

# 1 AN INTRODUCTION (TO GREATNESS)

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**“Nothing great has ever been achieved without enthusiasm.”**

– Ralph Waldo Emerson

Do you want to die having lived only a mediocre life?

Do you want to be remembered as being average at best?

Do you want to be remembered as having made a living by copying others and never contributing anything truly unique or special?

If you answered yes to any of these questions, you really are in the wrong place.

This book is for those who wish to live a truly fulfilling life. One that balances the need to make money with the desire to contribute and create greatness.

Let me clarify... I am not talking greatness in the sense of getting everything ego wants. This is not about becoming rich or famous. (Though it is possible for these to come as a side effect of achieving greatness, they are never the intention.) I am talking about a greatness that comes through making a positive difference in the lives of others.

I will begin by pointing out that Emerson never said, “Nothing great has ever been achieved without hunger for money, desperation, or aimlessly following fads.” Yet it is often these things that are at the core of many new businesses and the lives of those who run them.

I won't lie to you. I can give you countless examples of people who did very well financially with this way of thinking. But many other fortunes were created in a much more interesting and meaningful way.

Greatness is not achieved through apathy. It is not achieved through focusing on your own needs or focusing on a series of financial milestones. Nor is it achieved by following the herd.

Being great requires you to be different. It requires purpose, contribution, passion, and enthusiasm. It is about creating change for the better. Perhaps a rough equation could be given like this:

Level of Positive Impact x Number of People Reached = Level of Greatness

Business gives us the chance to do just this.

The more people it can reach, and the more it creates a positive impact on those people's lives, then the greater the business is.

To be clear, I am not saying everyone should be the next Elon Musk, Mother Theresa, Bill Gates, or Ghandi (not a list you see together every day). We should not measure our lives in comparison to anyone else's. Only taking inspiration from them and working to improve ourselves. With a few rare exceptions, we are all capable of so much more than we realize.

Life really is short, being an average of only 4,000 weeks long. Given the fact you are reading this, I would guess you only have between 1,000 and 2,500 weeks left. Therefore, I encourage you to make each day count.

This book has been born from my frustrations about this very topic. I am frustrated with myself and how much time I have wasted. Perhaps worse is seeing how many others are doing the same, most of whom are chasing money instead of trying to achieve greatness.

It is worth noting that being famous is not the same as being great. I only use famous examples here so that more people can understand who I am talking about. But many well-known people are not great, and many unknown people are truly great. The same is true for wealth.

Many wealthy people are not great (some are), and many poor people are great (others are not).

It is from countless hours of conversations with budding entrepreneurs that I began to realize that people want to achieve more. They want to contribute. They aspire to be great. And really this should be no surprise.

A while back Anthony Robbins identified what he called “the six human needs.” These needs are in all of us to varying degrees. They are what make for a fulfilling life or, ironically, destroy it. Before I explain the paradox, take a look at what these needs are:

1. **Certainty:** assurance you can avoid pain and gain pleasure
2. **Uncertainty/Variety:** the need for the unknown, change, new stimuli
3. **Significance:** feeling unique, important, special, or needed
4. **Connection/Love:** a strong feeling of closeness or union with someone or something
5. **Growth:** an expansion of capacity, capability, or understanding
6. **Contribution:** a sense of service and focus on helping, giving to, and supporting others

Through his work as a business and life coach, Anthony recognized that people would do almost anything to get these needs met. In many cases, the methods they would use would be counterproductive.

During his TED talk on this topic, Anthony explains how a gangster pulling a gun on someone will meet the first four of these needs. When he pulls the gun, he is very certain that he will get a response. He is uncertain what may happen; anything may go down at this point. To the other person at the end of the barrel, he just became the most significant person for a short period of time. And the gangster just established a strong connection between himself and the person he is

pulling the gun on. It may be a connection based in fear, but it a connection nonetheless.

Anthony says that this negative example does not allow for growth or contribution. But, actually, I think it does. Even in a gang, there is the promise of rising through the ranks, becoming more skilled, and being given more responsibility. There is also the call to contribute to your gang and help support the other members.

Either way, we can see that this is not the most productive way to meet all these needs. Each is only being met in quite a superficial or transitory fashion.

Building a great business, however, allows us to meet all of these needs in a very profound and positive way.

Once you have built a sustainable business, you can reach a point of financial certainty for your future. You can also create routines that will allow you to predict many of the things you will do each day.

With business, though, there is always a sense of uncertainty, too. Meeting new people, creating new products, and facing ever-changing markets.

As the founder of a business, you will always be significant to your team and to your customers. By becoming a great leader, your need for significance will be met in a very constructive way. If you are only in it for the money, then you may end up being significant, but for all the wrong reasons.

As I have built my business, I have created many deep and meaningful relationships. The journey through life is not always a walk in the park. By supporting those who work for you, and who do business with you, you will build a network that will also support you during trying times.

In my experience, business is the most intense personal growth workshop you will ever attend. Growth is almost a must. Of course, if

your intent is to create greatness, then you will be forced to grow more than if you are simply focusing on paying your bills.

The sixth and final need, contribution, should be the very foundation of business itself. You will contribute to the lives of your team and your customers. Of course, the greater your business, the greater your contribution.

It was for these reasons I tried to map out a better way. A clear path to helping people achieve their six basic needs, and their financial goals, without compromise. Indeed, I believe that, when these needs are in alignment, it becomes easier, not harder, to make money.

Another important insight I learned from Anthony Robbins's work was the importance of asking better quality questions. I can't begin to explain how fundamental that concept has been in shaping my life and, in particular, the contents of this book.

If there is one thing I would encourage you to learn, it is how to identify when you are asking a bad question and how to reframe it so you get more productive answers. As Dubner and Levitt, authors of *Think Like A Freak*, say, "If you ask the wrong question, you are almost guaranteed to get the wrong answer."

This book won't try to repeat the amazing content that Anthony has put together over the years. What it will do is offer a framework to follow that will help you on the right path.

This book is broken down into three sections: Create, Automate, and Accelerate.

These divisions are really to provide the overview of the stages a business will go through. In real life, though, they are not quite so clean cut. Not only do they apply to the big picture, but they also apply to each micro-section of building your business.

There are many people trying to teach you that they have all the answers and that their methods are suitable for everyone. This is rarely the case. But how do you know what is right and what is not?

This book will teach you how to think like those who have successfully created greatness. It will also help you develop enough clarity to know when advice is relevant and useful to you and when it is not.

You will learn which questions you should be asking and, equally important, the order in which to ask them. You will learn powerful, but simple, models and frameworks with which to structure, automate, and then grow your business. You will learn to create something truly great...