



The Contrarian Entrepreneur Show

Episode Transcript



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Episode 008 – Assorted Good Stuff – Part 1

(note: this document contains the essential language and content of this episode, but is not necessarily a complete verbatim transcript)

Done Is Better Than Perfect

Most people - and maybe entrepreneurs especially - are too concerned with perfection. The quest for perfection stands in stark opposition to creativity. Perfection lacks spontaneity. It assumes - in fact, it craves - certainty. The pursuit of perfection can stop you from starting projects, and it very often stops you from finishing them when you decide they're not yet perfect.

Perfection is the search for the one "right" answer when there is none. Nothing is - or ever will be - perfect, especially in the arena of human endeavor. Your timing will never be right and you will always be wrong about something.

You'll always be uncertain.

There'll always be one more loose end to be tied up before you can ship it.

You'll always have the lurking fear that there's a major flaw somewhere in your project that you haven't noticed, and someone will find it and tell the whole world about it.

At some point you just need to call it done.

Because done is better than perfect.

And, in the interest of transparency and authenticity, I will add here that I am a chronic perfectionist and have been battling this affliction my entire life.

I've made progress but I'm not there yet.

I just hope I'm not incurable.

The Cycle of Change

What I like to call The Cycle of Change consists of 5 steps. And I call it a "cycle" because it really is a never-ending loop. Or at least it should be. The 5 steps are:

- Information - I know certain things.
 - Ideas - I realize that I could take certain actions based on what I know.
 - Decisions - Where I decide that I will experiment with my idea to find out what will happen.
 - Actions - Where I actually do experiment with my idea.
 - Results - The outcomes of the experiment and what I learned from them.
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- Information means "I know..."
 - Ideas mean "I could..." The description of an idea must always begin with the two words, "I could".
 - Decisions mean "I will..."
 - Actions mean "I did..."
 - Results means "I learned..."

A RESULT provides you with additional information. I tried this or that and this was the result. It did or did not work. It worked pretty well or not very well.

I now KNOW more than I did before; I know that if I take action A, and if there are no new variables introduced into the experiment, B will be the result.

So I can take this new information and get new ideas from it and experiment with them to create new results. This is the loop, the "cycle", that I mentioned. The result of the experiment feeds back into the body of information that I have.

And so it goes, around and around.

Do you have some information that you can fashion an idea from and make a decision to experiment with it, then perform the experiment and see what happens?

Nobody Is Going to Pay You for Your Passion

Some people like to preach that you need passion to achieve great things in business. Is that true? I want to consider these thoughts:

Nobody is going to pay you for your passion.

Nobody is going to pay you for your enthusiasm.

Nobody is going to give you money for "following your dreams".

Nobody is going to write you a check because you're a positive thinker.

Nobody is going to say to you, "Oh, I just love your upbeat attitude; here's \$1000."

The only time anybody is going to give you money is when you offer them something that they believe will improve their life in some way.

Your job is to figure out what that "something" is and offer it to the right people at the right time.

How is that process going for you?

The Line

Imagine a straight horizontal line that runs from the moment of your birth to the moment of your death. The line represents a neutral position; neither good nor bad. Everything you think, feel, or do is either on the line, above the line, or below the line. If above or below, it can be a little or a lot above or below. Spending your life on the line means that you didn't really do anything particularly good or particularly bad. You didn't contribute, and you didn't detract. You didn't get better and you didn't get worse. You didn't help anyone, and you didn't hurt anyone. It's what some people would call a "wasted life".

I've heard people say, "Well, I'm just trying to make it through life." That is the least of anybody's problems, because we're all going to "make it through life". We're all going to someday arrive at the end of the line.

The question is, what are we going to do before then?

Are we going to attempt to improve ourselves and our circumstances, or maybe attempt to improve someone else's circumstances?

Or are we going to just survive, and try to minimize our discomfort as much as possible? Are we just going to coast, to do as little as possible? Spend as much time as we can drinking beer and watching football?

How much of your life is being lived above the line?

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Today's Profound Thought:

A year from now, you'll wish you had started today.

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You can email me at any time for whatever reasons at tom@tomharris.us, or call me at 877-901-9977. I love to chat, so don't hesitate.

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In closing, remember to: THINK, LEARN and CREATE:

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. 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.

THINK, LEARN, CREATE

Be Brave, Be Bold

And I'll meet you here next time.

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