

# The Ethos of Me

- Being a father and a husband are my favorite and most important titles
- Add value to others in everything that I do
  - Family, friends, clients, peers, strangers
  - Find a way to positively impact others and reputation will build positively
- Mentality matters – stay positive
  - Strive for happiness as often as possible, but understanding that constant happiness is unattainable
  - Feelings and emotions are human, embrace them and work to move out of the “negative” emotions as soon as possible
- Be careful not to sacrifice too much happiness, time, etc. in the short term for the self-promise of future benefits. Tomorrow is never guaranteed. Certain sacrifices are worth it and okay, but need to be aware of the risk being taken.
- Time is my most valuable resource – guard it closely
- Know who I want to become and know that it takes sacrifice and hard work to get there
  - No easy day, grow and learn every day
  - Live the American Dream as an entrepreneur
- Perseverance, resilience, and mental toughness are critical
  - How I pick myself up from defeat and disappointment is how I ultimately will create sustainable success
- Systematize and create processes wherever possible
  - Systems and repeatable processes are the leverage needed to scale in any area of life
  - Keep these processes as simple as possible (Occam’s Razor) – the easier it is the more people will be able to follow and implement quickly
- Take massive action – progress comes from action only
- Consume knowledge voraciously – tapping into another’s mind through different content is one of the best ways to rapidly grow
  - Books, podcasts, articles, memos, periodicals
  - Take notes to reference this material repeatedly (Roam Research)
  - Knowledge is only powerful if utilized and applied
- Constant and never-ending improvement (CANI)
  - Growth in mind, body, and spirit always
- Continuous excitement about expanding knowledge and learning something new – I am a constantly expanding and changing person – the person I am today will change because of what I have learned and how I have applied it
- Physical health is critically important
  - Exercise and stretching to help release stress and keep the vessel in the best shape possible
  - Longevity is dependent on guarding health
- Extreme ownership – responsibility stops with the me
  - Applicable in family, business, health, and life in general
  - Take ownership in everything where responsibility should fall with me, or even areas it does not
- Cultivate friendships and relationships frequently and abundantly
  - Be outgoing and personal, make the effort to reach out and stay in contact
  - Be the glue of the relationship
  - Most people lose 5-10% of their friends a year, go the opposite direction and expand friendships by this much
- Do things that are memorable for myself and others that leaves an impression
  - Misogynists and challenges
  - Personal gifts and messages
  - Work to differentiate myself from others if for nothing else to offer a unique experience for others
- Wealth is important – strive for great wealth in all areas of life – not for status or outside perception – but for the security, flexibility, and duration outstanding wealth can bring