

CASH GENERATING HABITS



THAT STICK

**HOW TO CREATE 2 NEW HABITS
& A NEW COMFORT ZONE
WHICH GENERATES CASH IN 90 DAYS!**

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SESSION 8: Days 63-72 | Excuses

Last session we talked about going 'all in'...

In order to do that we need to overcome our excuses for not going all in!

The problem we face is it's tricky to identify an excuse, because we give excuse a cute name, called 'reason' we don't call an excuse by it's true name, we call it a reason. So it's different it has a totally different connotation in our minds. And that excuse which we call a reason, keeps us from going all in. Let me tell you an excuse/reason is nothing but a well-planned lie! And the easiest person to deceive is yourself!

We give reasons for not making a full commitment to our success. Because we love comfort.

Comfort is the enemy of achievement, We make excuses, because we want to stay comfortable. And making an excuse allows us to stay where we are. Everything we want is on the other side of fear, we have to develop a healthy fear of not doing things we want to do. It's usually fear that gets in the way of our goals our mission in life and our prosperity.

So now it's time we look at the excuses/reasons you are likely going to use to avoid making any of this happen. Why because you can't make money and excuses at the same time.

Everyone uses excuses. Including me. We all have favourites that we use over and over. Because they have a track record of getting us out of uncomfortable situations. So let's learn to recognise them so we can confront them, to prevent them sabotaging our success.

An "excuse" usually turns out to be something *other* than the real reason for our shortcomings or unwillingness to commit to something. That's why I say an excuse is a well-planned lie! We are professionally trained liars. And we fool ourselves into believing our excuse is a legitimate reason.

Let's say for example, you're late to a meeting and the reason you give is traffic. That's not the *reason* you didn't make the meeting on time. You were late because you left home without allowing ample time for traffic.

"Excuses are never the reason for why you did or didn't do something. They're just a revision of the facts that you make up in order to help yourself feel better about what happened (or didn't)." Grant Cardone

Excuses are for people who make other people and circumstances, everything and everyone but themselves, responsible for their situation in life.

*"The first thing to know about excuses is that they never improve your situation.
The second thing to know is which ones you use on a regular basis."*

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Do any of the following sound familiar?

I don't have the money, I have kids, I don't have kids, I am married, I am not married, I have to find balance in my life, I am overworked, I am underworked, too many people work here, we don't have enough people, my manager sucks/ doesn't help me/won't leave me alone/is negative/is too jacked up, I don't like reading, I don't have time to study, I don't have time for anything, our prices are too high, our prices are too low, the customer won't call me back, the customer cancelled the appointment, people don't tell me the truth, they don't have the money, the economy is bad, the banks aren't lending, my owner is cheap, we don't have/can't find the right people, no one is motivated, people have bad attitudes, no one told me, it was someone else's fault, they keep changing their minds, I am tired, I need a vacation, the people I work with are losers, I'm depressed, I'm sick, my mom is sick, traffic is terrible, the competition is giving its product away, I have such bad luck. .

How many of these excuses have you used? You should go back and circle every statement you've ever heard come out of your mouth. Now ask yourself, will any of these excuses ever improve your condition?

I doubt it." *Grant Cardone*

You know I like to play a game with myself. It's called, "It's my fault" Where I take the blame for everything, every unfavourable circumstance in my life is my fault. I'm not talking about being hard on myself, that would leave me depressed. But it's a game I play that causes me to rise up and take responsibility. I'm taking responsibility even when something is 100% not my fault and had nothing to do with me.

Because the fact is, is that if the rest of the world is the reason I'm sick, I have to get the rest of the world to the doctor for my problems to go away. I don't like those odds. If it's my fault the only person who has to change is me.

So if I leant someone money and they promised to pay it back by a certain time. And they don't, and now I don't have enough to pay my bills. It's my fault not theirs. The fact that I'm blaming them for failing to keep their promise to me. Is not going to change the fact that I can't pay my bills right now!

If I continue to make it their fault, I have to wait until they come up with the money for my bills to be paid. If I make it my fault, my bills get paid. Next time I either don't lend the money. Or if I do I put in the extra work to replace the money so just in case, they don't come back to me with the money on time. My bills get paid, whether they pay me back or not!

The fact that someone else or something else keeps letting you down is not going to improve the conditions of your life or change your luck. In fact, if you keep telling yourself that long enough, you'll start to expect to being let down, while still making excuses for it, rather than trying to rectify the situation. You can't control what somebody else does, but you can control what you do!

You have to start understanding the differences between making excuses and providing actual, sound reasons for events.

You know when I got engaged to my first wife, who is also my only wife. I called one of my longest childhood friends J to tell him the good news. J was really excited and began to tell me, how he remembered, when I told him I liked her years ago when I was a teenager and how pleased he was for me, that I actually made the move, because I didn't for a long time.

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I mean he was telling me to move to her when I was like 13, she was 17 and I was sub 5ft tall she was almost 6ft. I just didn't have the guts until I was 23! So J jumps in and says, "So I'm gonna be best man yeah!" I was like yeah... I'd known J longer than I'd been friends with anyone else.

So to me he was the most logical person. I had another friend D who in terms of skill sets was better suited for the role of Best Man. But against my better judgement. I went with J because I'd known him longest.

I thought, J won't let me down this is too important and look how excited he was for me! So all this went through my mind as I said, yeah he would be best man.

So when I told my other friend D. He was cool. He said, "Yeah dude I understand you've been friends longer so cool, I'm just happy for you and Tessa"

Anyway long story short. When it came to getting stuff done. Showing up for meetings. Rehearsals. J who was so excited, didn't come to one meeting to do with the wedding. Not one. Now a best man is supposed to alleviate stress not create it.

Now I could have blamed J for messing everything up, for being unreliable, for letting me down. But I knew it was my fault. I'm the one who went against my instincts. Although J is a great laugh, funny as anything, a kind passionate person, who wants the best for everybody, he really does and I know that, he's not malicious at all, he's just not as reliable and hands on as D who I thought was better suited.

J might not appreciate me saying that but I had to take responsibility and make the tough decision to tell J my long term friend that our arrangement wasn't working out and that D was the best man for the job. Pardon the pun.

I didn't put in those words. Thankfully I have a gift with words. And I was able to put it to him in a way which coerced him to believe it was actually his own idea and to his own benefit to make the decision to step down in an amicable fashion. And the wedding day went swimmingly.

It's not J's fault for letting me down. It's my fault for choosing him, knowing D was the right person for the role. Plus D knew my wife, better than J. So his speech was more balanced in anecdotes about us both. Whereas my other friend J didn't really know much about Tessa. D's speech was a scream I can tell you. Let's just say I can't wait til he gets married. I don't know if I'll be best man or not. But even if I'm not I'm making a speech. I'm gonna wax lyrical, literally. I'm a poet if you didn't know!

Any way the point is if I kept seeing it as J's fault. I wouldn't have made the tough call. I would have said it's him not me. And I'm not sure how the big day would have turned out. But because I made it my fault. I didn't have to wait for J's habits to change, for the situation to improve. I needed somebody who could be committed to the process. If J is too busy and can't make it to anything. The fact that I was allowing myself to be let down, by not picking someone who could be committed. Could have meant I may have had a botched day, and that WOULD have been my fault.

Once of the distinct differences between the successful and the unsuccessful is that successful people simply don't make excuses. There are no justifications that will change facts or situations— Remember "Nothing happens *to* you; it happens *because* of you." "If it is to be, it is up to me."

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When you make excuses or give reasons, whatever you choose to call it. You are making success an option. Success should not be an option. If it's an option, then it's not mandatory. Success should be and is your moral duty and obligation. It's mandatory.

"No excuse exists that can or will make you successful. Engaging in self-pity and excuse making are signs that someone has an extremely minimal degree of responsibility.

"He didn't buy from me because the bank wouldn't make the loan." No, he didn't buy from you because you were unable to secure proper financing for a potential customer.

The first statement assumes no responsibility for the event, while the other does—and identifies a solution. Once you adopt a more advanced sense of responsibility—and refuse to make any more excuses—then you can go out and search for a solution. And as an added bonus, you will avoid such situations in the future.

The quality of being rare is what makes something valuable.

So anything that is plentiful has very little worth. Excuses are one item that people seem to have an almost endless supply of. Because they are so plentiful, they have no value. Because they do not forward your desire to create more success for yourself, they are worthless uses of your energy." Grant Cardone - The 10X Rule

A mindset of success not being an option but your duty, obligation, and responsibility is rare and therefore valuable. Commit to *never* using excuses for *anything*!

You'll find as you get over your excuses so will the people you attract into your life. Your team won't give you excuses because you don't have excuses and won't accept them. The same goes for potential clients, you'll find you're closing ratios will go through the roof.

You cannot allow yourself, your team, your family and your clients to use excuses. Refuse to participate in discussions about why something cannot be done.

As the old saying goes, "If it is to be, it is up to me."

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Ok now let's get down to business, we are gonna build:

HABIT 2. AUTOMATE ACTION FOR INCOME GENERATION

For the last 54-63 days you have been,
BUILDING A PERMANENT HARD WIRED DOERS MIND PATTERN (LONG TERM)

Programme Yourself With The DOERS Mind Pattern	
LISTEN TO EPIC SECRET & ACCELERATED FEAR FORMULA ONCE A DAY 90 DAYS	
READ DUTY METHOD	MORNING, EVENING, EVERY TIME YOU FAIL FOR 15 MIN & EVERY TIME YOUR SCARED
WRITE GOALS DOWN	MORNING & EVENING, EVERY TIME YOU FAIL
VISUALISE EMOTIONALLY	MORNING & EVENING

Then for the last 45 days you have been developing the final component of:

HABIT 1. OVERRIDE FEAR & CONTROL YOUR EMOTIONS
(IMMEDIATELY) SO YOU CAN TAKE ACTION IN SPITE OF FEAR OR ANYTHING YOU HATE

4 STEPS SYSTEM IN 5 MINUTES

RECOGNISE | REFRAME | RELEASE | RETRAIN

You're forming a super thick neural circuit of habits 1 & 2, they becoming solidified. You may notice less and less thought is required. Soon you'll go from becoming consciously competent to unconsciously competent. It will be the way you naturally operate (if not already)!

And for the last 36 days you have been asking yourself what is my;

OUTCOME TODAY
Focus on the Ultimate Destination AND The IMMEDIATE Next Step! Will Doing This Attract 1,300 Visitors Today?
1. Write the top outcomes you want accomplished today (the night before).
2. Do them/Delegate them.
3. Colour them in, visually see progress.
4. The things that don't get done. Get put on tomorrow's list!

You're also forming a super thick neural circuit of doing this, it's becoming solidified!

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And for the last 18-27 days you have been:

FOCUS

STOP Collecting Info START CREATING INCOME

Is this info immediately beneficial to the Outcomes I want In the Next 24 hours?
(Yes USE It Now | No Archive or Ignore)

Is what I'm doing right now going to make me money?
Will this have the biggest impact the fastest?

You've been doing this 20-30 Days: Your brain sees this activity is being demanded of you regularly and it has started to make it more efficient. Have you noticed? Automaticity start to kick in, and it's becoming a natural part of you?

And for the last 9-18 days you have been:

TRACK YOUR SUCCESS

Look at the good results you achieve when doing things you fear and document them in a diary, allow each accomplishment to fill you with more confidence for doing things that scare you.

REMEMBER that although your beginning may be small, your latter end shall GREATLY increase...

Celebrate each success and see it as significant, your confidence will grow and your belief in your potential will increase, as action is implemented on a larger scale, better results are attained: the cycle keeps repeating itself...

Your progress will increase in size and speed...

LET'S BEGIN A NEW PART OF A CASH GENERATING

HABIT 2. AUTOMATE ACTION FOR INCOME GENERATION & PRACTICE THE NEXT 9 DAYS

WHILE KEEPING WHAT YOU HAVE BEEN DOING GOING

All you need to do is:

Pick A New Cash Generating Habit

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So now we want to look at how you will make certain this habit becomes automatic & inevitable: We need to set up your environment for success by identifying what you will need to do, to do your habit, what you'll need to **add new in your thinking & environment**, and what you'll need to **remove in your environment**.

It is IMPERATIVE that you **START these new habits early in the day**, when you still have willpower.

**IF YOU START TO DO IMPORTANT THINGS AT THE SAME TIME EVERY DAY,
YOU GET INTO A ROUTINE,
ROUTINES ARE HABITS...**

At first you'll have to think about doing it, soon you won't have to at all. It will become automatic by regularly repeating (at the same specific time daily)...

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ADD in your THINKING:

Resolute decision: What time are you going to Read & Listen.....?
(It needs to be the same time every day!)

Resolute decision: What time are you going to Write Goals & Visualise Emotionally.....?
(It needs to be the same time every day!)

PICK the CASH GENERATING HABIT which will have the biggest impact the fastest:

Whenever Negative Emotions Scare You, Follow These Steps to MASTER Your Emotions:	
RECOGNISE	I'M HAVING A NEGATIVE EMOTION TRYING TO KEEP ME COMFORTABLE, FEAR IS JUST A ELECTRICAL/CHEMICAL SIGNAL IN MY BRAIN (IT WILL LAST 90SEC)
REFRAME	(READ DUTY METHOD) (5 QUESTIONS) (I AM TESTING TO FIND WHAT WORKS, THEN OPTIMIZE) FAILURE IS WHAT I WANT, IT'S AWESOME, IT WILL GET ME TO WHERE I WANT! FEAR IS A GREEN LIGHT INDICATING MY NEXT STEP! REMEMBER COMFORT IS THE ENEMY OF ACHIEVEMENT
RELEASE	TAKE 10 DEEP BREATHS TO RESET THE CHEMICALS IN YOUR BRAIN. YOU FEEL DIFFERENT.
RETRAIN	REMOVE TIME (DO THE INCOME GENERATING ACTIVITY IMMEDIATELY) DON'T THINK, DON'T PLAN, JUST DO IT! WITHIN 5 MINUTES OF STARTING YOU'LL ACTUALLY FEEL LIKE DOING WHAT YOU'RE DOING AND YOU'LL CONTINUE!

**You only need to change the belief enough so that it stops limiting you, so that you get into action towards the things that you want in your life and away from the things you want to avoid!*

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Pick A New Cash Generating Habit

REMOVE from environment: (to avoid distractions, in order to allow you to create your habit, before being side tracked to do something else first)

Computer/Phone/Email/Facebook

.....

ADD new in your environment:

AUTOMATIC | Put a reminder somewhere that you'll see every night before bed, and first thing in the morning when you wake up - to get you on the right track

What Will Your Reminder Be.....

Where Will You Place It.....

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INEVITABLE | Promise someone something you would hate to give away maybe \$1,000 if you don't prove to them you have done the exercise every day for 90 days!

Who Will Hold You Accountable.....

What Will You Promise Them.....

ADD A SCREEN SHOT OF YOUR EMAIL PROMISING THEM THIS: