



5 Tips to Earn More and Work Less - Transcript

Ryan [00:00:00]

I was having breakfast with a friend this week who is about my age and very accomplished in his own right. And he said to me, "I'm ready to play a bigger game. I'm ready to start thinking bigger but I struggle with this tension between wanting more success and spending more time with my kids." And he asked me for my advice on managing those 2 desires, of wanting to grow but not wanting to take away time from the things that matter most.

Ryan [00:00:32]

And I interrupted him and I said, "That's a false assumption." It's a false assumption that it requires more effort and more time to create more results. In fact, most entrepreneurial minded people are too focused on doing more rather than doing the right things. You see, what I said to my friend from across the table was if you want to think bigger then you have to have time to think. Most of us get caught in this rut in which we keep pounding the pavement of doing the same routines over and over and over again.

Ryan [00:01:09]

So, I'm going to give you a few things that you can think about and work into your daily routine that will help to alleviate that burnout and give you more room for the clarity that will show you the next level of success. The first thing that you can do that will create a meaningful impact in your day and in your life is a very simple tweak to your morning. Pick one thing, anything to do first thing in the morning that is not checking your phone.

Ryan [00:01:46]

I don't care if it's play a video game. I don't care if it's do 10 pushups. I don't care if it's drink a glass of water. I don't care if it's jump in the shower or do a cold plunge or meditate for 3 hours or whatever the other people you follow suggest that you should do. Any one thing that you can do that is not checking your phone is progress. Here's why.

Ryan [00:02:10]

When you check your phone first thing in the morning you immediately start responding to the notifications and to the outside world and if you're a creator or an entrepreneur or just a person who thrives on inspiration and creativity, you have to have room for your own unique ideas and for your own brain to have the calm sense that there is nothing dangerous to respond to in order for you to have that freedom to create something or do something on your own terms.

Ryan [00:02:40]



The minute that you're responding to that urgent text message or slack message or the piece of news that pisses you off, whatever it is that grabs your attention takes it away from the attention that you could be giving to the things that give you a meaningful step forward in your life. So, whether you like to work out or start a business or journal or spend time with family, the minute your attention is taken away from that, you're no longer in control of you living life on your own terms.

Ryan [00:03:12]

So, if you can capture that initial 30 minutes and the longer the better of being uninterrupted, that's a step forward regardless of where you decide to put that attention. The second thing that you can do to create more room and creativity is go for long walks, preferably in nature. The person who I have become most fascinated with over the last year is an entrepreneur named Trevor Blake. Trevor is an entrepreneur who didn't start a business until he was 43 years old and then within his first 10 years had 3 exits totalling \$300 million dollars.

Ryan [00:03:50]

Today, he's working on additional companies that he says are worth over a billion dollars. I asked Trevor what the secret to his success was and he said, "Working no more than 5 hours a day and 2 of those hours are spent walking in the woods." Now, this is crazy to most entrepreneurs who think that it requires more time to get more results. But if you look at how Trevor and a lot of other entrepreneurs approach their day and approach their careers, you see that this is a trend among a lot of the world's most successful people.

Ryan [00:04:29]

They prioritize recharging. They prioritize giving their brain the space to be creative so when they show up to work, the thing that is most important is very clear to them. And even more importantly, they don't sacrifice their time and their creativity for the things that they should not be doing. They would rather wait for things to line up for them so they can take action quickly rather than putting their own energy into trying to fix every piece of the business.

Ryan [00:04:58]

So, if you ever hit that wall and you try to work your way through it, my recommendation is to close the laptop, go for a walk, and come back to the project with fresh eyes. Or as I do, sometimes come back to the laptop and realize the thing that I was stressing about doesn't really matter so much. Unfortunately in today's world, we don't have much separation between work and home.

Ryan [00:05:23]



So, we are constantly bombarded with work notifications, with new ideas that we want to pursue, with requests for coffee or meeting with this random person that we don't know but were introduced to. And so, we have an endless amount of opportunities to pursue more, to pursue more work, to pursue busy work. And so, we have to be vigilant about prioritizing and scheduling our off time.

Ryan [00:05:50]

For me, I decided that I would take one week off every month and what that really means is that I don't go to meetings I don't want to go to, I don't take the call from the person that I don't want to have the call with, I don't do the activity that I don't want to. It's basically a week that I am allowed to procrastinate whatever I want to procrastinate. And what inevitably happens during that time is that the things that are not important but were stressing me out just fade away and the things that really are important that I couldn't see before start to show themselves but I don't have a tenseness about doing something with them right now.

Ryan [00:06:29]

I'm able to be more creative and more productive in my approach to getting those things done. So, if you work from home or you are an entrepreneur, it's more important than ever that you prioritize that time where you don't have to do anything that you don't want to do. One of the traps that we often fall into is waking up, going to the computer, saying, "What am I going to work on today?", doing a bunch of busy work and ending the day with a feeling of unaccomplishment and a feeling of being drained at the end of the day.

Ryan [00:07:05]

And so, we have to give ourselves the permission to be able to remove all that noise and not fill our day with busy work. Otherwise we just get caught in this trap of unproductivity. And the way that we can reverse that very quickly is by scheduling time off.

Ryan [00:07:22]

I believe very strongly that the role of the entrepreneur is to stay in vision mode. It's not to get into the weeds and the details of every piece of the business. The job of the founder is to cast the overall vision and then to bring in the right people to be able to execute upon that vision and make sure that the company has enough money to be able to ensure that you can continue to operate. This is what we call the owner's model.

Ryan [00:07:49]

The owner's model is our process for keeping the entrepreneur in the owner's seat. You cast a vision, you recruit the right people, and you ensure that the company has enough money to



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execute and this is what we help people do inside of the Capitalism Incubator. We help them get clear on their vision, help them launch profitably, connect them with the people that they need to know, and we have an investment fund to invest in the businesses that are coming from our little Incubator.

Ryan [00:08:18]

So, if you're an entrepreneur that wants to build something great, wants to build something that you can scale and even sell, you can find out more about what we do and who we've helped at Capitalism.com/inc. That's Capitalism.com/inc.

Ryan [00:08:33]

Number 4, pay very close attention to your emotions. I don't mean to get philosophical on you but I believe that our emotions are an indicator of how we really feel about the things that are in front of us, the opportunities that show up, the tasks that are on our to-do list. How you feel about something is a good sign whether you should pursue it or not.

Ryan [00:08:59]

If you are hustling because you are looking for something, because you are falling behind, if you are hustling because you are waiting for the right opportunity or you don't want to miss the right opportunity, if you are hustling because everybody else is hustling, if you're hustling because everybody else says to hustle but you don't have clarity in what it is that you are doing, that's operating out of fear. You fear missing an opportunity, you fear running out of money. You fear not accomplishing everything that you want to accomplish.

Ryan [00:09:32]

The problem with this is that when you are hustling out of fear, you tend to drain the battery and it gets worse. The other experience of hustling out of excitement is the most rewarding experience of life that can possibly exist. I've had the privilege of getting to know Gary Vaynerchuk a little bit over the last few years. We've only hung out a couple of times to record a few podcasts together, but one thing that I noticed about Gary is that Gary is truly enjoying his life and his work.

Ryan [00:10:09]

I think he's done a really good job of reframing the hustle label that has been put on him over the years because if you look at his life, he does hustle and he hustles in pursuit of the things that are truly giving him joy. Gary likes to remind people that if you are hustling and feeling drained, it's because you're prioritizing the wrong things. And I interpret that as you are hustling out of fear rather than true excitement or contribution.



Ryan [00:10:41]

When you're with Gary in person, he is incredibly present. He is there with you and he's truly pumped about all the different projects that he's got. It's a big game to him. He's telling the truth when he says that he secretly wants to lose everything because he loves the game so much. It's a big video game to him. Now, he's wired differently than most people but the principle remains universal for all of us.

Ryan [00:11:11]

If we are hustling out of excitement for the things that we truly desire instead of hustling out of fear of what might happen if we don't, then we have a much better chance of living fulfilled, exciting, and rich lives. Rich both emotionally and financially because we make the most money when we prioritize the things that we truly desire that are truly unique to the world and to the marketplace.

Ryan [00:11:40]

And number 5, limit the number of money making activities that you prioritize. Here's what I mean. I was once working with a client who had just crossed a million dollars in their business and they were selling, I think, financial advice and they had this business that had grown over the last year and a half, it was doing 7 figures, they were excited about it, and they were asking me about an unrelated project that was a new start.

Ryan [00:12:12]

It was also financial advice, but it was starting something completely new. And I interrupted them because we were having lunch at a hotel. Actually the table next to us turned and looked at me because I ... I said, "Stop. You mean to tell me that you're going to take your attention away from the thing that's making a million dollars and you're going to give your attention to the thing that's making zero? Tell me how that works."

Ryan [00:12:38]

As entrepreneurs, we have so many ideas and we see everybody else killing it in so many different ways. There's YouTube, and real estate, and there's Bitcoin, and there's selling on Amazon, and there's all these different business opportunities that you could pursue. Or in my world, I work with a lot of physical products owners who are selling on Amazon and then they see somebody killing it on Shopify and then they see somebody building an audience on Pinterest and they see somebody sponsoring influencers, and they're all over the place and they're completely ignoring the thing that's actually working.



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Ryan [00:13:12]

Look, here's the truth. You can make a lot of money, you can get rich trading Bitcoin, you can get rich investing in real estate, you can get rich making YouTube videos, you can get rich having a social media agency, you can get rich creating a business that sells things on Amazon. You can do any of these things but you can't do all of them. So you have to limit the number of money making activities that you prioritize.

Ryan [00:13:39]

And once again, your clear indicator is which ones are you truly excited about? Yes there are sometimes things that pay the bills that we have to maintain for a while but your goal is to only do the money making ventures that are truly exciting to you. And that requires you to eliminate some of the good ideas that take your focus away from the thing that is working right now. It only takes one great idea, one good investment, one good business, one good connection to completely change your life.

Ryan [00:14:13]

The trouble is, most of us drown all of that out with just more noise and more work. Working in our crazy, busy world and culture can get real messy, and it can get really lonely and depressing too. And when you feel that way, it's a good indicator that you're off track. The only solution that actually works is to carve out time to recharge and to, dare I say, be bored. You can't really create anything great until you have clarity and excitement, and then the willingness to hustle. Not the other way around.