

Words Of Wisdom

First and foremost you must be able to internalize the qualities of a happy fulfilled person to be able to accomplish whatever you want. Your character is half your way to success and without a good solid foundation and head on your shoulders you are limiting every other aspect of your life. Perspectives and principles are what make you who you are and to be a good business person is to be a likable person. You could be the smartest guy in the world but without the right approach and charisma you won't be successful in this field. Although you could be the best analyst or great with numbers if you can't close deals and network you don't have the reach one needs to succeed in such an incredibly competitive market. These lines I'm giving you have endless power and like with many other things in this document it all depends on how you use it. But I promise the more of these you can implement in your life the happier and more successful you'll be. One of the most enlightening books I read was the "*7 Habits of Highly Efficient People*". It will have you thinking about life in a completely different way and offers a lot of insight into the flaws of your character you might not have realized without this book helping you explore them. I put this first because without these fundamentals everything else is much harder and I want you to be able to open the document and immediately find quick quotes that will help you whenever you're in a tough spot or need guidance. There are 2 categories, one personal which is all about your character and improving your outlook on life. Then there's a professional which will help you navigate the business world and finally quotes that will help you with the principles of real estate. Also keep in mind a lot of the personal "Words of Wisdom" also directly apply to business.

Personal:

It is what it is

Today is the youngest you'll ever be

Don't chase waterfalls.

Only think productive thoughts

“Decisions control the journey” -Lily Wee

The warmest blankets have the coldest futures

The only impossible journey is the one you never start

It's the darkest skies where we see the brightest lights

Life is meant to live forward but only makes sense backwards

The best view comes after the hardest climb

If it doesn't challenge you it doesn't change you

Confidence is one's ability to turn thought into action.

Communication is key

Keep your head up in failure and your head down in success

Cut back on consumption and offer creation.

Don't let life stop you from living life

The rear view is for glancing not staring

Every man has 2 lives and the second one begins once he realizes he only has 1

Honesty without kindness is brutality, kindness without honesty is manipulation

When a bird lands on a branch does it trust its wings or the branch? I've seen many birds break branches but I've never seen them fall. Trust your wings.

If you want to feel rich just count the things you have that money can't buy

I've had a lot of worries in my life, most of them never happened

If a problem can be solved then it's not worth worrying about, if it can't be solved then it's useless to worry about.

“If I had asked people what they wanted, they would have said faster horses” -Henry Ford

Worst thing you can have is plan b, plan b is the largest enemy to plan a, if you're already thinking about what if this doesn't work then you are already behind.

Perfection is not attainable, but if we chase perfection we can catch excellence.

You can't cling to the past. Because matter how tightly you hold it, it's already gone.

Say something once very meaningful instead of repeating the same thing again and again.

Ex. If your mad at someone, tell them ahead of time can I get one “big mad” out and then we can start working on a solution. Or if you feel bad and you keep repeating sorry, say one big sorry to count for all the sorrys you've been repeating.

Life is hard at times. But you hadn't had to go through hell to get there, the lessons might not have been as clear

You might be the sweetest peach on the tree but some people just don't like peaches

The best time to plant a tree was 20 years ago. The second best time is now.

In 6 months you would have wished you started 6 months ago.

Don't set yourself on fire to keep others warm.

Until death all defeat is psychological

Your only asset is time, and you can turn time into anything. You can turn it into time spent in the gym, time spent making money, time spent making connections, time spent scrolling on social media. No matter what, time is time the only thing that matters is how you use it.

You have 5 seconds to take action between the things you know you need to do and the excuse

5-4-3-2-1 do it

The bee does not waste its time trying to convince the fly that honey is better than shit.

You don't notice your progress in life because you're always raising the bar.

It is the marks of an educated mind to entertain an idea without having to accept it.

You are asleep; WAKE UP!

FEAR has 2 meaning
Forget Everything And Run
Or
Face Everything And Rise

The choice is yours
Your life isn't yours if you always care what others have to say

You can never add days to your life but you can always add life to your days

Try to learn something from everyone

An idea is only delusional until it works.

Nothing ventured nothing gained

Don't confuse what is easy with what's right

Cut out as much negative as possible but since you'll never be able to fully get rid of it learn to thrive off the negativity

Be yourself, everyone else it taken

If you can be in a bad mood for no reason might as well be in a good mood for no reason

If you can do something amazing and still have a bad day that means you should be able to do something that sucks and have a good day

When you're looking at a map you have to know where you are to know where you are going.

Look back at the things you love doing, what scared you, what came into your life through that you can get a much better understanding of where you are and where you are trying to go.

People worry because they don't trust themselves.

Life is 10% what happens to you and 90% how you react.

No matter how far away something is as long as you're moving forward you're getting there

People don't remember you, they remember how you made them feel

Continuous progress is better than delayed perfection

Kindness is key

Worry is not an effective way of gaining control

Butterflies are a key part of performance but it's about getting the butterflies to fly in formation which separates the average from the greats.

TENACITY

Any time an individual who had an impactful affect on your life that you'll never meet again ask them for something to add to your bucket list, that could be go somewhere, do something, read something ect.

Give as much as you can

Where attention goes energy flows

The best way to end something is to starve it, no reaction, just don't feed it. That's where the true power lies. Where attention goes energy flows and when energetic patterns are broken no worlds emerge. Don't return negative energy, remove yourself and create and a new algorithm.

Never hesitate to compliment

Investing in yourself is the single best thing you can do to set yourself up for success

Before bed write down 3 things your grateful for and read them outloud in the morning

Worrying does not take away tomorrow's troubles. It takes away today's peace.

Take a walk every morning

Choose who you love and love them with all you've got

Never hesitate to show affection

Spend 15 minutes each night preparing for tomorrow's top tasks

Create stories worth telling

Seize the identity you want

Pilot your purpose and if that doesn't work, pivot.

If it's not gonna change your life it shouldn't change your mind

If the cost is peace of mind dont buy it.

Create a huge calendar with every day of the year. Many people struggle to create newness so they fall into routine and have nothing to show for their year. Be proactive to plan it so you have some variety in your life. Work and responsibilities will always be there so make a point to prioritize yourself. Make yourself an incredible year and all you have to do is follow the script.

If it's music you're listening to then do just that, if you're enjoying time with your friends then do just that. Allow yourself to commit fully to the present moment. Let

yourself sink into the belief that there is no task more important than the one you are doing right now. *There is no peace without presence. No joy living in the past and no freedom living in the future.* The secret is to relax your shoulders, let go of that breath you've been holding onto and fully appreciate this moment for what it is.

Happiness is so hard to find because everyone looks for it in the future instead of finding it in the present.

Be decisive with your questions and people will be happy to help you, give people direction as to how they can help you.

Are you in control of yourself or are your fears controlling you?

Are you in control of your life or is your need to please other people controlling you?

Do you know your strengths and weaknesses or are you hiding them with distractions?

You overthink because you don't write

You are anxious because you don't act

You procrastinate because you don't have a plan

You stress because you don't train

You lack clarity because you don't journal.

All your problems have a solution, you just don't do it.

Success demands an open mind to understand and the humility to implement it.

Open: Learn to listen, Humility: Stop hiding and being defensive, take everything as a gift.

Overthinking will cause what you're overthinking to happen. If you've completed the same hard task a million times without overthinking and the one time you have to present it to other people you fail, that is your brain setting you up for failure by overthinking.

Everything you don't want to happen will happen if you only think about what could go wrong.

When we over attach the importance of a certain outcome, our performance declines, the solution is to let go, act more, and plan less. If you are planning you are not acting while the important part is that your planning is the actual action.

Don't look at what you're trying to avoid, look at where you're trying to go.

There are a million things that you should try to avoid, but only one direction you are trying to go so instead of filling your brain with every bad thing, fill it with the one good thing you want.

The only way you can feel sad is if you felt really good about something before, so instead of being sad turn it into an appreciative sadness because that sadness was only possible because you cared and something made you so happy before

When trying to help someone ask “do you want comfort of solutions” that alone can save so many unnecessary arguments.

To achieve “success” you must be in complete control of yourself.

Self awareness is your best friend

Like a wild horse, you may be the fastest horse in the world but if you're not tamed you will never win the race.

Be intentional with everything you do and have focus.

What can be done should be done

There will never be a time where there is no opportunity.

Certain markets may close and others may grow but regardless there is always a sector/market to make money in. You just have to change your perspective and approach.

Be so confident in what you bring to the table that you're willing to eat alone until you find the right table.

The you that people perceive is an illusion, a construct defined by conditioning environmental influences, fear, greed and other ego driven factors. The genuine you resides far beyond all of these perceptions, simply observing. This true self is not separate from anyone else because there is no inherent separation. We are all interconnected like leaves on the same tree

If you had to create a human, what would you put them through to make them tough? It probably wouldn't be a super easy life, what would you do to make them patient, you probably wouldn't give them things immediately. People want these traits but these traits have a price tag, so do you want to pay that price? If people were to reframe tough times in life as the price you have to pay instead of just agony, I feel like people will be a lot more willing and comprehensive to put in that time.

The gods envy the mortal because their lives are so ephemeral, they had so much chance that could happen to them whereas the gods always knew they weren't going

to die and it was completely guaranteed. What we do is have this wish and if it actually came true you'd hate it more than your current circumstance.

If you knew you were going to succeed it wouldn't be worth doing in the first place. The fact that you are uncertain when you start is what makes it worth it. The fallacy of being in the pursuit is the worry that it won't amount to anything. Because who you are becoming is the thing you are amounting to in real time every day.

You can't find the same person twice even in the same person.

Fulfillment is the only accurate metric of success

Expectations are the thief of joy

There 2 modes of being, either in your body or in your mind. In your mind your either living the the past or the future. As things happen your mind will start creating a script while looking at people, like oh she dresses weird, oh he looks wack. Basically anything that is fucked up but aren't who you are, just your thought. Being in your body is your purest form where you had no prejudgements/assumptions. You've never did anything bad, never hurt anyone, never felt humiliation. Every time you live in your mind you are polluting your being with unneeded "dirt". The way you live in the body is by becoming aware of every physical sensation in your body at any given moment, you can almost feel an energy coursing through your body at all times, like vibrations anywhere around the body. That feeling is what being in the present is. As you do this more and more that "dirt" you accumulated by being unkind starts to disappear. Once you reach that "clear slate that you were born in" that's enlightenment. This is what lets you be you without any negative thoughts, or worryness. You'll be more calm in situations, you'll know the right thing to say always, you'll just get better and better at being you.

Best way to practice this is 5 minutes in the morning and 5 minutes at night.

You may not be her first, last, or only. She loved before she may love again but if she loves you now then what else matters. She's not perfect, you aren't either and the two of you may never be perfect together but if she can make you laugh, cause you to think twice and admit to being human and making mistakes. Hold on to her and give her the most that you can. She may not be thinking about you every second of the day but she will give you a part of her that she knows you can break, her heart. So don't hurt her, don't change her, don't analyze her and don't expect more than she can give. Smile when she makes you happy, let her know when she makes you mad, and miss her when she's not there. The truth is everyones going to hurt you, you just have to find the ones worth suffering for.

Love is giving someone something that they can break but trusting them enough to cherish every moment with them regardless of the outcome.

Tomorrowism: Catch yourself any time you think your going to “do this later”. Any timer there is something you want to start doing but you think tomorrow is a better day. Time is a psychological fallacy, any time you resort to tomorrow you body will make be more willing to skip another day. Don't keep kicking the can down the road. Who you are right now is the only thing you have.

Life doesn't get easier, you just get stronger. Stop trying to make things easier, use discomfort as a compass. Doing harder things makes other things that used to be hard easy.

Cut out anything negative in your life, negative food, negative hobbies, negative people.

Look out for your future self, just like you wouldn't screw over your friend by pushing off your responsibilities.

Heroes and villains always have the same backstory for pain, the difference is what they chose to do about it, the villain says the world hurt me so I'm going to hurt it back. The hero says the world hurt me so I'm not going to let it hurt anyone else. Heroes use pain, villains are used by it.

Someday is today.

Fundamental Attribute Error (FAE): When something bad happens to somebody else you attribute it to their personality and who they are as a person. But when something bad happens to you, you don't attribute things to your personality

Ex. When somebody else does badly on a test you assume they are lazy and didn't study for the test but when you do bad on a test, the teacher was terrible and questions were impossible. Turns out their poor grade was because they recently lost a loved one.

When somebody shows up late to a meeting you assume it's because they are inconsiderate of your time but when you are late to a meeting it's because your car needed gas on the way. Turns out their car broke down.

Every waking moment is enough and excess never leads to better things it just piles and piles atop of the things that are already abundantly in front of you

I do not and will not fear tomorrow because I feel as though today has been enough

I have no hate in my heart for anything, anywhere or anyone

Be where your feet are not where your mind is leading you. The present is now.
There are 2 types of people. Those who see the thing they want and those who see what is preventing them from getting the thing they want.

The world we live in was created by people no better than me. So if you believe in yourself you can.

Invest in yourself. Put your brain to work and never stop expanding your understanding.

The world does not reward the second best, the second fastest person in the world was 0.04 seconds behind Usain Bolt but no one knows his name. Those 0.04 seconds are what differentiates the winners and losers.

Discipline beats Motivation.

Every journey of a thousand miles starts with a single step.

The only 2 things that matter when deciding speed of making a decision:

- How much does this decision actually matter?
- To what degree is this decision reversible?

Your faults are unequally scrutinized to the congratulations of your success. Everyone remembers your flaws but rarely remembers your wins.

Inspire others, if you cannot inspire those who are around you they will not believe in you and if they don't believe in you they won't support you.

Live a happy life, stay healthy, cut out the negative, socialize and put them beyond your own dreams. Money is just an outcome of all these practices.

He who says he can and he who says he can't are always both correct.

Most people die at 25 and aren't buried until their 75.

Growth is often disguised with fear.

Do right by the world and do right by yourself and you will be a happy man.

Strong enough to have it all, too weak to take it

Love yourself, remind yourself each day that you love yourself, bad day, you screw up, regardless remind yourself that you love yourself

Creating, creation is setting the ideas in your mind free, trade a portion of your consumption time for creating and you'll start seeing the world differently, everything is inspiration.

Normal is getting dressed in clothes for work and driving through traffic in a car you are still paying for in order to get to the job you need to pay for the clothes, the car and the house you leave vacant all day so you can afford to live in it.

No one really cares, whatever you do at the end of the day people don't really care, do everything you do for yourself and nobody else. No one will care as much as you so impress yourself for the sake of your own growth and image of yourself.

Your early 20's are your prime, this is not the time to go practical and safe, this is not the time to get the job "mom" wanted you to, not the time to try to maximize as much money in your savings so you can blow it on stupid shit like a car. This is the time to attack the life you want to live. And contrary to what was said these are also the easiest years of your life because you get to attack what you love and want to do. That is because you "don't have all the baggage". Baggage is anything that is holding you down, financially, emotionally, physically and mentally.

Make fewer decisions, all the small things that don't truly matter, such as flavor ice cream, just cut it out and pick the first that comes to mind, save your energy for actual important decisions.

Life pushes you around to tell you "wake up there's something I want you to learn "If you learn life's lessons you will do well, if not life will continue to push you around. There are two things people do, some let life push them around and learn from it, others get angry and push back but they push back against others, their boss, job, wife without realizing that its life pushing them.

The successful people let life push them around and embrace it.

If you blame others and think they're the problem you have to change them whereas if you shift your perspective and think you're the problem then you can actually make the change you need, since it is almost impossible to change others but you are in complete control of who you are as a person.

It's easier to change yourself than to change everyone else.

True learning takes energy, passion and a burning desire. Anger is a big part of that formula, because passion is anger and love combined.

When it comes to money most people want to play it safe and feel secure. So passion does not direct them. Fear does.

People's lives are forever controlled by two emotions, Fear and Greed.

First the fear of being without money motivates us to work hard and then once we get that paycheck, greed makes us think about the wonderful things you can buy with money. Increased money leads to increased spending.

Live a life most people won't so you can live a life people can't have

A dream written down with a date becomes a goal, a goal broken down to steps becomes a plan. A plan backed by action becomes a reality.

He who blames others has a long way to go on his journey. He who blames himself is halfway there. He who blames no one has arrived.

A disagreement with a toxic person will turn into an argument that turns into a bigger problem. A disagreement with a great person will turn into conversation, that will turn into changed behavior or a solution.

I've never seen someone's life improve from drugs and alcohol, so invert that and apply it to everything

No one's coming to save your problems, your life is 100% your responsibility

No one cares about you so stop being shy and create your chances.

Comfort is the worst addiction and cheapest ticket to depression

Always exceed expectations.

La vida es un relámpago, it's incredibly powerful but it only lasts an instance, seize the day!

Only boring people get bored.

Don't be driven only to justify your existence in the world.

Sometime things need to fall apart to make way for better things

Never face the same problem twice, that should be your golden goal, if your facing the same problem you haven't grown

People sacrifice their playfulness and joy to be driven just to validate your existence.

Criticize the action, not the person.

Beliefs are what you believe is true, values are what you think are important, focus on what's important

Be a friend not a judge

Believe nothing you hear and only half that you see.

Please ask for forgiveness, it is okay to make mistakes but if you start lying about your mistakes or blame other people for the mistake it's going to just dig you deeper in a trench.

You're hanging off a 4 foot ledge, things are not as bad as you think they are.

Let go or be dragged

Do you listen or just wait to speak

A boy and a horse are in the woods, the boy says to the horse I can't see a way through and the horse says can you see the next step and the boy says yes. All you need to focus on is your next step. Far too often people are thinking about the whole journey worried since they can't see everything in the end game and it leads to feeling overwhelmed. Don't worry about the end because all you have to worry about is the next step.

To be fulfilled you need to stop focusing on things that are technically better but don't bring you enough marginal pleasure/comfort/satisfaction. If you don't you'll start chasing your own tail.

As soon as you're born you start dying.

Health, Wealth And Love are the 3 pillars of life.

My only competition is me yesterday

Write to yourself 100 words every day, helps you understand your thoughts and turn you into your own best friend.

Always assume yes is the answer. Change your mindset to a yes mindset rather than a no mindset because you have no idea what the answer is so you might as well put your best foot forward and assume good.

The more you fail the bigger your comfort zone gets,
Putting yourself out there is easier than you think

Professional:

Impressions is all that matters for your company

The amount of money you make will never eclipse the value of the problems you can solve

Focus on people's strength and make their weaknesses irrelevant

Utility Delta,

Small problem for a lot of people for cheap

Large problem for a few people for a lot of money

Work for the ambitious isn't about finding balance, it's about swinging the pendulum from one extreme to another extreme. Work hard, play hard, work crazy hours when you feel like it but recharge when you can, burn the candle at both ends.

Business is easy until people get involved.

You HAVE TO get ATTENTION!

Fancy Fails and simple Scales

Be a diplomat/leader not a boss

With mentors you can avoid huge mistakes.

Sell emotions, not services, sell happiness, relief, fulfillment

Time Costs Quality, Quality Costs Time, Quality and Time Costs Money

Nobody cares what you're selling, they care about why they are buying them. Market to the people who have issues within that field, target their insecurities and help them out.

It's all about repetition, consistency and boots on the ground

Text someone "This is (your name)" right before you call them, when you call it will say "maybe your name"

For a career fair, show up with a padfolio, when they ask for your name, give them a school "business card" (school logo on it) name, intended grad, major on it.

Track everything meticulously and easy to find to ensure I know everything that's going on

Keep accounting very tight for both tax reasons and to know cash flow.
Closed mouths don't get fed, work hard to put yourself out there and talk to as many people as possible.

Saving money is just as powerful as making money. Money made is taxed, money saved is not.

Find people that want to help you and find internships where you can exchange help for knowledge.

Don't come at employee as a boss rather as a leader

Slow down to speed up because slow is smooth and smooth is fast.

Doubles and singles only, don't go for the home run because the doubles and singles will compound

Entrepreneurs don't make products they solve problems

Partnership will split the cost and make it more affordable but leads to less profits in exchange

Make sure you got the basics down, ex. hand shakes, eye contact, clarity in speech

Your first 1,000 bucks is gonna come from you working hard, your first 100,000 bucks is gonna come from you working smart and your first million dollars is going to come from you building a team who is going to work harder and smarter than you.

Shut your mouth, get in the habit of shutting your mouth instead of throwing in filler words while thinking between thoughts. If you make a point to punctuate every

phrase/sentence with closing your mouth it will increase the impact and make you sound much better.

Stay aligned with the company's values and work hard towards them and that will get you attention in all regards.

Business is 2 things, people, and systems.

Without good people you can't implement good systems and without good systems you can't have efficient people.

Money is like shit, if you leave it in a pile it stinks but if you spread it around it grows.

Every billionaire starts with direct sales. Successful marketers are people learn to be chameleons and change their persona but deep down they are chameleons.

It takes 20 years to build a man's reputation and 5 minutes to kill it.

Speculation kills businesses

Make sure you have,

Fast money, flip/wholesale

Medium money, development

Slow money, Rental property

Make sure you have all three to balance your taxes and create more sustainability.

Going to work to work is great but going to work to implement systems is indispensable.

Use Siri, Remind me to...

The stock market is like a man walking up stairs with a yo-yo, at the end of the day you have to look at the stairs not the yo-yo.

Being a CEO is essentially keep your people encouraged, create a vision for the company and choose/update your plays from your playbook (your systems)

Be an expert about what you're talk about

The bigger the deal the easier it is to do.

AI is going to replace commonality

Eliminate your mistakes that's what makes a winner. Dissect every mistake made, practice until you will never make that mistake again.

Key things to define when starting anything:

- **Define what winning looks like**

- **Set two clear and measurable goals:** One is your ambitious goal and the other is your OVER THE MOON goal. In both cases, set goals that are measurable and have timelines

- **Set your anti-goals:** This is simply a way of saying: I don't want to hit this goal if it means sacrificing this, this, or this.

- **Create a Back of the Envelope Roadmap:** This is not to be confused with a robust business plan or step by step process. All you're trying to do is identify the major milestones and potential roadblocks.

- **Get one hour of momentum IMMEDIATELY:** This is the magical place where rubber meets the road and motivation is transformed into traction. This is THE most important part of the process. The goal here is to spend one hour taking massive, meaningful action.

Fire yourself, get the hell out of the way, I am not the guy, there should already be systems in place so no one ever has to go to you.

Remind yourself when you're going through hard times, you signed up for this and didn't think it was going to be easy, but you didn't think it was going to feel like this. It's the uncertainty of not knowing if it's going to work out. Having to complete decisions without all the information all the while just hoping that it's going to work. That's what makes it hard and that's why it's worth it. Remember this is what reality looks like.

Money loves speed and speed loves momentum

The hardest cost of becoming an entrepreneur is the feeling of uncertainty where you don't know all the work you've been spending countless hours on will ever pay off. It's the fear that you're wasting your time. But the reality is that the outcome isn't the thing you are building, it's the person you are is what your building and that continues to work.

In all labor there is profit: The work works on you more than the outcome of the work itself.

An object at rest tends to stay at rest and an object in motion tends to stay in motion.

You have no traction, no forward momentum and no inertia on your side. And so in the beginning, getting the flywheel going is the first battle you MUST win.

Volume x Leverage = Money

Volume is a combination of two factors:

Duration: How long you do the thing

Iteration: How many times you do the thing

Success = ((Skill x Hard Work x Duration) x Iterations) ^ Luck

Test→Empathize→ Define→ Ideate→ Prototype→Repeat

Revenue Is for vanity profit is for sanity

Keep the main thing, the main thing.

If you don't keep your word in business, you have no business

Business is not easy but that's what makes it worth it.

Delegate don't command.

Businesses need to be incredibly flexible especially the younger it is

Work with what you have

Prove the model and REPEAT

MRR: Monthly Recurring Revenue (the best form of wealth)

Be a good story teller and talk to investors early

More companies die from indigestion not starvation

-You want to grow but not too fast where it's unsustainable

You can have anything you want in this world; you just have to work backwards.

- First you have to create a goal
- Then break that goal into milestones.
- Once you have the milestones you need to break those down into daily actions, that are so durable it is unreasonable to not accomplish them.

Ex. You want to write a book, goal: Sell books, Milestones in order: Market book→ Publish→ Choose design and fonts→ Have editor/proofreader→ Write book→ Write chapters→ Write Pages→ Write a page a day→ Start a story line/idea.

Each individual milestone has 100+ subtasks that you have to complete each day until you can reach the next milestone. Find a daily task you can do every day for that milestone

Write down 10 goals in the present tense and circle the one that if it could magically happen would have the greatest impact on your life and from there break it down into the steps formula.

Figure out your freedom number and reverse engineer it to find out how many sources of income you need.

Ex. If I want 20k a month for freedom I would figure out how much each of my properties cash flow. 400 monthly x 50 properties = 20k

Someone makes 40x what you make at a regular 9-5 because they have more leverage with the work they do.

Almost nothing in business is urgent, as much as it feels like it, regardless in 12 hours you can make things work. The quality delta between rushed decisions vs planned decision more than makes up for the time spent

Don't call your boss with a problem, call them with a solution!

Ex.

Luke we just ran out of drywall

Luke we just ran out of drywall but I have another 15 sheets on the way, I just need to confirm the amount with you and which credit card I should use.

It's easy to hire people and tell them what to do, but it's hard to hire people and have them tell you what to do.

You don't want to build a great company that requires great people, you want to build a great company around great systems that you can plug in average people into a system and get great results.

You need systems in place to be duplicatable, to be able to replicate great jobs. We create systems so we can be duplicatable and be efficient. Systems allow you to own a company rather than work for a company.

Although cash flow is incredibly important it is not the only thing that matters because immediate cash flow might hinder the overall valuation, so in some ways if you have a lot of equity rather than a ton of cash flow it could be more beneficial.

Administration, Sales, and Operations are the 3 key roles in a company

The best companies start as big fish in small ponds. You can branch out into other “ponds” once you establish yourself as the “big fish” in your original pond but it's hard to get market share in a saturated “pond”.

One of the most valuable skills is to learn how to talk to people on the phone. The issue when you're on the phone all day with other people who are on the phone all day is that the interactions turn strictly transactional which in turn leads to the bare minimum output and getting treated like any other individual. Because of that it is incredibly important you talk to the individual as a good friend, the first step is asking the person how they are but actually mean it, not as an introduction comment or a segway to the meat of the conversation but actually as a check in on the person. Not because you want to be treated better but because it is the right thing to do and is a key part of humanity. Show that you give a shit. Also show them that you're also a human, someone they can relate to and even be friends with, not just a client/customer. Ex. Don't respond to, how are you doing with, good HBU, instead say alright but I'll be better once the clock strikes 5 and I got a beer in my hand. If you can start implementing that on every call you make, people will look at you as someone they actually care for their success in turn putting you at the top of the priority board, not just another needy client.

3 things to never cheap out on:

1. Employees, the most important thing for successful work and efficiency.
2. Equipment, employees hate working without equipment and greatly increases time spent, cheap equipment will turn you into a mechanic and is a bad look for the company.
3. Branding, creating a good logo which looks professional rather than a typical cartoon.

Rockefellers Rules of Business:

1. The executive team is healthy and aligned

2. Everyone is aligned with the #1 thing that needs to be accomplished this quarter to move the company forward
3. Communication rhythm is established and information moves through the organization quickly
4. Every facet of the organization has a person assigned with accountability for ensuring goals are met
5. Ongoing employee input is collected to identify obstacles and opportunities
6. Reporting and analysis of customer feedback data is as frequent and accurate as financial data
7. Core values and purpose are “alive” in the organization
8. Employees can articulate the key components of the company’s strategy accurately
9. All employees can answer quantitatively whether they had a good day or week
10. The company's plans and performance are visible to everyone

You NEED to learn how to SALE, without sales there is no money, learn how to sell value that people will spend big money for.

Sleep more, earlier bedtimes, a super power which everyone has access to but never take advantage of. Time awake is exponentially more enjoyable and productive.

Successful Interview skills:

- Why are you applying: Set the intention for the interview right out the gate, Do your values align with the company.
- Show what you know: make the interview know you did your research.
- Be concise: Can you be articulate and concise. Dont talk for more than 60 seconds without pausing
- Leave the interviewer wanting more so they are looking to get a second interview.