



The 2021 90-Day Sprint: Discover Your Identity, Purpose, Vision & Goal

Transcript

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[RYAN] What's up, Justus?

[JUSTUS] Let's go, man, are you kidding me?

[RYAN] Let's do this.

[JUSTUS] We are super excited. Today, we're going to be talking about vision, mission, identity, 30, 60, 90 day goals. It's the beginning of the year. We're hoping as you as entrepreneurs are setting yourselves up, whether it's a thousand day goal or you're just going for this year, planning for that seven figure business. Just thinking about some of the successes that have happened this week with our team, whether it's in the Capitalism Incubator or here on The One Percent, some of the calls we're having, I mean, amazing announcements from masterminds, don't even get me started about the masterminds that are happening. They're going to start kicking off in February, make sure you guys sign up for it.

[00:01:24]

[RYAN] Actually, I want to get you started on those. So, for those who missed the announcement, why don't you tell everybody the good news?

[JUSTUS] Guys, I've been on so many phone calls with One Percenters, which, if you guys click the link for the support calls with me, thank you, thank you, thank you. All of this feedback, I asked our team, who should I talk to, and they said here's some specific people to talk to, and I was like, I want to talk to more people. So, I got a link out there and you guys got on the phone and my number one question is what would make this community something that you would tell your grandma, who has no interest in being an entrepreneur, make you say, you've got to join this, Grandma.

[00:01:59] And the one thing I heard more than anything else was masterminds. Where can I be with some people that are in a similar stage as I am? I'm in the grind right now. I'm trying to find a winning product idea. So, starting in February we're going to have masterminds. These are people that are in the same stages you are, whether it's the grind, the growth, or the gold.



If you have not read Ryan's amazing book yet, you need to. It talks a little bit about that. It's only been at the top of Audible before, that's all.

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[RYAN] It is doing really well, and this group is to thank for that, so thank you.

[JUSTUS] No kidding, no kidding. It's amazing. I'm pumped.

[RYAN] Yeah, I'm pumped too, and there's something I wanted to ask you about. You mentioned a structure you wanted to take today, and you were talking about the identity piece. So, I wanted to start there to kick things off because this is often where you start with people when you're working with them and so why do you start there and what does that process even look like?

[00:02:56]

[JUSTUS] Yeah, thank you, Ryan. You know, I actually had to change the way that I led people through my program. So, I used to start with a purpose, what is your purpose for being here? Why are you here? That's where I used to start. And what I noticed was that they would get really close to accomplishing some of their visions, some of their goals, but the thing that kept them from really succeeding was the way they viewed themselves, how they saw themselves and how they perceived other people saw them.

[00:03:24] And so, I realize really early, if we don't talk about identity first, who you think you are, how great you think you are, how not great you think you are, why you're here, and separating yourself from your accomplishments and your failures and saying, hey, if I failed at this business thing, it doesn't make me a failure. And if I succeed in launching and exiting and all this kind of stuff, it doesn't mean I'm the most amazing person in the world. It just means you did a really good job at something and that's a good thing, that's amazing.

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[RYAN] I'm laughing, Justus, because this is a real story, I'm just going to get real honest with you guys. So, after my exit, I thought that my identity would be different. And so, I thought that I would now identify as rich or successful or just accomplished, like something different. But, I felt exactly the same as I did before.

[00:04:33] The one thing I did to celebrate was on my next trip I booked a first class ticket instead of a coach ticket. And now, I fly coach. It doesn't matter. So, I didn't feel different, and that actually created a bit of an identity crisis because I had the perception that my identity



should or would change, rather than just relaxing into what my identity was and seeing those outside things as a reflection of the identity, rather than changing my identity.

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[JUSTUS] So good. So good. And I think I shared this on another conversation we had, but the founder of Instagram sold it to Facebook and he went into depression after it sold and he said, I went from having a full inbox all the time to two emails in my inbox. One was from J Crew and the other one was from my mom. And so, he's sitting there going, who am I and what am I worth, and no one's reaching out to me, no one's talking to me, what's going on? And he had to reset, and think about what he sold that for, what was it, four hundred million or more, it might have been more. He's set for life but he's depressed.

[00:05:39] And so, what I love to do is we take strengths finders, we take Meyers-Briggs, we take things that you've heard from other people about who you are, your mom, your dad. We take the people who you really look up to who have really spoken into your life and we put them together and say, who is this person? Who are you? How are you wired? And it's really important that you really hold that, and I actually make them do declarations in the morning of who they are.

[00:06:08]

[RYAN] And what do those look like? Because I've also found it dangerous to write a "I am" statement about what you don't really believe, can make you ... Like, I am worth a hundred million dollars. To be honest with you, when people do declarations that they don't believe, it feels like crap in my experience, right, because it's actually just a reflection of, no I'm not. That's the thought that comes up. It's not changing your identity, it's just reflecting back that you're not the things that you want. So, I often find that to be a bit of a dangerous process. What do you do when you're getting somebody to uncover that?

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[JUSTUS] Man, it's great, and it is dangerous. A book that I'd really recommend for everyone to read is The Confidence Gap. He actually speaks about that, how if you just throw something into the air that is not true, it actually can do more damage than just sitting where you are. So, the first piece ... it's a really great book, it's one of the best books on confidence building and all that kind of stuff. But the best thing to do is to speak about yourself in the sense of, hey, I am learning to be a successful entrepreneur. I am becoming good at leading a team of three or four.



[00:07:19] And so, when you declare in a way that's self acceptance and accepting what you're not great at, what you are great at, and just declaring those things, it's really great, and it's really important that you separate aspirations from reality. So, if you are aspiring to have a hundred million dollar exit, awesome, great, say that. But, if you're declaring about your identity, you can say stuff like, I'm a great leader. I am a good father. You can say things like that that will encourage you and are true, and some of my declarations are as simple as, hey, I am best friends with my children and they want me at their wedding and to be the best man at their wedding.

[00:08:05] And so, it's a part of me that's going, that's who I'm becoming. I know I can, and I'm becoming the kind of father that my sons are going, my best man's my dad, this goes without question. And it's holding me to a standard. So, that's kind of where I like to go with the identity piece.

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[RYAN] Yeah, so for me I think of that as, I am becoming the entrepreneur who is capable of running a hundred million dollar business.

[JUSTUS] Yes.

[RYAN] I am becoming that type of person. I am learning to think in hundred million dollar businesses.

[JUSTUS] Yes.

[RYAN] I am ... those types of things. There's no resistance to that thought, there's no resistance to that statement.

[JUSTUS] Exactly.

[RYAN] And so, I'm not in conflict with what I want to be and I'm honoring the progress that I am making rather than amplifying the gap between where I am now and where I want to be. That is how I hear what you are saying.

[00:08:57]

[JUSTUS] Yes. It's awesome. And even in you saying that it's not limiting you to your ... your failures, you're going, if you fail, you go, yeah, that's part of my learning process. It's not who I am, it's going, yup, I am learning and this was part of my learning process.



[RYAN] Before we go into the 90 day process, we have a big win to celebrate. So, Damien Law, I don't know if you're here today, but you are the talk of the town and the town being Capitalism.com town, the Capitalism compound over here. So, Damien is one of our members of the Capitalism Incubator, and look, we've all been waiting for this day because everybody is really pumped about the vision that this 20-something year old kid has launched and was feeling a little bit behind because he didn't have prototypes and products to sell and all that.

[00:09:55] So, he pivoted to do a pre launch yesterday, meaning pre-sales, he's taking pre-sales, doesn't have product yet. So, he's like, alright, I'll make this sale because this is launch week, and you've got to launch during launch week in the Incubator, you don't get to not collect money during launch week. You have to take a sale. So, Damien put his product up for pre-sale and has been celebrating like mad because his first \$27 sale came in.

[00:10:24] You have no idea how exciting that first \$27 is when you're kicking off a new brand. Now, keep in mind, Damien has had other businesses in the past. I don't know how successful they were, but he knows about the process of putting stuff up for sale. This is a brand new business and that \$27 is the best \$27 ever, but it didn't stop there because he posted the link on Facebook and a bunch of people started coming in and ordering his cookies, and so now he's got dozens of units sold and it's not even his official launch day.

[00:11:02] So, I think today is the official launch day and he's already got dozens of sales coming in so we are celebrating with Damien today just because we're so pumped about his vision and the fact that he took a sale despite the obstacles that were in front of him. He went forward and moved, and he's moved, and this is a business I will bet on. It is inevitable that this is a seven figure business. It's like, in the bag, done, we've got it.

[00:11:38] Once you show that type of tenacity to take a sale even when you've got roadblocks, it's in the bag, done, we've got you. So, I'm just pumped.

[00:11:48]

[JUSTUS] It's amazing, and what's so cool is some people might be listening like, oh my gosh, I don't think I could ever do a pre-sale, there might be some insecurities in launching before actually having the product in hand. Well, Damien had those and he asked all those questions in the Incubator. That's what's so cool about the Capitalism Incubator, I think, is at the end of these calls they have these Q and A times and without fail, Damien will ask a question. Without fail, and the people that are succeeding in the Incubator are asking questions.



[00:12:15] They're learning, and they're learning to move forward and take action, and because we're there to motivate them to take action and they're getting feedback and learning, he had the confidence to move forward, and he's getting these sales and he's celebrating, and he recorded his customer journey. So, his own personal Facebook friends have been watching him do this. It's awesome.

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[RYAN] Yeah. Didn't have an audience coming in. His audience was documenting the process, and there's like 200 people that are watching and a bunch of them are buying. Today is launch day, today is get money day. He's going to have pre-sold hundreds of units which is going to allow him to place that inventory order without going into debt, without putting strain on it, and that is just what we do here, so I'm just stoked.

[00:13:08] So, that's a great way to kick off the conversation of, it's 2021, we want to start off the year with a sprint towards progress. We want to hit the ground running. We have turned the page on 2020. We are not kidding around, so let's go through your process of that 30, 60, 90 process of just coming out of the gates swinging.

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[JUSTUS] Alright, so, let's pretend that your identity is in place. Your identity is not focused on what you accomplish, you know who you are and you're confident in who you are. The next thing we want to move to is your purpose, why am I here? The people that I see succeeding really well, they know their purpose.

[00:13:52] So, my purpose, just vulnerably, is to end poverty. That's it. You hear, Tony Robbins has a big one, it's to end suffering. I ended up serving low income single parent kids and I saw the impact of poverty on their lives. It was devastating. When you walk into someone's home and all they've got in their fridge has juice and their freezer has a moldy steak, you go, something's got to change.

[00:14:16] And so, I want to end poverty. So, knowing your purpose, why am I here, what am I seeing as the trend in my life of great things happening, what do people say about me? Knowing your purpose. So, you've got your purpose, it's that foundational piece right about identity. The next thing is going vision, what do I want to see happening? What am I seeing happening in 2021? What is happening?

[00:14:41] And I like to say the vision needs to be something that someone can walk through. Or a vision needs to be big enough that other people can join in. That's a huge part of



leadership. You want to share a vision that other people are getting excited about and going, how can I help you make this happen?

[00:15:01] You would hear people talk about meetings with Steve Jobs, and they would come into the room and they already had an unbelievable interview with another company, and they already had a huge offer with multiple figures, million dollar offers, and they would sit with Steve Jobs who barely had any money to handle, way less than the others and they go, I knew if I was sitting with him, I was sitting in the presence of someone who actually was going to change the world and I couldn't say no.

[00:15:23] That's a compelling vision. You hear-

[RYAN] That's vision.

[JUSTUS] That's vision. Mark Zuckerberg will take people on walks and tell them about this grand vision of what he wants to create in the world, a connected community, and people will go, I've got to work here, I've got to jump in. It's less about all the perks you have and your amazing office. It's about, I get to be a part of changing something. So, what is that grand vision that if you shared it with someone, they could walk into it and see it really clearly? That's a huge separator.

[00:15:52] If you have not listened to the podcast by Ryan where he talks about big vision and big mission owners, you need to listen to it. Laird's foods, all these other ones. Quest Nutrition is another one where they have a grand vision. You need a vision. So, if we go from vision, next piece is the mission.

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[RYAN] So, before you dive in, I just want to summarize here. So, identity, we covered that. There's then purpose, and there's something you said that was interesting in there because saying, "end poverty" is not something that just one person can do, and it's not something you can ... you can't build one business that ends poverty. So, it's basically a never-ending game, that is a never-ending purpose.

[00:16:43] And also I think it's important to call out here that if you get to the end of your life and you haven't ended poverty, that's not failure. Your purpose is to be in the motion of ending poverty through everything that you do, see, and touch. So, it's like, you are here and you are in the mode of ending poverty. You are looking for opportunities to end poverty. That makes you feel alive.



[00:17:14] So, it is not like, this is your challenge, you have to do this. It is, what are you here to do or assist with now? And you can do that today for one person. You can alleviate that suffering a little bit today for one person. So, it is not like ... I used to think that purpose was like the thing I have to accomplish before I die, but now I understand that purpose is the thing that you do with every breath of who you are.

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[JUSTUS] It's huge.

[RYAN] Huge distinction. Huge distinction. And then that vision that you're saying, that is like the how. This is how we are reflecting this identity and this purpose that I am here to do. That is the list of action items that I am taking for the next three years to stay in alignment with that purpose that I have for myself. So, that, to me, is how I internalize all of this and I just wanted to cover that with my understanding, see if that's how you see it too, because these are big words, mission, vision, purpose. Those are heavy words for a lot of people.

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[JUSTUS] They're huge, and the only difference that I'd say for me, personally, with vision is your vision ... you should see it in your mind's eye, however you see it, and it should then dictate ... you shouldn't say, and it will happen in one year. Your visions should be big enough that then you go, and how long do I think it would take me to do that? It should dictate the time, not your time dictate the vision. So, you should be able to look at it and go, man, that's going to take a lifetime. Okay, then, if this is my vision, what do I think I can realistically accomplish in the next year, two years, three years?

[00:19:18] And then your mission will say, okay, how am I going to practically do this? So, if it's, hey, I want to create a movement of capitalists, okay, how is that going to happen? It's going to take a lifetime. Okay, where does it start? I'm going to start with a podcast, or I'm going to start with a blog. Awesome. And then what will happen with the blog? Well, if I do a great job with blogging, connect with the right kind of people, it will open up these opportunities to create a curriculum, to take these people into an actual group where they get to talk about and actually grow and become and get nurtured.

[00:19:50] Okay, well, how can I double down on that? Well, then I can create an incubator where we double down on that to where it happens quicker. Okay, well then what happens after that? Well, if they've succeeded, then what will happen is they'll have the money to create other capitalists that will create even more opportunity for more people.



[00:20:07] [RYAN] It's like you know this person.

[JUSTUS] I have a very close connection with someone like this. And, as I'm saying this, I'm getting excited because Ryan's vision is big enough for me to fit in and it aligns with my purpose. It aligns with my purpose.

[RYAN] That's so big, man.

[JUSTUS] It's huge.

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[RYAN] That's so big. And that allows you and me to take the gloves off and go.

[JUSTUS] Absolutely. And so, for you guys, whatever it is, you've got to see your business as a piece in that it is the beginning of a story, and that means if it doesn't work, if the business doesn't work, you're going, I learned so much during this phase that everything I learned is going to help me 10X my purpose with the next thing I move into.

[00:21:02] It will help you to recover quicker, it will allow you to do amazing things, and it will allow you to be intentional with the successful pieces of your business to invest them back into your business so that you can effect and create even more change with your purpose. So, your vision will dictate the time and allow you to have starting steps, so that leads into the mission.

[00:21:24] And so the mission, I always come back to when I'm leading people through the process, is that is your how. Practically how are you going to do it? A blog, a podcast, and this. Okay, how often are you blogging? I'm blogging two to three times a week. Is that actually reproducible? No, I'm going to start out once a week to start out with. Okay, great, how many people are subscribed to your blog?

[00:21:49] It is the how. Someone should be able to come to you and go, oh, you do this? Okay, how do you do it? You should be able to say in 1-3 sentences, this is how I do it, to where a second grader would go, oh, I get it, that makes sense. This is how you're going to end poverty? Okay, cool, that makes sense.

[00:22:07]

[RYAN] This is so helpful. It's actually helpful for me because this gives me language for ... I've said publicly that some of my most difficult clients, not difficult from a personality standpoint,



but the people who take the longest to get how I see business are active Amazon sellers because they are so good at the how, they're so good at the mission, what we're calling mission, like here is how we execute.

[00:22:40] And then, when we go back to, well, what's the vision? Well, the vision is to do the how more. It's to do more how, it's to make more sales, which is awesome. I want you to make tons of sales. I want you to have an eight figure exit. But, what is the mission that's built on? What is the vision that's built on? What does that say about who you are and what you are bringing out of yourself and into the world? And it takes some thought to get out of that how and back into more of what you really desire, what you really want.

[00:23:16] And so, this gives language to that. Why are you selling on Amazon? Something as simple as that question, and it's usually like, well, I want to make money. Okay, why do you want to make money? And why this product? Why this business? Why that customer? Why that person? And now, all of a sudden, we're starting to build what I consider a real business because it has a real mission beyond just selling more.

[00:23:41] Once again, I love selling more. I want to sell lots. I want to make lots and lots of money. I want to buy the Cleveland whatever they will be called. I want to buy a baseball team. I want to make lots and lots of money, and the unlock to making lots and lots of money is to have a reason why you are selling something. And so, that gives me such a great framework for getting to that how piece, so thank you for that.

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[JUSTUS] Yes, and what you just described is actually a process that a lot of coaches will use. It's called the Seven Whys. So, when an entrepreneur comes and has an issue, it's to go, okay, why? Well, because I want to do this. Yeah, tell me more about ... tell me why. And they'll start to get frustrated, and you'll ask why about one or two more times and you're this close to actually seeing them break down in tears because they're getting to that thing in their heart that is the actual reason why they got into this. They'll tell you some story that will just grip you about growing up in an orphanage or losing their parents to some disease that could have been avoided if they had the funds, and they want to be able to help other people avoid that same issue.

[00:25:01] And so you go, that's it. That's why you're doing this. That's where they can open up, and I think, even when we say, hey, the best way to do this is four products averaging 25 sales a day, you don't get to products two, three, and four without a bigger why because you're actually staring into a vision and the bigger idea of this person's world that you want to



create for them. It's hard to move your business bigger and further without having a grander why.

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[RYAN] Amen. And, by the way, it's also the secret to getting influencers and raving fans and making reviews easier and all of that stuff is to have a real reason why. It is not to have the right insert in packaging, it is to have the real mission and message behind the business that aligns with why you are there, not what you do. The what you do is how you're accomplishing that underlying reason why. Bam! Boom! Yes!

[00:26:06]

[JUSTUS] This is great. I don't mean to double down on this but I think it's so important for so many of you in The One Percent, you guys have some unbelievable ideas, you guys have some unbelievable products that you're selling, but when you get down in the dumps and you're frustrated, it's important that you come back to the why. That will motivate you. When I come in and I speak about ending poverty and I speak about all these kinds of things, I'm fired up. I'm excited even though I've failed a numerous amount of times, but this gets me excited to get back on the horse and to keep going.

[00:26:38] So, to continue on, you've got your mission, you know how, you've got the practical three things that you do that bring about this purpose, this vision. And so, the next thing is goals. The 30, 60, and 90 day goals. Now, I will be completely honest with you that most of the people that I coach that don't make it, this is where they got vague. When it comes to goals ... everything else is really exciting. The why, oh my gosh, I'm going to end poverty, do these amazing things. Mission, I'm going to have a podcast, a Youtube channel, I'm going to do this, this is really exciting, oh my gosh, this is awesome.

[00:27:17] What are your goals? Well, I want to have this, this, this, and this. Well, that's not specific enough. Well, it gets real because it starts taking up your most valuable asset which is time, and it's not the most exciting thing for visionaries to come in and start thinking about specific things that need to happen, measurable things.

[00:27:37] And so, this, if you want to know one place where most people just give up, it's when it comes to the goals, and the ones that I see succeed go back to their goals, look at it and they can have an honest assessment of if they actually got it, and they actually are okay with changing their goals to not be as sexy, but are actual realistic goals they can hit that create momentum. So, I don't know if you have any questions, but I'd love to go through [INAUDIBLE 00:28:01] smart goals in 30, 60, 90 days.



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[RYAN] Well, I'm just curious why you see people fail here because I would see ... my assumption just based on my own experience is this is where most people think to start. Most people, they just pick some goals or they don't do any of that underlying stuff we've gone through up to this point. So, I'm curious why you see this as the failure point.

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[JUSTUS] I think it becomes real and it scares people, so there's a fear, and sometimes, when you come from vision, mission, and it's grand and you've got these goals that a lot of times put you in front of people, one thing I see so much is the imposter. If I really start to say or try to accomplish these things that are now tied to something deep in my heart, what will people think? They'll just think I'm an imposter, like what does he know. Or they will see me fail, I could fail at this. When it gets real, it means you can really fail.

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[RYAN] That makes sense to me.

[JUSTUS] And so they're ... and some of them are ... I had a guy that I was kind of talking to the coaching process through and he has a real chance of running for president. He has a real chance, has all the connections, has been in politics, has been at one of the top law firms for a long time, he has friends in all the places you need to have friends with. And he has a fear of succeeding. Literally has a fear that if he succeeds, what's going to happen to his family? Will they be able to handle the pressures?

[00:29:34] And he stays in that place of fear so he doesn't write realistic goals and there's nothing he can really tie it to, it's kind of vague, and he knows he's not going to take action on it. He doesn't want to actually do it, he wants to stay in fantasyland. It's like, a vision without a goal is a fantasy, there's some kind of line with that where it's like, yeah, if you don't have goals, it's a fantasy, and some people want to stay in fantasy. If they were to be honest, they'd say, I don't actually want to take action, I just love dreaming about this stuff.

[00:30:09] And that is a real place you have to look because everything seems nice until it's time to actually put in the sweat equity. If we think about the ... you think about the people that you'd want to invest in, it's people that are willing to put in the sweat equity that you're like, I would take a bet on you, and most people are reluctant to take a bet on themselves. They just are. And so, that's why people usually will fail at this point in the process.



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[RYAN] That makes a ton of sense to me. I know from my own experience of setting goals that I ... that are outside of what I know I can hit, that can really mess me up too. Especially with, right now, if you listen to my most recent podcast, it's about setting thousand day goals, but they are all process goals. They are 100% process goals.

[00:31:05] For the next thousand days, we're going to be focused on getting better at Youtube, putting up two videos a week, engaging with that community, regardless of the result. That's a process goal. Now, I've got a 90 day goal that I'm bringing to the team with an action plan this Monday, and that 90 day goal is crossing 100,000 subscribers on Youtube, which would require us to average about 100 subscribers a day and we're just below that right now.

[00:31:40] So, what we need to do is just crank it up just a little bit. We don't need to completely throw everything out and take swings and misses, we don't need to go harder. We need to put our pen down and think, how do we do this a little bit differently so that we're in the best place to be able to hit this 90 days from now? So, I have found that if I were to say, our goal this year, we're going to 10X our Youtube channel. Now, we're just going to swing and miss and take all kinds of risks and pour a bunch of money down things that don't work and get frustrated, people are going to quit, we're going to hate each other.

[00:32:16] But the fact that it's just like, if we keep doing what we're doing, we might get there. We actually might get there if we change nothing. But, if we are a little bit more intentional, is there something we can do to just amp this up a little bit, what would that look like? And that causes us to just pause for a second and go, alright, how do we do this just a little bit differently? And that just gives fire and energy and passion to the goal rather than it feeling stressful and overwhelming.

[00:32:55] By the way, this is why we're so pumped for someone like Damien. The only goal on launch week is take a damn sale. That is the only goal. It is not to hit 25 sales a day. It is not to hit 100 sales a day. It's not to raise \$250,000. It's to take a damn sale, hell or high water. I don't care if you've got to pre-sell it, I don't care if you've got to do a Kickstarter, I don't care if you've got to take a Venmo, I don't care. Go collect an order.

[00:33:30] Why? Everything changes when something is sold and that is a really good goal if you are starting a business. Go take a sale, any sale, just go get ... Go get \$27 like Damien did, and now we have something to work with, now we can crank it up. That's a good goal.

[00:33:50]



[JUSTUS] I love it. And goals should create momentum, but they aren't impossible and you actually have a chance of accomplishing. So, smart goals, each letter stands for something, it's an acronym. The S stands for specific, the M stands for measurable, the A stands for attainable, the R stands for relevant, and the T stands for time bound.

[00:34:15] So, here are the questions you need to be asking yourself. Your brain works better with questions. So, you need to be asking yourself better questions, and you'll get better results. Alright? So, when you think the S, specific, what do you want to accomplish? It can't just be, hey, by the end of this year, I want to be a millionaire. No, that is not specific enough.

[00:34:42] What's going to get you to a million? I need to sell this amount of products. Let's nail it down even more. I need to be getting this many daily sales. Let's get it down even more. How do you get to that many daily sales? Building relationships with influencers. How many influencers? This many influencers. By what time do you need to have this amount of influencers that are promoting your product? Do you have the money to send them to promote the product or the relationship where they would want to promote without any finances? No.

[00:35:22] So, then, what needs to be the number one goal for the next 30 days? Building relationships with two influencers with this amount of followers that have this kind of influencer with their followers. By doing what? By sending them some of my prototypes. Do you have a prototype yet? No. Let's go back. We are nailing it down, and this is where people, if you're lazy, you will not want to do this.

[00:35:48] So, this is where you're going, okay, I need to get down, all the way down, all the way down, all the way down. What would make an influencer excited to promote? By having a really great prototype, so I need to do what? Start building conversations and relationships with manufacturers to get me a prototype. I do have the funds to get a prototype so that's out of the question, it's specific enough. Awesome.

[00:36:10]

[RYAN] I love this. And there's a great comment from Tiffany saying that this is so helpful when you've got a big vision of breaking it down into these micros, and it is so true. I mean, for those of you who don't know, I've been putting up Youtube content for over a decade, over a decade, and now I'm just learning it. And here's what the big shift had happened for me.

[00:36:37] I tell this story on the podcast that when we hired Alex, our new content creator, that Alex just loves making videos, he just loves making them. So, what that did was it allowed me to relax and, you know what, let's just make a great video. Not, what's going to be the thing



that ranks, which is where I was for ten years, what's going to rank, what's going to get views, what's going to build the audience, what's going to get the results? This, this, over and over and over.

[00:37:10] And then, well, that worked a little bit, let's just do more, and more, and more. Let's just do five videos a week. And then you burn out. Alex just loves making videos so it's like, let's just make a great video. Let's make a great video. Wow, that was fun. Man, that was fun. When's the next one? Let's do another video. Let's do another video. After three weeks of that, I was like, can we do this twice a week? I'm having so much fun. Can we do this twice a week?

[00:37:39] And now, Alex is like, wanna do three? Wanna do three? Wanna do three? We'll get there. We'll get there, right? But we're just having so much fun with it that it's creating this momentum, and now our subscriber rates have doubled, our view counts have doubled, our watch time has doubled, and we've been working together two months. It's not even two months. It will be two months on Monday. So, that, coming down to the micro allows you to start getting that momentum.

[00:38:12] The thing is, most of us have such big goals that the thing that is micro feels too small and not meaningful enough. So, you have to pull that into the thing that you can do now that you will actually do that by doing it will create more momentum faster and faster and faster. That has been how I have experienced that, and I know that if I do that for a thousand days, my goodness, things are different. My goodness, things are different.

[00:38:44]

[JUSTUS] Yes. And what I love that you're saying, so, a lot of times what I will say is yeah, you want to have a great vision. You want to have all of this stuff. But focus on the actions and the results will come. If you focus on the action, the results will come. This is where you need to focus, am I doing the activity that's going to actually bring the result that I want? If I stay in fantasyland for too long, I'm not going to do any activity and I'm going to be discouraged because I'm not seeing the result yet, and then you just kind of give up, you're like, I'm not seeing it, I just don't think it can happen.

[00:39:16] But what activity have you been doing every day that can reproduce that? Nothing. I do it some days when I feel inspired, and I don't do it when I'm not inspired.

[00:39:25]

[RYAN] And so, you've got to track it. You've got to track it. It's like, my Tribe Five process, I have five areas, time, relationships, income, body, and expansion. I have a habit, a process for



every single one of those, and I score myself. Did I get three of them? Did I get two of them? No judgement, just how many did I get, because I know that seven days from now, when I have a crappy day, I can go back and look at, well, I've got twos and threes seven days in a row, no wonder I feel like crap. So, what do you do?

[00:39:57] You just get back on the habits because you know that if you're getting fours and fives consistently that good stuff is coming. That is how it works. Justus, we've got some people in the green room that I want to get to, but before we go over to Q and A, can we put this into some action items? Like, some 30, 60, 90 day action items to start getting some momentum? I mean, the first thing it sounds to me, first thing, scheduling your 30 days is let's uncover that identity and purpose piece.

[00:40:33] Dan Sullivan has a great exercise for this. He calls it the unique ability exercise, which is just ask five people that are really close to you, what do I do better than anybody else you know? What am I really good at? What are the things that I am unconsciously competent at? For me, providing clarity, communicating clarity. I don't know how or why I'm good at it, I just know I'm good at it. Don't know where it came from. That's a unique ability.

[00:41:10] I can say a lot of things in very few words and I can hear what is being communicated rather than what is being said. It's just my unique ability. So, that's one for me. Justus' is positivity. Dude has never had a bad day, and if he did have a bad day, he's so excited that he had a bad day because it gives some contrast to the good days. He is always positive. He lights up the room. He doesn't have to work hard at being positive. He is the positivity in the room. So, ask five people around you, what are you better at than anyone else you know?

[00:41:56] And that's a really good starting point for you to get some of that going. So, I'm going to put that in the 30 day assignments.

[00:42:05]

[JUSTUS] I love it. I love it. And I would also say in the 30 day assignments just start nailing down what actions could I realistically do every day to see my vision come to fruition over the next ... a portion of my vision come to reality over the next two to three years? What is one reproducible activity? Really nail it down, don't just put a quick answer down. Think about it. Give yourself time to think and put that in your 30 day goal. Just start there.

[00:42:43]

[RYAN] Awesome.



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