



# The Contrarian Entrepreneur Show

Episode Notes

## Episode 010

# 4 Key Questions

*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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## Page 01 – 4 Key Questions

There are four key questions that everyone, regardless of their life or business circumstances, should attempt to answer.

These are questions that you shouldn't just answer and be done with it, and then never look at them again.

You need to constantly revisit them.

The reason is that the answers to these questions will change over time, and they will change based on things that you do and don't do which you have control over, and they will change on the basis of external factors that you do not have control over.

The answers to these questions will serve as ongoing guideposts for you.

The questions are:

1 - Where am I?

2 - How did I get here?

3 - Where do I want to go?

4 - How do I get there?

1 - Where am I?

This doesn't mean, where am I in the physical universe. It means:

- What is my current status?
- What are my present conditions and circumstances?
- How are things going and am I happy or unhappy with the way things are going, and in what way and to what degree?
- Are things getting better, or worse, or staying the same?
- Am I on an upward trajectory or a downward one?

2 - How did I get here?

- What were the causes that brought me to this state of affairs that I'm in right now?
- What were the factors, both on my part and externally, that created my current circumstances and situation?
- What things did I experience, and what decisions did I make, and what actions did I take (or not take) that brought me to the present moment.

3 - Where do I want to go?

- Am I perfectly happy where I'm at and I don't want to go anywhere else, or am I looking for change and improvement, and what do I want that to look like?
- What are the new conditions and circumstances that I would like to experience?

4 - How do I get there?

- How do I get to this place, this set of circumstances and conditions that I want to be in?
- What do I need to do?

Let's review one more time:

## 1 - Where am I?

What is my status?

What are my current circumstances?

Most people spend most of their time reacting to their environments, with very little time spent on proactive thinking and thoughtful analysis.

Most people have spent very little time asking themselves the very simple question, Where am I?

## 2 - How did I get here?

This one's pretty easy to answer if you're honest with yourself.

You know what caused what.

You know what things you did and didn't do to create your current circumstances and conditions.

You know what things happened that were external to you, what things that other people did that you had no control over, what external events took place that you had no control over.

Therefore, you can pretty well, pretty easily, describe how you got to where you are.

## 3 - Where do I want to go?

Surprisingly, and perhaps sadly, most people can't answer that question, or if they do answer it they have to think about it a little bit because they don't have answer on the tip of their tongue.

They don't really know on a high awareness level where they want to go. They just want things to be "better", or perhaps "not as bad".

So figure this out.

Where do you want to go?

What is it that you want?

And if you don't know, then make something up.

And write it down.

## 4 - How do I get there?

This is the tough one, the one that most people spend the most time on.

What do I need to do to create the new circumstances and conditions that I want to experience?

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Again, you can't just answer these questions in a flippant fashion.

Well, you can, but you shouldn't.

Don't just answer them once and then forget about it.

Work on them.

Think about them.

Write down your answers and then revisit the questions later.

Look at your answers two weeks from now, a month from now.

Do that on a regular basis, because this is the thing that's going to create awareness, that's going to help you understand where you are, how you got there and define where you want to go, and hopefully lead you to come up with a plan for getting there.

Answering these 4 questions will give you a perspective on your life (and your business) that you've probably never had before.

Take your time answering them; really think about your answers.

Then revisit them periodically.

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## Page 02 – You May Not Have Enough

Even though you may not have enough to do everything, you have enough to do something.

Do what you can with what you have where you are.

Start doing it now.

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## Page 03 – Today’s Profound Thought

Don’t be upset with the results you didn’t get from the work you didn’t do.

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## Page 04 - Upcoming Episodes

- Outsmarting the Enemy
- Don't Miss the Revolution
- Business Makes Me Crazy
- BBB-DDD Is Not Enough
- Your Contrarian Product
- Lies, Exaggerations & Other BS

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## **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. Never stop learning. You cannot foretell when a piece of knowledge will become useful to you.

## **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



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