



The Contrarian
Entrepreneur Show

Episode Notes

Episode 012

Stop – Keep - Start

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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In this Episode...

01 – Stop – Keep - Start

02 – Play-Doh?

03 – Creating Anxiety

04 – Upcoming Episodes

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Page 01 – Stop – Keep - Start

Thoughts, Attitudes, and Beliefs give birth to...

Decisions, which give birth to...

Actions and Behaviors.

There are 3 types of actions/behaviors.

- Those that are working for you.
- Those that are NOT working for you.
- Those that might work for you if you did them.

There are 3 S-K-S rules:

If you're doing
something that's
not working
for you,

STOP
doing it.

If you're doing
something that's
working for you,

KEEP
doing it.

If there's something
you think might work
for you if you did it,

START
doing it and see
what happens.

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The S-K-S rules apply to 6 categories of actions/behaviors:

- Business
- Money
- Time
- Relationships
- Food
- Exercise

There is a handy worksheet available for S-K-S:

Stop. Keep. Start.

Lesson **11**

Business How can I improve my business and professional life?

Stop Doing (activities that are not working for you, causing you problems, harming you, keeping you stuck)

1	_____
2	_____
3	_____
4	_____
5	_____

Keep Doing (the activities that are working for you, helping you, moving you in a good direction) +/-

1	_____	+	-
2	_____		
3	_____		
4	_____		
5	_____		

Start Doing (activities that would help you if you did them)

1	_____
2	_____
3	_____
4	_____
5	_____

[Click here to download a PDF version of the worksheet >](#)

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Page 02 – Play-Doh?

Most of us have heard the notion that we “create our own reality”. Aside from how that might work, the most basic question is, do we believe that?

Do we, or do we not, have the ability to mold, to shape, our circumstances and experiences into something other than what they are right now?

Ask yourself questions like these.

Is my reality:

- hard or soft?
- rigid or pliable?
- marble or clay?
- steel-reinforced concrete or Play-Doh?

If you can believe that it might be Play-Doh, you're headed in the right direction.

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Page 03 – Creating Anxiety

I have actually heard marketing gurus say that marketing involves:

- Creating an anxiety
- Offering a solution for the anxiety

Really? Do you really want to create anxiety?

There's already enough anxiety in the world without you running around creating more of it.

You don't want to create anxiety, you want to find anxiety.

Specifically, you want to find the kind of anxieties that you have a solution for, then offer that solution.

Not try to **sell** that solution but **offer** it.

The potential buyer will take your offer or they won't.

And either way is OK, because there will still be plenty of other people left who have that same anxiety who will take your offer.

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Page 04 – Upcoming Episodes

- The Myth of Certainty
- The 2|98 Rule
- Awareness – Internal and External
- Love and Fear

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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



www.tomharris.us

tom@tomharris.us

877-901-9977

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