

**THE** NICHOLAS BAYERLE  
**MODERN**  
**DAY BUSINESS**  
**MAN**

SUCCESS WITHOUT SACRIFICE

**Kanyin**<sup>®</sup>  
PUBLICATIONS

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# 1

# CHAPTER

# DISCOVER YOUR PURPOSE

**O**ur hearts raced together as we stepped out on stage in front of over 4500 people. It was like playing in the Super Bowl—the timer was counting down, and we were in the zone. We were not thinking about the actions we were taking or the words coming out of our mouths; all of that faded away as we locked into the moment. It all seemed like a blur until we got to the end of our keynote: “Your past can truly become your greatest platform.” There was a second of silence as I saw 4500 sets of white eyeballs looking back at me. *Did I say the right words? Did they even care about what we had to say?* That second felt like a year until all 4500 people stood up and started cheering.

***“Your past can truly become your greatest platform.”***

It had been a long journey to get to that stage—pains and struggles I thought would be a ceiling on my life forever, weighing me down for the rest of my life. As a man I experienced endless failures that happened when nobody was looking, when nobody was cheering—heck, when nobody was even thinking about me. But it’s in those moments, the decisions you make when nobody is there, that your destiny is shaped.

Who knew that your greatest mess could also become your greatest message...

## **What You Do Matters**

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On May 2, 2010, my life changed forever with a phone call: my friend of four years had committed suicide.

I was a terrible student, barely graduating high school. I just wanted to scrape by with the easiest classes because I really didn’t see the purpose of being there at the time. So, I picked up guitar class. I had already started playing the year before, so I thought, *Who wouldn’t want to play guitar and call it school?* So, that’s what I did for three years.

In guitar class, we had a group of the same three people who sat next to each other. One of those three people was a girl named Jamie. For three years, we played guitar together. When I got to my senior year of high school, I decided not to do guitar again, so the only time we saw each other was in passing between fourth and fifth period. Every day, I remember passing Jamie, and each day, I gave her a head nod. I never really thought about how she felt, or how

she was doing, until the day I received that heart-wrenching phone call. I didn't realize how much that moment awoke something inside of me until shortly before I decided to write this book.

Growing up, I was extremely self-conscious. I was self-conscious about the way I looked and what other people thought of me. I was 60 pounds overweight. If you break down the word "self-conscious," it means someone who is only aware of oneself. At this point in my life, I could only think about myself because of my lack of confidence.

In this book, you are going to learn and discover how I personally went from being this extremely self-conscious kid to the man I am today. I truly believe that confidence is the number-one attribute a successful businessman must master. Confidence is in the way you think, the way you present yourself, the way you talk, and the words you speak.

## **You Are the Change**

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Have you ever looked off the side of a cliff before? Or maybe even the ledge of a tall building? I know many of you have even jumped off of large cliffs or rocks into water. If you have, then you know that feeling of hesitation at first, even though you know it will be okay—like jumping off the diving board into a pool for the first time. So, what is that feeling? It's that fear that keeps us alive. It's the fear that we may get hurt. It's something inside of us saying, "ARE YOU SURE YOU WANT TO DO THIS?"

Now imagine Jamie, searching in her heart for ANYTHING that would keep her from making that decision. What would it have taken for her to have not made that detrimental choice? A smile? A compliment? A friend? Someone who wasn't self-conscious like

I was? That's a question I don't know the answer to, but what I do know is that she is gone.

I remember after hearing the news, I cried like a baby, not fully comprehending what had just happened. I remember a few days later, the local church held a space for students, teachers, and family members to gather together in honor of Jamie. I watched as HUNDREDS of people turned up, just from word of mouth. My jaw dropped at the impact she had made in so many people, yet we were not able to impact her to that depth. I had never seen so many people gather together and not be able to change the situation. Or, at least we thought we couldn't. The one thing that we could do, and what I believe every man is called to do, is learn from every situation we encounter, good or bad.

So why am I opening up the book talking about suicide? Well, one of the reasons is for the story I'm about to tell you, and the other is because men have a four times higher percentage of suicide compared to women according to data from the Centers for Disease Control and Prevention. If you have ever felt this way before, I hope this book is a tool to gain a greater purpose and inspires you to rise up as a leading businessman. The world is looking and waiting for men to rise up, to live in their destinies, and to change lives for the better. You are that man the world is looking for.

About six months after Jamie's passing, I remember driving home in my truck around 12:30 a.m., crying my eyes out, wishing that God would use me as his vessel. I wanted to be someone who could speak those words that could transform lives and impact someone to choose life over death.

I wanted to be someone that could save a person from making the same choice that Jamie made. So, as I drove, I decided in that moment that I didn't care if God or anyone else showed up. I was



going to show up. Logically, I thought, *Well, if there are only a handful of people showing up, wanting to be used, and making a big difference in the world, maybe I will get some direction from God.*

Sitting in my red, 1997 Nissan Hardbody stick-shift truck with a white camper shell, I made the decision to listen and take action. A few minutes later, I felt a tug telling me to get off on an exit where nobody lived, still 15 minutes from my house. I remember thinking that it was stupid, but I had just told myself that I was ready to live this life with purpose. When I got off the exit, I turned left and looked around, but there was nobody in sight. Finally, I saw someone walking on the street. As I got closer, I started to see that he was not wearing any shoes. I got even closer and saw that he was tattooed from head to toe. So, at 18 years old, I thought, *PERFECT*, not worrying about anything bad happening to me. I had a feeling in my gut telling me that I should stop for him, so I made a U-turn and waited at the street corner. Smart, right?

I watched him come around the corner, and right as he did, he RUSHED my truck at full speed. In that moment, I had no clue what to do or say. I felt my heart racing because at that moment I thought he could have had a gun on him. Right before he got to my truck, I just blurted out something, and the craziest thing happened. If you want to know what happened next, which is one of the craziest events I've ever experienced, you will have to keep reading till the end. That night radically shifted me and why I do what I do today.

## **You are Called**

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Have you ever had an epiphany, or had words come into your mind that really resonated with you? When I was 18 years old, I heard this

quote from God that forever shaped my decision-making process. I heard it when I decided to leave college and pursue my dreams. I knew that people would be disappointed in me and think of me as a failure: *“I would rather do what I know is right and fail, than do what I already know is wrong and succeed.”*

***“I would rather do what I know is right and fail,  
than do what I already know is  
wrong and succeed.”***

For me, this meant that I would rather do what I knew was right, even if I failed in front of everyone else, than succeed in everyone else’s eyes, knowing that I did the wrong thing. Success becomes something completely different when you experience this. Many people are called, but few are chosen in this world.

You are reading this book right now because you are a man who has been chosen. Chosen people are led. They have dreams, visions, aspirations, and goals inside of them. All they have to do is take one step at a time, one exit at a time, one left turn at a time, one U-turn at a time, one stop on the street corner at a time, which eventually leads to a huge impact. Your gut, your intuition, and the voice of God are the three things that trump EVERYTHING else in the world. I can’t tell you how many times a week someone in the Billion Dollar Brotherhood Facebook Group or Instagram says to me, “I’m trying to find my purpose” or “I want to do all of these things; I’m just not sure what to do.” That quote makes making a choice easy.

When I heard that quote, I was on my mother’s living room floor in 2011. I wanted to go to multiple countries and serve the poor, but the trip alone was over \$4,000, which, for an 18 year old, was quite a bit. Especially one who had never had a job before. I remember sitting on my floor, problem-solving all the ways I could get \$4,000,

and one of the quickest ways I thought of would be to go ask people for money. In that moment though, I felt like I wasn't supposed to do that; that I wasn't even supposed to bow my head and freaking pray for it because it was going to happen by faith. When you are walking in power and your destiny, it doesn't even matter. Opportunities will come. So, without sending out mass support letters, I sat in my house with my stomach turning, looking at my PayPal account every day. I felt sick every day about the thought of making this happen. Then, all of the sudden, on the last day when I needed a deposit to hold my spot for the trip, my Navy Seal now-mentor deposited \$750 into my bank account. I ended up going on that trip, which was fully paid for without my contributing. I got invited to another trip that was going to be \$2,800 extra, just for flights, which I did not have. The people putting on the mission trips asked me if I had the money, and I said, "Of course, I do." I had a tiny bit of cash for the first flight on my debit card, but because I was so broke, I called my mom and asked her to swipe \$2,800 on her credit card. I told her that I would pay her back when I got back home.

I ended up going to Bulgaria, Turkey, Greece, France, Scotland, London, South Africa, and Mozambique. I did have one problem though: I forgot to book my flight home. After staying up all night, the cheapest flight home I could find was \$1,200, which I had to have someone else buy again because of my debit card issues. By the time I got home, and after paying back the \$1,200, I had \$584 left in my bank account and owed my mom \$2,800. I knew at the time that the math didn't line up, and again, I had no physical clue how I was going to pay her back. So, one day, I was at church and I looked at the money in my bank account. I didn't yet know how to produce money, but I did know one principle of life, which is that if you give, you will be given back to. A spiritual law I learned and fully practice every day. I believe that more blessed is the hand that gives rather

than receives. So, I decided in that moment to do the exact opposite of what most people would. I gave all my money away. In the blink of an eye, I had no money and owed my mother \$2,800.00. If I didn't pay her, it would not be good since she didn't tell my step dad.

Two weeks later, I walked into my mom's townhome with a fat stack of cash that I left on the counter for her. \$2,800.00. When I came back from the trips, a few families heard the stories of what happened and felt like sowing into me doing more trips. I felt like a baller, and I learned something extremely valuable from this crazy process of living 100 percent by faith. I could have gone out there and worked for the money, begged for the money, stole for the money, and the list goes on. Deep down inside I knew that I would have rather done what I felt was right and failed in front of everyone and not gone on the trips, than do the wrong thing and somehow go on that trip. To be truly successful, you are going to want to live your life the same way, and when you do, it creates a space for miracles to happen.

## **You Are Three Dimensional**

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This book isn't meant for the average person who wants to be average. It was written for the man who wants to live to his maximum potential. It doesn't matter where the man is; what does matter that he is in a place to see exponential growth. Going and growing through this book, you will learn the skill sets to have it all; to become a **Three-Dimensional Businessman** prospering in **health, wealth, and relationships** in a way that the world has never seen before.

The majority of men live very one dimensionally, only prospering in one area of our life, which keeps us stuck, unfulfilled, and doesn't serve those around us, literally taking away everything we are

working for as we build it. It's like working on a house every day that someone then rips to the ground every night, only to start over again. The reason why you will see this transformation is because you and I are different. I always say that "*information + application = transformation.*"

While some look at a book and wonder if it's worth reading, others read it and never apply the information. Then there are people like us. When we see something valuable, we not only take it in; we think about it, chew on it, write it out, and apply it. We allow it to shift our daily actions until it actually changes our results. Pat yourself on the back if you made it this far. This means you are that type of person that takes the strategies and principles in this book and applies them.

One of my biggest pet peeves with books, and why I don't read a lot, is they are only relevant for a time. They teach tactics rather than strategy. Tactics only work for a certain period of time because tactics are always changing. What works on social media right now won't be relevant in a few years from now. The concepts in this book will stand the test of time. They are truths that are not just for today, or the year that this book was written, but are foundational truths that men will live by thousands of years from now. This book is not for a specific industry that may come or go—this is for the businessman who wants to build and succeed in every area and to have success without sacrifice.

While most of the world from day one focuses on success and transformation from the outside in, we do it differently at Billion Dollar Body. There are many people in the world that people like from a distance. It's not that hard to put up a front and a facade to have people love you from a distance. Many successful people have done this in the past; they had everyone who they didn't know loving them while the people closest to them didn't. This is not true success.

True success starts first with the impact on yourself and those closest to you, then outward. Nobody should trust a man whose family life is broken, who is dishonest, and who treats people badly.

Here's a saying that I live by: *“Some things are better caught than taught.”*

What does this mean? Well, Jim Kwik, brain and learning expert, said that “kids learn best from their environment and watching other people.” This still applies to adults and probably the reason why the quote “You are the average of the five people you hang around” is so popular.

***“Some things are better caught than taught.”***

I remember golfing (and being horrible at it) with my good friend who was also a professional golfer. Being around him transformed my swing and ability to play the game. But one thing that nobody would have ever guessed was that because he dipped chewing tobacco every day and spit while he golfed, I spit too, even though I never used chewing tobacco. I picked up not just the things I wanted, but other things as well. The power is receiving from the environment, which shows that it matters who you are around and learning from, because some things are better caught than taught.

Has your life ever changed in an instant? It could be getting accepted into a new school, moving, divorce, realizing that you have a health condition, etc. Change can happen in instant. Sometimes it takes a long time to get to the tipping point though. I'm sure you have had times in your life where things changed for the negative in an instant; if that can happen, so can the positive.

I first learned this when things took a turn for the worse. Since then, I have learned from these different times and have shifted my perspective around it, but perception is reality. At 13 years old, I told

my father I wanted to be the best motocross racer in the world. He looked at me and told me I would never be the best. This crushed me and sent me into a spiral that caused me to gain 60 pounds, go through high school with less than a 2.0 GPA, and transformed every area of my life. I will share more of this story later in the book.

Years later, at 17 years old, it changed again. A kid came to my school with fruit. It seems simple and stupid, yet when the time is right, the shift happens, I asked him, “What the heck are you doing with fruit?” He then told me that his boxing coach had put him on a meal plan to get him to weigh in at the correct weight and perform at his best. So, I went home and asked my mom to buy me fruits. This made an everlasting shift. I lost 60 pounds in six months without going to the gym once, all because of a moment.

All of the sudden, the shift happened:

1. There was a plan that I could follow and be successful in.
2. How I fueled and treated myself affected my performance.

This book is that moment for you; huge or enormous, this is that moment. So before flipping to the next chapter, now is the time to accept that no matter what, you are going to hit your goal and live the life of a Three-Dimensional Businessman. We hear stories from different times throughout history of great victories that were won because defeat was not an answer. This is your moment to go all in and do life at a whole new level.

## Chapter 1 Action Items:

Evaluate and assess where you are at right now with the principles mentioned in this chapter.

1. What are you self-conscious about right now that is holding you back? What can you do today to overcome it?

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2. How is your environment negatively or positively impacting your life? Write down the things you can improve on.

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3. Are you demonstrating the law of giving? How can you practice it more?

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4. Are you stepping out in faith towards your goals and dreams? If not, why are you afraid of failing?

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# TRAITS OF A SUCCESSFUL BUSINESSMAN

**F**or greatness to be found, there has to be an example. Something we fully aspire to be. It's one thing to be accepted for where you are at. That is a huge step to building community and growing. Anyone who doesn't accept people where they are at usually ends up pushing people away. The next part that so many people crucially miss is that they leave them there. It's usually either one of the two, or black and white. Either they accept you where you are at and then don't hold you to a higher standard and push you to become better, or they only hold you to a high standard and don't accept who you are to be able to walk out of the transformation. Throughout my journey, I have run into a ton of people (really every person) who are doing things that I wouldn't approve of in my community or in

my environment. Yet there are a few factors that come into play. Everyone has heard that ignorance is bliss. When you don't know something, you are less accountable when it comes to doing it. Yet, when you know something, you are now held accountable. With great knowledge comes great responsibility.

As you read what characteristics a powerful businessman embodies, you may find some and think, *Hmm, that's interesting. I never knew that.* The only problem is now you do, and now you are held accountable to what you know. When I was growing up, I always ate junk, and a lot of times overate. When I was young, my dad could always eat a lot, and it seemed like it was something cool, and that I should try to one up him. I was overeating without the education that it was bad or going to make me overweight. Then when I figured that out, I had to make a decision and become accountable to what I knew, or it would eat me from the inside out.

My standard of the people that I will work with or talk to isn't for them to be perfect and believe all the same things as I do. It's strictly that they understand where they are at and they have a vision to change and improve that reality. The people that I very rarely surround myself with are people who are doing something that is not beneficial to their life and they don't want to change it.

Without a standard, there is nothing to shoot for; there is no way to reach human potential. I recently did a spin class with my wife because she loves doing spin. You show up, they give you shoes, you clip into your bike, and on the bike, it shows you the power you are pushing at, the RPMs and the resistance you are using. Throughout that class, they fully accept people where they are at, even if they cannot keep up. Yet, they have a standard of where people should be and should be shooting for to know they are successful. Rarely will we ever see greatness without a standard. Like in the Olympics, if

someone posts a really good time or score, the next person knows that they need to beat that to succeed, so they will do more and be more in that moment.

I strongly believe in having standards that are impossible to ever reach or be in your life, while fully accepting the process to get there. You will never fully achieve being a 3D Businessman. There is no human currently alive that will ever experience perfection because perfect is measured in our own eyes. It's the heart and willingness to work on growing every day that is what we are after, not perfection. I couldn't understand this reality at 13 years old when my father said I would never be the best. He simply knew that I would never be happy if that's the only thing I wanted and expected because you can't be the best every day, or for a lifetime, at something. I had to have both of these beliefs hanging in the balance.

## **Commitment**

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The first thing that a successful businessman embodies is commitment. The ability to do what you said you were going to do after the feeling you said it in is gone. Commitment is not something that is exercised during the "feeling" of motivation or inspiration. The point of commitment is to decide, then do it even with the lack of feeling. Literally using feelings and logic together to make a decision that your future unmotivated self will follow to produce a favorable outcome.

***"The first thing that a successful businessman embodies is commitment."***

The gym is a great example. The majority of times that I go to the gym, I don't feel like it at all. And without a true commitment, I may allow that feeling to win for a few days. Then finally, I go to the

gym, even though it sounds terrible, only to leave happy and excited that I did that. Feelings in the moment cannot be trusted because commitment would have got me in the gym and to the real feelings of happiness sooner. A man who lives his life with a lack of logic and feeling will always fail. Feelings and logic are meant to get you to make a commitment, so when they are not there in the future, you still do the best thing to produce the favorable result in your life to experience true success.

What do most people do? Most people out there consistently make commitments and never follow through on them. They make commitments to others and break them, and then make commitments to themselves and break those even more often. Here is what ends up happening: we actually start to lose trust in ourselves because we keep quitting. This creates a cycle that is hard to break. One of the biggest commitments we can ever make is marriage. Think about what we say: “In sickness or in health, for richer or for poorer, ’til death do us part.” Those are some big commitments when you think about it. A commitment that over 50 percent of the US population breaks every year. So, if over 50 percent of people break this commitment, then what happens? Well, statistics say that over 90 percent of those people will actually end up getting re-married again—except with a 15 percent higher chance of getting divorced again. See what happens when we break a commitment, big or small: it’s not going to prevent us from committing to anything ever again; it increases the chance that we will break our commitment the next time.

It’s easier for a man to make a commitment and keep it when it’s with someone other than himself. Back in the day, commitments were kept through handshake. Let’s say Tommy made a commitment to Joe that they were going to meet under the apple tree at 3:00 p.m.,

and they shook on it. The commitment meant something. Generally, both parties would be more compelled to show up because they didn't want to let each other down. Think about the last time that you made a small commitment to someone else, even if you didn't follow through on it. Were you more compelled to follow through on it because of the other person? 99.9 percent of the time, the answer is yes, though that is not the most important time to have commitment and follow through. When you break a commitment to a person, they have less trust in you. Though Tommy made a commitment to Joe and showed up at 3:00 p.m., think about the last time you made a commitment to yourself and you didn't follow through on it. Let's say it was, *I'm going to go to the gym today at 3:00 p.m.* Nobody in life has the intention to never be fit. We generally have a commitment or goal that we give up on and never fulfill. It's a lot easier for the majority of the world to break the commitment they made to themselves rather than everyone else. This creates a total mind tangle because the conscious mind and subconscious mind are at war. They don't trust each other, and therefore you build a lack of trust with yourself. When your conscious mind makes a commitment, your subconscious calls BS because it's heard that one before. The worst person you can break a commitment to is yourself. Build trust with yourself by making small commitments and following through on them.

My Navy Seal mentor taught me more about commitment out of anyone I know. We used to create workouts, and sometimes we'd get through part of a workout and decide it was a terrible idea. Yet he taught me to finish the commitment that I made, then afterwards, I could decide whether I wanted to make that decision and do that workout again. So, we were more intentional with our commitments the next time. These two different days really solidified it for me. One time, I was doing a workout and I saw a Navy Seal

face plant on the street, tripping over himself running (just because they are badass, doesn't mean they are always coordinated). When he fell, I remember watching the Olympics where a runner falls and everyone helps them finish, so I tried that. He was so confused with what I was doing, so he just told me to keep going and didn't care. He ended up finishing the workout while bleeding, then cleaned himself up. He knew that deep down that instance sucked, but what would suck more is training himself that when things happened, he didn't have to finish his objective.

The second one was an even simpler task. Joost was walking his dog, and one of the cameras on his house caught him jumping on his skateboard, going off the curb of his house with his dog, falling and smashing his face on the ground where his face was physically bleeding. He simply got up, jumped on his board and kept walking his dog, came home, and then washed up. His training made his actions simple; it was a way of life at this point to make a decision, finish it, then move on.

***“Commitment means to do what you said you were going to do, after the feeling you said it in is gone.”***

*—Nicholas Bayerle*

## **Consistency:**

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The second trait of a successful businessman is Consistency. Tony Robbins says, “It's not what we do once in a while that shapes our lives, it's what we do consistently.”

I lived in Redding, CA for a few years, which is about 11 to 12 hours north of San Diego. Regularly, for holidays and such, I would have to drive down and back up to come visit. I learned something

so profound from those trips that represents the majority of people in life. The majority of people in life are the rabbit in the tortoise and the hair analogy. If it was just me headed down to San Diego, I would jump in my truck, go just above the speed limit, and cruise my way down the freeway with as little stops, sightseeing, and distractions as possible. I would have people constantly blowing past me on the freeway going close to 100 mph, and I would sometimes think, *Man, I wish I had the balls to break the law and go that fast.* Yet what would happen? Five to six times throughout the trip, they would blast past me going 100 mph. Every time they would gain ground, they would stop here, stop there, get food here, grab a snack here, go to the restroom here. Even though it seemed they were going so quick, with all of the stupid distractions, I would end up beating them to San Diego because a lack of focus and consistency.

The same thing often happens in the gym. Someone will jump in the gym and workout hours and hours for a short amount of time, get distracted, then end up around the same as where they were at, except with a lot of wasted time. Whereas, when you put on muscle and maintain a healthy body fat percentage, your body naturally wants to keep itself that way. The longer you maintain healthy levels in your body, the easier it is for your body to sustain that; yet, when you end up going up and down, the body ends up not making true gains. Maybe you have been a yo-yo dieter before or someone who does a 30-day challenge but then goes back to your old ways. You know the feeling of never making any consistent progress.

So many men sabotage their health, relationships, and their wealth by lacking consistency. Consistency also builds trust with yourself and the people around you. If you know someone who switches products and businesses regularly, what's the thing that everyone says when they do it again? "Oh, another one of those things." Yet if that person was consistent for a year, they would

build trust with those around them to finally get on board. A lot of opposition in people's lives is actually because they lack consistency, so nobody can actually ever back when they do, and when they are not backed, it makes them switch what they are doing again to only create a vicious cycle of being a chronic quitter. If you were to work out hardcore for 90 days, you would see a great transformation indeed, and if you didn't do any exercise for the next 90 days and ate junk, you would look like crap. Easy come, easy go. It's better to have consistency to create longevity and the multiplication factor. The only way for a businessman to truly succeed is to have consistency.

## Ownership

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The third trait is ownership. Without taking 100% responsibility, a man will always be a victim, unable to change his situation.

A man goes on 10 dates. Ten of the girls break up with him. He makes 10 investments, none of which are profitable. He tries, fails, and blames it all on every girl, every investment, every person who talked him into it, every circumstance, like a damn Tasmanian devil. The lowest common denominator in every man's life and every situation he is in is himself. If you ever go to an Alcoholics Anonymous meeting, you must first confess where you are at; if you don't admit you have a problem, nothing can change.

One of my mentors once told me about how he had saved up \$250,000 dollars in over a decade's time, and he decided to go and invest in real estate with some big players. He flipped them his \$250k investment, they threw in their investment, and the deal failed. They went on doing more deals, and he was crushed with his entire life savings gone just like that. He had many decisions to make. He could complain about the deal, complain to all of those



guys, give up on investing, blah blah, blah, or do this. He taught me about this concept of “accepting your reality quickly.” It requires a few things.

1. Figure out exactly what happened.
2. Take 100% responsibility for what happened.
3. Accept that reality fully.
4. Figure out how to improve from there.

He constantly told me that so many people get attached to things or ideas. He had to tell himself, “I had \$250,000. I lost it all, it’s my fault, and I accept the reality that I’m now \$250,000.00 less rich. How can I improve from there?”

***“Take 100% responsibility for what happened.”***

Before I could quit the carpet cleaning business, I had to take ownership of where my income was at and realize that I’m paid on the value I provide. I needed to gain a skill set that was valuable so that I could make more money. I took ownership of where I lived, what I was able to give my wife, how my body looked, and everything in between. No one else caused me to have these results; it was me, myself, and I.

There is a great story about being three feet from gold that shows ownership in a different perspective. There was a man named Harby, and his uncle was searching for gold. He started digging and actually ended up finding a vein of ore. Back then he couldn’t just text his friends, so he covered it up and returned back to his house to raise money for the equipment that he would need to dig it out. So, Darby and his uncle went back to finally strike gold and live the life they wanted. They actually ended up finding a good amount of gold and paid off their debts. Next was on to the profit! Yet the gold stopped appearing, and the vein that they thought was going

to make them rich disappeared. And it was not for a lack of digging; they kept digging and digging but ended up with nothing. They then gave up and ended up selling the equipment to a junk man for a few hundred dollars. The junk man called in a mining engineer, who also took a look at the mine and found out that there was a vein of gold just three feet from where Darby and his uncle stopped digging. That junk man ended up making millions just from that one mine.

Darby learned a valuable lesson; he went home, paid back all of his debts, and lived with that lesson for the rest of his life. Whenever you feel like giving up on your dream, remember that you may be just three feet from gold!

When I have told this story in the past, the majority of people think, *Wow, what an idiot that guy must have felt like*. They all embrace the victim mentality and focus on what it would have felt like to lose that much and fall that short of victory, not knowing they do it every single day. They just complain that it's everyone else's fault. If Mr. Harby were like those other people, he would have been depressed his entire life because he had an opportunity, banked on it, and it didn't work out for him. It would have caused him to live in a constant state where he was not able to move past it. He would have never made it to phase two. The thing that is not told in this story was about how he had to move on, accept his reality quickly, and figure out how he could do it differently next time.

He left, and though he stopped three feet from gold, it was the best thing that had ever happened to him. He made a million a year in his next profession of being an insurance salesman, recouping all the money he would have made from the gold mine and gaining so much more. Ownership is taking someone from a victim and transforming him into a victor; taking someone who thinks the destiny of his life is out of his hands and the world is going to

control him, like a ship lost at sea with no rudder with the wind and the waves, to a man that has power to take 100 percent ownership and control of his life. This is a place where he takes responsibility because that is what is expected from him as a leader. It's taking someone from a pauper and making them a king. A king rules over a kingdom. If someone does something stupid in his kingdom that he is not even connected to, guess whose fault it is? Not the stupid person; it's the king's fault because it's his kingdom. Same goes to the man who is a CEO who has someone in the organization who makes a mistake; he takes responsibility because it's his organization. Same for the man of the house—whatever happens in his house is ultimately his responsibility, and so is how he reacts to it. And if true for those areas of life, how much truer for the things he actually does? Ownership is the beginning and inception of power—it's the starting point. Today, take 100 percent ownership. If it's meant to be, it's up to me. Figure out from this place how you can move forward.

## Focus

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***“Obsessed is a word used by the lazy in order to describe the dedicated.”***

A few years ago, someone had the pleasure of sitting down with both Warren Buffett and Bill Gates at one dinner table and that person asked them a serious question. He asked, “What is the number one thing that attributes to one’s success?” Interesting question, right? One that would call you forward. An answer that could literally shape someone’s future. What’s crazy is Bill Gates and Warren buffet actually had the same exact answer: “Focus,” or as some define it, “follow one course until success.” So why is focus so powerful, and how can we use it to our advantage?

Whatever we focus on in our life increases and builds desire. We then attract the things in our life that we are constantly thinking about and talking about. If we focus on avoiding junk food that we are craving, we end up sabotaging ourselves to eat it and get it over with because that focus builds desire and obsession. Being a motocross racer and really into anything that has wheels, one of the first things you learn when racing is if you are trying to avoid something, for example, a rock, most people would keep their eye on it because they want to make sure they don't hit it. That sounds correct until you actually experience it what happens. When you focus on the rock, you actually naturally gravitate toward what you look at. So rather than FOCUSING on the thing we are looking to avoid, we focus on what we are looking to go toward because not only will we head that way, it builds an immense desire.

One thing I love about entrepreneurship is that hard work beats talent when talent doesn't work hard. The guy who is less talented but obsessed and wants it more than the other person will more than likely win because talent can only take someone so far. *Think and Grow Rich* explains this concept in relation to money. That the only way to get it is to become completely obsessed with money where you couldn't imagine not having it, where you put your focus on what you want daily until you get it. Focus builds obsession, and obsession builds urgency.

Everyone knows that I raced motocross growing up, but few know that I actually picked it up again after Amanda and I had been married for a year. I couldn't afford a bike, and had not rode in years, but I decided to start watching the sport again. After I started watching the sport, I started studying it and building a desire to ride again out of my focus on the subject. For somewhere around nine months, I watched up to five hours' worth of film every single day, trying to immerse myself in the sport; since I couldn't afford to ride

yet, I wanted to make sure that my brain would think and move the way that the professionals did. This built such a deep desire and obsession inside of me that I could start crying at the blink of an eye. This caused me to outwork the other guys, who were even local professionals at the time. I outworked them in the gym, I rode more than them at the track, I studied more video, and my vision was clearer, which caused me to surround myself with the best possible to create growth and progress where they had plateaued. Many men experience obsession but never master it through focus.

About a year after I finished high school, I left for ministry school. At that school, there was a family of Australians, some of the most amazing people I have ever met. They had this crazy big, advanced espresso machine and showed that they were 100 percent serious when it came to making coffee. I was so uneducated at the time; all I knew about coffee was the quick machines that would make it, throw a couple creamers in, and BOOM, that's the best coffee you could ever have. I remember going up to Peter, one of the top Baristas in Australia, and feeling like such an idiot when I think back to it because I totally didn't understand the art and craftsmanship he put into what he was doing. He had coffee grounds all around him, and I was shocked! How could he just let those sit there? He said they just allow them to go to waste and don't use them because after 10 minutes, they have gone stale. I had only ever bought ground coffee, so I tripped out and thought to myself, *Shoot. You should give those to me!* He didn't use creamer or sugar in any of his coffee either, so it was really confusing. Yet the coffee was different and amazing, so my friend and I asked if we could stop by again soon and try his coffee again.

I had an espresso machine at my house that my stepmom had given me before I left for school. I started taking it a little more seriously when I would make myself coffee every morning. I started

watching him when we went over there, then finally I asked him if he would train me. He had to serve coffee by himself to everyone on Sundays, so he agreed, and I started helping him on the Sunday afternoons. Because of the focus on the craft, it became an obsession of improvement to the point that if the family wanted coffee in the morning, they would ask me if I wanted to make it. I would drive over there just to use the machine and materials and make them coffee. Which then led me, after Amanda and I got married, to take ALL of the money we got from our wedding and a little more and buy the same espresso machine they had.

I would buy 10lbs of coffee every single week and make coffee out of my house and just practice and practice. I would wake up every morning, excited to get out of bed at the thought of making coffee for my wife, and often make her coffee that was by her bedside before she woke up. I would practice coffee the majority of the day, serve at garage sales, and even got to the point where I paid a coffee shop, Intelligentsia in Los Angeles, to train me with everything they knew for \$150 an hour. Literally paying a place that would employ me to teach me instead. THIS is obsession. This led me to, in a very short time, becoming one of the top 1 percent of coffee makers in the world.

I then fell into this same thing on accident with golf, a simple process where I started studying it, building desire, playing the sport, practicing, and seeing the improvement. I was constantly looking to grow in my game, watching the best of the best, surrounding myself with people who were always better than me. In a year's time, I went from shooting in the 120s to shooting in the mid-70s. Focus that then became obsession resulted in me hitting golf balls seven days a week, seeking massive improvement, and surrounding myself with the best. See, so many people play golf their entire lives, hardly ever get any better, and keep playing with the same damn people they have always played with.

***“To be successful as a businessman,  
FOCUS is needed.”***

I use focus in everything we do in Billion Dollar Body—when we do a launch, put on a live event, come out with a book, or whatever we are working on. We know that having one common goal and objective is needed for success. That is how we’ve been so successful over the last few years.

To be successful as a businessman, FOCUS is needed. The ability to stay true to something long enough to become a master at doing it. This was the constant thing I never understood. It’s very easy to get addicted to improvement, yet at some point, you stop progressing as quickly and you hit the law of diminishing returns. When you constantly keep working at something, you end up getting smaller and smaller improvements. I always thought I was just undisciplined and uncommitted. I had quit at school, quit in motocross, quit at skateboarding, quit at coffee, motocross again, golf, business—everything I had done at the time, I had sucked at. Then my mentor told me something huge, and he said that it was okay that I quit those things. They were passions, not responsibilities. As men, we can get caught up in passions or addictions. You may feel the most passion towards a television show, a video game, women, drugs, sports, whatever it is. To be successful, we have to channel that energy through focus toward something that is a responsibility, not just a passion. It’s okay to move on and quit something you are doing for fun or doesn’t line up with your future. Use focus and obsession to maximize your results in your priorities.

## **Giving**.....

Every successful businessman gives more than he takes from any and every situation. The principle and power of giving was one of the first

principles I encountered as a man. More blessed is the hand that gives than receives. It's also the only time in the Bible, Malachi 3:10, that God himself says to test him. So, I decided to do just that. I decided to go on \$8000 worth of trips, serving the poor with no income at 19 years old. I kept a list of the money I made and the money I gave. I made \$20 and I gave \$8. Then I made \$30 and gave \$12. The numbers kept rising until I had to start a bank account, and finally, I went on those trips and came home yet still needed to pay my mom back for more than \$2800 that I told her I had yet couldn't charge any more money on my card. I still remember looking at my bank account with \$550 dollars in it and I decided that there was no way in hell I was going to pay my mom back with that money. So, I decided to take 100 percent of all that money and give it away. Two weeks later, I walked into my mom's house with \$2853.50 cash and coins.

I had not yet learned how to work, yet I did discover that in life we sow, and then we reap. As a businessman it's our moral obligation to leave this earth giving more than we take from every situation. It's a way to experience prosperity even in the hardest moments, to give even when you do not have enough because you know that prosperity is your future. To invest your time into people, your money, to not be attached to things that most people would be attached to because you know there is an overflow and abundance in these areas. I have taken this principle with me into business, not just because giving money helps other people or because it comes back to me but because the simple act of giving keeps your heart, mind, soul, and spirit in alignment. This alignment puts you in a position to prosper in all areas. Modern Day Businessmen continue to give even when it's uncomfortable because it forges us as men just as much if not more than it helps the people we give to. This isn't the most logical principle, yet maybe that's why God says to test me in this.



***“Modern Day Businessmen continue to give even when it’s uncomfortable.”***

As businessmen with employees, we should be giving. As business owners with clients, we should be giving. As brothers, we should always be giving. As husbands, we should be giving. As sons, we should be giving. As fathers, we should be giving. It’s not always giving our money that matters but something that is even more important, our time.

When I sat down with one of my friends and mentors, Russell Brunson, we talked about how tough it is in this world to find mentors you can fully look up to. He talked about how the last thing you want to do is get to know your heroes because when you get to know your heroes, you realize that usually they are not heroes at all. You start seeing the good, the bad, and the ugly of what every person goes through. This is also a huge strength as a businessman to know that the biggest thing that you can be is transparent with who you are. Because no matter who you attract into your life, you will have to continue being that person to keep them. Most people act like one person in a certain environment and then change in a different one. That’s not us; that’s not a Modern Day Businessman.

Throughout all the years, the only man I have been able to 100 percent follow is Jesus and the works that he has done. The way he spoke, the way he captured attention, gained influence, and created a movement. He’s been my biggest role model; the standard he set is the one I push myself to live, even if I have to accept reality for where I am at. He set the highest standard I know for any man and calls us out to follow it. I also gain a lot of wisdom from the other areas of the Bible. John C Maxwell is one of the best leadership teachers, and he gets everything from the Bible—how to lead, how to parent, how to be a good husband and friend; the list goes on and on.

## Chapter 8 Action Items:

1. What commitments do you have right now? How can you follow through on your commitments more?

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2. How can you create your goals and use the power of focus to hit them? What distractions can you eliminate to help you do that better?

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3. What are your responsibilities as a man?

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4. Write down a few instances you have taken 100% ownership. What area of situation in your life can you take more ownership in?

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5. Write down 5 values you have and want to embody even more.

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