

## Introduction: How Business Saved My Life (Then Almost Ruined It)

### **How to Build a Business You Don't Grow to Hate**

#### **Breaking the Toxic “Get Sh\*t Done” Mentality**

1. *The more I work, the more productive my business will be.*
2. The little-known secret to reaching the next stage of your business is spending your time on only the tasks that: (a) you excel at, (b) you truly enjoy, and (c) add the highest value (usually in the form of revenue) to your business.
3. Yes, someone else should be handling about 95 percent of your current work so you can get back to what matters.
4. You can always get more money, but you can never get more time. So you need to ensure the stuff you spend your time on makes the biggest impact.
5. How to spend the most finite asset your business possesses: the founder's time. How to invest that time into what will bring the founder more energy and more money
6. The Buyback Principle means you should continually use every resource you can to buy back your time. Then, fill that extra time with activities that light you up with energy and make you more money.
7. The Buyback Principle: Don't hire to grow your business. Hire to buy back your time.
8. The result: you'll be happier, and you can continually upgrade your time and buy back your freedom.

**Rest of Stuart's Story:** *Don't hire to grow your business. Hire to buy back your time.*

#### **Hitting the Pain Line**

1. Pain Line is the point at which growth becomes impossible.
2. When you hit your own Pain Line—where the daily pain of working on tasks and projects you hate is too great—you either change (by embracing new beliefs, systems, and tactics) or you stop growing.
3. **SELL:** Entrepreneurs can grind so hard that their drive and passion for their businesses diminishes to extinction. If you truly want to sell, sell, but on your terms. Don't just sell because you feel desperate to get out of a bad situation.
4. **SABOTAGE:** You suddenly decide to launch a new product or line of business. You urgently feel the need to overhaul your website. You keep replacing key team players for small mistakes. If any of that sounds like you, you may be hitting your Pain Line. They may justify these actions, but they're really just overreacting to internal emotions.
5. **STALL:** Stalling is what happens when you confess, I'd rather have a smaller company. It's making a conscious decision not to grow. Growth isn't just necessary for expansion. Growth is necessary for survival. The worst possible outcome of stalling isn't just your customers leaving you, but your employees leaving you.

6. The Pain Line is your opportunity to change your perspective from thinking that more business growth = more pain to knowing that more business growth = more freedom.
7. Systems > Goals: No one sets out to become an overstressed workaholic with declining health and relationships. Entrepreneurs end up there because they lack tested systems that deal with the unique challenges founders face.

#### **Buyback Loop: Audit-Transfer-Fill:**

1. A Buyback Loop occurs as you continually audit your time to determine the low-value tasks that are sucking your energy. Then you transfer those tasks, optimally, to someone who's better at them and enjoys them. Lastly, you fill your time with higher-value tasks that light you up and make you more money. Then you start the process over again.
2. Buyback Loop: Pain often provides a choice—here, you can either continue on as usual or use audit transfer-fill to upgrade your thinking and your life.
  - Audit: What tasks do I hate doing that are easy and inexpensive to offer someone else?
  - Transfer: Who do I have on my team—or who can I hire, even part-time—to take these over?
  - Fill: What tasks should I focus on that I love doing that can immediately bring more money to my company?
  - Pain often provides a choice—here, you can either continue on as usual, or use audit transfer-fill to upgrade your thinking and your life.

#### Chapter #2: The DRIP Matrix

#### **Math Class or Art Class?**

1. The more time invested there, the more money you'll make. But most entrepreneurs spend their time in the exact opposite way, on tasks that are sucking their time and energy and making less money.
2. Perseverance without passion isn't grit, but merely a grind.
3. The more we give ourselves permission to clear our calendar to invest in projects that light us up, the more our business will grow.

#### **Jack of One Trade**

It bears repeating: you have unique gifts that create real value. Clear out your calendar so you can practice those gifts.

#### **How to Get Paid for Your Genius**

1. The Pareto Effect suggests 80 percent of all results come from 20 percent of activity.
2. 95:5 rule: only 5 percent of everything you're doing is driving 95 percent of your company's returns.

- When you look at your own entrepreneurial journey, if most of your activity today is creating little value and also sucking the life out of you, then inwardly you probably feel chaotic and a bit in despair.

### **Billionaire's Day**

- Oprah spends only two hours a day on traditional business matters. She spends the rest of her time on health, discovery, and personal growth.
- The truth is, they built their lives following the Buyback Loop, investing time where it matters most, and reaping the rewards
- They're rich because they've learned to do what they love, and only what they love.
- You start by changing your mindset and looking for ways to: Audit your time to find time- and energy-sucking tasks that others can do Reinvest that time in money-making initiatives and activities Set aside time to grow your business Invest only in tasks that make you the most money and light you up

### **The DRIP Matrix**

- Delegation MAKES YOU LITTLE MONEY, DRAINS YOUR ENERGY: sucking your energy
- Replacement MAKES YOU MONEY, DRAINS YOUR ENERGY: like onboarding, selling, marketing, and managing your team.
- Investment MAKES YOU LITTLE MONEY, LIGHTS YOU UP: Every task here is an investment—in yourself, in relationships, or in your business. nourish your soul, your relationships, and flex your creativity.
  - Physical activities, Time with others:, Hobbies, Industry collaborations, Personal and professional development
- Production MAKES YOU LOTS OF MONEY, LIGHTS YOU UP

### **One Thing to Never Hire Away**

80% done by someone else is 100% freaking awesome.

### **You Can Afford It**

- Your time is worth how much your business pays you divided by two thousand hours.
- Buyback Rate Calculation: Income/ 2000 hrs / 4: \$/hr

### **No Time to Grind**

To get out of Delegation and into Production, start using your Buyback Rate today to transfer tasks.

### Chapter #3: The 5 Time Assassins

**Chaos Junkie:** Richard Branson

### **5 Assassins That Kill Your Success**

- Staller: You sabotage your own success by hesitating on big decisions.
- Speed Demon: You make rapid decisions, such as hiring the quickest/easiest/cheapest option. Then you find yourself in the same position again.

3. Supervisor: You fail to properly train, micromanaging others, failing to empower them to grow and learn.
4. Saver: You have money in your bank account but don't understand the value in spending it on growth opportunities. You let it grow like a nest egg instead of investing it in your business.
5. Self-Medicator: You turn to food, alcohol, or other vices to reward yourself when you have success. Then you rush to the same destructive activities to escape failure or pain.

### **Give Life to Production**

1. The Staller won't let you move past big decisions.
2. The Speed Demon ensures you keep making the same mistakes.
3. The Supervisor ensures your time never upgrades, meaning you'll spend more and more frustrating hours on tasks that you're only mediocre at, at best.
4. The Saver is tricky—he tells you to save your money, costing you time.
5. The Self-Medicator is perhaps the hardest to detect, as he often sneaks up on you in the form of celebration.

### **Alcoholic Millionaire**

1. Get real with what's eating you
2. Find it and get real.
3. Then nothing can hold you back. Your relationships, your health, and your business will all benefit from you dealing with your own chaos addiction.

### **5 Buyback Rules**

1. most entrepreneurs are addicted to chaos.
2. Your ability to deal with chaos gives you an entrepreneurial advantage, but can also make you subconsciously seek out chaos.
3. Your chaos addiction shows up as one of the 5 Time Assassins: the Staller, the Speed Demon, the Supervisor, the Saver, or the Self Medicator.
4. Most people bounce from one assassin to the other without facing the root problem: addiction to chaos.
5. Becoming the person you want to be requires you to get real with any demons.

### **Step into the Arena**

Once you zero in on the assassin you're currently facing, you'll notice him the next time he tries to pop up in your psyche when you're about to make a decision.

### **3 Trade Levels**

Level 1 trader: employee Level 2 trader: entrepreneur Level 3 trader: empire-builder

1. Level 1 Trader: Employee: AN EMPLOYEE TRADES THEIR TIME FOR MORE MONEY
2. Level 2 Trader: Entrepreneur: AN ENTREPRENEUR TRADES THEIR MONEY FOR MORE TIME. \$100 million companies were not built on \$10 tasks.

### 3. Level 3 Trader: Empire-Builder: AN EMPIRE-BUILDER TRADES THEIR MONEY FOR MORE MONEY

**The Quick Wins:** Your calendar can't lie.

**The Meeting I Never Had:** More importantly, when they scope out the day, they recognize that there isn't just a pattern to how they spend their time, but to how their energy levels look throughout the day.

**Time Versus Energy:** Does this task (email) stress me out more than other tasks?

#### **4 Steps of a Time and Energy Audit:**

1. Determine your Buyback Rate.
2. Audit every fifteen minutes of your workday for two weeks
3. Assign dollar amounts to each task using one to four dollar signs.
4. Highlight everything red or green.

#### Chapter #5: The Replacement Ladder

*If your business depends on you, you don't own a business—you have a job. And it's the worst job in the world because you're working for a lunatic!*

#### **From Delegation to Replacement**

1. The Delegation Quadrant deals with quick wins—typically, simple tasks that can be outsourced to any number of people on your team or outside your company. Without much thought, or even a process, you can probably determine how to eliminate a majority of the tasks in that quadrant
2. Replacement Quadrant: there are high-value tasks that are important, and who you give them to matters. Everyone understands hiring someone else to perform a task.
3. Rung 1: Administration Rung 2: Delivery Rung 3: Marketing Rung 4: Sales Rung 5: Leadership

#### **Replacement Ladder**

Three key components at every rung of the Replacement Ladder: The key hire you need to make Your current feeling of stress or liberty The responsibilities that must be transferred to the key hire (I call this ownership)

**Beating the Toughest Replacement:** When you crown someone else king or queen over a responsibility, you are abdicating your role, and that's why you feel freedom. No longer is it your responsibility. Jump back in, and you assume the stress, and you lose the freedom.

#### **Getting Unstuck**

1. Audit where you're spending your time, energy, and resources.
2. Transfer the tasks associated with that rung of the Replacement Ladder.
3. Fill your new time with tasks that make you the most money and light you up.

#### Chapter #6: Clone Yourself

#### **Why an Assistant Will Set You Free**

Every hour you spend on admin tasks, answering emails, managing your calendar, calling the gardener, paying bills, et cetera is an hour robbed from your business, family, and dream life.

### The “Free Yourself” Jump Start

1. Responsibility 1: Calendar
2. Responsibility 2: Inbox

### Chapter #7: Building Playbooks

*Strategic thinking requires both diagnosis and design*

The true genius is that it can be replicated nearly anywhere on planet Earth. He took the Speedee Service System and went big time, bigger than even the brothers had anticipated

### McDonaldizing Your Life

1. Companies like Starbucks, Chipotle, and Microsoft continue to grow not because they’re the best, but because they can execute predictably. They know that in the long run: Unlimited predictability is more valuable than intermittent quality.
2. But more importantly, you can use a process that allows your team to create their own Playbooks.

### Life Playbook 101

1. Playbooks can be created for anything, from simple tasks—like how to find and vet new leads or how to create company financial reports—to large Playbooks that contain all the information for an entire department.
2. The goal, of course, is to save you time and replicate a process without your involvement.

### 4 Cs of a Playbook

1. Camcorder Method: 3 Training Videos for Every Task : Talking is key, Make three recordings.
2. Course: Document the High-Level Steps:
3. Cadence: Record the Frequency
4. Checklist: List the Nonnegotiables
5. Simple, One-Task Playbook

### Large Playbook with Multiple Tasks

First, you record yourself (or someone else) performing each of the tasks that go in that function, and then drop the links to those videos inside your new Playbook. Next, you proceed to list the steps for each of those tasks, then put a cadence section in the Playbook that references when each of those tasks gets performed. Finally, you include a completion checklist.

### Why Make Your Own Playbook?

1. Pick that one task (or area) of your business that’s driving you crazy. Record yourself using the Camcorder Method. Drop the links into a live document (such as Google Docs). Then tell the person you want to transfer that task to—perhaps a new hire or just someone else on your team—to watch all the videos, then create the Playbook themselves
2. You’ll know whether they understand the process: “Teach, and you shall receive.”

3. Third-party documentation identifies missing steps.

### **Bringing the Playbooks to Life**

#### **Start with One**

Through trial and error, you probably already know which clients to pursue, what to look for in an ideal vendor, when to glad-hand your largest customers, and how to hire top talent for your organization.

#### **A Jail Cell or a Peace Haven?**

Different theories exist about how long it takes to get into a “flow” state—some think it takes fifteen minutes, while others suggest it’s closer to thirty. Regardless of the time, switching between tasks interrupts that flow. Buffer time and context switching cost an entrepreneur a lot, but then there’s what I call bleed time

#### **Taking Full Control of Your Week**

A Perfect Week does a few things: Eliminates buffer time, Optimizes for energy, Eliminates bleed time, Allows you to spot N.E.T. time

#### **Secret of Task Batching**

1. When you design your week ahead of time, and account for all your time, you’ll understand exactly what you must say “no” to in order to say “yes!” to something that comes up sporadically.
2. Having your week planned doesn’t mean you don’t make changes—it just means you know what you’re changing when things come up (and they will).

#### **Adding Spice in Life**

1. When you plan, you have time for more spice, more fun, and far more creativity.
2. The trick is to put everything into your Perfect Week.

#### **Bend Your Day to Do Your Best Work**

They’re more likely to give a better prognosis, come up with a better defense, or have a better explanation when their brain is in that zone. They plan their day proactively because it allows them to do what they do best.

#### **Engineer Your Perfect Week**

1. Be willing to iterate. Honor your Perfect Week. It’s about energy, not just time. Important work goes first. Then put in everything else. Batch work.
2. The Perfect Week will help remove the time wasted that gets dropped between tasks.

### Chapter #9: The Only 4 Time Hacks You Need

#### **Hack 1: \$50 Magic Pill**

The amount isn’t important—it’s the principle. Why get bogged down fixing a small problem when someone else on your team could fix it just as well without your involvement?

**Hack 2: Sync Meetings with Repeat Agenda:** Off-load, Calendar Review, Past Meetings, My Action Items, Feedback Loop on Projects, Emails, Questions for Dan

#### **Hack 3: Definition of Done**

1. Facts: What are the hard metrics that must be accomplished? What measurement in your business must be improved?
2. Feelings: How must you and others feel for this task to be considered complete?
3. Functionality: When this task is finished, what must it enable others to do?

#### **Hack 4: The 1:3:1 Rule**

- 1 Define the one problem that needs to be solved.
- 2 Offer three viable solutions.
- 3 Make one suggestion from that list of possible solutions.

#### **Destroy the Ego**

- 1 Nothing's more addicting than being the supergirl (or superguy) with all the answers.
- 2 You aren't the best person to solve most problems anyway. Remember, your work is someone else's play
- 3 When you let go of the big "E," you gain four others: Empowerment, Exploration, Equity distribution, Effective productivity

#### Chapter #10: The "Test-First" Hiring Method

- 1 I'd had a fairly simple hiring strategy: check for pulse, ask for skills, negotiate a price. "When it comes to hiring, I have one simple rule. I can't work with you until I work with you."
- 2 "A" players like to work with other "A" players.
- 3 BE CLEAR: Knowing exactly what you're looking for keeps you focused, enabling you to see past the other qualities that, while great, don't help you hire for the task at hand.
- 4 CAST A WIDE NET: The larger the selection, the more likely you'll find what you're looking for. To find a good fish, cast a wide net. Existing Team, Job Banks, Admirable Companies
- 5 Start slowly by just asking for advice on their area of expertise. This allows you to build a relationship that is centered around why you'd want to hire them and gives you a chance to get to know them and their thinking.
- 6 GIVE THEM A CHANCE TO SHINE
- 7 USE PROFILE ASSESSMENTS
- 8 THE "TEST-FIRST" HIRING METHOD
- 9 SELL THE FUTURE: At the beginning of the hiring process, candidates are selling themselves to me. Once I know who I want, I sell myself to them. Once I know who I want to hire (after the test project), my mindset switches over.

**Hire Right, Save Time:** It's to move tasks off your plate and onto someone else's.

#### Chapter #11 Transformational Leadership

*Don't tell people how to do things, tell them what to do and let them surprise you with their results.*

#### **Other People's Monkeys**

1. As a leader, you must ensure you aren't accidentally taking on other people's monkeys (problems or projects).
2. Start with the premise that this isn't your job, it's theirs. You shouldn't be telling them how to do it because it's their role, and they own it. Instead, they should be explaining to you the best way to solve it.

### **Transactional Management Versus Transformational Leadership**

1. Transactional Management: Tell, check, next
2. Transformational Leadership: Outcome, Measure, Coach
3. Once you change the way you lead, leaders under you will change the way they lead.

#### **Tell Outcome**

*It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do.*

1. Forcing employees to get creative and devise their own solutions often leads to increased efficiency and better outcomes.
2. Once you set the outcome instead of telling your employees "how," they start talking about results, not tasks. They begin offering their energy, not just their skills. They start asking themselves, Is there a better way? instead of asking you, "How do we do this?"
3. When you lead through the outcomes you want to see in your company, you are not in charge of the solution.
4. Don't hire to grow your business. Hire to buy back your time—then begins to take root as you reclaim time and energy you once spent on other outcomes.

#### **Check Measure**

1. Key metrics provide clarity, and they help your employees get crystal clear on their objectives.
2. Once you give everyone in your company a measurement, here's the good news: their motivation instantly increases. They know how to win, and they get focused quick. Often, they won't need you to help them determine their own success. Often, they can look at their scoreboard and self-correct because they know what they're aiming at. Give everyone a number, and watch the score go up.

#### **Next Coach**

1. If you want to have a high-performance team, learn how to coach successfully.
2. Managers check off tasks, bark orders, and create reports. Leaders know how to pull the best out of someone. They can see potential and make it a reality.
3. You build the people, and they build the business.

#### **CO-A-CH Framework**

1. Core Issue
2. Actual Story
3. Change

## CHAPTER #12: This “F-Word” Will Save Your Business

### **A Human Ticking Time Bomb**

I'd chickened out on giving Jacob feedback and never allowed Jacob to offer feedback to me. I'd missed the critical "F" word in business.

### **No Feedback = No Productivity**

Do you want your whole company to get back to producing high-energy results? Then ensure that feedback is flowing freely. A lack of two-way communication and feedback can become a culture cancer and spread throughout the entire organization, causing major issues.

### **Unlocking Team Performance Again**

1. Your employees are literally hoping to find their life's purpose inside their job. They aren't just looking for Ping-Pong tables or better coffee makers. They want to do something that has impact.
2. Consider if you got everyone lined up, doing what they love, bringing their passion and energy into work because they did find that purpose. Again, effective communication matters here.
3. While you may not always be able to provide every employee with exactly what they want, oftentimes with some simple feedback you can think creatively to get them resituated.
4. In general, most companies have a buffet of work available—so why not get everyone their favorite dish?
5. Again, the only way you're going to know if someone on your team needs to redirect their efforts into a different task is if they feel comfortable speaking with you. And that starts with you.

### **Can You Handle the Truth?**

Listening is always key, but whether or not the feedback gets implemented is up to the receiver. Typically, after you've made someone feel safe offering you feedback, they naturally feel the urge to ask you the same question, getting you one step closer to creating a culture where feedback flows freely.

### **Putting CLEAR into Practice**

1. stands for Create, Lead, Emphasize, Ask, and Reject (or accept).
2. Create a warm environment.
3. Lead them to offering critical feedback.
4. Emphasize
5. Ask if there's more.
6. Reject or accept the feedback.

### **Saving “A” Players and Hundreds of Thousands of Dollars**

1. Overall, turnover means you're resetting the clock on training, expertise, and relationships.
2. When the leader invites the feedback. You have to be willing to go first. Giving feedback is way easier. Asking for honest and critical feedback regardless of the reason takes guts. That is where the magic is.

## Chapter #13: Dream BIG. Achieve Bigger

*If you do not know where you are going, you will end up exactly there (where?). If you fail to plan, you plan to fail. If you have no specific goals, you will get no specific results*

Like Oprah, my friend Lane found what lights him up, and the world rewarded him.

### **Turning Impossible to Inevitable**

1. Here's why I like Lane: he dreams big.
2. If you're an entrepreneur, you wouldn't last long sitting on a beach. You'd sit your butt in the sand for a whole few days before getting antsy. After staring at that umbrella for too long, you'd probably invent a better one, start a new company, and hire the pool boy as your first employee.
3. That's the DNA of an entrepreneur.
4. Phase 1: Dream without limits.
5. Phase 2: Create clear vision.

### **Phase 1: Limitless Dreaming**

1. Big Dreams Drive Innovation: "Necessity is the mother of invention." The bigger the necessity, the bigger the invention.
2. Big Dreams Put a Fire in People's Bellies: Passionate people ignite passion in others. When you're energized by passion, the way you talk about your goals and the future has a different energy, and there's nothing more contagious than energetic people: Go find your passion, then pass it on.
3. Big Dreams Crush Distractions: When you find what's lighting you up like crazy, what makes you so excited you can't wait to get up in the morning, trust me, you won't want to watch Netflix, struggle with giving up video games, or even think about wasting time.
4. Big Dreams Make Decisions Simple: The key that unlocks success is zooming out of our everyday problems and looking at them more holistically. When you remove yourself from the agonizing, smaller details and look at your overall goals, connected to a worthy, difficult challenge, your motivation increases, and the necessary steps are really easy to see. When your dreams are huge, you don't get paralyzed by the in-between stuff.

### **Phase 2: Create a Clear 10X Vision**

"When you can describe your future with the same level of detail as your present, you'll have a compelling vision."

1. From Daydreaming to Vision Building: "If you don't know where you are going, you'll end up someplace else." When you get clear on your vision, everything changes. Current problems become small, creativity starts pumping, and conversations get interesting. But none of that can happen without clarity.
2. Schooling's Clarity: Schooling had no Olympic medals, no worldwide fame, and no world records. But he had one thing going for him—a crazy, clear vision of one day defeating the greatest Olympian of all time.
3. The 4 Elements of the Entrepreneur's Dream

- TEAM: Jobs had an exclusive meeting with the one hundred most important people (typically Apple employees) who could help him execute on his wildest plans.
- ONE BUSINESS: I want you to dream of being an empire-builder who owns multiple entities, but when you're creating your 10X Vision, remember to first focus on one company and becoming world-class at what lights you up so that you can invest in new opportunities.
- EMPIRE: Considering the overall empire helps you think about the team you'll need today, the connections and network you'll need to build, and the personal development that you'll need to have.
- LIFESTYLE: Go crazy here—maybe you want four homes in four different parts of the country, one for every season. Whatever your wildest dreams are, expand them, and don't forget the details.

### **Put It All Together**

"I don't need to think about exactly how I'm going to get there. I just notice little opportunities when they come up,"

#### Chapter #14: The Preloaded Year

When you start by putting all the small pebbles into your life first, you often don't have room for life's most important events. But when you begin with the larger rocks, it's easier to fit in the pebbles around those rocks.

#### **Don't Miss the Big Rocks**

A Preloaded Year is exactly what it sounds like—a proactive approach to your year. Similar to the Perfect Week, using a Preloaded Year means you're acting proactively, choosing how you want to spend your time instead of reacting to the demands of others.

#### **From 10X Vision to Big Rocks**

1. Create Checkpoints
2. List Tactics for the Next Checkpoint
3. Score Tactics with ICE: Impact (1 to 10) Confidence (1 to 10) Ease (1 to 10)

#### **Your Preloaded Year**

1. Place the Few Big Rocks First: For some entrepreneurs these big rocks may include a handful of conferences, a couple live streaming events, finishing their book, building out a new software project, undertaking major marketing pushes, creating new partnerships, et cetera. Just ensure that you've captured all the important things that drive growth for your company. That way, you don't unintentionally create conflicts and miss them.
2. Batch Pebbles into Big Rocks
3. Add in Maintenance
4. Insert Pebbles

## 5. Don't Forget to Stress Test

### Work the Plan

Once you set your calendar, don't renege on the promises you made to yourself. You already decided what was most important. Now do it. Jockeys put blinders on horses to enable their highest performance. Blinders keep horses on track and optimize a horse's energy for what's most important—winning the race.

### There's Always Room for Sand (and Even Some Liquid)

1. There's almost always more time for the little things.
2. When you plan, you have far more time for spontaneity and way more creative energy.
3. Everything you've read about thus far has led to this, planning your next big move. Dream big, get clear, and plan your year.

### CONCLUSION The Buyback Life

*My goal is to build a life I don't need a vacation from. -Rob Hill*

Just look around at the opportunities to start buying back your time today—consider cleaning, taking care of your car, food preparation, yard work, et cetera. These are time-consuming tasks that you could likely transfer fairly inexpensively.

### Buying Back for Life

1. It's a philosophy—one that requires you to constantly audit how you're spending your time; consider how to transfer time-consuming, low-value tasks; then, fill your new time with what lights you up and makes you importantly, money.
2. The moment you stop living, you start dying. My plan is to do the opposite —to live so much, death can't keep up with me.

### Your Empire

1. The more you apply what you've learned, the more time you'll have
2. "Work is the basis of living. I'll never retire. A person will rust out quicker than they'll wear out."

### 7 Pillars of Life

What if I reach the top of the success ladder and my family no longer wants me around? What if they become so accustomed to my absence that my presence feels like an intrusion? Is that the lifestyle I want in ten or twenty years?

### 7 Pillars of Life—A Cheat Sheet

1. Health: without it, you've got nothing.
2. Hobbies: use decompression.
3. Spirituality: tap into the energy
4. Friends: don't drop the ball
5. Love: go all in on your relationships.

6. Finances: face the money.
7. Mission: know why you're trying.
8. Importantly, this isn't a perfect system, but it's a way to help you rapidly deploy new time and energy into Investment without taking a total break from life