

The logo for Tom, featuring the name 'Tom' in a white, handwritten-style font.

The Contrarian
Entrepreneur Show

Episode Notes

Episode 020

Lies, Exaggerations, and Other BS

Note: this document contains the essential content of this episode but is not necessarily a complete verbatim transcript. It may also contain other content that was not included in the video or audio versions of the episode.

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Amidst the noise and confusion generated by all the speakers, authors, coaches, infomarketers and other assorted gurus who are screaming at you about how simple and easy it is to become phenomenally successful in business with little or no effort on your part if you'll just buy their book or course or coaching program, you'll occasionally find someone who is willing to tell you the truth about business and entrepreneurship.

I'm one of those people.

But before proceeding I want to say that if you don't want to hear the truth about entrepreneurship, then tune out right now and be on your way, and I wish you the best, but... If you think you can handle the truth, then stay with me.

With respect to figuring out how to make your entrepreneurial adventure be the best it can be, you basically have 2 choices:

- You can allow yourself to get sucked into all the lies, exaggerations, and feel-good fantasies that are tossed your way every single day, OR...

- You can learn to recognize lies, exaggerations, and feel-good fantasies and ignore them in favor of rational thought.

You can learn that business, and everything else in your life, is an experiment.

You can learn that some experiments produce good results, and some produce bad results, and that you cannot know in advance which it will be.

You can learn that what someone else has done or accomplished has little or nothing to do with you.

You can learn that methods, strategies and tactics that someone else has used have little or nothing to do with you.

You can learn that if you were to read all the books there are, watch all the videos there are, take all the courses there are, and spend thousands of dollars on coaches and consultants, you would still have to figure out, on your own, by yourself, how to make your adventure work, because what will work best for you will be unique to you.

Once you've learned these kinds of things, you can...

- Stop looking for canned answers to your questions and one-size-fits-all solutions to your problems.
- Start looking for ideas from which you can create your own answers and solutions because those are the answers and solutions that will work best for you.

Imagine if someone said:

“I want to become a very successful entrepreneur, so I’m looking for someone who can tell me exactly what I should do to accomplish that.”

No one can do that for you.

You must find your own way, your own formulas.

You must experiment to find out what works well for you.

Consider the following quote:

"There’s a science to success, and it’s quite simple:

Model those who are already successful, gain their specialized knowledge and take action."

~ Tony Robbins

This statement is false, or, at the very least, a gross oversimplification.

Stop buying into the notions that:

- They did it, so I can do it too.
- They are successful, therefore if I just do what they did, I will be successful too.

- You are unique.
- Your circumstances are unique.
- You can get ideas from what others have done, and you can experiment with those ideas, but you cannot simply copy what they’ve done and expect it to work the same for you.

Failure Is Not an Option!

- This notion is delusional and irrational.
- Failure is ALWAYS an option.
- People don't get married believing they'll end up getting divorced. But it happens.
- People don't start businesses believing they'll end up bankrupt and out of business. But it happens.
- Start with acceptance of the idea that you might fail, but that you're going to do everything in your power to prevent it.

More ridiculous statements and notions:

- It's never too late...
- He did it, and if he can do it, anybody can do it.
- I did Action A and got Result B, therefore if you do Action A, you'll get Result B.
- Launch a (website/blog/podcast/YouTube channel) and millions of people will be able to see it/read it/hear it/watch it! (clue: millions of people *will be able to* see it/read it/hear it/watch it, but that does not mean they *will* see it/read it/hear it/watch it.

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Are these statements true?

- You can BE ANYTHING you want.
- You can DO ANYTHING you want.
- You can HAVE ANYTHING you want.

No, they are false.

Are these statements true?

- You can BE MORE than you are now.

- You can DO MORE than you are now doing.
- You can HAVE MORE than you now have.

Yes, they are true.

False and/or Misleading Phrases:

- It's simple...
- It's quick and easy...
- It's effortless...
- All you have to do is...
- We've cracked the code...
- We'll pull back the curtain...
- You can become unstoppable!
- Just X easy steps to achieve...
- This is the ultimate guide to...
- You'll learn the secrets of success!
- We will unveil the hidden formulas for...
- This program will unleash your superpowers!

Ridiculous Claims:

- 30 to 50 new high-ticket clients each month!
- How to Create a Stunning Ebook Online in 30 seconds Without Writing a Single Word!
- Master the Inner Game of Business in 2 Days!
- Learn HTML 5 in 1 hour!

Consider this quote:

“Sadly, many parents, educators, and do-gooders have meddled with the natural development process of curious, exploring children. Realizing the power of confidence, many well-meaning people have attempted to simply give it, unearned, to children by constantly telling them they can do anything. Not only is this untrue, and obviously so to the child, but it has the complete opposite of the

intended effect. Children hear phony self-esteem platitudes about achieving their dreams, while they struggle to hit the ball or beat the game, and they assume the world is a sham and that fate is the determining factor of their success or failure.”

~ Isaac Morehouse, founder of Praxis, from his article “The Future of School”

You are Unlimited!

- This is a delusional, irrational, and false statement.
- You are NOT unlimited!
- You have limitations.
- Lots of them.
- All kinds of them.

So stop trying to convince yourself that you’re unlimited and start figuring out what your limits are so you can deal with them.

Here’s one of my very favorite absurd claims:

“I’ll teach you how to make over \$50,000 per month, working only 4 hours per week, and you don’t need:

- any experience in marketing
- any experience in selling
- a product
- a website
- an online store
- a blog
- an email list

Sign up now for my webinar on (date/time).

Don’t miss this amazing opportunity!

Summary:

Learn to tell the difference between rational, realistic claims and BS. And decide that you're not going to use any of these ridiculous tactics in your own marketing.

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Upcoming Episodes:

Episode 021 will begin “Managing Your Self”, a series of 8 episodes where we explore how the human psyche works, and how understanding that can be the deciding difference in how you and your business function.

The episodes are:

021 - If You Can't Manage Your Self...

022 - The Human Condition

023 - Mindset – What Makes You You

024 - The Human Psyche

025 - Ego: the Enemy

026 - Resistance: the Enemy's Assistant

027 - Outsmarting the Enemy

028 - 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



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