

# FOCUS ON YOUR EVERY DAY!!!

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develop a passion  
for Teaching!*



**INFINITY PODCASTS 322**

# **FOCUS ON YOUR EVERY DAY!!!**

It's really hard to be truly happy when you're not being yourself, and most of us have no clue who we are.

We all have situations that don't look like they're going to work out.

We don't see how we can get well, how we can accomplish a dream, how our family will be restored.

All the circumstances say it's not going to happen.

How much of life do you feel like you control

or how much does life control you?

Do you tend to control more of what's going on or events controlling you.

If you focus on what you can't

control,  
if you focus on the past,  
if you focus on  
what's missing from your life  
constantly,  
that pattern of focus will make you  
frustrated, overwhelmed,  
depressed.

It won't even matter if you're  
taking antidepressants.  
If you keep focusing on what you  
can't control,  
what's missing from your life.  
You're going to feel depressed  
until you think as many  
antidepressants as you want  
focus equals power.

Complaining.  
Crying  
Whining,  
griping  
a Bible word called murmuring

see, that'll ace your future  
spend five minutes complaining  
and you have wasted five  
and you may have begun  
what's known as economic cancer  
of the bone.

Surely they will soon haul you off  
into a financial desert and there  
let you choke on the dust of your  
own regret.

And not only is it important for  
you

to know it's possible for you  
to choose your future  
but it's necessary

that you work on yourself,  
that you develop yourself.

It's necessary  
that you get the energy drainers out  
of your life,  
people who don't want anything,  
people who are not striving,

people who are not challenging  
themselves,  
people who aren't growing,  
people who have stopped  
dreaming.

It's necessary that you align  
yourself  
with people and attract people into  
your business  
who are hungry,  
people who are unstoppable and  
unreasonable,  
people who are refusing to live life  
just as it is  
and who want more.

My mother used to say  
birds of a feather flock together.

If you run around with losers,  
you will end up a loser.

It's necessary  
that you get the losers out of your  
life

if you want to live your dream.

The challenge of life

I have found is to build a resume  
that doesn't simply tell a story  
about what you want to be,  
but it's a story about who you want  
to be.

It's a resume that doesn't just tell a  
story about  
what you want to accomplish, but  
why?

a story that's not just a collection of  
titles and positions, but a story  
that's really about your purpose  
because

when you inevitably stumble  
and find yourself stuck in a hole,  
that is the story that will get you  
out.

What is your true calling?

What is your Dharma?

What is your purpose?

You can't connect the dots looking  
forward

You can only connect them  
looking backwards

So you have to trust that the dots  
will somehow connect in your  
future.

You have to trust in something,  
your gut, destiny, life, karma,  
whatever,

because believing that the dots  
will connect down the road  
will give you the confidence to  
follow your heart,  
even when it leads you off the  
well-worn path.

And that will make all the  
difference.

"just stand.

"You keep standing.

"You keep standing.

"No matter how rough the sea, you

keep standing.

"And I'm not talking about just  
water.

"You keep standing.

"No matter what, you don't give  
up."

"It doesn't matter to me any longer  
how long I live.

"What matters to me most  
"is how I live."

I ask you all one question,  
a question that I was asked all my  
life

by a third grade dropout.

"How you livin'?"

"How you livin'?"

Everyday ask yourself that  
question.

How you livin'?

Here's, here's what a cook would  
suggest  
you to live, this way.



That you would not judge,  
that you would show up early,  
that you'd be kind,  
that you'd make sure that that  
servant's towel  
is huge and used,  
that if you're gonna do something,  
you do it the right way.

That cook would tell you this,  
that it's never wrong to do the right  
thing,

that how you do anything  
is how you do everything.

And in that way you will grow  
your influence  
to make an impact.

In that way you will honor all those  
who have gone before you,  
who have invested in you.

Look in those unlikeliest places for  
wisdom.

Enhance your life every day by

seeking that wisdom  
and asking yourself every night,  
"How am I living?"  
One person can change the world  
by giving people hope.  
So if you want to change the  
world,  
start each day with a task  
completed.  
Find someone to help you through  
life.

Respect everyone.  
Know that life is not fair,  
and you will fail often.  
But if you take some risks,  
step up when the times are the  
toughest,  
face down the bullies, lift up the  
downtrodden,  
and never ever give up.  
If you do these things,  
the next generation

and the generations that follow  
will live in a world far better  
than the one we have today.

And what started here  
will indeed have changed the world  
for the better.

Let's look at this idea  
of specificity for a minute.  
Like a winter home in Hawaii.

Very nice  
but if I say I will own  
a two-bedroom beachfront villa  
on the west coast of Maui Hawaii  
by June 1st 2003  
does that sound a little more clear?  
Yeah and until you get specific like  
that

the creative part of your brain  
won't jump in  
and decide how to help you get  
there.

And that's why a lot of people

never get their dreams  
because they don't make them  
specific enough.

You got to get real nitty-gritty.  
Break it down.

How much buy when?  
I want a better relationship with my  
husband.

What does that mean?  
But if I say I want to spend an hour  
a week

sitting opposite my husband  
talking about real things that  
matter,

no TV on,  
eye to eye communication,  
well that we can measure.

Did you do it for an hour?

Want to have more fun.

What does that mean?

Well, what if I say I'm going to  
listen

to comedy albums twice a week  
for a minimum of an hour.

You're probably going to have  
more fun.

So make it specific make it.

Make it real.

Some people say you know  
I want our business to increase.

Well how much by when?

Want the reading scoresto go up in  
a school.

How much, by when?

Until you have that  
you're not going to make progress  
and so many people's dreams  
never get completed  
because they're not clear  
about the specific number  
of how much by when.

I told you earlier in the program.

We said we're going to sell a  
million

and a half books in a year and a  
half

and that directed our behavior.

Recently we just said  
we're going to sell a million books  
in one day.

We had 101 bookstores  
involved in a book signing.

I'm going to try to be  
in the Guinness Book of World  
Records  
for the largest book signing ever  
done.

Now I don't think we sold a million  
books.

Maybe we sold  
a couple hundred thousand  
but by holding that question  
and trying to figure out how to do  
it

it moved us toward that goal.  
Now maybe it'll take us two years

to figure out how to sell a million  
books  
in one day

but it gets the thinking  
to expand out into that arena.

Is this making sense?

Okay so you want to have those  
goals.

Now the other thing you want to do  
is break your goals down.

Many of you have big goals,  
end hunger in the world.

That's a pretty big goal.

You know have world peace.

Achieve a certain level of spiritual  
oneness

with God or life.

Big goals.

When you first look at it's kind of  
overwhelming

but what if we were to break that  
down

into little steps  
that says okay I want to go to  
college  
and get a PhD.  
Gosh I'm only a high school  
student  
but the next step would be  
finish the math class.  
Get an A in this.  
Write for a brochure from a  
college.  
Get a catalog.  
Pick one or five colleges  
that I want to apply to.  
You know just keep breaking it  
down  
to little steps and then figure out  
how to get all those steps done  
and put a date by each step.  
And then start doing the plan.  
Someone said if you fail to plan  
you're planning to fail.



Does that make sense?

Yeah absolutely.

Some of one of my friends  
said success by the yard is hard  
by the inch it's a cinch.  
So we just break it down into small  
pieces.

I had I was reading  
the Guinness Book of World  
Records  
cause we were thinking about being  
in there  
and this guy set a goal  
to eat an entire bicycle.  
Tires and all.

Now how do you do that?  
right well it took him 17 days  
but what he did is  
he kept cutting the bicycle up  
and then melting it down  
into little swallowable pieces  
and he ate them.

I don't know how much stayed in  
but he ate them right?  
But the point being  
anything can be done  
if you break it down small enough.

Make sense?

So don't let the bigness  
of a goal overwhelm you.  
I don't know if you'd agree with me  
on this,

but in many ways, one of the key  
factors

to legendary success isn't your  
natural ability.

It's not whether you have the right  
product,

it's not whether you're in the right  
field,

it's not whether you've had a  
blessed background.

It's not whether you have the right  
IQ.

I want you to really think about and  
deconstruct  
and play with maybe later tonight  
win your journal.

I want you to deconstruct this idea  
of confidence  
and it seems like a very  
simple work but just think about  
it in your own life.

When you have confidence or we  
could even call it fire,  
when you have that fire within you,  
that confidence,  
that interior bravery,  
you almost have this power to do  
whatever it takes  
to get your brave vision done.

You see, in this world, it's not  
about, in many ways,  
your strategy and your business or  
your ability  
in your life, it's about this thing

called confidence  
and we've all had these times in our  
lives when we are  
full of confidence and what other  
people see as a problem,  
we simply do see as an  
opportunity.

Other people see it as a stumbling  
block or a wall  
and we see it as a steppingstone or  
this solution.

So confidence is simply something  
that you really  
want to wire in.

Confidence is something you really  
want to develop,  
confidence is a practice, confidence  
is a muscle  
and like any muscle, the more you  
focus on it  
and practice it and train it, the  
stronger your confidence

is going to grow and I just have to  
say it again.

When you are at a place in your  
life,

when there is ongoing, steady  
stream of confidence

moving through your

mindset, moving through your  
heartset,

you do the heroic in your business  
and you achieve the remarkable in  
your life.

the Brawn shows up

This dude comes in 15 minutes  
before practice

and LeBrons Gibson that look like  
hey, dude, what's going on here?

He's like, what do you mean? I'm  
15 minutes early.

He's like should have been here an  
hour ago

and when he says that to this, dude

the guy knows  
LeBron's been there for two hours  
So all I ask you to do is like here's  
a guy

Probably the best that's ever  
walked out on a basketball court  
short of Michael Jordan  
But both of them have one thing in  
common they worked  
okay wasn't about their just their  
talent

It was about their work ethic  
people knew them for their work  
ethic

So just ask yourself this week  
do people know you for your work  
ethic?

For people are people like  
me and you work hard  
or people actually commenting  
about you  
showing up early and staying late

because if they're not  
Then you're just you're just  
blending in with everybody else's  
work ethic  
at the end of the day talent will not  
win the game  
It is work ethic that will win the  
game, so  
When I saw this, I'm like here's a  
guy top of his games got all the  
money  
You could possibly he could never  
spend all his money  
Impossible. He'll be a billionaire  
and he's showing up two hours  
early  
to make sure he plays the game to  
make sure he's in physical  
condition  
to make sure that He can stay in  
the game  
long past. He doesn't even need it.

He's got all his rings  
I got to tell you I was so inspired  
by because I got a bunch of  
partners  
I got guys that I do business with I  
got one of them  
in particular that I'm having some  
problems with  
He told me man if I had your  
money, dude, I would retire  
He said it to me over and over and  
I hadn't been listening to it enough  
to understand he wants to go lay  
down  
Okay, you cannot run? What's that  
thing called You did  
I can't do an Ironman with that  
attitude  
don't know why you'd want to do  
an Ironman  
But I tell you what if you could do  
an Ironman



and then take that and add it to  
your to your  
to your career to the  
Longevity of your career,  
you know because look it's gonna  
be five years from now  
ten years from now  
It's gonna be 20 years  
You're gonna look back and say  
and the marketplace is gonna  
reward whatever you do every day  
It's easy to discard, say, 10 terrible  
ideas  
and go after the one good idea,  
but when you start to get a little bit  
of momentum  
you can drown yourself in good  
opportunities  
that aren't great opportunities.  
And if you scatter your focus, you  
try to do  
17 different product lines, you can

kill your business  
really easily, particularly when you  
have a small team.

So I think asking  
yourself repeatedly, what is the one  
project, the one initiative, the one  
campaign that  
if successful will render the rest of  
these things  
either unnecessary or much, much  
easier,

what is that one step?

And I've called it this dead domino  
before,

but what is the one thing on this list  
of seven different  
campaigns that will make all the  
other ones

irrelevant or much easier?

- How do you, I mean, that's a  
tough answer, isn't it?

Because they all sound good.

- Yeah, I think they can,  
and I think that what it comes down  
to often times is,  
it returns back to measurements, so  
how are we  
defining success, like if we want to  
grow the company,  
let's just say, what does that mean,  
in three months, six months, what  
are we measuring,  
why are we measuring those  
things,  
and what is a, sort of a comfort  
goal,  
meaning like, okay, we think we  
can easily hit this number,  
what is a stretch, and what is like,  
hallelujah, we threaded our needle,  
and then come up with a  
really concrete number to tackle,  
and once you have that number then  
you can look

at those five and say, alright, which  
of those  
are going to serve us right now.  
And I'm dealing with that  
increasingly so  
because out of all these different  
branches of content,  
and activities, and angel investing,  
and so on,  
it's very easy for me to get  
scattered,  
it's never been easier, so I have to  
continually  
ask that type of question.

- What's your main focus now,  
if you had to boil it down to one?

- My main focus right now is  
building my podcast, Tim  
Ferriss Show, up to a point where  
it's consistently in the top 10 to 15  
on iTunes so that

I can establish a presence and name

recognition  
in Hollywood and  
entertainment, which I can leverage  
then  
for the TV show and film projects  
that I'll be  
expanding into in the next three to  
nine months.

And specifically what that means is  
targeted advertising,  
for the podcast, specifically towards  
people who are  
producers, agents, actors, directors,  
in Hollywood and New York City,  
all of that can be quantified.



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