

NOTES FROM: *Nine-Figure Mindset*, by Brandon Dawson:

SUMMARY: You'll never be ridiculed by anyone with bigger dreams than you have. They honestly just don't have the *time* to spare! Anyone with a real, deeply-felt vision is in constant motion to achieve it, and Brandon Dawson seems to be one of those rare individuals who both has bigger dreams and wants *you* to achieve yours as well.

He's also *done* this whole business-building thing before, having sold his last company for \$151 million and building his current business to something like a half billion dollar valuation. I always advise that people learn from someone who has actually *done* the thing that *you* want to do, and so if your goal is to grow your business to unimaginable heights, Brandon's your guy and this is your book.

Naturally, there are plenty of personal stories in this book, such as early in his career when Brandon was unceremoniously kicked out of the company *he started* and basically had to start again from nothing.

So he didn't just get lucky; he's *repeatedly* built great businesses. And strangely enough, this book is much more "actionable business strategy" than mindset, although there's plenty of that too.

I took about five pages of notes from this book, but one specific takeaway is the mindset shift away from "having, doing, being," to "being, doing, having." It's not that we get the things that happy people have, then we're able to do the things that happy people do, before finally being happy ourselves. It happens in reverse: *be* a happy person heading in the right direction, which will cause you to *do* the things happy people do to become successful, which will then lead to *having* the kinds of things that you would normally associate with happy people.

Before you can *have*, you need to *do*, and before you do, you have to *be*.

"The fastest way to succeed is to find the closest example of what you want to accomplish and model yourself after the person who achieved it."

"Know that if you give up, those around you will also give up, and that if you develop true resilience and resourcefulness, those around you will discover the same qualities in themselves."

"Confidence is a belief in yourself; arrogance is a belief only in yourself."

Hector LaMarque: “If you want to know where you’re going in the future, just listen to what you’re talking about right now.”

“I am a person of faith who believes the world sends you all sorts of messages if you’re paying attention.”

“When you think about what’s possible, why settle for what’s realistic?”

“Using cash flow as a strategy for start-up growth puts your success in your own hands, along with your willingness to do whatever it takes to achieve your dream.”

“My definition of business ownership evolved to where I viewed it as having other people doing the work for you so you can guide the strategic growth and direction of the organization.”

“This strategic mindset and the leadership skills required to inspire others to help you implement your strategy were precisely the qualities my clients lacked and precisely those Audigy could provide. This would open up entirely new and larger vistas of personal, professional, and financial growth.”

“‘My job isn’t to promote you,’ I argued. ‘Your job is to make it impossible not to be promoted.’”

“Having worked so hard for this success, everyone in the company was jazzed and loving life, which is the way you feel when you’ve set an aggressive target and met it.”

“Undeterred, Natalie bought me audio versions of *The 10X Rule* and *Sell or Be Sold*, and brought them along on a three-hour car trip we were making to see my oldest daughter in Bend. ‘We’ve got three hours of road time,’ Natalie said. ‘We’re going to listen to Grant.’ My fourteen-year-old daughter moaned from the back seat, and I moaned from the front seat, but we started listening.”

“The more intentional you are, the easier it is to spot your opportunity.”

“We offer to become their partner and exchange equity in our management group for equity in their company, thus aligning our personal, professional, and financial interests. Remember, the goal is not to sell them, but to help them grow and realize their dreams - we just take a management fee and a percentage of their upside we help them create in their business. In return, they own a piece of our new management company as long as they stay with us. This means they receive passive income in the form of regular dividends from our real estate holdings. Our relationship works more like a partnership than a strict client-consultant arrangement.”

“Nothing but good can come from being on a journey of self-discovery. Don’t concern yourself with whether you’re better or worse than other people or on a different timeline from friends and family. Don’t waste your energy and time dwelling on your shortcomings or failures. They are all there for a purpose. All of them. It’s never easy to make sense of the various strands of life in the moment, as they are being woven into who we are, but the dots will eventually connect and it will all make sense. Be patient and gentle with yourself. You only get to where you want to be by accepting where you are right now. The goal is not perfection, it is progress.”

“You wouldn’t look at a building that’s under construction and condemn it for being unfinished, right? Adopt this way of thinking about yourself and your business.”

“Self-discovery requires that we admit to ourselves what isn’t working.”

“Everything you learn about yourself is good news. Even the stuff that seems unflattering.”

Ephraim Epstein: “If you haven’t given up, you’re still on the road to getting it.”

“Creating a new belief about what can be done is a core practice with all the companies I have built and is the top job of a leader.”

Richard Bach: “Argue for your limitations and sure enough, they’re yours.”

“You have to make your desire to *change* stronger than your desire to be right. If you haven’t reached your stated goals and objectives after a period of working toward them, you either aren’t being honest with yourself about what you really want, or you are allowing your beliefs to get in your way.”

“As a leader of others, you are responsible for helping each member of your staff develop a self-image that is in alignment with what you are asking them to accomplish.”

“Attitudes are simply manifestations of your dominant beliefs. Think of attitudes as neither positive nor negative in themselves, but as limiting or liberating, depending on your goals.”

“If you have a goal you have been unable to attain, ask yourself whether you have an attitude that causes you to avoid situations that would help you to attain your goal.”

“Always over-promote your team’s breakthroughs. These stories become new reference points that will help your staff replace negative beliefs with positive ones.”

“Whether you’re the head of a small startup or a Fortune 500 company, you have a subconscious picture of the revenue size of your business, the number of employees you should have, the income you desire, the type of people you want to work with, the kinds of situations in which you feel uncomfortable, etc. We’ll call this your *environment*. When you begin to feel nervous, you will have the natural inclination to ‘get back where you belong,’ luring you to return to the environment that you can relate to most in keeping with your self-image. Whenever you return ‘back where you belong,’ you inhibit your growth. Every time you find yourself in an unfamiliar environment, job, or social situation, it’s natural to come up with logical reasons why you shouldn’t participate, or why it won’t work. The problem is that none of us *deliberately* programmed the kinds of environments in which we feel comfortable. Our subconscious minds just absorbed this information through habit. The key to expanding your comfort zone is visualizing yourself in different situations, jobs, relationships, or business settings.”

“When I was running a sales team, I would have my sales people make fifty calls a day after they’d done their training. What they didn’t know was that I already had two or three clients ‘seeded’ and basically teed up to buy each day. So by the end of the week, the new salesperson would make their 250 calls and get five or eight deals. As a result, they would come to work and believe they could continue to get two or three deals a day. I found that once I did that, I never had to push them that much more, because they would feel like they had figured out success.”

“As a leader, your job is to make other people’s success easy.”

“Belief creates outcomes.”

“Be bigger than your belief system. Then you will produce results that will give you a new belief system, which will allow you to grow even more. Living with fear and doubt is like driving with the emergency brake on. Once you release the brakes, the joys of creating are yours for the taking.”

“Helping others achieve success is your key to freedom.”

“This will ultimately be some of the best advice I give you in this book: teach yourself and others how to set targets, take massive action, and create the desired life you collectively want through your business.”

“I’ve built businesses for myself to prove I could, and I’ve built businesses to help others succeed in their lives. Guess which ones were more successful and fun to lead?”

“Remember: output amplified input: the more you put out, the more you receive.”

“We live in an abundant universe filled with ideas flowing through time and space. It’s up to each of us to take what we need from this flow. There is an abundance of ideas that we can use to create more riches in our lives.”

“Riches start from the mind, not your pocketbook, bank account, or investments. The pocketbook, bank account, and investments are the effects, not the causes, of a mindset of abundance. The cause is always an idea or belief about money. A person is not rich because they have money; they have money because they are already abundant in consciousness.”

“An abundance mindset believes there is an infinite number of opportunities for an infinite number of people.”

“Money and business opportunities exist in the trillions.”

“Open yourself to the flow of wealth that exists in the world; once you’ve done so and have become a leader of your own destiny, you’ll be able to lead others to do the same.”

“The world has everything you could possibly want.”

“As a leader, your job is to see further, faster.”

Stacy Conner: “If you’re in a place where you can’t see what the end looks like, whether or not a crisis precipitated it, you have a tendency to see nothing but gloom and doom as the outcome. Not only that, you tend to hear mostly about the shipwrecks. But if you’re lucky, you meet the salty sailor who was just out for six months and went through five hurricanes and walked into a bar, sat down, and ordered a beer. That sailor is Brandon.”

“Getting what you want cannot change your life at the Being level, so don’t let what you have determine *who you are*.”

“Living for tomorrow doesn’t offer much of a future.”

“Focusing on what you want to create expresses enthusiasm for the future, not discontent with the present.”

“The most important step in goal-setting is identifying benefits to you that will come from achieving your goal.”

“When you win, celebrate!”

“Keep adding to your list of accomplished goals. Every time you look at this list, you will gain further confidence in your ability to obtain what you want through goal-setting.”

“When your efforts produce positive results, train others to replicate them.”

“Commit yourself to the belief that you are going to let absolutely nothing stop you from achieving your dreams and goals.”

“Your pathway to nine figures must be undertaken incrementally - one zero at a time. In order to develop a nine-figure mindset, you must first develop a six-figure mindset, then a seven-figure mindset, and so on. If you can't make \$100,000, you can't make \$1 million, and if you can't make \$1 million, you certainly can't make \$10 million. Your first \$100,000 is totally controlled by how you think and what you do as a producer. Your first \$1 million of income is controlled by how you think, what you do, and how many people you can inspire to come do it with you based on knowing *how* you made that \$100,000. Your eight-figure achievement comes through multiplying and amplifying through the teams of people you build to solve the problems you've identified as worth solving through your products and services.”

“Remember this: building a great business begins and ends with you and your determination to be more, do more, and have more. But accomplishing this worthiest of pursuits is not something that you undertake alone. You can't and shouldn't ever try to do it by yourself. The highest value and richest rewards - and the fastest way to become successful come through collaboration. Collaboration *is* the new global currency. Invest in it today, tomorrow, and forever, and do it wisely, and your blessings will always outnumber your regrets. If you are truly committed to 10Xing your life and want to be an example to others around you, you must be entirely *unreasonable* with your current conditions and never settle or make excuses for where you are now at the expense of moving boldly to where you're dedicated to going.”