success is in the reaction matching my prediction"*, the entrepreneur knows, not only can we not predict the future, it doesn't want to live according to the rules of the employee game that it's trying to bust out of anyway.

So the entrepreneur says, *"The win is in taking the step, not in the prediction of the outcome succeeding or matching my expectations."* The entrepreneur mindset thinks, *"Okay, well, either got what I thought I might get, or I got exactly what I wanted, or I didn't."* That's it.

The entrepreneur doesn't make it mean, *"I'm a failure."*

The employee says, *"It's a failure therefore, I'm a failure."*

And when we are a failure, we now have to motivate ourselves to get back on the horse and try again. ***That*** is really difficult.

The entrepreneur simply does not look at it that way.

The entrepreneur says, *"It failed. But that doesn't mean I failed. And it doesn't mean I'm a failure."*

So it's the personalization of the outcome that is a massive distinction between the employee and the entrepreneur. And as long as every attempt you make has your personal value attached to it, meaning, if it wins, you win, and you're a winner. And, if it fails, you fail, and you're a failure; that is not a game that we want to sign up for.

The entrepreneur simply says, *"We're going to take actions and we're going to get outcomes, and I am not going to pretend that the outcome of the action equals the value of me as a person."*

In this space, we are free to try, we're free to take shots, and we're free to swing the bat because we know that regardless of what happens in the outcome of the action, it doesn't determine our value as a person.

That's emotional liberation.

We give ourselves permission to swing the bat.

That word, **"permission"** is so critical because if we tell ourselves that if this action doesn't go well, we're going to feel terrible… Our protective mechanism, whose

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number one job is to keep us feeling safe, will not allow us to make the attempt. Or if we do, it's going to have to come from ***a lot*** of motivation.

It's our own self that says, *"You do not have permission to take a step because you're operating like an employee and every time you do take a step, I feel bad about myself. So until you can prove to me that you can take action without me feeling bad about myself, I'm not going to let you do it."*

And that is how our sabotage is created. That is how perfectionism is created and it is how fears are created. It's our protection mechanism saying, *"Listen, I need to step in here because you're going to keep messing around and make me feel stupid. So I'm going to inject this fear into your brain to make sure you don't try that anymore."*

So, the actual essence that needs to be changed is the internalization of the failure. If we don't shift that, we will never have permission to keep creating. And if we don't have permission to create, we cannot be an entrepreneur.

And just knowing it doesn't mean you change it. Awareness doesn't equal breakthrough. A breakthrough requires action. But awareness has to happen before action, which has to happen before breakthrough.

So, this massive realization is great, but realizations don't become real until we get into action.

Irrefutable Law #4:
The Law of Continual Investment

Continual investment. So what we need to do is change the way we think about the idea of investment. When we're operating in an employee mindset, we're not investing anything we're just transacting.

I'm going to give time, they're going to give me money.
I'm going to follow this process, I'm gonna get this thing on the other side.

We think of it as somewhat of an equal exchange, at least in the sense that I'm going to give something and get something. One for one. Something given, something taken. That's a transaction.

As an entrepreneur, it does not work that way, but most people wish it did and they demand that it does.

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I believe that early on in our entrepreneurial journey, we are tested with our willingness to keep investing in the face of zero returns.

Because if all we had to do was a simple thing and follow a simple recipe and then we could make all this money, everybody would succeed. And if everybody was succeeding, then none of the success would be valuable because everybody would be doing it.

That's why I say I believe that we are being tested. It's as if there's this higher power of entrepreneurship and he or she is assessing who ***really*** wants this thing.

The concept and process of entrepreneurship itself is a series of tests. One of the tests being, how are we going to handle it when we don't get the results that we want.

And I've been doing this for a long, long time and only one time in my entire career have I ever gotten the results I wanted. Never once has a webinar produced the amount of registrations that I wanted or the amounts of sales that wanted. Never has a YouTube video or Facebook video produced everything that I wanted.

So there's this constant disappointment with the returns on our investment.

That's just part of the game, because very rarely will we do the right things to produce the outcomes that we want.

So part of this process is:

- Make the mistakes
- Do the things
- Learn the lessons
- Adjust the things

That's the investment process.

You have to invest time into learning your trade, into learning your craft, into learning yourself, into learning your market, into learning people's buying patterns and behavior patterns. And a lot of people don't want to invest their time or invest their energy because they think they're supposed to get paid.

Listen, I did *everything I could* for free in the beginning. And nobody taught me this. I just knew. My mindset was, *"Alright, I'm in this for the long haul. I'm not in this for the short run. So this first action that I'm taking, is the first of thousands of steps. It's not the only step."*

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But, so many people treat every step as if it was the only step, the win or the loss, the success or the failure. And, if every step is going to produce success or failure, the path is going to be exhausting.

We have to see the much bigger picture and when we do, it becomes much easier to invest your time and energy. It's easier to invest your money into learning and into understanding into the foundations that are required before success comes.

And while this may sound judgmental, it's not meant to be demeaning, but I'm in the coaching industry. And so many coaches are failing. They're not getting what they want because they're following all these systems and programs that are promising $10,000.00 per month and they're telling all these stories about the one webinar they did that made them $112,000.

And it's all B.S. the way that so many people are marketing it, but that's what people are drawn to.

So the people who are struggling in the coaching industry just keep bouncing around and I hear about what they're doing and what they're not doing and honestly, they don't deserve the success because they haven't done the things to deserve people's money. And people can smell that, especially nowadays where the online marketing space is so competitive, so flooded, and people are so skeptical.

You can't just put a product up and put a website up and throw some ads out there and think that people are going to buy you.

Reality is, 10 years ago, we didn't have to earn people's trust the way we have to earn it now.

And I believe that when we look at the actions we're taking as investments and we're focused on foundation over the quick results and quick money, then the value that we can create will eventually bring us the money.

My experience is, when you don't *have to* make money, when you're not demanding that you make money in an unhealthy or a premature way, then when the money starts coming in, the abundance will knock you down.

But, when you're chasing the quick dollar, it will probably elude you and keep eluding you because you haven't learned the lessons yet.

And, those lessons are learned through a lot of investment.

And, you cannot know what's going to work ahead of time. If you're afraid of investing because you're looking at each investment as a potential loss of time,

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energy or money *(Money being the least important by far, but the one that so many people are caught up in.)* you're operating from your employee mindset.

When we are afraid of losing money, our employee mindset will pump the breaks and say, "*I'm not going to invest in anything that I don't know for sure has a guaranteed return.*"

If that's your mindset, then stop. I'm telling you, stop. This entrepreneurial journey ain't for you. What you're demanding does not exist in this world.

And if somebody somehow convinces you that there is a guaranteed way to know that you're going to get your money back when it's related to you and your content and your message and your fears and your beliefs and your traumas, that person is a snake oil salesman and you should run.

That promise is irresponsible, it's disrespectful, and it's fraudulent to be able to guarantee somebody will make money or guarantee any kind of success when the most critical factor is the human. But, the desperate humans are searching for the guarantees.

Now, I'm not saying you should just carelessly invest in everything. You have to discern, but the way that people think about what makes a good investment is the problem.

Now, if we're talking about the formulas inside of the stock market for example, then what I'm talking about doesn't necessarily apply. But, in the case of us investing our time, energy and/or money into something that will grow us…

We have to remember, we're not excited about that growth.

The unconscious mind, whose highest priority is to keep us safe, doesn't get excited about the idea that we are going to be stretched beyond our comfort zone. In fact, it's trying to keep us in our comfort zone pretty much all the time.

So here's the catch-22, the thing that most people need is the thing that scares them. And most people use that fear as a reason to say no.

The way the brain works, if we are afraid of it, it means we are probably going to have to grow in order for us to get to where we want to go.

So, the thing that scares us is probably because we need it. But if there's fear involved, most people and pretty much everybody who in that moment is operating as an employee, will use that fear as a stop sign.

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The things that sound like they are too good to be true, most of the time won't produce fear. Instead, we just start salivating over the idea of a guarantee where we can do a little bit and buy into this turn-key, proven, step by step system.

Those things sound so good and they produce a desperate excitement that doesn't produce any fear.

But if we understand what's really happening, we get to take a look at the fear in a different way.

Now, this also doesn't mean that everything that produces fear we should say yes to.

But let's explore what that fear is. And I've gotten to the point now where, in cases where I know that I need to do something, if fear is not present, that's when I'm suspicious.

Because if I don't, if I'm not a little bit afraid, then that means my mind believes we're just going to take this thing and implement it conveniently and comfortably.

And I've grown to learn that convenience and comfort cannot produce growth.

So if my mind is not afraid, that's when I'm scared and concerned.

So we have to understand that when we invest in things, the investments that are going to stretch us, will first probably scare us.

And as you're thinking about these investments, time and energy usually come together. So, ultimately, we invest in 2 things:

1. Time and energy
2. Money

And money is so far down in terms of the importance, because when you put your time and energy into something, you will get out what you need.

And that's how you learn the lessons that can then give you the financial returns.

So again, we have to start thinking about our investments differently and understand that we will not know the winning decisions before we make them. We cannot know the guaranteed outcomes and yet, most people are trying to predict the future in order to decide where they're going to invest their time, energy and money in. That is a losing game all of the time.

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Irrefutable Law #5:
The Law of Value Exchange

Anything to do with sales is an exchange of value.

I have something of value. You have something of value. You want my thing of value, I want your thing of value, and we exchange. Let's switch. That's essentially all it is.

For example, I have a coaching program with a $5000 price tag. You have $5000 and you want the benefits of my coaching program. You give me the $5000 and I give you the coaching.

Or, I have a PDF that will give you the blueprint that I followed to make $302,000.00 in my first 18 months in business. You have an email address. You want my thing of value and I want your thing of value. You give me your email address and I give you my PDF.

The value exchange is not always money. And quite often, it's actually harder to sell something for ***free*** than it is to sell something for a *fee*. Because with "free" there is skepticism because we get free stuff all the time.

Even though I said money is the least important investment, money is *critical* for people to invest because oftentimes if they don't invest the money, they won't put in the time and energy.

So, while money is not the *most* critical, it is a thing that causes people to engage in their investments more.

Back to value…

I shared earlier that we don't deserve people's money until we have increased our value to the point that they want it and they're willing to pay for it. When I'm on the phone with coaches or speakers or any entrepreneur, and they are telling me that they're struggling with getting clients, my immediate response is, *"You're not valuable enough yet. Value exchange doesn't care about the person."*

Value exchange is like gravity. It happens. If you increase your value, people will pay you. It's just that simple. If people are not paying you, you're not valuable enough.

Or, you're not in front of the people that value your value.

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It is also possible that you are offering something that really does have value, but you're offering to people who can't see the value. And in that case, I'll still say the same thing, though. You don't have enough value for ***those*** people.

Either way, the perception of value needs to be increased.

So instead of trying to improve your sales techniques, instead of trying to improve your marketing techniques, instead of trying to become better at overcoming objections… Increase your value.

When your value is high, people want you, period.

And then sales and marketing become easier. All of those conversations are simply conversations of finding the thing that is the value exchange. And it doesn't have to come with all the tension and pressure that a lot of people experience when it comes to sales.

If we are experiencing a lot of tension, fear and uncertainty around sales, it's because we don't believe in our value enough.

Sales is a value conversation. Increase your value. If you increase your value, at some point, they will buy it. And now, we get to be in charge rather than being angry at all of the people who won't say yes, or spending our time trying to figure out how to turn their nos into yeses, or trying to use a bunch of sizzle and false scarcity and urgency and other sales tactics to try to get a yes out of a no.

Instead of trying to get yesses out of nos, find the yeses. Increase your value so the yeses can see you.

Increase your value, then increase your visibility, and then you get valued.

That is my philosophy on building a business in this entrepreneurial space, it's three stages.

1. Increase your value
2. Increase your visibility
3. Increase your being valued (meaning you'll get sales)

What almost everybody is looking for is the way to shortcut to the number 3.

Q: How do I get more sales?
A: *You're not valuable yet.*

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Q: How do I get more sales?
A: *You're scared of visibility.*

I don't know how to get sales when you don't have value and you're scared of visibility. And if you ever find that way to get valued while being afraid of visibility because you know you don't have the value, then run away. Run away because that is not foundational.

This is a bitter pill for a lot of people to swallow.

And I do honor the people that are just going out there and trying to make it happen. That's one of the beautiful things about entrepreneurship and the beautiful things about entrepreneurs.

We want to go out there, we want to take action, we want to make things happen, we want to change people's lives, we want to make money, we want to do *all* that stuff.

That's awesome. Ambition is fantastic. And, skipping steps 1 and 2 to get to step 3 will *never* produce foundation.

Now, there are a lot of people that have built their business, (which ends up being a house of cards) on getting valued and using sales tactics to make sales. But those businesses are not standing on foundation and the danger with that is, at some point time, the platform will go away, the algorithms will change, the process will no longer work, and/or the market will change. I don’t recommend you put all of your dependency into variables that will change.

But if we continue to focus on being valuable to the people who need what we have, then we can go with the flow, we can shift with the market, we can shift with society.

A few years ago, people were teaching you how to get 100K followers and fans on your Facebook pages because when people saw that you had 100K followers they knew that you had authority.

But what happens when the algorithms change, the platforms change, or any of the other variables change and you don't have the value and the willingness and the ability and the understanding of visibility, so you can't adapt.

But if you have the foundation, then you can change with ***anything***.

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Irrefutable Law #6:
The Law of Sacred Integrity

Sacred Integrity.

That is about you and you.

What does integrity mean to *you*?

My definition of integrity is operating in alignment with your values, your beliefs, and with your desires. A human that is in alignment has integrity.

If we're trying to sell things we don't fully believe in, if we don't fully believe in ourselves, if we don't fully believe in the processes, or we don't believe in how we're doing things, all of that energy will show up because you won't be in alignment.

You are out of integrity.

The definition of integrity is wholeness. When we're whole in our alignment we don't need to chase, we don't need to try to get other people's approval, we don't need to try to get acceptance, we don't need to do any of these things because we're whole in our sacred alignment. And when we are in our integrity, that raises our value, which makes us okay with visibility, which then makes us valuable to other people.

That's how we get valued.

And this ***sacred*** word is a word that I've been dancing with over the last few years. The entrepreneurial path is a sacred path. It's a sacred path on many levels for many reasons. One of them is that this entrepreneurship path will introduce you to pieces of yourself you wish you never met or remind you of things that you did or pieces that are inside you or identities that you have and mistakes that you made that you wish you would have never remembered.

This sacred journey of entrepreneurship reintroduces us to ***us***.

It's an ongoing relationship with the mirror. We've got to be willing to look at ourselves and see what we don't like and ask ourselves if it's OK for anybody else to see those things.

And most people don't like that because it's not comfortable, but that's what is *sacred*.

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So to me, the journey inward is a *sacred* journey. It's a sacred journey because it's really about us learning our own soul. It's about us learning our heart. It's about us learning the path of our humanity. And when we do that, (Here's the totally counter-intellectual reality that I have experienced over and over and over again) when we do that, ***we get paid more***. We actually make a lot more money, but it feels right. Because it's aligned money.

If you're not in alignment and you're making money based on deceit, lies, and protection… You can make as much money as you want and it won't make you happy because you didn't make it in an aligned way.

So I would rather you go slower, in alignment instead of trying to quickly make $100,000.00 in your first 4 months, while being out of alignment.

Here's what I know... At some point in time the Universe, in conspiracy with your soul, will yank you back into alignment.

It's inevitable. At some point it's going to happen.

So if you make a lot of money while you're out of alignment, that just means the house that's coming down is going to have more stories on it. And if I had a house coming down on me, I'd rather it be a one-story house rather than a skyscraper. It's coming down either way.

Anything out of alignment is coming down.

So the more time we spend succeeding out of alignment with who we are and out of our integrity, is just increasing the inevitable and it's increasing the weight of that crash when it comes down.

Now, living this sacred alignment requires us to dance with all of the other entrepreneurial laws. It requires we dance with ourselves, our fears, and our humanity all with a depth that we usually don't touch.

When things are *sacred*, when they're real for us, when we're really dancing with the truth… It is like being in a swimming pool with a bunch of people splashing and playing above the water. And then, we take a breath and we go down underwater and everything gets quiet.

That's what happens when we go down to what I call this level of ***sacred aligned integrity***. Things get quieter. And it doesn't look the same way it looked up there, and that's actually a good thing.

That means that we're on a different path that is unique to us.

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So sacred is what we need to fall into.

Sacred being real for you. Who you truly are.

And I think we end up living one of two lives. I think we live a ***sacred*** life or we live a ***scared*** life.

And the sacred life will shift everything.

Irrefutable Law #7:
The Law of Progressive Disruption

Progressive disruption has a double meaning here.

First, it means that the disruption will ***progressively*** get bigger as you move forward. Second, it means that the disruption leads to and is for your ***progress***.

The best way to understand this is the transformation a caterpillar goes through to become a butterfly.

It's a very, very rare occurrence on the planet where two life forms actually share a life-cycle. The caterpillar is not the earlier version of the butterfly nor is the butterfly an evolved version of the caterpillar.

These two animals are completely separate from each other. The caterpillar doesn't go into the chrysalis, stretch its arms and build its wings. Inside the chrysalis, the caterpillar completely dies and disintegrates. It basically dissolves inside the chrysalis and all of its scientific parts and enzymes are left over after it dies.
And what is important to note, is the caterpillar ***has*** to do this. It has to enter the chrysalis because if it doesn't, the caterpillar would eventually eat itself to death. But instead, the caterpillar hits a certain point where its body starts to transform internally.

When that happens, the caterpillar builds its own chrysalis, enters the chrysalis, and then dies.

And then, as the enzymes begin to mesh with each other, the butterfly begins to form.

So the word transformation means **changing of form**.

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When the butterfly exits the chrysalis, it's a completely different animal operating its life in a completely different manner.

And, the purpose of the caterpillar is different from the purpose of the butterfly.

The caterpillar cannot know what it's going to be like as the butterfly, nor can the butterfly remember what it was like as the caterpillar.

And yet, in our own lives, how many times do we know we need to grow to the next level, but we're spending our time trying to figure out what it's going to look like ahead of time. We're trying to build a ladder from our current phase to the next current phase.

What I'm telling you is, you cannot comprehend what is going to be at that phase and even if you could, you wouldn't remember what happened before anyway.

Now, I'm not saying that *literally* as human beings, we won't be able to remember our past. This isn't a ***literal*** transfer in terms of this analogy.

But conceptually, it's so critical to understand in the context of how we handle our fears and our desires for certainty, because the employee mind wants everything to be known.

I've talked to so many people about this, and most of the time, the people that have these massive transformations in their lives, if you ask them what happened before they decided to enter their chrysalis, it is a version of, "***I just couldn't do this anymore.***"

That is the concept of, *"When the pain of remaining the same outweighs the pain of change, then we will change."*

And, I want to share a story about this that is dear to my heart, because it has to do with my mom.

I had a really poor relationship with my mom growing up. But after a single phone call with her when I was in my mid-thirties, I began to understand myself and why I'd been projecting my pain and anger onto her and I began to understand my mom. That phone call not only changed my life, but it changed my relationship with my mom, my perspective of her, and it really applies to The Law of Progressive Disruption.

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My mom grew up having a lot of emotional struggles and massive depression. She had 7 miscarriages between my sister and myself (we're 10 years apart), she didn't work, she was in therapy most of her life, and she had a terrible relationship with my father.

I didn't understand any of that stuff growing up so I made an unconscious decision, that she was the bad guy. And I wouldn't allow her to love me. I blocked myself off from her for about twenty five years.

And then we had this conversation.

She told me about her childhood. Something she never told me, I think, because she probably didn't get the sense that I could handle it until I got into this work and I began talking about trauma and limiting beliefs and all the things that we go through as humans in our childhood. She told me about her abuse as a child, she was molested repeatedly, and then she explained to me about all of her depression and her trying to understand herself and her going to therapy when she was young. Then she explained to me about how she got married and had my sister and then had all these miscarriages.

In therapy, they could not get her to access any of these memories from her childhood and believing some memories are best forgotten, the therapist said, *"We want to do electric shock treatment on you."*

Now, this is the mid-60's and electric shock treatment was an almost barbaric process, especially compared to what we know today. Essentially, they were going to electrocute her at a low level and burn the memories out of her brain.

And, the doctors told her, *"When we do this, we don't know if you're going to remember anything."*

It's almost like chemotherapy where they go in and they can't just identify the cancer cells and only kill the cancer cells. They end up killing a lot of the other cells as well.

It's similar with the brain cells. They told her, *"We're going to go in and we're going to go after these memories, but we don't know what other memories are gonna be snatched away as a result."* So they told her, *"Say goodbye to your husband and your daughter, because when you're done, you might not know who they are."*

And when she told me this, I could not fathom that scenario and I said, *"Mom, how did you say yes to that? How could you possibly do that?"* And she just said, *"The*

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thoughts of me losing everything was better than me continuing the way it was because I was in so much pain. I was willing to risk dying to myself."

So literally she did have the option of dying to her previous memories and not knowing who she was on the other end. At least that's what the therapists and the doctors told her.

So she said yes, because if she would have continued, she would have ended up killing herself because the pain was just too much.

And when she told me about all the pain that she was dealing with, I finally got it. I finally understood how a human can be in that amount of pain and say yes to something like that.

Now, thankfully, most of us are not dealing with that scenario where we're dealing with the amount of pain and stress and pressure that we want to kill ourselves.

But we're experiencing *some level* of all of those emotions.

Just being a human we experience depression, whether it's super deep with dangerous, dark thoughts or we just have a low-level depression.

And the thing that I want all of you to get is that when you feel like you're in the pressure cooker, it's a sign that you need to go to the next level.

But, what most of us do is we retreat from the signs that are telling us to go because the signs are uncomfortable.

The signs come inside of the pressure. They come inside of the doubts. They come inside of the scary questions of, "*Who am I and what am I doing?"*

Retreating from the invitations to grow is a massive, massive mistake. Most people that have the employee mind, equate growing with risk.

But entrepreneurs equate not growing with risk, they equate not growing with regret.

Most employees and most people are afraid of taking action and experiencing rejection.

Most successful entrepreneurs are terrified of ***not taking action*** and experiencing regret.

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Now, those two perspectives are completely opposite on the spectrum of human thought, so we have to decide what is bigger fear?

Is the bigger fear rejection or is the bigger fear regret?

If it's rejection, you cannot be an entrepreneur because you're going to constantly experience rejection and fear and failure.

Like I shared in The Law of Requisite Fear and Failure, it is ***required***.

If you're more committed to ***not experiencing failure***, you can't play entrepreneur.

If you're more committed to ***not experiencing regret*** when you look back on your life, then you can play entrepreneur.

If you're afraid of rejection and rejection comes from action, then what that means is your default response is to not act.

We all know without action, we can't get anything beyond what we currently have. Since every one of our goals and dreams requires our action, if our default programming is ***don't act***, then we have to overcome our default programming and motivate ourselves to take action, all based on our fear of rejection and fear of risk.

But successful entrepreneurs have control over their mind, they manage their fears, and they have become programmed to where their default response is ***to act***. In fact, we have to filter opportunities because we want to go after everything. The employee mind doesn't want to go after *anything* until they know it's guaranteed.

Entrepreneurs understand that they might lose some money and might lose some time. But they know that if they've learned something in the process, they've not lost anything.

Our default programming is either toward motion or stagnation.

If your default programing is towards stagnation, that has to be fixed first in order for you to do this thing called being an entrepreneur.

What I want you to take away from the analogy of the caterpillar and the butterfly as it relates to your life, is that your current container has a maximum capacity.

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There's a ceiling on your current container. And that current container's capacity is perfect for all the results you've *already* gotten. All of the recipes we're following are great to produce all the results that we've gotten, but we cannot produce results beyond the current capacity of our container.

So if we want new results, that means we need a bigger capacity, which means we need a bigger container.

The container being our body, (Not physical body. We don't need to physically get bigger.) But we do need to emotionally and energetically expand. We need to be able to contain a bigger set of thoughts and emotions, team members, sales and/or money.

Our container needs to expand in order for our capacity to expand in order for our results to expand. And, most people are demanding that it happen in the opposite direction.

Most people are demanding that as soon as they get the results, as soon as their business pays them money, as soon as customers hire me, ***then*** I will go through the growth process.

It doesn't work that way. ***You grow first, then you get the results.***

But the employee mind says, *"I will grow as long as I can guarantee that I'm going to get the results."*

Most people are trying to shove more and more results into their current container. And if you happen to get the results stuffed in the current container, the container is going to need to break. And oftentimes we misunderstand that that is our chrysalis wanting to break so that we can expand.

We cannot be afraid of the pressures of entrepreneurship because there will *always* be some pressure. The only time when I haven't experienced pressure is when I'm not doing anything. That's the only time the pressure goes down.

This doesn't mean that pressure is always intense. It doesn't mean the pressure is always dangerous. It simply means that if we're moving, there will be pressure of some kind for pretty much all businesses.

There's going to be financial pressure at various stages of the game. That's just part of building a business. There's gonna be emotional pressure and there's going to be confidence pressure.

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I've been doing this work for a long, long time and I still feel pressure in various places. We have to understand this Law of Progressive Disruption because our brains don't like disruption. If we allow our unconscious mind to react to the disruptions of entrepreneurship, it will tell us to stop growing. It will tell us to stop acting. It will tell us to sit down and put on our seat belt and stop rocking the boat. And that is not how building a business is ever going to work.

It is a fundamental mind shift that we need to make. And the mind shift is not just a flip of a switch. Nor is it a line that you necessarily cross. And you do not have to wait to sell or to grow your business until you think you've crossed the line.

But you've got to be working on your relationship to risk while you're still continuing to grow your business. This is a constant back and forth scenario.

Some people think that step number one is to heal your mind or your traumas or get the right mindset. And that step number two is to go out and do all the things. It doesn't work that way.

One of the things that I deal with a lot with our clients is they decide that when they feel that pressure again, when they feel the fear that they've stepped back, and that they are starting over again, or that they shouldn't be feeling this way or that nobody else is feeling this way and therefore, they are a loser.

If you have financial pressure in your business, if you have emotional pressure with yourself, if you have friction, if you have doubts, if you have uncertainties and insecurities, that means you're in the same place as about 99.9% of entrepreneurs. But if you're in this entrepreneurial game, all of these things will show up from time to time at different levels of intensity and different details, which means ***you're on the right path***.

But most people think they *shouldn't* be experiencing these things. So they judge themselves as being stupid. They judge themselves as doing it wrong. And, they judge themselves as being the only loser in a whole world of winners.

And then, they create the self-imposed misery that you cannot build a business with.

Irrefutable Law #8 :
The Law of Three-Dimensional Support

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You must have support in 3 distinct areas.

1. **Your *Self***

   You must have support with yourself, your identities, and your fears. You need somebody to talk to and you need somebody that understands what you're going through. You need somebody that can see the blind spots that you can't see because the knots that we create are going to be almost impossible for us to untie alone because we created them with our current set of beliefs and perspectives. Because we created them, we're not going to be able to untie them unless we expand our vision and expand our perspectives, both of which are most easily done with outside support and guidance.

   Yet, a lot of people are unwilling to give themselves that support. I think that's because we don't want to be real, we don't want people to see our dirty laundry, we don't want to be vulnerable and let anybody know that we can't handle things.

   But all the successful people that I know have **MASSIVE** support with themselves.

   And in this world of entrepreneurship, specifically as speakers, coaches, and authors, where <u>you</u> are the product, if you're like most normal humans, there will be resistance to visibility.

   We can only engage with things that are visible and people that are visible.

   And most people are actually terrified of visibility. So the single **biggest** thing most people need to work on, is their confidence in the spotlight.

   It has to be okay for you to be seen. If you are the product then we need to put that product on the shelf. If the product is not on the shelf, then nobody can engage with the product and nobody can buy the product. But a lot of people are terrified of being on the shelf because they don't like being seen.

   The reason we don't like being seen is because we think everybody is thinking about us, what ***WE*** are thinking about us. So, if we're constantly berating ourselves, and we're constantly apologizing for ourselves, and we're constantly not seeing the value that we bring to the table and then we get in

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front of 100 people... For most people, the experience will be that all of their negative head talk just got increased by a factor of 100.

Visibility is so scary for most people because they don't have control over their own relationship with themselves.

That's why they don't want to be seen. And in today's world, not only do you *have* to be seen, you have to be **vulnerable** and you have to be **real**. You have to be **honest**. You have to be willing to say, *"This is who I am without apology. I'm not perfect. In fact, let me share some of my imperfections with you."*

Vulnerability is required for us to cut through all of the noise, all of the perfection, all of the sales messages and marketing messages that people are experiencing. And that means, you must clear the relationship you have with yourself.

When I decided to become a speaker in 2005, the first thing I did was to hire a private coach. At the time, I didn't realize that I was doing the best thing for myself. 90 days after hiring my coach, I had a live event with 100 people in the room, and my business exploded. A few months later, we hit some momentum and then 18 months after that, (as a new coach with a new business) we made $302,333.20. And a lot of that is because I did the most important thing first, which is *I hired somebody to help ME with ME*. So, **Yourself** is the first and most important thing that you need support around.

2. **Your *Skill Set***

You need to have competence in what you're doing. But the way that you need competence is different from the way a lot of people think. You don't need academic competence and you don't need perfection competence. But, you *do* need confidence and you do need certainty in whatever it is you're talking about.

If you're gonna tell somebody that you can help them in their relationship, you've got to be **certain** in making that claim. That's a pretty bold claim. It takes confidence to say, *"I can help you _____."* And that's an energetic magnet that either attracts people or repels people. So it wouldn't be very magnetic if it's repelling people, if they can smell that you don't have confidence in yourself and confidence in your skills, then they're not gonna

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be interested, especially in paying you money. So you've got to find certainty in your ability to work with people and to produce an outcome.

And I think a lot of people are trying to sell something that they don't have a 100% certainty that they can deliver. And if I'm not certain in my offer, how can you be certain in your purchase?

3. **Your *Strategy***

You've got to get support in the creation of your business or the scaling of the business structure. There are a lot of strategies, especially if you've never built a business before, that are unique to business and unique to business where *people* are the product that most of us don't understand and we certainly didn't learn this stuff in school. So you've got to be willing to put yourself under the microscope, get the confidence and the certainty in your skills and get support from people that can guide you in the building of your business strategically.

A lot of us just get too emotional when it comes to the strategies of our business. And building a business is scientific to some degree and it requires a neutral perspective. When we're attached to our emotions, and we don't feel confident and certain, and we're hoping people will pay for our services so that we can feel valuable, that's a recipe for misery.

You need three-dimensional support. The fact that you need support in those three areas doesn't make you weak, it doesn't make you stupid, and it doesn't mean that you should feel embarrassed. What it does mean is that you're human. In fact, getting support in those three areas is ***wisdom***, not weakness. And it will shorten your learning curve and increase your earning curve. It will get you going a lot faster and more foundational than you could have done on your own.

Irrefutable Law #9:
The Law of Embodied Confidence

This concept of embodiment is so critical to understand. Here's my favorite quote when it comes to embodiment, *"Knowledge is only a rumor until it lives in the cells of your body."* Not when it lives in the vault of your intellect.

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We tend to think of knowledge intellectually. If I don't have knowledge, then I'm going to go learn something and I will gain knowledge. Now, acquiring knowledge is not something that is irrelevant or unimportant, but *it's not the whole game*, especially in the context of these 9 Irrefutable Laws of Entrepreneurship.

You will not "out knowledge" your fear of visibility.
You will not "out knowledge" your fear of speaking.
You will not "out knowledge" your fear of vulnerability.
You're not going to "out knowledge" *any* of your embodied fears.

There is intellectual knowledge and then there is embodied knowledge.

And when we chase intellectual knowledge, essentially, we're collecting information. We're reading books, we're listening to podcasts, we're watching videos and we're understanding things. So we *get it*, but we don't ***got it***.

It is dangerous when you *get it*, but don't ***got it***. It is dangerous because you think you're ready and you think you're prepared. So a lot of people think they're ready for something and intellectually, they're 100% prepared. But then they experience the thing that they had prepared themselves to avoid. For example, they experience failure, or a piece of feedback, or they experience rejection, or some else they had already "knowledged" their way to avoid experiencing, but they do, and then they melt down.

They melt down because their ***body*** wasn't prepared. So many of us are intellectually prepared for something that we are not embodied yet. In other words, we're prepared intellectually, but we're scared neurologically. We're scared emotionally.

And what we really have to understand is, in times of stress, we will not rise to the level of our intellectual knowledge. We think we will, but we won't. When we get into stressful situations… Stressful meaning there could be tension in a conversation, or it could be you get on stage and the lights are way brighter than you thought they were going to be, or you do a webinar and your microphone isn't working, or something is happening in your computer that you weren't prepared for. Anything that you weren't expecting that increases your level of stress at a low or at a high intensity. Either way, it's still stress.

When we experience stress and conflict, the first thing that leaves us is our intellectual knowledge. It's the *first thing* that goes. In times of conflict and stress, our body starts to shift into survival mode, even if we're not literally in danger of

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being killed. Stress and conflict cause us to shift into survival mode and intellectual knowledge isn't going to save us when we're in survival mode.

The first thing that goes is what almost everybody is putting almost all of their attention on and all of their trust in.

When we experience stress, we don't rise to the level of our knowledge. We drop to the level of our embodied training.

What this body has been through is what we land on. That's the foundation. And if this body has never been through this particular experience and the knowledge has left, that's called panic. And that's what a lot of people have experienced or they're afraid of experiencing. And the reason is because the knowledge isn't embodied.

So the confidence that I'm referring to in Law #9 is ***embodied*** confidence, ***embodied*** competence, and ***embodied*** certainty.

Those are the things that will attract buyers. Those are the things that will attract attention. Those are the things that will attract clients, loyalty, and people sharing your work. It's this embodied confidence, competence and certainty that people are actually searching for, even though they don't know they're searching for it and they might not be aware of it when they see it or when they don't see it.

That's what we're searching for because that calms people's anxieties. People are already searching for help because there's some level of anxiety. They want support. They don't like where they are. They want something different. The worst thing you can do as a leader is increase their anxiety with your anxiety.

We've got to calm their anxieties, calm their doubts, calm their fears energetically with our certainty.

That is the energy of, *"I got this"*, not *"I get this"*.
And if "I got this", I got you. But if you don't believe that I got you, you're not going to follow me. You're not going to pay me. You're not going to trust me.

So, what we're really after here is trust and following people actually following you. Not just being entertained and not just being intellectually satisfied, but following based on trust.

And I can only come with embodiment.

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So if we think of the intellectual knowledge as the mind and the embodied competence and confidence and certainty as the body, now we've got a mind body disconnect.

If you are intellectually prepared, but your body is unprepared, your body always wins. That's one of the reasons why our bodies create the fears that we have that make no sense to us.

We say things like, *"I've been studying how to speak for years!!! Why do I get nervous?"*

Well, because your body has a fear that your intellect hasn't solved. That's why the body will literally sometimes take your breath away. You can't breathe or it'll give you cottonmouth. It's trying to get you off this stage because this is dangerous. And the body has access to functions that it can shut down. It has access to sweat glands that it can turn on. It has access to the mind that it can speed up. It's trying to calm itself down and remove the threat, even though the intellect is 100% prepared. The body always wins. Intellectual confidence can not overpower embodied fear.

But embodied confidence can absolutely overpower intellectual fear. Whatever is embodied will outweigh and overcome and overpower whatever is understood, whatever is intellectually captured.

So most people are trying to just prepare themselves intellectually. They're trying to understand the process intellectually. They're trying to sell intellectually. They're just putting so much time and energy and focus and trust in the intellect instead of the embodied certainty.

Now, the last thing I'm gonna leave you with here is how you can create embodied confidence. *(Your intellect is not going to like this answer, by the way, because it's not interested in these things.)*

The 3 steps to create embodied confidence:

1. Ignorant action.
2. Failure
3. Strategic adjustments

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Ignorant Action: So many people aren't taking action because they don't know the *"right"* thing to do. The only way to discover the *"right"* thing to do is through action. You can only assess whether something was the *"right"* thing to do AFTER you do it.

You don't know what products people are going to buy, you don't know what videos people are gonna love, you don't know anything that's going to happen in the future, so you have to take ignorant action.

You don't know what's going to happen, but you take action anyway.

Failure: And then almost without fail, you will fail. Meaning, almost all the time, what you hope will happen won't happen. You do a video and you hope 100 people comment on it. 100 hundred people are not commenting on it. You sell a product and you hope 50 people are gonna buy it. 50 people aren't buying it.

Every once in a while, we actually over-perform, but that's very rare.
Almost all the time we underperform. If we want 50 sales, we'll probably get 8… 6… 14. That's life. That's entrepreneurship. Your expectations will almost *never* be fulfilled.

But here's the thing I need you to understand: It's *supposed* to happen that way.

Most of us think, if I have an expectation, if I want 50 people to buy something and I only get 12, the 50 was the "supposed to happen", which means the 12 sales are "wrong".

That is incorrect. 12 is the "supposed to" number. And I know that because that's what came in. 12 was the "supposed to" number.

For you to bridge the gap between 12 and 50, you have to learn a lesson. There's something that needs to be added to the recipe and there needs to be a lesson learned that only 12 can teach you.

So if you would have accidentally sold 50, you wouldn't have learned the lesson that you needed to learn.

So failure is not only common and part of the process, it's a *requirement*.

I want you to start seeking failure like you're searching for presents on Christmas morning. You know there are presents somewhere and you want to find them so that you can open them so that you can get the gift inside. Every act of failure brings with it a gift inside. But, if you're afraid of failure, you're essentially telling everybody, I don't want any presents this year. And then next year you'll be in the exact same place because you're not learning the lessons that are required to make the growth.

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We have to heal our relationship to failure and we have to heal our desire for failure. We have to change to where we actually start wanting failure and not because we enjoy the *experience* of failure. I've been teaching this for a long time, we've generated well over $6,000,000.00 in sales and I still don't enjoy the feeling of “failure”. But, I recognize its value. And if you can recognize the value in something that can help you get where you want to go, then you can just swallow the bitter pill.

I know I'm not going to like this cough medicine, but I know it's what I need right now. I know I'm not going to enjoy this experience of failure, but I know that if I don't seek it out and I don't do the things that will produce the failure, then I'll never get where I'm trying to go.

That's a shift that we have to make.

Strategic Adjustments: Once you fail, you see what it created, and then you strategically adjust, but you can't strategically adjust if you're an emotional wreck. If you're an emotional mess because of the failure, you cannot be strategic with your adjustments. All you can be is therapeutic in your avoidance of the feeling of failure.

While we are avoiding the experience of failure, we can not learn. At least we can’t learn *growth lessons*. We can learn fear lessons, and we can tell ourselves, *“Well, I don't want to do that again because that sucked.”*

We can learn protection lessons and we can learn retreat lessons, but we can't learn *growth lessons* unless we are willing to take a look at what happened strategically.

Action produces failure, produces strategic adjustments, produces more action.

That is the cycle. The faster you can get that cycle going, the faster you’ll create results.

What most people are doing is trying to stop all of it because the employee mind, the scared mind, the reactive mind says, *“Failure is not enjoyable. I don't want to fail.”*

Nobody has ever achieved anything valuable in their life through the avoidance of failure. ***Nobody.***

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Everybody that's achieved anything significant on this planet, especially business, has only achieved it through the acceleration of failure, not the avoidance of. Most people are trying to learn how to swim without touching the water.

We're trying to avoid messing up when messing up is not just part of the process, it is a required, essential ingredient of our growth.

The reason we don't like failure is because we don't like the discomfort it brings. So, we board up all of the opportunities for us to feel uncomfortable and we protect ourselves against all the potential discomfort. But nobody ever grew comfortably, there is no such thing as comfortable growth.

Growing pains are required. So you have to ask yourself this critical question. And this question is something you might have to remind yourself on a daily basis, maybe multiple times every day.

The question is, *"Are you more committed to growth or are you more committed to comfort?"*

If you are more committed to comfort, there's nothing wrong with that, but please don't try to build a business. You cannot play the entrepreneurial game committed to comfort.

If you're more committed to growth, then don't play the employee game.
Don't follow the path of the scared mind's reacting and trying to be afraid of failure, because that's not your path.

So your commitment to and conviction in that commitment to either growth or comfort will determine whether you make it or not.

I hope you see that this content is only EVERYTHING as an entrepreneur. The process of becoming a business owner and creating a business is not easy, nor is it the same for any two people.

If you would like support in your individual journey, whether it's managing personal fears and doubts or clarifying crucial business strategies, you can book a FREE Strategy Session by **clicking here**., emailing **info@CoachSeanSmith.com** or visiting **www.CoachSeanSmith.com**.

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