

The Primary Barrier Stopping You From Everything You Want In Life.

Jack Cornfield once said, "Everything you want is on the other side of fear." And he's right. But I'm going to take it one step further.

Pain, discomfort, shock, boredom, impostor syndrome, awkwardness, fear, being wrong, failing, Ignorance, looking stupid: your avoidance of these feelings is stopping you from a life beyond your wildest imagination. These are the feelings that accompany a life of success. And yet, these are the very feelings you relentlessly avoid!

Interesting how that works, right?

Wealth, optimal health, incredible relationships, deep spiritual maturity are all available to you. But you have to pay the price to have these things. The primary obstacle in your way is how you feel about what you need to do to have these things. Most people aren't willing to feel difficult emotions on a regular basis. However, if you're willing to disregard how you feel in the moment, you'll have access to a world of opportunity unavailable to 99% of the population.

Make the decision and act:

Napoleon Hill said, "When your desires are strong enough, you will appear to possess superhuman powers to achieve." Similarly, Tim Grover has said, "When you crave the end result, the hard work becomes irrelevant."

Put most simply: when the why is strong enough, you'll be willing to do any how. The clearer and bigger the why, the bolder the how. Hence, if you 10x your why, you'll have insights about how to do things far more effectively than the norm. As Dan Sullivan has said, "When 10X is your measuring stick, you immediately see how you can bypass what everyone else is doing."

If your dreams are big enough, you'll have to do different things than you've been doing. Not all "hows" are created equal. You'll have to do things you don't feel in the moment like doing. You'll resist the actions you need to take.

If you do what you've always done, you'll get what you've always got. What got you here, won't get you there. If you want bold results, you need bold actions. If you want it bad enough, your momentary feelings won't stop you. How you feel right now is irrelevant. Of course it's out of your comfort zone. Of course it may not feel good in the moment.

Said Tim Ferriss, "A person's success in life can usually be measured by the number of uncomfortable conversations he or she is willing to have."

Are you willing to disregard your momentary feelings to achieve a particular results?



Start small :

Life is practice. Every day is practice. Right now, you're practicing; you're experimenting. Start with small stuff and work your way up. For me, taking cold showers is great practice. Even after doing it for years, I still often experience a moment of resistance. But I feel the resistance and do it anyways. Within seconds, the resistance I was feeling is replaced with confidence and satisfaction. The more frequently you can confront and walk past emotional blocks, the more successful you'll be.

You'll put off momentary comforts in order to behave in ways that generate wild success. You can have anything you want in life. There is a path to get there. But you'll have to face lots of emotional resistance in getting there. Do it anyways. Right now. Don't delay. Do something right now you've been procrastinating. Do something right now that shocks your emotional system.

You'll quickly realize it wasn't so bad. Then do it again, with increasing intention. This is the essence of 10x thinking. Certain "hows" will get you 10x results. Most people won't go there. Are you willing to go there? How big is the emotional roller-coaster of life you're going to ride? Small rises and dips? Or huge rises, drops, spins, and twists? Life is meant to be lived, emotions are meant to be felt and experienced. You get to design the roller-coaster. Do you want the result bad enough that you're willing to feel absurd, horrible, amazing, ridiculous, and stupid to get there? Or, would you prefer feeling safe and regretful? The choice is yours. But everything you want is available. And the more extreme the emotional shock you're willing to walk through, the faster you'll get the results you're seeking.

Trust Yourself:

There must come a point when you stop worrying yourself over the opinions of others. Even the opinions of your heroes. Your work and ideas must eventually come completely and unapologetically through you. Only when you fully trust yourself and your ideas will you be able to create in a bold, honest, and beautiful manner.

No matter how "successful" you become, trusting yourself never gets easier. In fact, it only gets harder with more external noise and pressure. But you will never be happy with yourself or satisfied with your work if you don't do what you truly felt inspired to do. Your most honest work will always be your best work. More than likely, it will also be your most successful work.