



YOU GOT THIS!

THE 7 PRINCIPLES TO STAY MOTIVATED

START WITH THE END...END WITH IT ALL

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YOU WON'T STAY MOTIVATED ON YOUR GOALS IF YOU DON'T FOLLOW THESE 7 PRINCIPLES...

In my life, I have duplicated success multiple times, in multiple industries.

The same habits that helped me go from being a punk little kid to a prison cell to a seven-figure earner was originally discovered during my high school wrestling career. At 14 years old, I made to state, and by the time I was 17 years old I was one of the highest ranked national wrestlers in America who went to prison a few years later, I wrote a book that's almost finished about it called locked up to luxury.

And then after prison, I applied these same principles to building a moving company and then launching my digital marketing LIFESTYLE...



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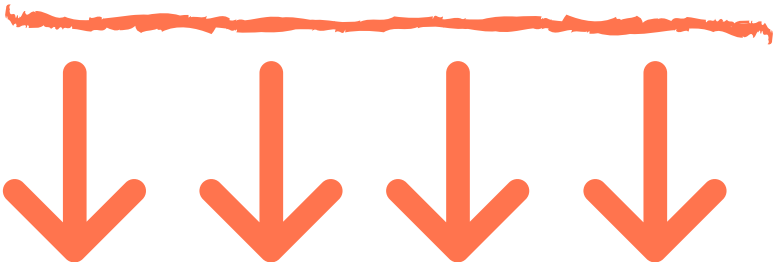
I graduated top of my class from “OSP” (Oregon State Penitentiary) my wife and I always laugh about that one”
...with not a pot to piss in.

I started my moving company shortly after, and treated my company with the same discipline that I treated my wrestling career. I pushed myself to be the best and attacked every single day like it was my last. I created habits that wouldn't allow failure and I drove myself straight to a heart attack at the age of 28 years old.

6 months after that I got ride of my company to pursue this LIFESYLE and thanks to a good friend and mentor Dan Klien, his amazing leadership and these 7 principles I've been able do some pretty cool sh#t with my life...

I have replicated the same “0 to 100” success for myself multiple times, and over the past decade I have watched great leaders like Tony Robbins, Gary Vee and Grant Cardone be able to do the same because they understand the fundamental habits that will get you there in the first place.

So here they are...



Principle #1 MOTIVATION STAYS WHEN YOU ARE PRESENT

When I first got into wrestling, I learned very fast that the days I walked into the locker room before going to the mat and looked myself in the mirror after practice and said to myself, “you’re not there yet” you’re fat and it’s going to take forever to get to the top. I HAD A HORRIBLE PRACTICE.

HORRIBLE....

I was starting off on the wrong side of the wrestling mat, and the entire practice everything was off because my thoughts were off. I was making the entire process more difficult for myself because I wasn’t living in the present, I was only wishing for the future.

Over time, I changed my mentality to being as present as possible when I hit the Mat.

I stopped thinking about my weight and my rankings and where I wanted to be, I was only focused on the next double leg take-down I was doing, right now.

What happens when you shift your mentality to the moment is you end up growing and moving faster, because you are making so much better use of your time.

So this might seem a little ironic to you but it’s the truth people who live in the future and wish they would get there faster actually end up slowing themselves down.

Meanwhile, the people who are entirely present and IN THE MOMENT end up getting to their future goals faster.

Principle #2

MOTIVATION IS WHAT YOU REMIND YOURSELF OF EVERY SINGLE DAY

When I was in prison I read a book called Think and grow rich by Napoleon Hill and in that book he explains why it's important to have a "chief aim"

A Chief Aim is what you want to become...

It's the future vision of yourself and he tells us to imagine that future self and then write it down.

He goes on to tell you to write down where you want to go, what you want to achieve in life and who you want to become and then every morning and every night, read it, imagine it and scream it from the rooftops.

The intention is to embed it in your subconscious, so the law of attraction will bring you what you desire.

I have never been one who believes in wishing for what you want but I did see the value in what napoleon was saying. So I created a vision board and wrote all the things I wanted in life on that board, every morning and every night for over a year I memorized those things.

And guess what? I made them all come true when I got released.

But even more importantly, I felt more motivated than ever...

Motivation takes a ton of effort. You have to remind yourself of what you are grinding for and why. And writing it down or doing a vision board and reading it out loud everyday will reinforce your desires deeper and deeper into who you want to become.

Principle #3

MOTIVATION COMPOUNDS BASED ON THE PEOPLE YOU HAVE IN YOUR LIFE

I used to think this was bull#hit too, but a huge part of staying motivated has to do with the people you keep around you everyday.

I became a nationally ranked high school wrestler because I only trained with the best...

I worked my way up the ladder and continued to seek out the better guys on the mat, until eventually I was part of the elite group of wrestlers.

When I started my moving company I did the exact same thing. I found the largest and best moving companies in Colorado and I harassed them with questions. I learned from them. I copied their systems and I climbed the ranks by putting myself into a position to grow by proximity.

And the same could be said for what I have done with my digital marketing lifestyle. I don't spend my time like most 34 year olds. I don't go to the bars or spend extra time at restaurants when I eat. I invest my time with people ten, twenty and sometimes thirty years older than me, Picking their brain learning and investing in myself.

My best friends fall into this group and when you surround yourself with people who are just as motivated as you, you stay motivated yourself.

Principle #4

MOTIVATION IS A DIRECT REFLECTION OF WHAT YOU PUT IN YOUR BRAIN

How do you expect to stay motivated if everything you look at all day is surface level content?

How does scrolling through Instagram enrich your life?

How does watching Facebook video after Facebook video make you any better at your craft?

Our brains are like our bodies. If we feed them garbage, they get unhealthy.

In order to stay motivated, you have to give your brain the good stuff. You can't eat sugar and expect to be driven, or to grow at a fast rate — and yet, that's what everyone expects.

Staying motivated is about challenging your brain. Start Reading material that takes a lot of focus. Work on your craft. Turn off your phone and practice being in the moment, present, and deeply immersed in whatever you're working on.

The more you challenge yourself, the more motivated you will be to continue.

Principle #5

MOTIVATION IS A HABIT NOT A CARROT TO CHASE

People think staying motivated has to do with seeing your goal dangled in front of you and then chasing it.

And sure, sometimes that helps. (At least it does for me)

If you really feel off-track one day you can always pull up a movie or something that really inspires you to keep going. But that sort of external motivation should be used very intermittently. It shouldn't be the driving force behind what you do.

Getting in the habit of doing is what will keep you motivated over long periods of time.

Because the more you do it, the better you'll get at it. The better you get at it, the more you'll want to do it.

This is the cycle you want, because it just keeps going and going and going....

Principle #6

MOTIVATION REQUIRES A BALANCE

Trust me, this is where 99% of people fail.

It's not always about doing something. It's also not about planning and planning and thinking and imagining.

There is a time for putting your nose to the grind stone, and a time for stepping back and allowing yourself to recharge.

True success doesn't happen overnight.

The really big wins don't happen in a month, or three months, or sometimes even a year or two years.

Which means the name of the game is endurance.

In order to play the long game, you have to know when to grind and when to rest.

Take digital marketing for example. I build A LOT of websites.

What most people build in a week, or even a month, I build in a day. But I also know that I can't build all day every day, because then I'll get burned out.

So as much as I build, I also need to rank websites. I need to take in new information. I need to feed myself what the other greats in the online space are doing. (In the same way you can't just wrestle and wrestle and wrestle on the mat but not eat. You have to have both or your body can't keep going).



Principle #7

MOTIVATION TAKES KNOWING YOURSELF

If you chase something for the external reward, you've already lost. That's the kind of motivation you can't sustain.

Now, that's not to say you can't or shouldn't be motivated by external rewards. They will be there. They are fun to aim for. They're great to point at as milestones. They just shouldn't be the root of the root, the true driving force.

Real motivation comes from curiosity.

We do things over long periods of time because they fascinate us, and because we want to explore something new within ourselves.

This is what it means to know your WHY. Why are you doing what you're doing?

The more your motives are internal, and come from a place of exploration and curiosity within yourself, the farther you'll go. Because you aren't doing it for some sort of external approval.

You're doing it from a deep, genuine part of yourself.

P.S Big Shout Out To Dan Klien For Keeping That Motivation On my Mind

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