

Tom



The Contrarian
Entrepreneur Show

Episode Notes

Episode 014

Money | Meaning | Freedom

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 – Money | Meaning | Freedom
- 02 – Nobody Can Motivate You
- 03 – Clean Out Your Prospect Funnel

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Page 01 – Money | Meaning | Freedom

3 things that entrepreneurs are looking for:

- Money
- Meaning
- Freedom

But what is the Order of Importance of these 3 things for YOU?
Is it:

Money

Meaning

Freedom

Or is it:

Meaning

Money

Freedom

Or is it:

Freedom

Meaning

Money

And what is the relative importance of each?

Is it:

Money 80%

Meaning 10%

Freedom 10%

Or is it:

Meaning 70%

Money 20%

Freedom 10%

Or is it:

Freedom 50%

Meaning 30%

Money 20%

This exercise will expose your values to you.

It's very easy for people to have values that they aren't consciously aware of.

Figuring out your values with respect to these three items will shape every decision you make.

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Page 02 – Nobody Can Motivate You

Stop looking for someone or something to motivate you. No one can motivate you, because all motivation is internal. Look for inspiration and knowledge, then look within yourself for the power to understand the inspiration and use the knowledge to motivate yourself to create something wonderful.

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Page 03 – Clean Out Your Prospect Funnel

Run your prospect list through a sieve to filter out the ones that are not really prospects at all. There are probably people on your list who aren't going to buy anything from you. Ever. No matter what you do. No matter how much you want them to.

Turn your attention to people who already want your product and away from trying to convince those who don't.

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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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