



Episode 001 – About the Show

Note: this document contains the essential content of this episode but is not a complete verbatim transcript. It may also contain bonus content that was not included in the episode.

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Good morning, good afternoon, good evening, or whatever it is wherever you are right now, I'm Tom and welcome to the show.

I'm going to assume that you're here because you are an entrepreneur, or you are an aspiring entrepreneur. But regardless of your current status - experienced, just getting started, haven't started yet - you need to know the truth about entrepreneurship and you need to reject all the romantic notions and unrealistic fantasies that too many smooth-talking BS merchants are trying to push on you.

You have a choice: you can learn the truth, and thereby have a better chance of surviving and thriving, or you can cling to the fantasies, and probably end up as a sad statistic tossed onto a big pile of other sad statistics.

So, if you'd like to learn the truth, I think you'll like this show.

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Page 1: Reality vs Fantasy

I know, from years of experience talking with and helping entrepreneurs, that entrepreneurship is not what it's commonly romanticized to be. Unlike what you may have been told, it's not easy, it doesn't happen quickly, and you probably won't make nearly as much money as soon and as easily as you'd like or thought you would.

And regardless of how many "success stories" you've read, not everyone can do it. It takes a unique combination of personal attributes to make it work. And moreover, that combination of attributes is not the same for any two persons.

Every person I've ever met who was starting a new business has had stars in their eyes; fantasies about how easy and how wonderful it's all going to be. But eventually they found out the truth, and unfortunately they found it out the hard way.

Most new businesses fail within a relatively short period of time. That's just a fact that everyone knows; or should know. And when I look at the failure rates, I always think one thing: It doesn't need to be that way. There's no way to make all businesses thrive, but the failure rates don't need to be as high as they are.

My goal is to do what I can to reduce the failure rate.

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Page 2: This Show is Not for Everybody

This show is not for everybody, so let me tell you who it's for and who it's not for, so you don't waste any time here if this is not the right place for you.

This is the place where you'll find bits and pieces and nuggets and snippets of unconventional wisdom, radical thoughts and ideas, and other stuff that will only be of interest to independent thinkers. So, if you're already an independent thinker, then you're in the right place.

If you're not an independent thinker and have no interest in becoming one -- meaning that you're just here looking for canned answers to all your questions and canned solutions to all your problems -- then you're NOT in the right place because you won't find those things here.

There are no magic answers, no magic solutions, no magic bullets, no magic pills. These things do not exist, here or anywhere else. So, stop looking for them.

If that's what you're looking for, then thanks for stopping by and I wish you the best.

There are plenty of people out there selling canned answers, so keep looking.

But if you're ambitious, creative, a learner, a critical thinker, you're in the right place.

If you're someone who likes to write your own ticket, chart your own course, steer your own ship, explore new ideas, and you're not afraid of questioning anything and everything, you're in the right place.

If you're a professional and just started a new business, or are thinking about starting a business, and you want to do things right, and don't want to make a bunch of mistakes and become another sad statistic, you're in the right place.

If you have a business, and you want to make it better, but you can't figure out what to do next because there are so many choices that it makes you crazy, you're in the right place.

If you already know some things that would probably make your business better if you did them, but you can't quite get yourself to do them, you're in the right place.

This show is for the smart, the courageous, the active, the serious, the dedicated, the learners, the doers, the creators, the freethinkers and non-conformists, the experimenters, the brave, the bold, and those who choose the path less traveled.

If at least a few of these things apply to you, then please stick around.

This is not a place for the non-serious, the dabblers, the timid, the lurkers, laggards, loafers, daydreamers, spectators, or those who still believe that it really is possible to get rich quick.

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Page 3: What are we going to talk about?

Here's a summary list:

- Business philosophies
- Business practices
- Marketing strategies
- Branding practices
- Branding media
- Future Technology
- Money
- Psychology
- Physical Wellness
- Philosophies of Life
- Ego

- Resistance
- The Human Psyche
- ...and a bunch of other interesting things that might sometimes get raw, edgy and controversial. If that scares you, leave now before you waste any more time.

We're also going to spend some time specifically talking about fear; what it is, where it comes from, and how you can deal with it.

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Page 4: Format of the Show

The format of the show will be, as mentioned, bits and pieces, nuggets and snippets, all designed to give you the raw materials, the building blocks, for the formation of your own ideas, and your own answers and solutions.

Episodes will be short, most under 15 minutes, some less than 5 minutes, none over 30 minutes, because your time is valuable, and I respect that.

Episodes will be published weekly; sometimes more often than that. Be sure to sign up for the Contrarian Entrepreneur Digest on my website to get notifications of new episodes and lots of other goodies.

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Page 5: What you'll find (and not find) here.

Here are some things you will find in this show, if you keep your mind open and pay close attention:

- Truth
- Reality Checks
- Critical Thought
- Tough Love
- Sobering Advice
- Fresh Insights
- Clarity

And here are some things that you'll NOT find here:

- Outrageous Promises
- Absurd Exaggerations
- Guaranteed Outcomes
- Bullshit
- Magic

So, if you're willing to think, willing to learn, willing to work, willing to forever abandon the idea of quick, easy, painless, effortless solutions, then you're in the right place.

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Page 6: Upcoming Episodes

Some things we'll be talking about in upcoming episodes:

- What an entrepreneur is.
- What a contrarian entrepreneur is.
- Why you need to look for nuggets of gold.
- Why you need to be stubborn.
- Why you should never stop being a startup.
- Why failure is always an option.
- The Art of Zooming.
- And much more...

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You can:

LISTEN to the show as a podcast on iTunes.

WATCH the show as a video on YouTube.

WATCH and LISTEN and READ on my website at tomharris.us/ces

On the website you can:

- Get PDF files of episode content and notes
- Ask questions
- Leave comments
- Find lots of other goodies.

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Here is the most important advice I can give you:

THINK

Think for yourself. If you don't think for yourself, then other people will do your thinking for you, and that's not a good thing.

LEARN

Read books. Read blogs. Watch videos. Watch TED Talks.

Listen to podcasts. Learn something new every single day.

CREATE

Create something -- something good -- something that wasn't there before and would never have been there if you hadn't shown up.

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You can email me at: tom@tomharris.us

Or call me at 877-901-9977

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Thanks so much for watching today. I know you have lots of other things to do, so I'm grateful that you spent this time with me.

If anything I've said here resonates with you, I'll look forward to your attendance at the next episode.

And remember to...

- Think - Learn – Create
- Be Brave - Be Bold
- And I'll meet you here next time.



www.tomharris.us

tom@tomharris.us

877-901-9977

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