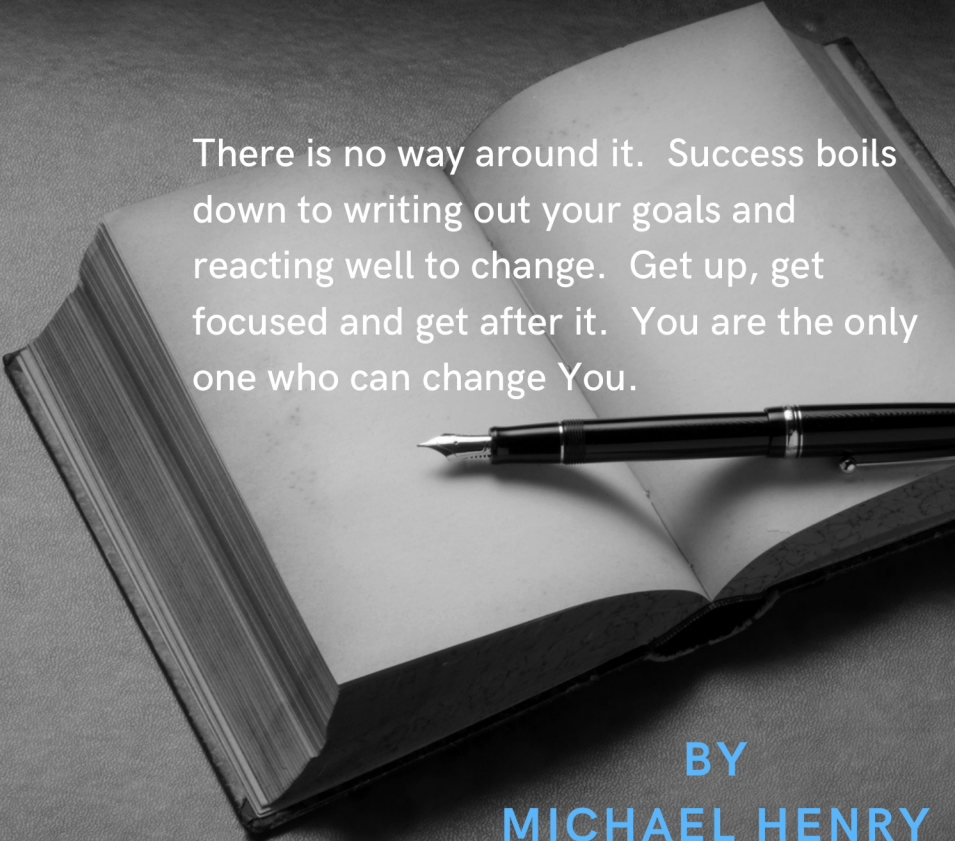


PEN WITH A WHY!

...AND OTHER MINDSET PRICIPLES.

An open notebook with a fountain pen resting on it. The notebook is open to two blank pages, and the pen is lying horizontally across the right page. The background is a dark, textured surface.

There is no way around it. Success boils down to writing out your goals and reacting well to change. Get up, get focused and get after it. You are the only one who can change You.

BY
MICHAEL HENRY

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CHAPTER 1 CONCLUSION

I have always been a fan of looking from the end goal back through to the beginning rather than navigating towards the goal without knowing where you want to ultimately arrive. Start with the perception that you have already reached the destination and enjoyed the spoils thereof. Because you know how awesome it is going to be and that there will inevitably be some kind of failure along the way, you will be psychologically prepared for the unexpected hindrances and roadblocks. If you know what you want to achieve, you can more effectively plan the execution of those things that you will need to do in order to achieve it. This still relates loosely to step one in that it will be necessary to periodically beef up your game plan to address the best way to get the win based on the end goal.

That overall goal, that picture of what you want your future to look like. That is where your motivation should come from. The proverbial "Eye On the Prize" concept. The reason successful people harp on it is because it works. It's a proven method for jump starting the brain into "GO" mode. Don't overlook the simple act of taking 10 minutes to write down your idea of an ideal tomorrow. Whether it's about being lighter, stronger, more caring as a husband, less submissive as a wife, or a multimillionaire recording artist the starting point is the same. Developing and writing down a clear and concise idea of where you are going to be at the end of your process.

At the end of the day you don't have to be an expert. You just have to be open to learning as you go. The difference between an expert and an everyday joe like us is that an "expert" has convinced others they need to learn what he/she is doing from him/her. As I age through this life I am finding that most people who get all the acclaim of being called an expert by TV or society at large are only being awarded the title because they spent a butt-tonne money learning about it rather than spending a butt-tonne of time actually doing it.

CHAPTER 2:

**REALISTIC
EXPECTATIONS**

IT'S A BUSINESS

There is an ultimate reality governing your experience as you take this journey. It is stark but not insurmountable. In the first chapter of this eBook we looked at getting your mindset right for the adventure. Accepting that you are not in control of everything and that your response to failure will play a large role in how far you get. In this section we make our first big decision. Now that we have a clear vision of what we are trying to accomplish and a written expression thereof we have to decide if we are going to take the first step and engage in the process or not? I have found that this step is widely treated like a hurdle to get over when in actuality it is just a mile marker. It really is a function of how you approach these first steps. If you are unprepared for the road ahead you will likely make the smart choice not to travel it. Logically the opposite should also be true. If you have a map, a full tank of gas and a fresh set of fluids when you get to the trail entrance, you will have a distinct mental edge on everyone else who rode up on a unicycle with flip flops. The obstruction perception is sourced from the usual suspects in any life changing event. Lack of preparedness, bad advice, Self-doubt, nay-sayers, procrastination etc... Most people never make it past this point. They will get right up to it, stop, look around for help (because they didn't prepare) and then turn around to find a different path more suitable to a flip-flopped unicyclist. I have done it myself on more than one occasion, choosing to work for someone else rather than myself because I didn't want to take the time to put together my written plan. It's just easier to let someone else take the risk, reach a high level of success and then pay you to do a menial task. At the end of the day if you decide to join the digital or even brick and mortar marketplace you will have to pass that mile marker if you want to keep driving down the road. Set your mind and make the decision to get prepared (write it down) so that when you get to that trail entrance you can hit the gas and start your adventure.

IT'S A BUSINESS

Commitment level: In or Out - Building the habit of everyday

Anyone who gives advice like this will tell you the same thing when it comes to commitment. Either be All-In or All-Out. So what do these ambiguous terms mean? Do I have to jump right to quitting my day job to get the results I want? The answer is an emphatic NO. You can dedicate as much time as you have or just a few hours per week. Part of making the choice to engage is figuring out how much time, energy and personal resources you can afford to put into your project. Being that most of us will be transitioning from a traditional income stream to a 100% eat-what-you-kill environment, it is highly likely that time and resources are going to be tight for a little while. I have good news. You don't have to spend every waking moment or your last 2 pennies running your machine. In fact the goal is the opposite. You want your money working and earning money for you. This isn't to say that your outcome will be the same as someone who is in a position where they can dedicate full-time job hours right away, but you WILL see results if you put in the effort. The key here is carving time out of your day, EVERY DAY to execute part of your long term plan. I recommend using the "little bits everyday" approach. Do what you can, even if it is just a little bit, every day. Don't move on to your next task until you have completed the one you are currently addressing. Finishing the task on a deadline is not the ultimate goal here. The point is to force you to build the habit of "every day" without taking up a "whole day". It is much easier to extract an extra 8 hours p/week when those hours are divided up across 5 days rather than trying to add another complete work day of 8 hours to your life at the end of your weekly schedule.