

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 9: Days 72-81 | Haters & Fear of Success

Last session we talked about overcoming excuses! If it's to be it's up to who? Me! Now as soon as you get over your excuses, and start taking action, you are going to come across new problems.

Do you have some haters? If you don't, you haven't overcome your excuses. You're not doing anything. There's no way you have overcome your excuses and you don't have any haters! It's impossible...

You need haters, it's an indication that you're overcoming excuses and obsessed, going all in. If you don't have haters, nobody knows who you are, you aren't getting enough attention. Today's exercise is to go out and find some people that hate you! Go find you a hater!

I think it was Grant Cardone who said, "If you can get 50% of America to hate your guts, you could be the president of the United States" Get you some haters baby!

Why do people love to hate?

I heard that Tony Robbins once gave an illustration and he said. If you wanted to have the tallest building in town. There's 2 ways to do it. You can either build the tallest building or knock everybody else's building down. Haters want the tallest building in town and their method is to make yours look small. They aren't good at building their own thing. So they're gonna take a swipe at yours!

Haters are gonna hate baby! That's what they do!

Take Jesus Christ's advice and "Love your enemies" because they ain't going away!

Don't be afraid to be polarising. By that I mean when you share your message, don't be afraid of repelling people. You're gonna find some people will love you and support everything you do and some people will hate you. Tell untruths to other people about you. Don't worry about it!

Don't try to make everyone like you, it's impossible. Jesus Christ was perfect! They hated him so much they crucified him. Just focus on winning the affections and serving those who support you. If people don't like you, which I guarantee you they won't. Just wish them the best and get on with what you are doing.

You can try and be neutral, you won't be able to do it. Someone will always misinterpret the meaning of something you say and criticise you for it. Even if you could be neutral, you'd still want to repel some people. Because there are certain types of clients, you don't want to hang out with. If they aren't the kind of person you want to be around, you don't want to say things which will attract them. So don't be afraid to speak the uncompromised truth you believe, you will attract the right people to you. You can and will become wealthy serving them.

The reality is when you step out and you decide to do something significant with your life, in any area. Since we're about business, we'll talk about business. When you step out and release your influence into the world. You start to build something.

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You're going to get the attention of people who aren't thrilled. Nobody in the history of human kind has appealed to everyone. Which is fine, because you can't appeal to everyone and you should never try to.

You will attract people who don't love you or what you do and so long as they have a keyboard they will say what they feel like with zero consideration about how it will make you feel. And in fairness to them they aren't right in front of you, so it's almost as if they are less mindful of the impact their words may have on a person. They aren't putting themselves in your shoes, thinking, how would I feel if somebody sent me the message I'm about to send to this person?

They just let their opinion be known. They would never say it to your face. Just like people in cars honk their horns, give middle finger salutes, to other drivers! Real aggressive because they are safe in their car, they can drive off. They would never be rude to your face.

I saw this advert once, where they showed people behaving like they would inside their cars, only they were walking on the street. It was so funny, it looked so odd because people just don't do that.

People will from the safety of their computer will go online and burn you. They will say things they would never say to you if you were standing right in front of them. Well some would but probably 90% wouldn't dream of it.

Sometimes the way people articulate themselves in writing is received differently from how they actually mean it. Tone of voice doesn't come across the way it is intended. You know what's interesting is. I've had clients write me emails, which seemed like the person was mad and a horrible person.

But when you pick up the phone and speak with them they were actually quite a nice person they were just a little frustrated. I was sacred to call them because I thought from the tone of their email. They would be screaming down the phone and they weren't. So don't concern yourself saying all these people hate me.

When you first start out it's very disconcerting. It hurts. I remember when I first put some videos on YouTube and I had a link to my website and on my website I box where you enter your name and address so I'd know where to send the information, I was promising.

I remember this guy was criticising me for it, Well I don't see why people should have to sign up to get access to it. And I was like really? They're getting something for nothing! They're not giving me any money. I'm doing something out the goodness of my heart and you want to give me a hard time, because I'm asking people where to send the information? And the guy didn't even call me by the right name he kept calling me Eddie! I was really annoyed at the time.

I remember another guy complaining he got 3 free videos and he was upset because he thought the 4th going to be a sale. He didn't think it was right. Then he went on saying, people start things out the goodness of their hearts and the next thing they sell out. And he just didn't think I should be making any money. I should do it all on my expense and give it all free. And you know I actually did that for a while and people still complained.

I was selling something for £97 and I said but if you can't afford it, just write to me and I'll give it to you free. Then I got people telling me they couldn't afford it, when really they just didn't want to part with the money. So I defined in my video

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what I meant by “can’t afford” it. I said, if investing in this program means you will have to go without food. I’ll give it to you free.

I got people writing stories to me, none of which said they’d go without food, but they would talk about how they were in debt and that when they get into a better circumstance they would pay me, if I give it to them free now. So I gave it to them. Never heard from them again, not even a thank you. So my point in all this is guess what? You can’t please people no matter what you do and if you try to you will lose your shirt.

Don’t try to people please. People will have negative things to say no matter what you do and it hurts and it stings. It can make you question what you are doing. It made me stop what I was doing for a while.

You’ve got to avoid that, you’ll never appeal to everyone. As Dan Sullivan says, “You want to work with the people, you want to be a hero to”

Once you step out you will start attracting haters. I think it was Winston Churchill who had plenty of haters said, “If you stop and throw stones at every dog that barks, you’ll never get where you are going.”

Haters hold a lot of people back, they get worried and scared. You’ve just got to let it roll right off you.

Now there is another side to this and that’s the internal fear that if you actually successfully create the success in your life that you want, then you will lose the people around you. That people will treat you differently. Friends, family might not like you anymore. And it’s true.

Once you start playing a bigger game and you start stepping up into your greatness, they feel that it makes them look bad. And a lot of times they actually love you, they just don’t want to be left behind, so they voice it in hurtful words sometimes. Because they haven’t thought about it deep enough to realise why they are upset with you. You’ve taken away their excuse for living a mediocre life.

And I’m not just saying that success in business is when you are doing it big. It depends on the vision you have for your life. Are you living up to what you know you should be doing? I’m speaking like this because I expect if you are listening to this, you are interested in business and success financially and living an Epic Life.

I’m just saying when you do actually step out and start accomplishing things, people will have negative things to say no matter how well you do, and how much good you do. If you can’t handle it maybe success as an entrepreneur isn’t for you. I don’t want to tell you don’t have what it takes. I’m just saying be willing to do what it takes and you can have the life you dream of.

And if somebody is going to be negative about what you have achieved, then they are not really a person, that you want to be close to. I don’t want them around me. I want people around me who celebrate my success and push me harder. And I love to do the same for others.

Life is a joy celebrate it, but be prepared as you grow, your influence, your bank account, your success, that people won’t be happy to see you live your dreams.

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Criticism is a sign of Success

Although being criticized won't give you the most pleasant feeling in the world. It's not something you want to avoid: it's what you should become accustomed to once you make it.

Interestingly not all criticizing is bad, there is constructive criticism which is actually helpful. To help you better yourself. We think of criticism as bad because most of the time the people "criticizing" are expressing their displeasure with us or what we are doing. So sometimes constructive criticism is cited as negative, when it should be embraced.

Most people don't like being criticized. I don't like it myself. However, I've found that it comes as a natural result of getting attention. You might not be doing anything wrong. You might be doing a great job for which other people are singing your praises. While others inevitably find something wrong with everything.

This I believe is the #1 reason why most people avoid attention in the first place, is they are committed to avoiding being criticized. And so they don't do anything and they accomplish their goal. Nobody criticizes them. But then they wish they had more money. It's not going to come without getting attention. And with attention comes criticism.

People live in fear of what other people will say about them, or what they do, they take everything personally. The day you can care less about what other people think about you. You will find yourself taking relentless action.

Just like a 3 year old screaming at the top of their lungs to get what they want. They don't care that they are annoying people. They're just committed to their mission. And adults give in to them to keep them quiet. The 3 year old knows what they're doing, they do it on purpose. They know it has a high chance of getting them what they want. Give me that jelly bean or I'll scream this place down to the ground.

The 3 year old knows there is no way to achieve serious levels of success without getting some attention. Yes, people will eye you and make it clear that they disapprove of what you're doing.

"Let's face it: No matter what choices you make in life, someone is going to criticize you somewhere along the way. Wouldn't you rather receive it from people who are jealous of your success than from your family, boss, or bill collectors for not taking enough action?"

When you start taking enough action, it won't be long before you're judged by people who aren't taking any.

If you're generating substantial success, people will start to pay attention to you. Some will admire you, some will want to learn from you, but unfortunately, most will envy you.

These are the people whose excuses for not doing enough will morph into reasons why what you are doing is wrong.

Beware: This criticism can come in many forms. It may first show up as advice from others: "Why are you spending so much energy on that one client? He never buys anything" or "You should enjoy life more! It's not all work, you know."

These are the kinds of things that people say to you to make themselves feel better—because your abundance highlights their deficiency.

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Remember: Success is not a popularity contest. It is your duty, obligation, and responsibility.” Grant Cardone - The 10X Rule

Whenever I used to have trouble with a kid in school. Mum used to always say, ‘If you never stoop to their level and never retaliate, eventually they will see you aren’t any fun to pick on, because they aren’t getting the reaction they want out of you! And they’ll leave you alone.’ Mum was right!

And the same is true in business, once your competition and haters realize that you just aren’t going away, they will give up and find someone else to pick on.

Haters respond to the success of others’ success by attacking it. Once you decide to takeover and serve a particular market place, you run the risk of becoming a target for these people.

This is all politicians do, all they do is slate each other, to get elected. It’s pathetic. How is that helping to improve my country’s prosperity?

But why do they do it? They feel threatened by the other party. Criticism is indicative of the fact that the person throwing dirt is threatened by the person they are attacking. The only reason they criticize others is because they don’t know how to prove they are better without slating someone else.

Take criticism as a sign that you are on the right track, the same way you see fear as a green light, that says go!

Poor performers make others wrong for doing what is necessary to be successful, so that they can feel okay about underperforming!

If you want to be a top performer, then admire other top performers study them and replicate what they are doing. Train to reach the top. Don’t whine like a loser who is making excuses for not taking responsibility to increase your level of production.

“Those who initially judged your actions will later be singing your praises—just as long as you take the criticism as a sign of your growing success and keep the accelerator on your actions at 10X. After all, what better way to retaliate against criticism than to keep succeeding?” Grant Cardone - The 10X Rule

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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 63-72 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 54 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 45 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 27-36 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're also forming a super thick neural circuit of doing this, it's becoming solidified!

And for the last 18-27 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...

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 days you have been starting:

A New Cash Generating Habit

WE WON'T BE ADDING ANYTHING ELSE FROM HERE ON...
SO JUST CONTINUE TO DEVELOP THIS NEW CASH GENERATING HABIT, SO IT STICKS!

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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**.

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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Keep Working On Your 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: