

Clubhouse Notes

THE HUSTLE CURE – MY 3 STEP PROCESS

Tuesday, December 15, 2020

Step #1: Create a 3-year vision for your business and operate *from it* on a daily basis

To cure the hustle you have to start thinking bigger about your business and longer in the future. Our brains are designed to think about all of the fires that are happening right now. The brain is laser-focused on the current moment.

Rewire your brain to think about the future instead. No matter how pertinent the fire seems right now. It might feel that a lion is chasing you right now.

When you don't think bigger and longer you are thinking very reactively in your business. You're focusing on what's happening now. And we create the future based on what we do now. So if you're thinking about what's happening right now ***all of the time*** then all you're doing is recreating what's happening right now in the future.

The things that are hard now consume us, it's all we focus on and it's all we think about, we believe it's never going to change, it's never going to get better, we're not capable of more, we can't do it, it's never going to work out for us, it's going to take forever to get there.

But you have those thoughts because you're laser-focused on where you are now.

Commit to a 3-year goal (future) ***more than*** you are committed to the goal right now, here's what happens – you start making decisions from the future when you think bigger and longer about your business. You start thinking more clearly, strategically and less emotional about your business right now.

Step #2: Simplify your business model

The successful have a simple business model. They've found what works and have concentrated all their energy on that one thing. You start with a simplified business model *then* you scale by systemizing and automating what is working.

If you scale before simplifying you are going to be overwhelmed, not clear on what's unnecessary, and a hustling busy body. And here's the thing you may not intend to scale your business at the point you are, but you are doing scaling activities.

Identify the unnecessary activities you may be doing in your business. **20% of what you're doing creates 80% of your results.** Simplifying your business model allows you to cut away the 80% of what you're doing that's not necessary for your success. So finding that 20% is key and it takes commitment and discipline to find it.

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Find out if you are focusing on the right thing at the right time. Identify what you should be focusing on by identifying your Stage of Business Growth.

For serviced based businesses there are 3 Stages:

- :: Stage 1 – Startup
- :: Stage 2 – Success
- :: Stage 3 – Scale/Sustain

In the Startup Stage, your focus is Validation.

To do: test your ideas, research your potential clients, make sure you're creating the right offer for the right people solving the right problem at the right price point.

In the Success Stage, your focus is Experience.

To do: work your material, establish your process to ensure you can deliver consistent results to clients, refine, and level up your offerings.

In the Scale/Sustain Stage your focus is Growth

To do: scale your proven product that delivers incredible results to \$1mil in annual sales without working more hours, let team move into more leadership, you move in the CEO role.

Simplify your business model – how clients come to you and how you serve them – by **finding your high priority, money making tasks that prioritize profits** ... which is the 20% that produces 80% of your results.

Step #3: Become the person who shows up consistently and does the work

You can do step 1 and 2 and not do step 3 and you can still fall into hustle. How do you become the person who shows up consistently and do the work? By doing the Work Before The Work™. Actions don't create results. Beliefs do.

"Then they asked him, "What must we do to do the works God requires?" Jesus answered, "The work of God is this: to believe in the one he has sent." John 6:28-29

Your belief is the work before the work. When you are operating from vision your work is to believe it's already done.

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"Truly I tell you, if anyone says to this mountain, 'Go, throw yourself into the sea,' and does not doubt in their heart but believes that what they say will happen, it will be done for them. Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours." Mark 11:23-24

Unfortunately, many have not been taught how to "believe that you have received it".

First, let's look at who you are now.

The person who is operating from a 3-year vision of their business and committing to a simplified business model is different than who you are right now.

You are not that person yet because you are not getting the results that person is getting. The reason why people buy courses, invest in mentorship, sign up for gym memberships, start budgeting plans and not get the results those things promise is because they are doing those things as the person they are now.

You can no longer be the person who doesn't schedule gym time on your calendar. You can no longer be the person to talk yourself out of working out. You can no longer be the person who finds comfort in excuses.

It is possible to have the keys to life, the secret to happiness and riches, and not follow the steps given, not take action, and not show up for it.

When you have "believed that you have received it" you have become the person who has it. To become the person who has it you've changed your identity to that person.

"An identity is nothing more than a sentence in your brain that you've thought so many times, it becomes embedded in your brain." Dr. Sasha Heinz.

"For as he thinketh in his heart, so is he:" Proverbs 23:7

What's Next?

Thank you for dropping in my Clubhouse Room and for downloading my notes for further study. If you'd like to go deeper in this work I have a free teaching on how your thoughts are creating the results you're getting in your business.

[Click here to access the teaching.](#)

Blessings!
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