



How to Make 2021 Not Suck Transcript

Hello my friends. Welcome to Capitalism.com. I'm still Ryan Daniel Moran. Hey, I hope you're doing great because we made it! We did it. Nice job, humans. We made it through 2020. Obviously, this year will go down as a wild one, as a crazy one. And depending on your perspective, you may contextualize this year as being the worst year ever, as a turning point, or as the best year you ever had. We'll see.

[00:00:42] Now, this year, I had my second child. He was actually born December 10th, 2019. So, right before quarantine hit, right before we turned the clocks to 2020, I had my boy, Phillip. And if you are a parent, you know that the first year is really about survival. It's about getting through it. So, we just had Phillip's first birthday, and a one year old doesn't know what's going on with his birthday. We bought cake and cupcakes for ourselves. It was a "We survived the first year" party. If you can make it through the first year without completely losing your mind, you won.

[00:01:34] Now, the strange thing about this is, once your child grows a little bit, like my oldest Esther is five and a half now, the context of her first year alive is very different. I think about my first year with Esther now as how I'd love to have one more day with her as a baby. I think about those times completely differently now that she's a little bit older.

What's interesting about that is the first year with Esther sucked. She was a horrible, horrible baby. She screamed all the time. She did not sleep. I swore I would never do this again. She was a horrible baby. Just the worst child in history. She was some evil spirit invaded that child, she was the worst. Now, I think I have parent amnesia and I remember it differently.

[00:02:41] Now, there's a point to why I'm telling you this but let me give you one more example to those of you who are young male Amazon sellers and do not have children, you still have lives. When you start your first business, that first year is a grind. It is hard work, it is late nights, it is very little pay. And you wonder if you're ever going to get a payoff, if you're ever going to get a break.

And if you make it through that first year without going out of business, and you make it to year two, and you start to get profitable and you start to grow, and then three years go down, you cross, go full time and you've got lift off, and it starts to get a little bit more predictable. And then you're four, you cross five million. You're six, you have an exit and you sell for ten million



dollars as a lot of my students have had that very same trajectory. First year sucks, second year ... you get the idea.

[00:03:51] Well, once you've had your exit, once you've made it to a certain point, you look back on that first year and say man, what a ride. What an awesome experience that was. Which is completely different than how you experienced it in the moment. You re-contextualize it very differently.

I tell you all this because part of me wonders if we will be able to re-contextualize the year that is or was 2020. We got through the year. We got through the uncertainty. We got through the changes. Four years from now, will we look at this as a turning point? Will I look back on this year and think, that was the year that my son was born, or at least I experienced him. Was that the year that I found my voice as a content creator, which I feel like I have done. I have never been more proud of the content that I am creating, even though I've been doing it for ten years.

[00:05:02] I started my podcast in 2013. It's been seven, eight years as a podcaster. I started my YouTube channel in 2007 and we're just hitting liftoff. For those of you who think you're going to hit pay dirt in six months, I've been doing YouTube thirteen years and I'm just starting to get it. But this is the year I finally found my voice. This is the year that the Cleveland Browns were good. They're good. They're not just better than a high school freshman team, which is all we really ever wanted in Cleveland, can you just not embarrass us. They're actually good.

This was the year that I learned to chill out. Like, I learned that I do my best work when I relax. Is that how we'll re-contextualize this year? Or will I only think of the uncertainty? Will I only think of the hard times? And we as human beings tend to move further ahead in our lives and look back at the past with fondness. We tend to look at the past with a sense of longing. Remember your last relationship? When did you want that person in your life the most? Right after your breakup. You remember only the good things. And I wonder if we will have that type of experience this year.

[00:06:35] Of course, we could look at plenty of bad that has happened. Plenty of families have gone through painful tragedies this year. Way more people have gone through financial uncertainty or just loads of stress and sleepless nights. We've all had our share of difficulty this year, some more than others. But we made it through this year. And we can move forward looking at all of the changes that have happened in our lives and in society and we can choose which menu we order off of moving forward.



We can choose to order off the "All the things that suck" menu, or we can choose to order off of the "Expanded options" menu, the "New possibilities" menu, the new choices, the new chapter. And this episode is about how to make 2021 not suck and in order to do that, we first have to choose which menu we're going to order off of. And I really believe that our intentions decide what we see and how we interpret things, and you can decide what you're going to see and find.

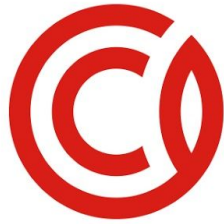
[00:08:17] You're familiar with the reticular activating system, right? You're familiar with that idea that when you buy a new car, you tend to see it all over the road. For example, my daughter Esther is five and a half, and her mom just bought a new car this year. We used Carvana for the first time which was a flawless ordering experience, what an impressive company, and man, did their stock do well this year. It went up 8x. I mean, everybody is buying Bitcoin right now. Bitcoin has been impressive, it's almost doubled ... it's more than doubled in 2020. Carvana is up 800%. Wayfair is up 1000%. Shopify is up 500%.

Stocks have way out performed Bitcoin this year, but it's not sexy to talk about. That's a podcast for another day and I probably will do a podcast about that at some point, but man, what a year for certain stocks that are the wave of the future. Anyway, she bought this car off of Carvana and it was a Volkswagen Atlas. Esther ... the only car she had ever experienced her mom drive is my old Kia Sportage, and we traded that in, and Esther had never seen a Volkswagen Atlas before until her mom got one. And now, every time we're in the car, when Esther sees another Volkswagen, even if it's not an Atlas, she'll say, "Look, it's a VW! That's what Mommy drives."

[00:10:01] She sees Volkswagens all over the road. We play this game, Esther and I, we play this game. We used to call it red truck and it's because my father, her grandpa, drives a big red truck, and she has really fond memories of being with my dad in the red truck. They just pretend vacation in there together, it's really cute.

And so we play this game when we're driving in the car. We count how many red trucks we see and we have a contest to see who can find the most red trucks, and it just sounds like this, "Red truck!" "Red truck!" "Red truck!" And let me tell you, when you're looking for red trucks in Texas, you find a lot of freaking red trucks. You find maroon trucks, you find trucks that are parked, you find things that aren't quite trucks but you put them into the game, you find a lot of red trucks when you're playing the red truck game.

[00:11:03] That's the reticular activating system. It is the brain finding what it is looking for. Your brain is a filter. It is not so much a creation. It doesn't really create things, it filters things. And



you, as kind of the chairman of the board in your brain can filter what all of those talking voices in your head reveal to you.

So, all of that to say, your brain can process what you are looking for, and you can decide which menu you're ordering off of, and you can decide to look for the good in any situation. I went through a very hard challenge in my business just actually ... wow, it might be a year ago to the day. A podcast which I can't talk about yet, but will be able to talk about at some point hopefully in the next year or so. Just a very difficult, uncertain time in one of my businesses.

[00:12:10] And I just decided this is going to be the best thing that ever happened to me. It's just going to be the best thing that ever happened. I can't tell you exactly why it's the best thing that ever happened to me, but I know that it is, and I know that when the story plays itself out, I will have all kinds of reasons to justify why it was the best thing that ever happened.

And somebody else could come to the table with a different set of data points and say, yeah but what about this, and what about this, and what about this. It won't matter to me because I've already decided that it's the best thing that ever happened to me and you can't take that away from me. You cannot take that decision away from me.

[00:13:01] And so, going into 2020, if you want to make 2020 amazing ... actually you can make 2020 amazing. You can decide now that 2020 was the best year of your life. But going into 2021, you can decide, you can just make the decision. 2021 is going to be the best year of my life. It's going to be amazing. I learned so much in 2020. I saw how much I can deal with in 2020. And now, 2021 is just my year. And I don't know what it is yet, but I've already seen the end. I've already decided what the outcome is, and it's going to be the best year of my life.

And you can just choose that no matter what happens, no matter what challenges come your way, that you can choose to interpret all of them as being the best things that ever happened to you. You can choose that. You can decide that next year is the best year of your life. 2021 is the best year of your life. You might have to remind yourself of that a few times. You might have to reinterpret certain things that happened in 2021. But you absolutely can make that decision.

[00:14:32] So that is point number one. If you want to make 2021 amazing, first you have to decide that it's amazing. You have to decide to interpret everything through that lens. You can do that now. If you do that now, your brain will make that true. Your brain will turn that into reality regardless of what the data says. You can do that with absolutely anything. Job loss?



Best thing that ever happened. Money, financial problems? Best thing that ever happened. Divorce? Best thing that ever happened. You can do that with anything.

And so, that's point number one. Just decide that 2021 is going to be the best year ever. The second thing going into 2021, this is something that I learned this year that man am I thankful for this lesson, I think I finally got the lesson, and I'm going to be taking that into 2021 and I'll have a full year to do this and that is setting process goals instead of outcome goals.

[00:15:42] So, the way that I used to set goals is I am going to hit this financial goal, I am going to have this much body fat, I am going to have this many new subscribers, I am going to have this many book sales, whatever you want the goal to be. What I've discovered for me is setting those type of goals creates an immediate gap that now I'm trying to close.

So, for more of the year, I'm operating from a place of lack or scarcity because I haven't hit the goal yet, and then one day I finally hit the goals and I just feel empty. It's like, I completed it, now what? So, there's no real fulfillment or satisfaction in the goal. There might be a celebration for like a week, and then what?

[00:16:34] It's kind of like ... this is so rich people problems but when I sold my company, I was flush with money in the bank. I took like fourteen days to read books and then I was like, time to go back to work. And I dove head first back into work and man, that was a hard time. I just got super depressed. And that was because I was setting outcome goals rather than process goals.

Now, on the other side of things, this year we have really, really started to get my messaging on YouTube. And if you've been following any of my content on YouTube, it's really good. It's really good. You should go over there and subscribe to the channel. And I would naturally, normally set a goal for 2021 of we're going to cross 150,000 subscribers, or we're going to cross, we're going to add 50,000 new subscribers. I'd set some sort of number, and then I'd be in a deficit, and I'd start working to fill that deficit.

[00:17:45] But, what I have done instead is say, what is the process that I want to follow to get to 150,000 subscribers or add 50,000 new subscribers? What is the way that I want to get there? Not how do I get to the thing but in what way do I want to fulfill that? And for me, that means making great content that I'm really proud of that comes from an inspired place, a fun place, a light place, an easy place.



A place that comes from a natural voice. A place that feels like me. A place that feels like it flows from me, rather than is forced by me. A place that feels like it's my own unique flavor and message. A place where I'm not working to make the content but it just comes out of me, it just feels exciting, like I can't keep it in. I want to create content from that place all the time. And do you see, if I just do that for long enough, consistently enough, the 150,000 subscribers will come easily, no problem.

[00:18:59] And even if it didn't, did I care that much? Because the truth is that when I hit my goal of number of subscribers or financial goals or whatever it is, what I want on the other side of that is the ability to create content from an aligned, alive place. That's what I really want. That's what I really want when I get what I want. So, if I just focus on what I want when I get what I want, then I will get what I think I want.

It is the idea that if I focus on the experience that I want from getting the thing I want, then I will also get all of the things that I want. The same thing with money, by the way. When you say I want to have a certain amount of money in the bank, when I want to ... when I have the amount of cash flow that I desire, that will make me feel safe, that will make me feel taken care of, it will make me feel secure.

[00:20:10] Well, what do you want to do once you feel secure? And people will say, well then, I want to do what I want. Well, what is it you want? Well, I want to travel, and I want to do ... and I want to start a business that really fires me up. I want to start a business that is not done from a place of trying to get money, but a business that allows me to create, that allows me to serve this group of people.

I was speaking to somebody, I was on a walk with somebody a couple weeks ago. And I asked this person, I said, "When you think about your work, what is it that you see as your purpose? What do you see as being the chapter that allows you to be really alive?" And this person in particular had a unique angle through which he wanted to serve men and challenge men to be real leaders, to be real servant leaders, to really come alive. And I thought that was so cool.

[00:21:13] And we spoke about it for a good hour or so, and I think, I hope I allowed him to see that if he were to just go in that direction instead of this other business he is doing right now to pay for his life, that he would be more financially profitable doing what it is that he really wants to do. And he wasn't allowing himself to go there because of security, need for certainty, desire for profitability. But if he were to go in the direction that he really wanted, he would have the security and the cash flow and the purpose and all of these other things.



So, the process goal, rather than the outcome goal, frees you up to look at what you really want on the other side of what you think you want. Because what you think you want is the thing, the goal, the surface level thing, and what you really want is the feeling that that thing will give you. And if you focus on the feeling or the essence of what it is that you want, you feel naturally compelled towards that motion, towards that action, towards that direction whereas when you focus on the outcome goal, you're in this place of lack until you get there.

[00:22:37] And so, for no other reason than consistency, then the process goal will allow you to be consistent enough to get the result that you want. I am having so much fun doing our new content on YouTube. I can't wait for shoot day, and my content creator, Alex, and I, we have this thing, we're texting each other every day going, is it Wednesday yet? Is it Wednesday yet? Because Wednesdays at 10:00 AM are when we drop our weekly video. Sometimes we publish on Sundays, and we're experimenting with some other content forms as well, but we never miss Wednesday at 10:00 AM.

And we're so proud of what we're creating that we can't wait until Wednesday at 10:00 AM. So, that's the process for me that I want everything in my life to feel like. I want to feel that way about working out. I'm not there yet. I'm not there yet. But I want to find the type of workout that I can't wait to go to every day. I can't feel that way about CrossFit. I know some of you do. Awesome. I wish I could get that passionate. Clement, if you're listening, that might be you, buddy. I miss you, by the way. Come back.

[00:24:03] But, I personally can't motivate myself to get up at 5:00 AM and go do weird movements. I just don't want to do it. So, I want to find that. I want to do the workout that I just can't wait to do. That's a process goal rather than an outcome goal. And the thing is, if you do that process goal, you'll end up getting the outcome goal. So, that's point number two, to set process goals instead of outcome goals. Try this on. Play with this. Play with this idea of what do you want the experience to be of getting what you want, rather than what is it that you want.

And, by the way, answering that question is easier than the question of what do you want, because when you ask what do you want, you come up with a list of things and then your brain kicks in, you're like, well that sounds hard, what about ... I'm not sure I'm going to get there. But when you ask the question, what experience do I want in getting what I want, you start to think about things that you can have right now, like I want to create content I'm proud of. I want to release products that excite me. I want to feel like my business makes a difference.



And those are all things that you can start working in now, like today, like it can be the guide for your decisions today, for the rest of today, and then tomorrow and the next day, and then everything else is added unto you as well. So, process goals, not outcome goals.

[00:25:40] Number three. I wasn't sure how to word this one, so I'm just going to go with it. Remember that no one is paying attention to you. That's it. Just ... man. This year, I've never seen such contrast in the way that the world's unfolding. It was so obvious to me how people were interpreting things in 2020 because I had friends who just viewed everything through the lens of fear. And then I had other friends who only viewed this year as a year of opportunity.

And you can make the debate. Did those people see opportunity because there were new opportunities? Or did they see new opportunities, thus their reticular activating system found new opportunities? I have friends who doubled their businesses this year. Capitalism.com doubled this year. Part of it was because I knew that as a result of the shut down and pandemics that there were going to be more people who wanted to start at home businesses than ever.

[00:27:08] And so, we launched the Capitalism Incubator, which is all about helping people build that one business that could completely change their lives and be fun and be from a place of pride and excitement, and that product alone doubled our company revenues, and it was our first initial launch, and the results have been amazing. And my process goal for that, by the way, is I have decided I'm only going to think about, how do I make that product just amazing? How do I make that product so good that everyone can't help but recommend it to everyone that they know?

How do I make the success stories so amazing that people say, that company came out of the Capitalism Incubator. That company came out of Capitalism.com. They go, really? Capitalism.com? I want the product to be so great that it just dwarfs everything in the marketplace. That's where my brain power is going. That's my process goal. And the thing is, I know that as a result of setting that process goal, that then, everyone will pay attention to it, and it will just trounce all of my income goals.

[00:28:29] Can you imagine if I set an income goal for that? I would just be thinking about sales. And I might get more sales in the very short term but in the long term I'd leave so much money on the table because I'd just be thinking about outcome goal to outcome goal to outcome goal, rather than having just the best freaking product ever.



Now, we put this idea of how people pay attention to us in the short term on a pedestal. We think about likes and we think about views and we think about followers and we think about money and we think about all these short term goals and we think that is what people are paying attention to. But, as that old quote goes, I think it was an old Steven Martin quote, be so good that no one can ignore you.

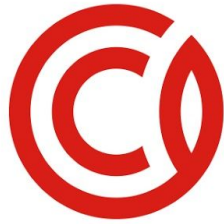
[00:29:16] That comes after doing really good work for a very long time. In order for it to be good work, you have to actually like it. Now, here is the real brain warp of all of this. In order to find what work you like, you have to realize that no one is paying attention to you. No one really cares about what you are doing. You act like you care about what other people are doing on social media, but what you really care about is what you believe that that says about you.

As I'm recording this for you, I know that you don't really care about me and my life. You might find some of it interesting. You might have certain things that you find compelling, but you don't really care about how much money I make. You don't really care about what I get out of this. You care about what it is that I have to say that resonates with you. There's something about my message, there's something about what I say or how I present myself that represents a part of you, that resonates with a certain part of you that you want to experience more of, that you want to bring more alive in your experience of life.

[00:30:43] And when you look at someone on social media and you envy their life, you don't really care that the person is in the Bahamas and seems to be traveling all over the place. You don't really care about how happy they are in their relationship. What you really care about is the part of you that resonates with the experience that they are having.

So, no one is really paying attention to you. No one is really paying attention to what you do. They're paying attention to the parts of themselves that they want to experience more or less of. So, that is what people are experiencing, and when you realize that no one really cares about what you're doing and no one is really paying attention to you, you stop caring about other people's opinions of you because you realize that their opinions of you aren't about you. They're about an experience of their own. They're about something that's going on with them that they're attempting to reconcile.

[00:31:49] This is why if you follow me on social media, I love to mess with haters. It's just so much fun. I love getting those comments because I know that they're not about me. They're about something going on with them. And it's very egotistical of me to mess with those haters because I know at some level that those people are hurting and it makes them project whatever it is that they are feeling onto the content that I put out, and so the way that my ego



deals with that is just by messing with them, and I mean truly messing with them. If you see some of the interactions I have on LinkedIn, it's so fun. But, I digress.

I know that they aren't really doing ... they don't have an understanding of me, they're actually projecting themselves on to me so I don't have to take any of that personally. You don't have to take any of that personally. The wins or the losses. The complements or the hate. It means nothing about you. It is something that they are experiencing.

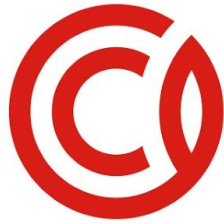
[00:33:09] So, all of this to say that when you realize that no one is paying attention to you, you just have permission to do what you want, just do what you want because no one actually cares. I was having this great conversation with a 19 year old girl. She is dating a friend of a friend and this girl, I think she still lives at home, or maybe has just moved out. She was telling me about an argument she's having with her parents.

Her parents really, really want her to go to college and she really, really does not want to go to college. She wants to start a business. So, the friend of my friend asked if I would talk to her about how to have the conversation with her parents. And I said to her, first thing's first, you have to realize that your parents deeply care about you. And second, you have to realize they are projecting their own fears onto you.

[00:34:20] The fear that they are having is, if our daughter doesn't go to school, then we will have failed as parents. Their reference point is school is the best thing for your long term security and happiness and it would be irresponsible of us to not do everything that we can to make sure that she goes to school. And out of their own fear of being bad parents, their own fear of their daughter having a disappointing life, it is the most loving thing that they can do to try and twist her arm into going into school.

And the only way that she can get out of that trap is by letting her parents off the hook for their own failure. What does that look like? That means saying, "Mom and Dad, I know you want what's best for me. I've just got to tell you, I think I'm going to have to learn this one the hard way. I really want to start a business. And I might fail, and if I fail, I will come back to you and tell you that you were right and maybe I'll be one of those people who goes back to school and is the old person in their class, and I'll be embarrassed by that, but I will tell you that you were right and I will still feel proud that I went for it.

[00:35:46] And I know you want me to go to school, and I'm not against going to school, but it's not what I want right now. And the more that you push me to go to school, the more I'm going to dig in my heels against you, and then I'm going to resent you, and I so don't want



that. I don't want to resent you. I want your support for me to go learn this mistake on my own, because the only way I'm ever going to go to school is for me to go after what it is that I think I want right now and figure out if that's what I really want.”

That was the only way that she could get out of that argument, letting her parents off the hook for the fear that they're projecting on her, because those parents are not actually thinking about the daughter. They're thinking about themselves and their own context of that discussion, and the same thing is true with everything in your life. The same thing is true with every relationship and interaction that you have.

[00:36:54] When you're having an argument with your partner, you are not mad at them. You are experiencing something within yourself, and they're not mad at you. It might be expressed as anger toward you but it is actually their own fear coming out and being projected onto you. Now, that doesn't let you off the hook if you were a D-bag to your significant other. But, when you are a D-bag to your significant other, what they are really responding to is something within themselves. Again, it doesn't make everything you do okay, or everything they do okay.

But, we are not really thinking about other people, even when we are doing what we think are selfless things, we are doing them for the experience of fulfillment of doing that thing. So, all of that to say, no one is paying attention to you. No one really cares what you do. Only you care about what you do, so just do what you want.

[00:38:09] And that leads me to the final piece, which is, when you're in doubt, make decisions based on how they feel. So, one of the things that I'm going through right now, or one of my lessons right now, is to stop making decisions based on other people. Stop making decisions based on how I think other people will receive them. Stop making decisions based on what I think the marketplace will say. Stop making decisions based on how I think other people might negatively react to them.

I base my decisions now on how they make me feel. Because our feelings are incredibly intelligent. They're basically the blender, they're the smoothie of all our thoughts. Our feelings reflect all of our thoughts put into a blender. And when we make decisions from our logical mind, we are often isolating one thought and then finding other thoughts to support that. We work ourselves into that decision.

[00:39:17] But, when you take your feeling into it, you're taking the blender of all of those thoughts and coming to the best decision, because our feelings reflect what it is we think about most often. So, one decision for one individual is not the best decision for another



individual because they have a different blender of thoughts about it. They have a different blender of data points. They have a different blender of experiences that give them the outcome, the life experience that that person most desires.

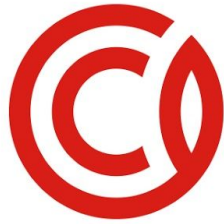
So, when you are going in one direction and you justify it with, it's the most profitable thing. And your brain says, yeah I should do that, I want to do that, I want to work towards that. And then the other decision gives you relief, or peace, or ease, do the latter. Do the one that gives you peace and ease. Here's an example.

[00:40:26] I sometimes have ... I'll tell you this. My most difficult clients, and by difficult I mean the people who take the longest to get it, are established Amazon sellers who are selling like \$60,000 a month. These are my most difficult clients. Now, difficult I don't mean in the fact that they complain, it's that they have the hardest time getting my message into their brains, and the reason is, at like \$60,000 a month in revenue, you're right at this point where you might be full time but in order to take a full time salary, you are just making it on profit/loss.

So, you might give yourself an \$80,000 dollar a year salary, but that is pretty much all the profit in the business and the business doesn't have a whole lot to grow so you're kind of stuck in this hamster wheel. And so, what that entrepreneur will do is start swinging for the fences with other high risk things. If they're selling on Amazon, they'll go start a Shopify store, or they'll build a funnel. They'll spend three months building a funnel and \$20,000 to outsource a funnel to the right copywriters, and then they'll run Facebook travel to it, and they'll waste five months of their life trying to get this high risk funnel to convert, all while hating the entire process.

[00:41:51] And I can save people five or six months and \$50,000 dollars of their time and money if I can convince them that they should just double down on what's working right now, which is often Amazon sales, and then rebuilding the brand around exactly that. The trouble is, they don't see that and they don't believe me because they have bought into a thought which is, must increase short term profit.

And since I don't feel safe doing what I'm doing right now, I'm going to completely pivot and go into a different direction. But, if we can intercept them right at that decision point and I say, which one of these decisions gives you the most peace and ease, spending the next six months learning something new and building a funnel that is high risk that you're not sure is going to work? Or, doubling down on what you have right now and working towards building that. Nine times out of ten, they will say, well I'll experience more ease when I focus on what's working right now, but it's not supposed to be easy, it's supposed to be hard, it's supposed to be complicated, it's supposed to be difficult, it's supposed to take a long time.



[00:43:24] That's their thought. They isolate that thought of how we're going to get there rather than the feeling about what happens when they make a decision. So, when you're in doubt, make your decisions based on how you feel when deciding between them. Now, I'm going to give you one bonus and it's a bonus that I did on a podcast a few years ago and I need the reminder, and so I will extend this challenge to you as well.

My challenge for you in 2021 to kick off the year on the right foot and ensure that 2021 does not suck is in the morning when you wake up do anything, anything, anything other than checking your phone. If you can optimize that first window, that first hour when you wake up, without getting distracted by the outside world and outside stimuli and stress response, your day will be 87.29% better every single day.

[00:44:37] So, what happens with our brains when we wake up in the morning is we have actually slowed down all of the fears and thoughts and negative things going through our brain and when you wake up there's a process for those thoughts coming back online. So, you have this nice window every time you get a good night's sleep where the brain is primed to focus on what you want and creation and momentum.

But, what most of us do is we pull out our phones and immediately check what's going on in the world and our lives and see what's going on on Slack and our email and Facebook and we're immediately sucked back into the opinions of other people and we're sucked back into the distractions that make us unhappy and we start responding and defending and deflecting the bad things that are happening rather than focusing on and amplifying the good stuff that's happening.

[00:45:40] And so, that first 30 to 60 minutes of our day, if we can capture that, we can start to build momentum towards the things that we want rather than the things that we want to avoid. So, spend that first 30-60 minutes without your phone, and that means doing something, anything other than checking your phone. I don't care if it's ten pushups, or a video game, or a book, or have a coffee or whatever. Anything other than checking your phone that first 60 minutes of your day.

I need that reminder this year. I am experiencing the benefits of that and I want to do it consistently. So, one of the things that I am cultivating this year is just a calm, sound, creative mind. That is my intent for this year. That is the ... if I have a word for the year, it's ease. I want calmness, creativity, quiet. When I say quiet, I mean a quiet mind. The funny thing is, when I quiet my mind, my life moves faster because I'm so creative and so in flow. So, that is



what I want, and the habit that I need to practice in order to maximize that and never get on track is not checking my phone first thing in the morning.

[00:47:15] So, I invite you to join me in that. Let me give you the quick five before we depart for the day. Number one, just decide that this year is going to be amazing, that 2021 is going to be the best year of your life. Just decide now. Number two, set process goals rather than outcome goals. Outcome goals give us a gap, while process goals give us the thing we can experience right now. We can have the outcome that we want which is the experience now and the thing is that the outcome is often drawn to us rather than the thing we're working for out of a place of deficit.

I invited you to ask the question, what do you want when you get what you think you want? Number three, realize that no one is paying attention to you and you're not paying attention to other people. We're all paying attention to ourselves and the parts of ourselves that want to be expressed. And number four, when in doubt make your decisions on how things make you feel rather than the thing you are justifying in your brain.

[00:48:23] And the challenge I give to you, the number five way to make 2021 not suck, is do anything... anything other than check your phone first thing in the morning. So, that is our list for 2021 to make it the best year of your life and hopefully re-contextualize the year that was 2020 as the turning point to give you the data for you to get to this point which is the best year of your life that is 2021. I hope to be part of your journey this year. Thank you so much for subscribing to the podcast. It means the world to me that you allow my thoughts to be part of your very limited attention spans and brain capacity and what you decide to focus on.

So, I am honored, thankful, and privileged to be a part of your journey and a part of your adventure. Thanks for being a part of mine. I appreciate you and I hope to be working with you sometime in 2021. Thanks for listening. See you guys next time.