Day 1:

Let me tell you about one of the best things I've ever read.

They're called the Boron Letters ([here's a link to all of them for free](), if you wanna read 'em).

Have you read 'em? If not, here's a quick summary.

- There's a guy named Gary Halpert
- He's one of the OGs of marketing, he cut his teeth as a marketer getting people to buy things out of mail order ads
- He's one of the greatest copywriters of all time. Known as the "Prince of Print". Copywriting is selling via written text.

So he went to Boron Federal Prison Camp (for tax fraud I think) - and started writing letters to his son, Bond. The letters were meant to teach his son everything he knew about sales, marketing & copywriting (and life).

There's like 25 of them. I found them one night, and read all of them. I was hooked. The guy has a way with words. Every letter is addressed to his son Bond, but the letters have helped millions of people become better sales/copywriters.

Ever since then - I've secretly fantasized about handing down wisdom to my kid via letters someday. Minus the prison part (I'd totally be someone's bitch).

So here I am - sitting on my couch - I'm writing letters, sharing wisdom, and watching my daughter (Blush) sleep on the baby monitor. Yea boi! the time is now.

So I'm going to address these letters for her.

Dear Blush,

Today is Day 1 of the All Access Pass. I'm giving people a peek behind the curtains, at how I launch new ventures.

My day always starts the same:

- Wim Hof breathing to wakeup my body (I do ˜5 minutes of this video)
- 3 minutes of gratitude (wake up my heart)
- 3 minutes of focus on what I want to do today (wake up my mind)

The whole thing takes about 10 minutes. I used to think I was too busy. Always rushing to get somewhere. Then I heard Tony Robbins say: "If you don't have 10 minutes, you don't have a life". So now even if I'm running 20 minutes late, I do the routine and run 30 minutes late instead.

So let's get to today's focus. I have a couple different "to-do list" techniques. I'll teach you some in the future. But today I'll share the one I do most frequently.

It's called One Big Thing.

Everyday - I choose one big thing to get done. Big is not about how long it takes. It's **big impact.** Sometimes that's a 5 minute phone call.

I ask myself: "what's the one thing on my list...that if I nailed it, would make the whole day a success?". That becomes my **One Big Thing (OBT)** for the day. I relentlessly focus on that, and feel zero guilt about ignoring other stuff.

I learned this from reading about Peter Thiel. He's the creator of PayPal, and one of the first investors in Facebook. The team from PayPal has gone on to create a dozen+ billion dollar companies, including LinkedIn, YouTube, Yelp, SpaceX, Tesla, Yammer, etc.. They are known as the Paypal Mafia, (which resulted in this dorky looking magazine cover)
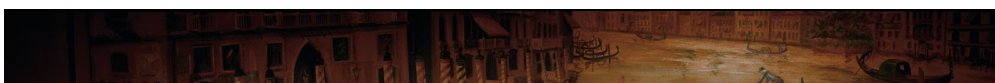
Anyways - Peter was quoted as saying his management style is very unique. He gives everyone **ONE** thing to focus on. **ONE** problem to solve. And if they try to talk to him about anything else - he literally gets up and leaves the room.

I thought that was hilarious, and a boss move. So I do it for my teams - and for myself. **ONE** thing a day. **ONE** problem to solve.

▼ Starred

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Today's **OBT** is doing a proper kickoff for this new project.

The first project & venture is to raise a $1M+ fund, so I can invest bigger checks into startups. I can and will share more, but the specifics are not important yet.

The important part is to **learn how to kick off** any new project.

There's 4 key components to my Kickoff Process:

1. **Define "Winning"**
2. **Set "Anti-Goals"**
3. **Back of the envelope - what does it take to get there?**
4. **1 Hour, 1 Day, 1 Week, 1 Month**

^Remember those blushie. There's no acronym. Acronyms are for wimps!

Notice some key things that are not a part of my kickoff process:

- research
- asking others if it's a good idea
- worrying
- grand vision statements (these come later)

OK here's a link to the kickoff doc for the fund. Before you go there - let me give you a quick rundown of how to do each of the 4 parts:

#1 - Define Winning

I set clear, measurable goals.

Not some long winded monologue. Just 1-2 sentences about the outcome.

It should be "measurable" (or "failable"). Meaning, if you showed this to someone, they could figure out if you passed or failed.

That means including a time frame and a # objective.

"I want to achieve financial success and not stress about money!"

^terrible goal. what is 'success'? by when?

"I want to have $5M in liquid assets by age 35"

^a good simple goal

OK the last trick here. Ambitious people want to set big goals. Conservative folks want to set modest goals. Which one should you do?

Trick question - do both.

I think of "success" as a spectrum. A range. There's a minimum outcome, below that, and I put in more than I got out. I call this my "good win". It's solid.

Then I set a "F*ck Yea" goal. This is self explanatory. If I hit this outcome, I would say f*ck yea. Great outcome.

#2 - Anti-Goals

There's an old saying when it comes to deal making. "You pick the price, I'll pick the terms".

Basically - even if you get the price you want. If the terms are screwed up. You'll be screwed up.

Like if your goal is to be a famous musician, and you're touring the world, but you're unhealthy, your marriage is in shambles, and your kids don't recognize you.. you won the battle but lost the war.

I stole this from my new friend Andrew Wilkinson. Setting Anti-Goals.

These are my parameters. I take 10 minutes to imagine all the plausible outcomes or side effects of pursuing this goal. Then I write them down like you'll see on the document.

#3 - Back of the Envelope, how might I get there?
I am a big fan of running quick numbers on things early on. Even when I have no clue how to achieve my goal - doing a quick calculation can show some of the options.

If I want to make a million dollars. I can make a $1 app and sell it to 1M users. Or I can create a $100k product and find 10 customers.

The back of the envelope is meant to walk through some scenarios, and identify which number seems "hard to hit". That becomes my focus. How do I get that number?

Then I brainstorm strategies to get to that number.

#4 - 1 Hour, 1 Day, 1 Week, 1 Month

This is the most important step. Never leave the scene of a decision without an action.

This step is about brainstorming what you can do in specific timeboxes.

Most people over-think things. They start with something that will take weeks or months to complete.

I do the opposite. I ask myself:

"What's the 1 hour version of my plan?"

"What's something I could do in the next hour that would inch me closer to my first happy

customer?"

etc..

Then I immediately do that thing. Momentum is the lifeblood of any project, so I throw myself headfirst into creating initial momentum.

I brainstorm things I can do, and start finding the "1 hour version" or "1 day version" of those ideas.

The 1 week and 1 month stuff doesn't matter, I keep those rough. I'm really focused on the 1 hour and 1 day - because that's what I'm going to do first.

Alright - that's a lot to take in. Tomorrow I'll be shorter! Talk soon. Ciao - shaan

P.S. if you made it this far, hit "reply" and tell me what you think of Day 1...what'd you love? What was boring?