

Tuesday, March 22, 2011

Tunnel Vision to Freedom from Matt Warren

Advo Biz Team,

People wanna know the 'secrets' to achieving freedom in this biz... often times their answers come to them in an email like this... some embrace, some discard...

Let's discuss a **major key difference** between just getting by & massive breakthrough...

Truth: To build Ruby (6K+ solid monthly income) here, a person must turn on 'the switch' for a solid 1-2 year period to get the necessary team foundation; it's an intensity & tunnel vision that would resemble any of the following:

- **A politician running for office**
- **Opening a Subway franchise & giving it your dominant attention for 1-2 years**
- **A basketball coach from September - March**
- **A student in Law School for 3 years**
- **A new doctor who's on call, or who's opening a practice**

Catch this: in any of the above cases, the person's FRIENDS, FAMILY, & COLLEAGUES all know what's at stake! And if they don't, they'll catch the message soon enough...

Imagine...

- Hey Mr. President, wanna go on vacation?
- Hey Coach; we're havin' a birthday dinner Saturday, we'd love you guys to make it!
- Hey Law student, I know you have exams Monday but let's go campin' this weekend
- Hey Doc, you need to chill out, we need to finish this card game before you rush to the hospital - it'll be OK

Point: In each of the above examples, sacrifices are made to achieve greatness. For a period of time, **their PURPOSE gets THE BEST of their energy, & other things simply get put to the side for a period of time.**

The Law student has a burning desire & a vision for their life, & nothing or no one is going to get in the way of that vision, **EVEN IF IT MEANS BEING ABSENT FOR A PERIOD OF TIME & SAYING "NO" OFTEN...**

People might feel slighted or less important along the way (which is their choice). The best you can do is explain the phase of business & life you're in right now, if they're your friends, they'll get it...

You see, **to get more FAMILY, FRIENDS, VACATIONS, & SPONTANEOUS ADVENTURE**, there is a period of time you'll need to give up some (not all) FAMILY, FRIENDS, VACATIONS, and SPONTANEOUS ADVENTURE...

The doctor gives up much family time, a coach gives up many friend gatherings, Barack likely isn't cuddling with his daughters watchin' movies right now... but make no mistake, they each have a proud family encouraging them & **reaping the rewards from the effort of the purpose driven leader...**

Are you ready to tunnel your vision, to turn on the switch, to make the 1-2 year push it takes to achieve greatness in your business?

PRESS ON TO THE PROVEN DREAM,