



# 5 PROVEN WAYS TO Hack Your Brain

to Beat Resistance and Smash Your Goals  
(backed by science!)

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## to Beat Resistance and Smash Your Goals (backed by science!)

Far too often, new and aspiring business owners simply give up too soon because they're stuck in resistance, fear and self-doubt.

And it breaks my heart because I know how impactful your business could be -- IF you knew how to hack your brain to move forward.

*How am I so sure? Because I learned this the hard way over a decade ago.*

Back in 2012, I poured my heart and soul into a monthly membership program called the 30-Day Challenge.

Members would pay \$49 a month to go deep on one key business topic each month -- from market research to personal branding.

My dream was to grow my membership base to thousands of people and help every last one of them see transformational results in their business...

My reward would be the deep satisfaction of changing people's lives PLUS an amazing, recurring monthly revenue stream.

So, I spent dozens of hours writing and producing each training.

And I was so sure it would work...

Except it didn't.

3 full months into the program, I had a grand total of -- drumroll, please --

3 members.

3 months of hustling...

3 months of marketing, selling, writing and producing...

3 months of giving it my ALL...

And I'd succeeded in getting just 3 people to see the value of my program and pay me \$49 a month for a grand total of \$441!

I was initially shocked and disappointed, but after a while, I started to get curious...

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*What was I doing wrong?*

*Why weren't more people signing up?*

*How could I make things better?*

So I kept testing and making mistakes, analyzing those mistakes, recalibrating and testing again and again...

*Each iteration got better and better results.*

And while it would take more than a few years to find the answers, when I did, I started to notice a steady rise in customers and revenue from my online courses and programs.

In the last 10 years, I've seen tens of millions of dollars flow into my business because I didn't give up.

And I know the same is possible for you too.

Which is why I've compiled the 5 brain hacks that helped me get to where I am today... so you can bypass some of that trial and error and get to success much faster than I did.

In this Guide, you'll uncover what's keeping you stuck no matter what you've tried...

And how to take actionable, science-backed actions to create real results so you ultimately...  
**SMASH YOUR GOALS.**

## **Brain Hack #1: The Action Accelerator**

**A.k.a. why setting “goals” can actually be the kiss of death for your results, and what to do instead...**

If you've ever set a goal you didn't achieve (you're not alone... everyone has!), it's not because you lacked the motivation or had a poor mindset.

You may have been set up to fail from the start, by making one simple mistake.

Setting a goal that's RESULTS-FOCUSED.

*I want to lose 20 pounds...*

*I want to meet my soulmate...*

*I want to sign 10 new clients...*

Sound familiar?

The only problem is, when you focus on results -- no matter how much you prepare, or how hard you work -- you're at the mercy of external factors beyond your control.

And if you're not in control, you won't know how to course correct -- because you don't know what you're doing wrong.

As I like to say:

**“People can’t win the game if they don’t know what winning looks like.”**



So what's the answer?

Make your goals ACTION-FOCUSED.

Want to lose 20 pounds? Make your goal **heading to the gym three times a week**.

Want to meet your soulmate? Make your goal **going on four dates with four brand-new people a month**.

Want to sign 10 new clients? Make your goal **delivering one free workshop a month for the next six months**.

When you make your goals action-focused, you can control what you do and how you do it, which will lead to improved performance and ultimately, much better results.

In his book, *The Talent Code*, author Daniel Coyle shares that the most successful people in the world are successful not because they're innate geniuses or have superhuman motivation...

It's because **they focus on the actions they need to take to achieve their goals**, rather than the outcomes they desire.

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Now it's your turn to put this brain hack into practice.

Think of a goal you've been wanting to achieve -- it can be big or small or anything in-between.

For example...

I'll add 1,000 highly relevant leads to my email list in 3 months by creating a valuable lead magnet and taking these 3 specific actions:

1. Post on social media once a week promoting my lead magnet
2. Host a giveaway or contest with four business besties to share my lead magnet
3. Use paid advertising to generate opt-ins for my lead magnet

Go ahead and write out that goal in the space below and then list 3-5 specific actions you'll take to achieve that goal... BE SPECIFIC.

*What's a specific goal you've been wanting to achieve AND  
what are the 3-5 actions you'll take to achieve that goal?*

Goal	
Action #1	
Action #2	
Action #3	

## Brain Hack #2: The Perspective Effect

*A.k.a. a counterintuitive mindset trick that can increase your results by up to 400% (without doing any extra work)...*

Slow and steady wins the race.

Success is a marathon, not a sprint.

Achieving greatness takes time.

While all of these are clichés... they're clichés for a reason!

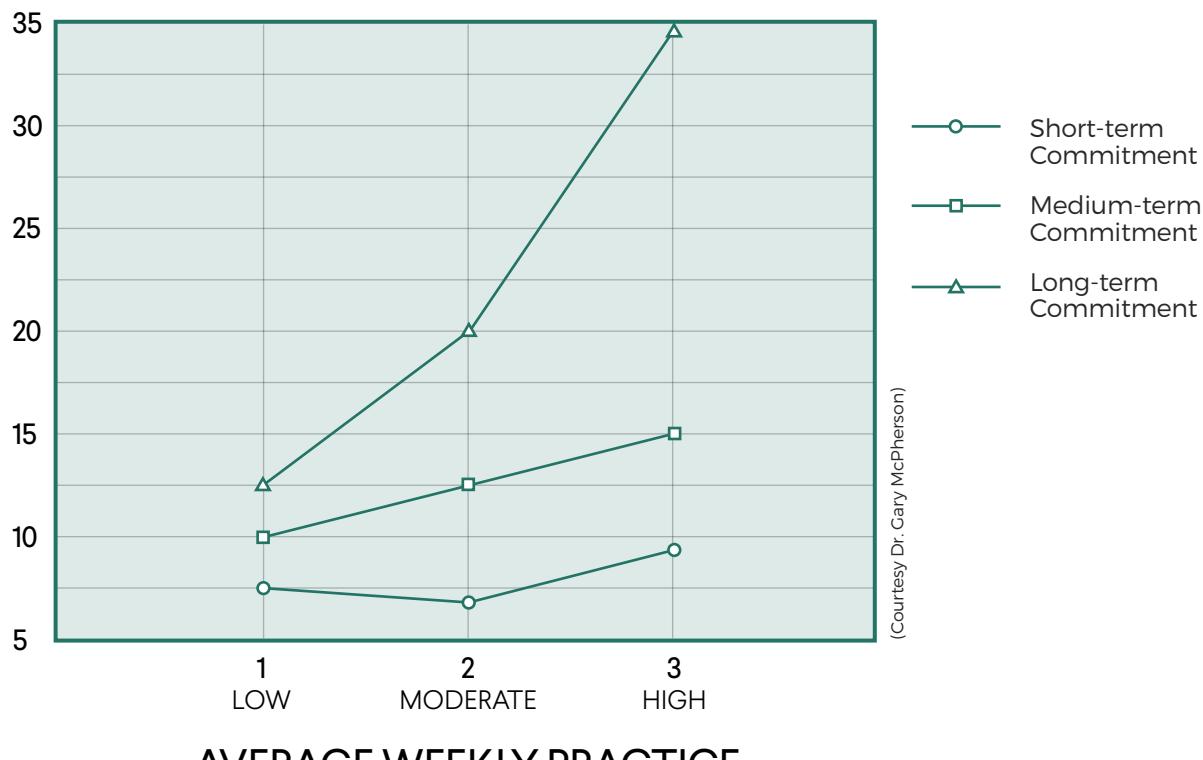
In a 1997 study, music educator and academic Gary McPherson analyzed the musical development of 157 randomly selected children.

He tracked their progress through detailed interviews, tests and videotaped practice sessions.

After the first 9 months of lessons, he noticed something significant: a few kids had improved exponentially, some had barely budged and most were somewhere in the middle.

Skill was scattered along a bell curve.

## WATKINS FARNUM PERFORMANCE SCALE



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*But what caused the curve?*

*Was it inevitable or was there a hidden X factor that predicted each child's success and failure?*

McPherson analyzed the data...

*Was the X factor a child's IQ?*

*Or math skills?*

*Or a sense of rhythm?*

*Or income level?*

Nope, nope, nope and a big fat nope.

Turns out the deciding factor between the students who shot ahead and the students who made average progress was:

***Their level of commitment to playing the instrument.***

With the same amount of practice, the long-term commitment group outperformed the short-term commitment group by **400 percent**.

## 400 PERCENT!!!!

With just 20 minutes of weekly practice, the long-term commitment group progressed faster than the short-term group, which practiced for an hour and a half.

And when long-term commitment was combined with high levels of practice... **skills reached another stratosphere.**

This particular study isn't a one-off...

It's actually been proven that long-term commitment is more critical than innate talent or short-term bursts of high-intensity practice.

And it all starts with your perception of self.

Because when you decide to learn something new with the idea that you ARE the thing you want to become (I am a musician; I am an athlete; I am a successful business owner)...

*You'll gain momentum like a snowball running downhill.*

Start paving your way to mastery by:

- Taking weekly actions and pushing through even when you fail
- Challenging yourself just beyond your current level of skill
- And practicing in different and deeper ways... which will fire more circuits and build more myelin (fast-tracking your results)

Because actions -- no matter how seemingly small or insignificant -- compound over time.

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*So what do you want to become? And what actions are you committed to taking long-term to make it happen?*

Jot it down in the space below...

*I commit long-term to becoming...*

### **Brain Hack #3: The Anti-Shortcut Shortcut**

**A.k.a. how to leverage your daily actions to collapse time on your results -- even if it feels like you're not making progress...**

We've covered setting action-oriented goals and making a long-term commitment to achieving those goals but without THIS, neither of those things matter...

I'm talking about practice!

And not just any type of practice... but deep practice.

Think of the first time you did something super challenging --

Did you give up when you didn't feel like you were making progress or did you slow down and notice what you were doing wrong and recalibrate and commit to getting better?

Let's take skiing as an example.

The first time you skied, you felt out of control as you picked up momentum downhill... so instead of pointing your skis inward to slow down, you sat down.

And it took forever to get back up.

So you learned not to just sit down and the next run, instead of sitting down when you felt out-of-control, you moved your skis inward to stop.

You've learned and gained a tiny bit of confidence. So, on the next run, when you start to gain speed, instead of sitting down or stopping, you keep going just a bit longer.

Eventually, as you build up your confidence, you keep at it and try new and more challenging hills and runs.

And even when you fall, you keep at it...

Committing to regular practice and reaching just past your current level of ability each and every time...

Until you're racing down the scariest terrains like Olympic Champion Lindsey Vonn.

*So what happened?*

*How did you get from sitting down at the first sign of any type of challenge to fearlessly speeding down a steep mountain?*

It's the magic of something called myelin.

According to *The Talent Code*, myelin is the insulation that wraps the nerve fibers in your brain.

The more myelin you have, the more your neurons can communicate with strength, speed and accuracy.

So how do you get more myelin?

DEEP PRACTICE.

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And the more you practice, pushing yourself beyond what you're currently capable of and practicing in new and challenging ways... the more myelin builds and the better you get.

Think about it -- if you want to get really great at playing piano, do you just play "Twinkle, Twinkle Little Star" over and over again?

No, you continue to challenge yourself with progressively more and more difficult pieces...

### **EVEN AS YOU STRUGGLE WITH THEM.**

Because to achieve any goal or master any skill, you have to leverage your daily actions by practicing and practicing and practicing at deeper and deeper levels.

### **No matter your struggles or your failure or the mental or physical resistance you come up against.**

When you practice at a deeper level on a daily basis, you'll start to notice tremendous gains in achieving your goal or acquiring your skill.

So my question to you is: *What's a goal you want to reach or a skill you want to achieve that you currently \*think\* you're not good at?*

Write it down and brainstorm ways you can practice more deeply and challenge yourself beyond your current level of ability.

*What's a goal you want to reach or a skill you want to achieve that you currently \*think\* you're not good at?  
How can you challenge yourself beyond your current level of ability?*

## **Brain Hack #4: The Failure Paradox**

**A.k.a. why even the most talented and motivated people fail -- and what you can learn from their mistakes...**

So many people falsely believe that successful people are more talented, more motivated, smarter and even braver than everyone else.

**The real key to success? Is failure.**

And of course, it all comes back to myelin.

When you keep firing your brain -- just beyond your current level of ability and practicing in new and challenging ways...

You'll make plenty of mistakes, of course.

But the key is to stop, recalibrate and just keep at it.

As you do, your myelin will grow and you'll keep getting better and better and better...

**Failing your way to success.**

With that in mind, let's try an exercise.

Think of a time you tried to get better at something but what you were trying just didn't work.

What did you do to improve or how did you try to master that skill?

*Write about a time you tried to get better at something but it just didn't work.  
What did you do to try to improve?*

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Now, take what you wrote and brainstorm how you can improve by practicing more deeply and challenging yourself beyond your current level of ability.

*Taking what you wrote above, brainstorm how you can improve with deep practice.*

## **Brain Hack #5: The “Lone Wolf” Cure**

**A.k.a. the dangerous myth of “solopreneurship” and how to make sure you’re set up to follow through...**

Solopreneurship is a romanticized version of entrepreneurship... you get to be your own boss, only work on your own schedule and build your empire.

BUT there are dangers if you’re just getting started.

And the number one danger?

BURNOUT.

When you’re the only person responsible for everything in your business, it can quickly become overwhelming.

When you don’t have a team or support system, it’s impossible to take a breather... much less take any time off... leading to exhaustion and stress.

Not only that, but being a lone wolf can stifle your creativity... you don’t have anyone to bounce ideas off of or to hold you accountable.

Which is why you need to abandon the “I can do it all by myself” attitude and build a support system right now.

Because one of the biggest lessons I’ve learned over the 12+ years growing and scaling my business is that you can’t build a successful business alone.

You actually need SIX Levels of Support:

- Starting with your **inner core** of family and friends. Often our friends and family can only see who we were or who they think we are, and not who we can be and who we are becoming.
- Which is why you need to surround yourself with **people already in action around their mission, vision and goals**. And often it's someone new coming into your life that inspires something new to come out of you.
- But that's not enough when the going gets tough... you also need **advice & accountability**. This is someone or even a group who helps you stay in focused action around your mission, vision and goals... such as a coach, a group coaching program or even a monthly subscription -- like our program Live Your Message Lab.
- And when you combine advice & accountability with **learning support**... you've got the most effective and aligned way to achieve your goals and grow your business. Learning support is the right community, accountability and learning to accelerate your learning and gain traction in your business... and Lab also includes the coaching and community support you need to get in -- and stay in -- action.
- Next you need **a team that helps you build your business every day**. Whether you're making your first hire or you have a team of 50+... they'll rapidly become your most valuable asset.
- And finally you need **personal support to keep you happy and healthy** so you can be a good leader to your clients, your team and yourself.

Keep in mind -- no matter where you are in your business-building journey -- in order to keep giving, you need to receive. And beyond support... you can't start and grow a long-lasting and fulfilling business without feedback.

Because I've seen far too many business owners try and fail because they were too afraid to share their big goal or product idea and get crucial feedback BEFORE they invested a ton of time and money.

Which is why to be successful, you have to take the idea that's been trapped in your head, share it publicly, get feedback and use that feedback to iterate and keep iterating until it's awesome.

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So go ahead and jot down a business idea that's stuck in your head below and then quickly write down 3-5 people you'll share it with to get feedback:

*What's a business idea that's been stuck in your head?  
Write it down and include the 3-5 people you'll share it with to get feedback.*

Idea*	
Person #1*	
Person #2*	
Person #3*	
Person #4	
Person #5	

Look, I get it. You've got an idea, but it feels a little rough around the edges. You're not sure if it's ready or maybe you've tried before and hit roadblocks.

But let me tell you something: every great business takes time to develop. Even my core product -- the Experience Product Masterclass -- went through 6 years of testing and refining before it became a success!

The truth is, you can't do it alone. And you won't reach your goals if you're stuck doing the wrong things over and over.

Which is why I've created a FREE Workshop just for you!

## Learn the SIX Essential Skills for Online Business Success

During our time together, I'll show you how to master the **6 Essential Skills** to build a thriving online business.

Join my free workshop, where I'll show you how to:

- ✓ Confidently connect with clients and partners
- ✓ Create irresistible offers that people can't say no to
- ✓ And build a rock-solid foundation for your business, step by step



It doesn't matter if you're just starting out or have already tried and stumbled -- these skills are the building blocks you need to thrive. Plus, I'll share practical strategies you can start using right away!

DON'T MISS OUT -- ADD THE WORKSHOP TO YOUR CALENDAR NOW,  
AND I'LL SEE YOU THERE!

[CLICK HERE TO RESERVE YOUR SPOT](#)