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366 Days from Now



Crystal with my great friend Michael Toney's book about Rock and Roll. Tales from the Stage. He combined meeting his rock heroes with a goal of writing another book.

Today versus next year. I mentioned this concept earlier, but it's so very important that it deserves its own chapter. The only difference from where you are today versus where you will be this time next year are two things: the new people you meet and the information you learn. That's it! This is such a simple and powerful statement. I think about this all the time and, thus, it has its own chapter. This is the reason I devour knowledge. I love learning about others successes and try to avoid mistakes they have made. I have read a lot of biographies and let me spoil them all for you and tell you something that is in every single one of them. Every successful person has had to overcome more challenges and failures than the average person. The reason why we know names like Ray Kroc from McDonalds, Abe Lincoln (lost an astronomical amount of elections before he became President); and Southwest Airlines' great leader Herb Kelleher is simple.

It is because they chose to fail more and overcome more than what most people are willing to do! That's it! They failed more than us, but they also overcame more than us. They had failures and chose to learn from them and improve their selves. I will take a meeting with just about anyone, because a great business opportunity or friendship could emerge from that chance encounter. On the other side of the coin you have to be decisive and not get involved in bad ideas and things that will eat your precious time.

A few years before the Shark Tank television show premiered, my friend John Heilman asked me to meet with a sharp young guy who was very passionate about an energy drink that was aimed at woman. Think 5-hour energy for females. Great, right? No because the name of the drink was a negative slur for a woman that wants to date younger men. I loved the guy's energy and drive, but like a dog with a bone I couldn't refocus him on a different name or product in a less crowded field. Finally, everything he wanted to spend money on wasn't what a real business owner would spend money on. I declined to invest the \$10K he was seeking. I wished him good luck and drove away with my checkbook in hand.

A few years later I was watching Shark Tank and who was on it? The guy from a few years back. He's giving his pitch and it's as if time had stood still for two years, he was in the exact same rut with the exact same numbers and challenges. Mark Cuban literally said the exact same thing to him as I did. I bring this story up for two reasons. He wouldn't listen to a word from me, someone who has achieved success and brought products to market on a small scale, or to Mark Cuban, who has done it on a larger scale. The Sharks told him the same thing and he wouldn't listen. The second thing is the great loss. By him being hard headed, he lost at least three years of his young life on a zero idea. He has since had his truck repossessed, and is living with his parents. This is a sharp young man.

Time is your biggest asset you can't get back. Getting back to the title of this chapter, who will you be 366 days from today? You will be a net result of what you chose to learn from others, through reading and meeting people and what you spent your valuable time doing. That's it! Do nothing, learn nothing, you will be in the same spot. Don't kid yourself because it's not magic. Devour knowledge and meet people, don't be shy. If you want to meet someone, go up to them and introduce yourself. I had on my refrigerator for over 10 years a sticker that said, "You miss 100% of the shots you don't take."

Be like Chris Kunz. By him stopping to take a picture of a car, he not only got to ride in that car but he got to drive that car. He's at a pivotal moment in his life and got to read and get paid to edit this book designed for young people trying to start on their own in life. What are the odds that by stopping to take a picture, you get a playbook full of ideas to help your future happen faster? The odds are zero if you don't act and you listen to that negative voice in your head that kills your dreams. Take the chance of rejection every day to make yourself a better version of you, a year from now.