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Create Freedom



My idea of freedom in the earliest 1970s is a lot different today. At least early on I could rule out being an artist!

For the last decade, I have had a sign that reads "live free" on the way to my front door. It takes time to create your perfect environment and it doesn't happen overnight. In my case, I try extremely hard to give the people around me what they want and need so that I can have what I want and need.

The late great motivational speaker Zig Ziglar tag line was "Help enough people get what they want and you will get what you want". I live it, I believe it! Even though I couldn't even carry Zig's briefcase, I was lucky enough to sit in his chair and desk at my friend Chris Roberts's office in Coppell, Texas, after Zig passed. The Blackberry phone changed my life and now the iPad and iPhone have made it so I can run my businesses from anywhere in the world, thus freedom. But none of that technology would round out my free life without the great, talented and caring people I work with.

I have been blessed to never have worked in an office in my life. Quite frankly that environment, day in and day out would bore me and sap my creativity. Some people love having a place to go to, not me. I love sales calls. When I go to someone's office, it's my favorite thing in business. Sometimes people are surprised I don't have an office. I reply: I never had someone get up, get dressed, pay for their own gas, fight traffic and come to my place, open up their checkbook and write me a check for something that I sell. I have to go to them to sell something. I look at retail sales people and it really scares me. I look at how they have to hope and pray that someone might walk into their store so that they get a chance to try to sell them something. That is absolutely frightening to me! Having so many elements of chance and luck to determine my success or lack of it in life, no thank you!

Being an outside salesman, in my mind is the greatest opportunity for a young (or old) person to create revenue, have freedom, and control your fate. Outside sales doesn't care if you are a man or woman. It doesn't care what you look like or if you are short or tall. Outside sales is freedom! It is the freedom to work your ass off and develop a skill set that can build wealth.

Back to freedom, outside sales let you pick up a sick kid from school, catch your kid's ball games. Outside sales allow you to work when and where you want. But the thing that outside sales really discovers is: can you handle the freedom of outside sales? A lot of people can't! They abuse all the great things that outside sales give you and they don't respect, and can't see the tremendous opportunity outside sales gives you! Create your perfect environment; if you aren't happy with your situation change it!

One of the best books ever written about creating work freedom is *The 4 Hour Work Week* by Timothy Ferriss. In his book, Tim goes from a guy working 80 hours a week barely making real money, to a guy who automates and strips out waste in his life. He creates both a source of income and the freedom and time to enjoy it. I am right now using one of his lessons. I have to get this final edit of the book you are reading done. My phone is buzzing with messages. What Tim taught me is to focus on what you are trying to accomplish today. He encourages you, in his book, to let those messages stack up and then return all your calls after you have done the most important thing you needed to do that day.

Before his book I would have felt guilty by making someone wait two hours for a return call. After his book I realized I rarely make anyone wait, and writing this book is a monumental life experience, so give yourself a break.

Final thought, if you had a horrible dream that you were locked up in a prison and that your life was predetermined by the warden on how you live, conditions you live in, and how long you had to be there. If you had a chance to avoid that prison nightmare by investing in yourself, doing the difficult things others aren't willing to do, would you? I say dream about freedom; realize it takes time and effort and embrace challenges on the road to freedom.